



# digital TV research

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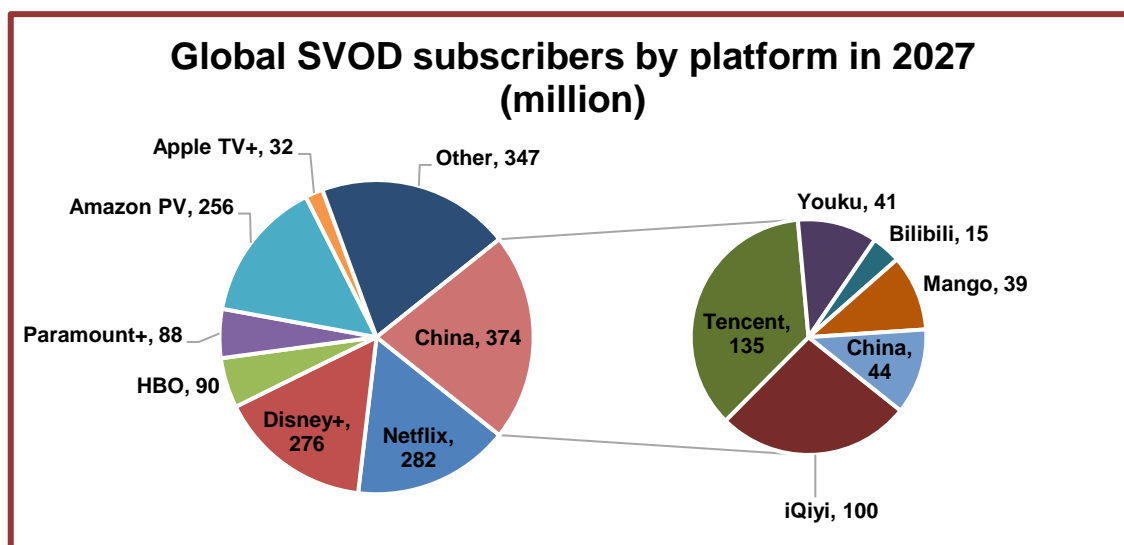
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## SVOD to add 550 million subscriptions globally

Global SVOD subscriptions will increase by 550 million between 2021 and 2027 to reach 1.75 billion. China and the US will together account for 48% of the world's total by 2027.

Simon Murray, Principal Analyst at Digital TV Research, said: "China and the US had a similar number of gross subscriptions by end-2021. Due to government pressure, China's growth is decelerating, with 374 million subscriptions by 2027. The US will continue to grow, with 456 million subscriptions expected by 2027."



Three US-based platforms will control half the world's SVOD subscriptions by 2027. Despite its maturity, Netflix will add 60 million subscribers between 2021 and 2027.

Disney+ will overtake Netflix in subscription terms in 2028. Disney+ will add 146 million subscribers between 2021 and 2027 to take its total to 276 million. About 106 million of Disney+' subscribers will be in the 13 Asian countries under the Hotstar brand in 2027.

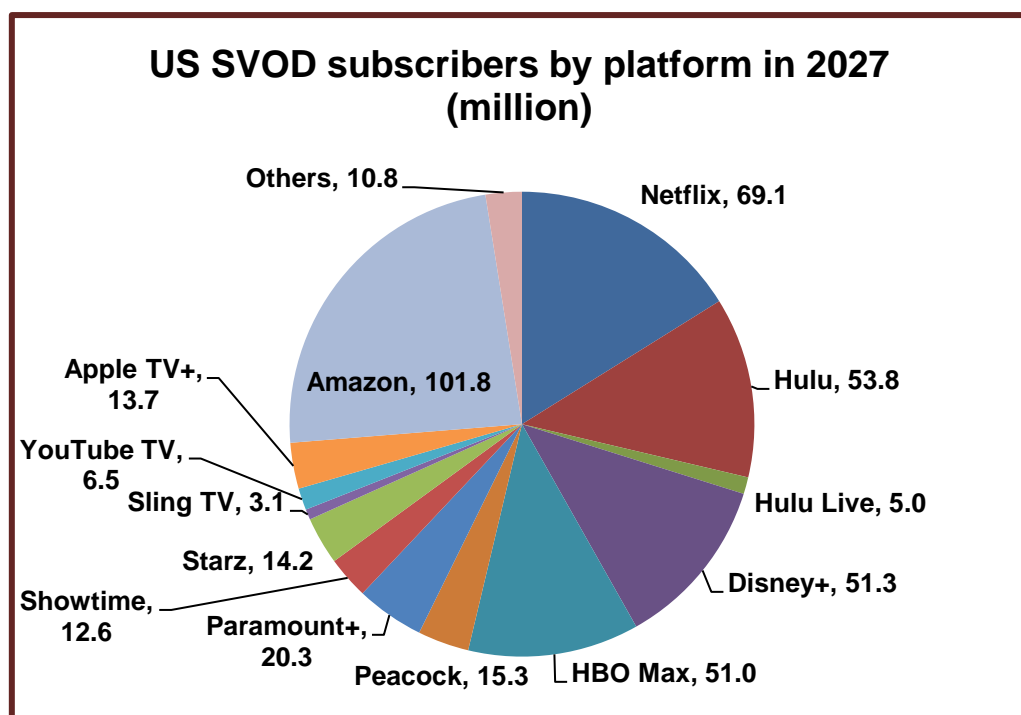
HBO Max will add 65 million subscribers to total 90 million in 2027. Paramount+ [including SkyShowtime] will increase by 55 million subscribers to reach 88 million by 2027.

For more information the [SVOD Forecasts Update report](#), please contact: Simon Murray, [simon@digitaltvresearch.com](mailto:simon@digitaltvresearch.com), Tel: +44 20 8248 5051

## US to add 97 million SVOD subs by 2027

Gross SVOD subscriptions [for movies, linear channels and TV episodes - excluding other platforms such as sports] in the US will climb from 331 million at end-2021 to 428 million in 2027.

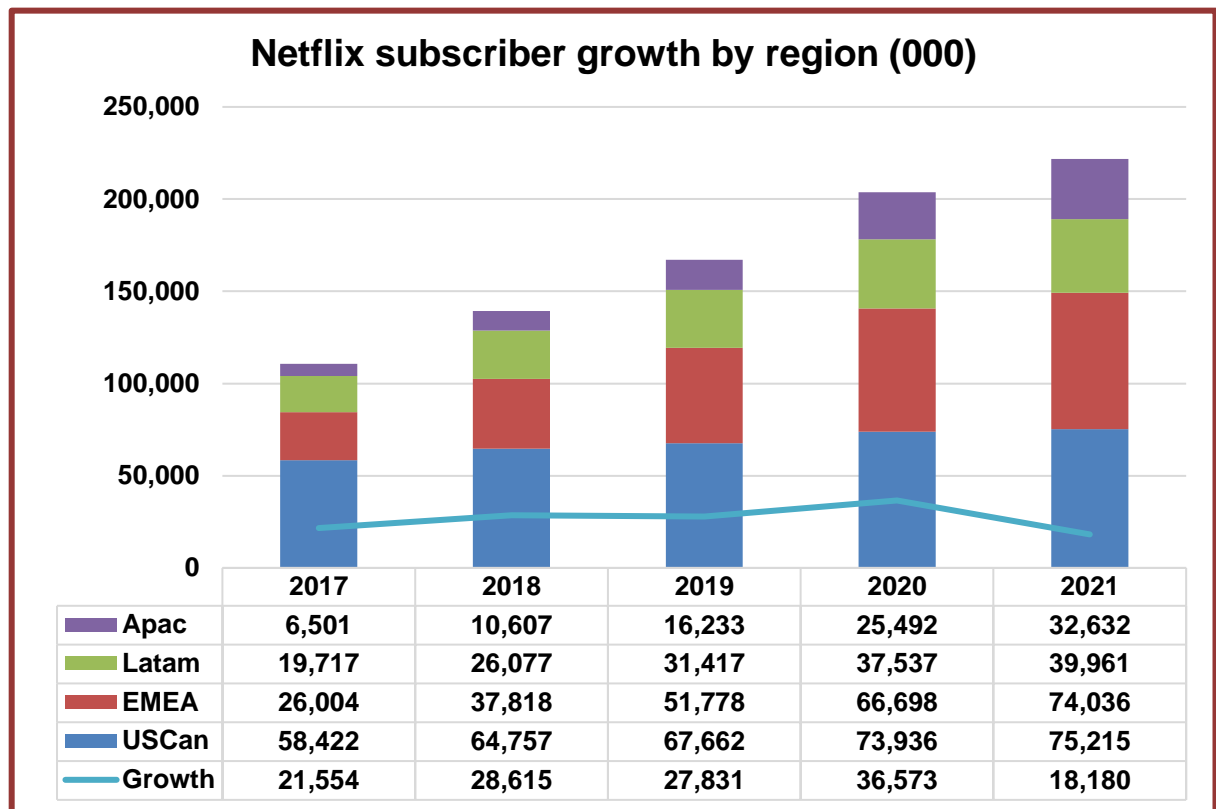
About 86% of TV households will subscribe to at least one SVOD platform by 2027. The average SVOD household will pay for 4.09 SVOD platforms by 2027.



Netflix will only add 2 million subscribers between 2021 and 2027. Newer platforms such as Disney+ (12 million additions), Hulu (13 million) and HBO Max (up by 31 million) will be the big gainers.

Simon Murray, Principal Analyst at Digital TV Research, said: “Some claimed recently that the US SVOD market is at saturation point. Although we expect some deceleration, there is still plenty of growth to be had in the US SVOD market.”

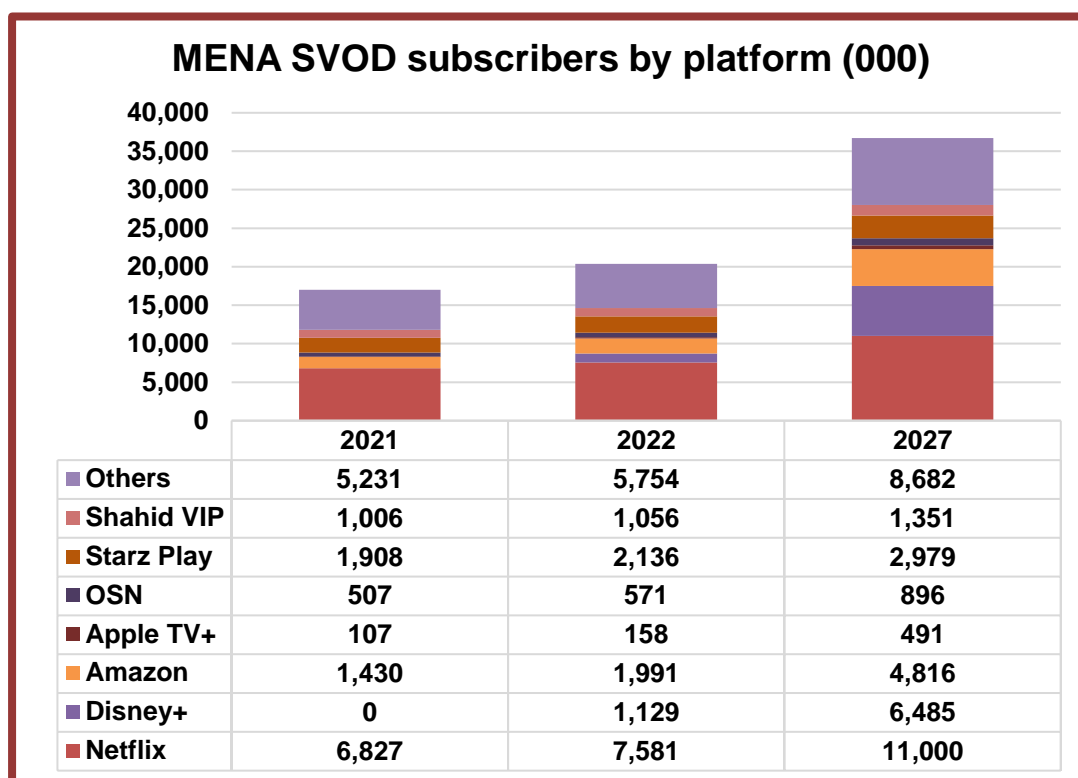
For more information [on the North America OTT TV & Video Forecasts report](#), please contact: Simon Murray, [simon@digitaltvresearch.com](mailto:simon@digitaltvresearch.com), Tel: +44 20 8248 5051



## MENA SVOD revenues to reach \$4 billion

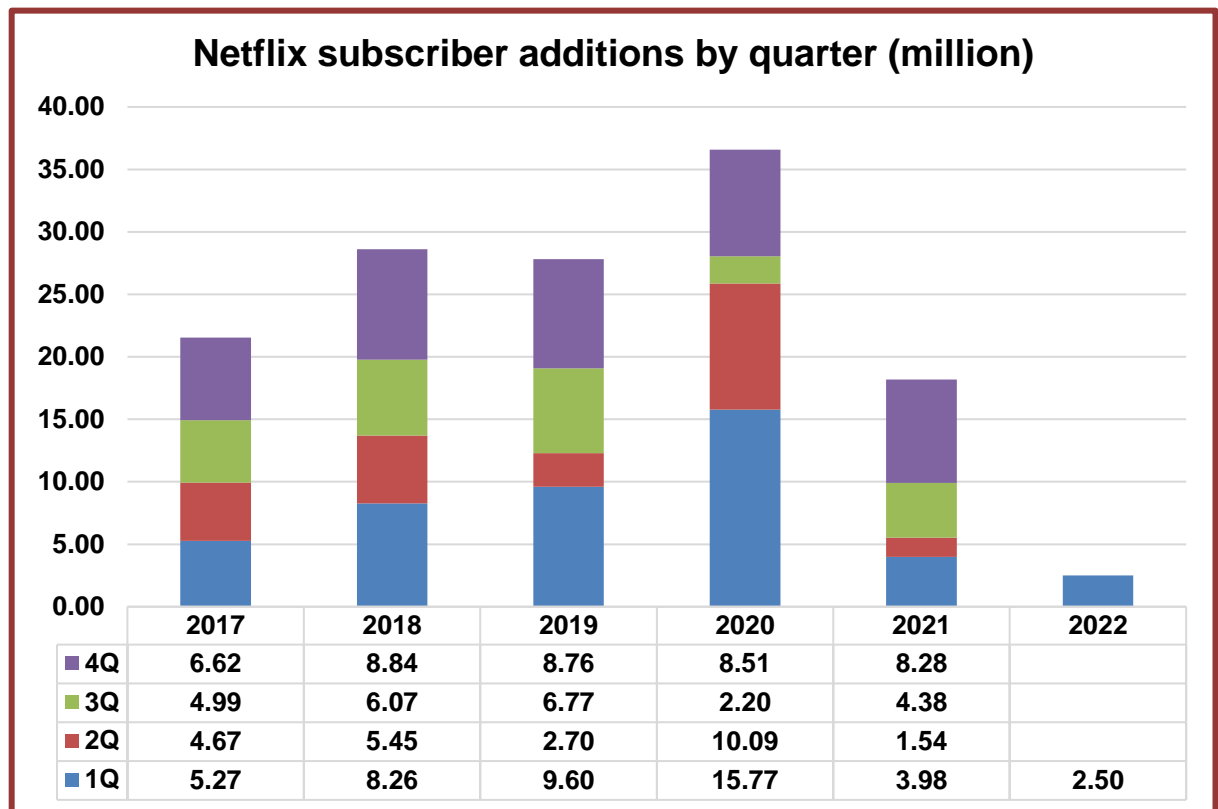
SVOD revenues for 20 countries in the MENA region will grow by \$2.3 billion between 2021 and 2027 to reach \$4 billion. Leader Turkey will triple its total to \$1.27 billion by 2027.

Simon Murray, Principal Analyst at Digital TV Research, said: “Netflix will generate half - \$1.90 billion - of MENA’s \$4 billion SVOD revenues by 2027. Second-placed Disney+ will be a long way behind with \$589 million.”



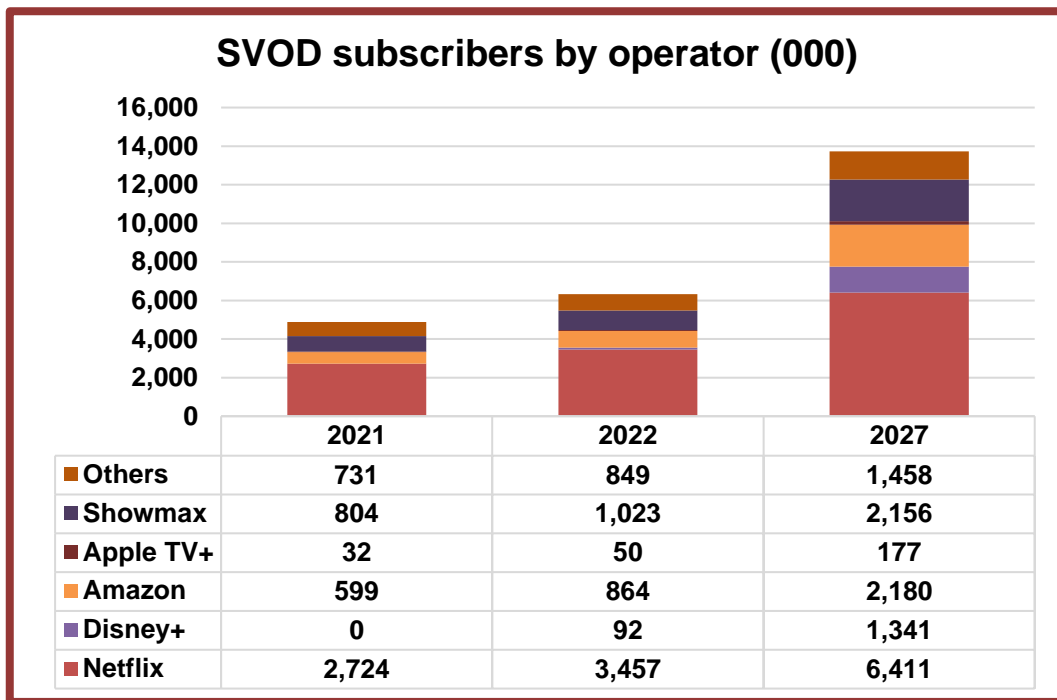
MENA will have 36.70 million SVOD subscriptions by 2027. Netflix will account for 30% of this total. Disney+ will start in the Arabic countries, Israel and Turkey in 2022 – quickly growing to 6.5 million subscribers by 2027. Regional player StarzPlay will have 2.98 million subscribers [excluding its operation in Pakistan] by 2027 – 1 million more than in 2021.

For more information [on the Middle East and North Africa OTT TV and Video Forecasts report](#), please contact: Simon Murray, [simon@digitaltvresearch.com](mailto:simon@digitaltvresearch.com), Tel: +44 20 8248 5051



## African OTT to generate \$2 billion in 2027

African OTT movie and TV episode revenues will reach \$2 billion by 2027 – triple from \$623 million in 2021. South Africa and Nigeria will together account for 56% of the total by 2027, leaving \$896 million divided between the other 33 countries. SVOD revenues will reach \$1.66 billion by 2027; up from \$476 million in 2021.



Digital TV Research forecasts 13.72 million SVOD subscriptions by 2027, up from 4.89 million at end-2021. Netflix will account for 47% of the region’s SVOD subscriptions by 2027. With no Amazon Prime countries in Africa, Amazon Prime Video is forecast to have 2.18 million paying subscribers by 2027.

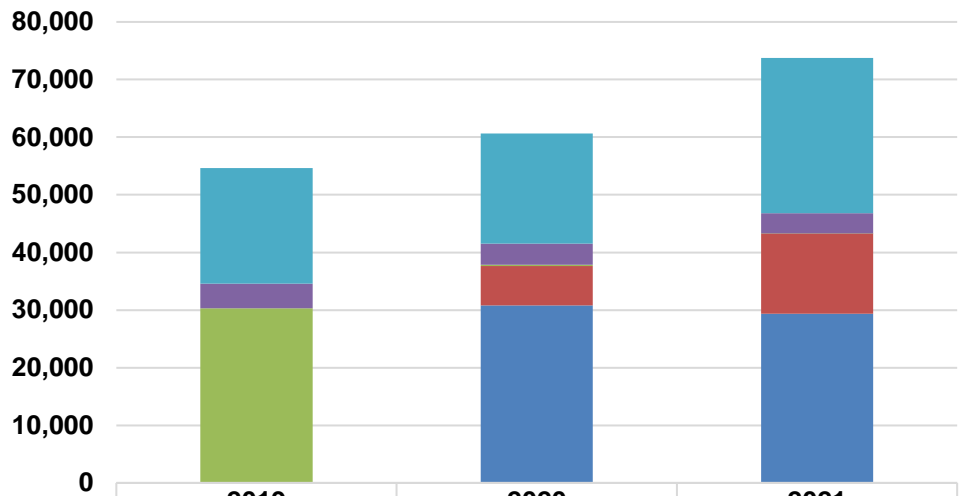
Simon Murray, Principal Analyst at Digital TV Research, said: “Disney+ will only have a limited roll-out: South Africa (2022) and Nigeria (2023). We do not think that Paramount+, HBO Max or Peacock will start as standalone platforms in Africa. HBO will continue its distribution deal with Showmax.”

Murray continued: “Francophone MyCanal started as a free add-on for Canal Plus pay TV subscribers in 2021. In our last forecasts, we expected MyCanal to be a standalone platform. We now do not believe that this will happen. This will stifle SVOD growth in the Francophone countries.”

For more information [on the Africa OTT TV and Video Forecasts report](#), please contact: Simon Murray, [simon@digitaltvresearch.com](mailto:simon@digitaltvresearch.com), Tel: +44 20 8248 5051



### HBO & HBO Max subscriber growth by source (000)

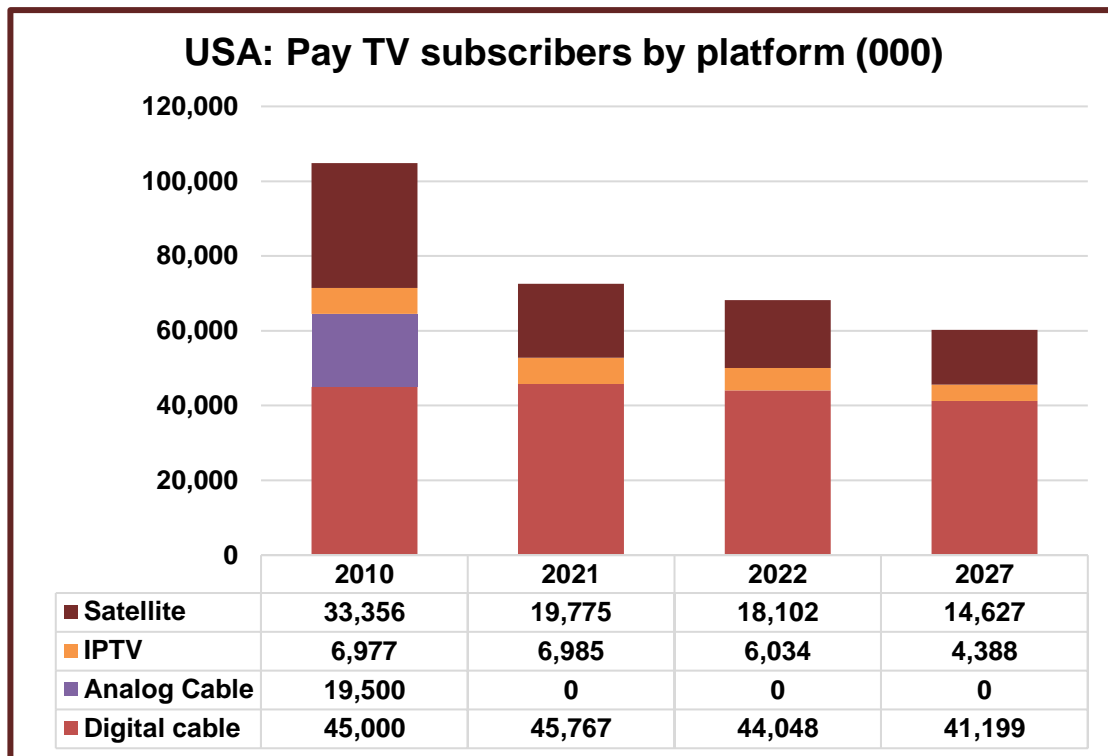


	2019	2020	2021
International	20,075	19,085	26,961
HBO Commercial	4,256	3,666	3,482
HBO-only	30,331	197	29
HBO Max retail	0	6,880	13,910
HBO Max wholesale	0	30,785	29,369



## US pay TV penetration to slip below 50%

US traditional pay TV penetration will slip below 50% of TV households in 2026 – down from 91% in 2010 and down from 60% in 2021. Digital TV Research forecasts 60 million pay TV subscribers by 2027; declining from 105 million in the peak year of 2010.

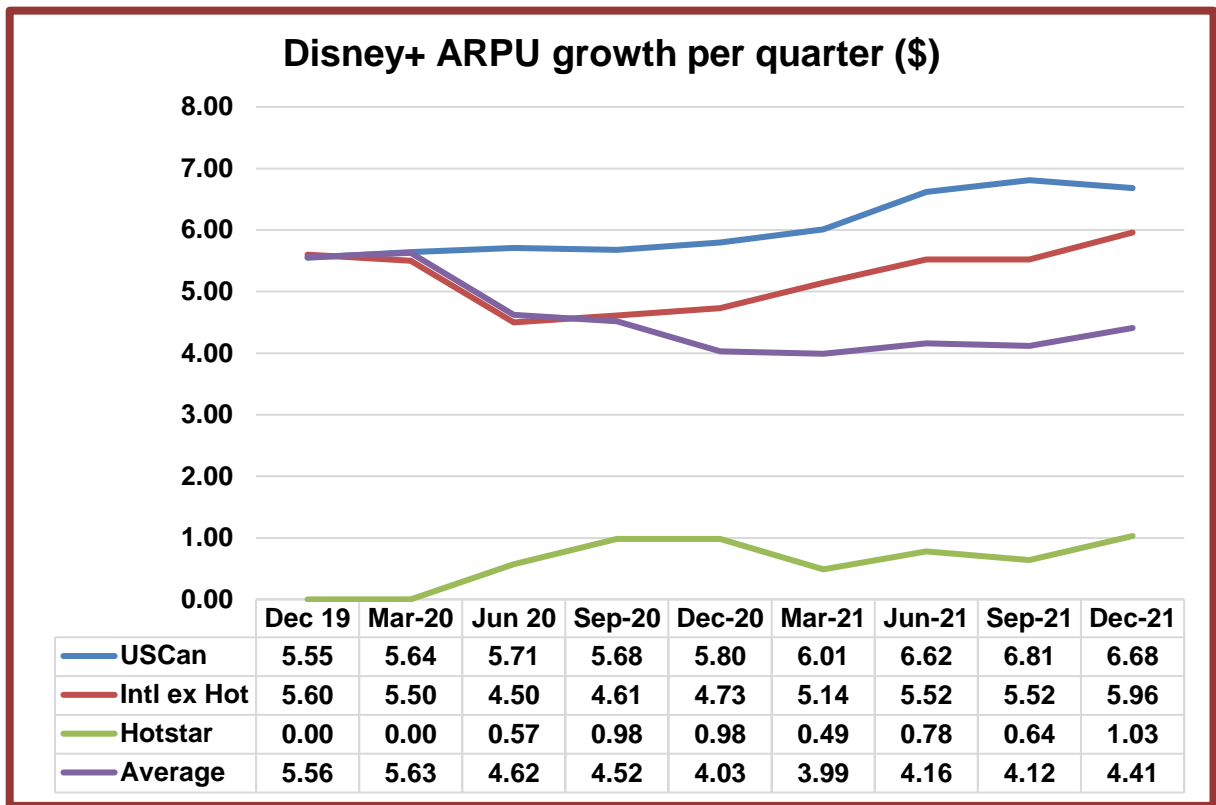


Simon Murray, Principal Analyst at Digital TV Research, said: “The US lost 6 million pay TV subscribers each year from 2019 to 2021. Losses will decrease from now on, but the 2027 total will be 12 million lower than 2021.”

The number of households without a pay TV subscription will rocket from 11.34 million in 2010 to 72.86 million in 2027 due mainly to cord-cutting.

Pay TV revenues peaked in 2014, at \$101 billion. A \$48 billion decline is forecast between 2014 and 2027; halving the total to \$53 billion.

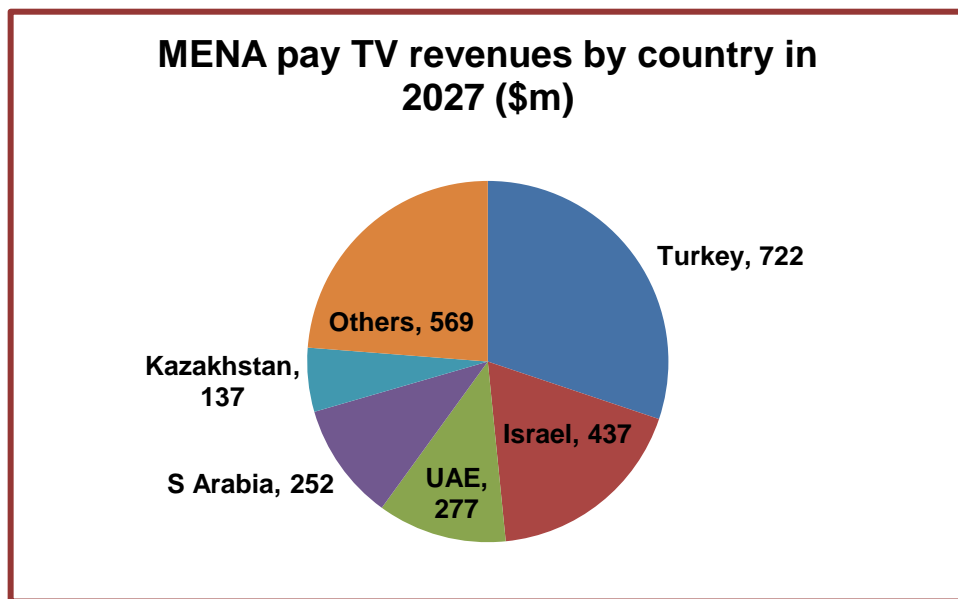
For more information [on the North America Pay TV Forecasts report](#), please contact: Simon Murray, [simon@digitaltvresearch.com](mailto:simon@digitaltvresearch.com), Tel: +44 20 8248 5051



## MENA pay TV revenues to fall by \$1.5 billion

Pay TV revenues for 20 countries in the Middle East and North Africa region will fall by 38% between peak year 2016 (\$3.84 billion) and 2027 (\$2.39 billion).

Simon Murray, Principal Analyst at Digital TV Research, said: “Pay TV has never had an easy ride the MENA region. First was the battle with widespread piracy. Next the Saudi government and others banned beIN for four years. Traditional pay TV subscribers are now converting to SVOD platforms.”



Source: Digital TV Research

Pay TV revenues for the 13 Arabic-speaking countries will be \$915 million by 2027; down from \$1,571 million in 2016. Pay TV subscriber numbers will fall from 3.70 million to 3.14 million over the same period.

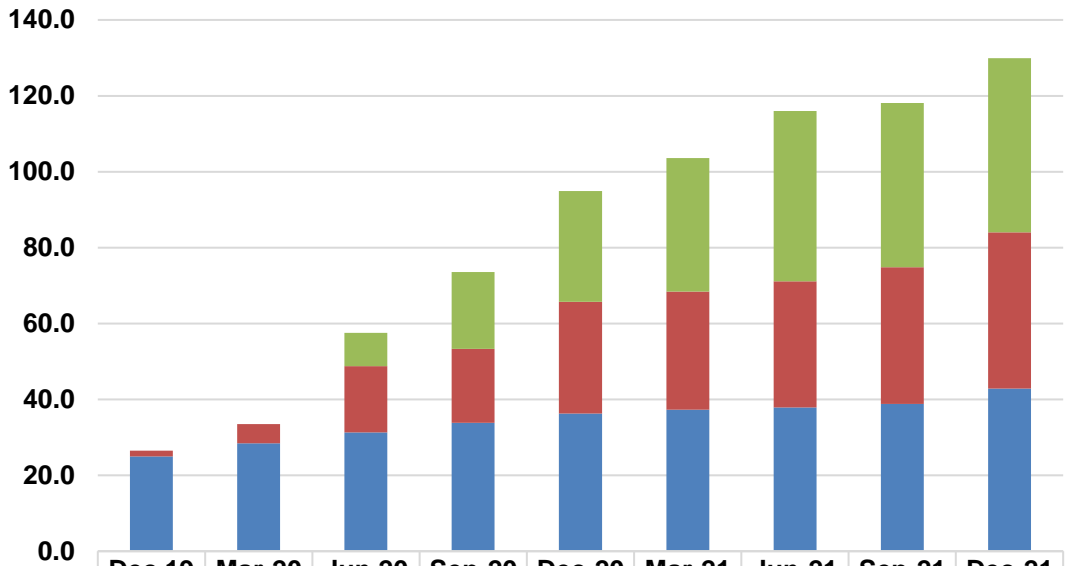
Turkish pay TV revenues will reach \$722 million in 2027; \$188 million lower than in 2016. However, the number of pay TV subscribers will grow from 5.92 million in 2016 to 8.25 million in 2027 – so subscribers are paying less.

Cord-cutting in Israel will see 46% of its pay TV subs lost between 2014 to 2027. Pay TV revenues will fall from \$1.15 billion to \$437 million over the same period.

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Disney+ subscriber growth per quarter (million)

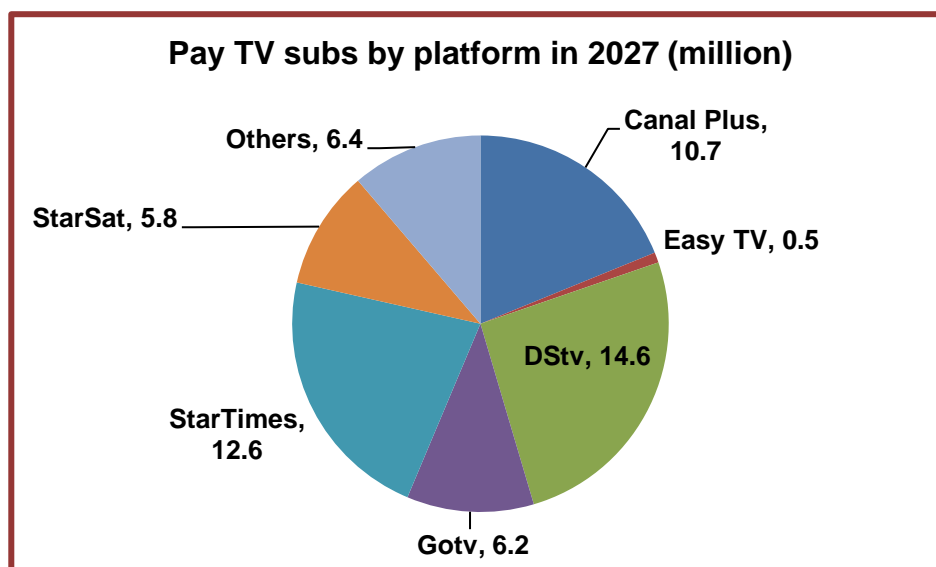


	Dec 19	Mar-20	Jun 20	Sep-20	Dec-20	Mar-21	Jun-21	Sep-21	Dec-21
Hotstar	0.0	0.0	8.7	20.3	29.2	35.2	44.9	43.3	45.9
Intl ex Hot	1.5	5.1	17.5	19.5	29.4	31.1	33.2	36.0	41.1
USCan	25.0	28.4	31.3	33.8	36.3	37.3	37.9	38.8	42.9

## Africa to add 18 million pay TV subs

Africa will add 18 million pay TV subscribers between 2021 and 2027 to take the total to 57 million.

Subscriber numbers will climb by 46% over this period, but pay TV revenues will rise by only 35% - indicating that subscribers will pay less. Pay TV revenues will reach \$6.46 billion by 2027, up from \$4.78 billion on 2021.



Three groups account for 90% of Africa's pay TV subscribers. Multichoice, through its DStv and GOtv platforms, will continue to lead - with 20.8 million subscribers expected by 2027. StarTimes (18.4 million) and Canal Plus (11.2 million) will follow.

Simon Murray, Principal Analyst at Digital TV Research, said: "Few new players are expected. Instead, the three protagonists will battle for supremacy – often by cutting prices."

For more information [on the Africa Pay TV Forecasts report](#), please contact: Simon Murray, [simon@digitaltvresearch.com](mailto:simon@digitaltvresearch.com), Tel: +44 20 8248 5051

