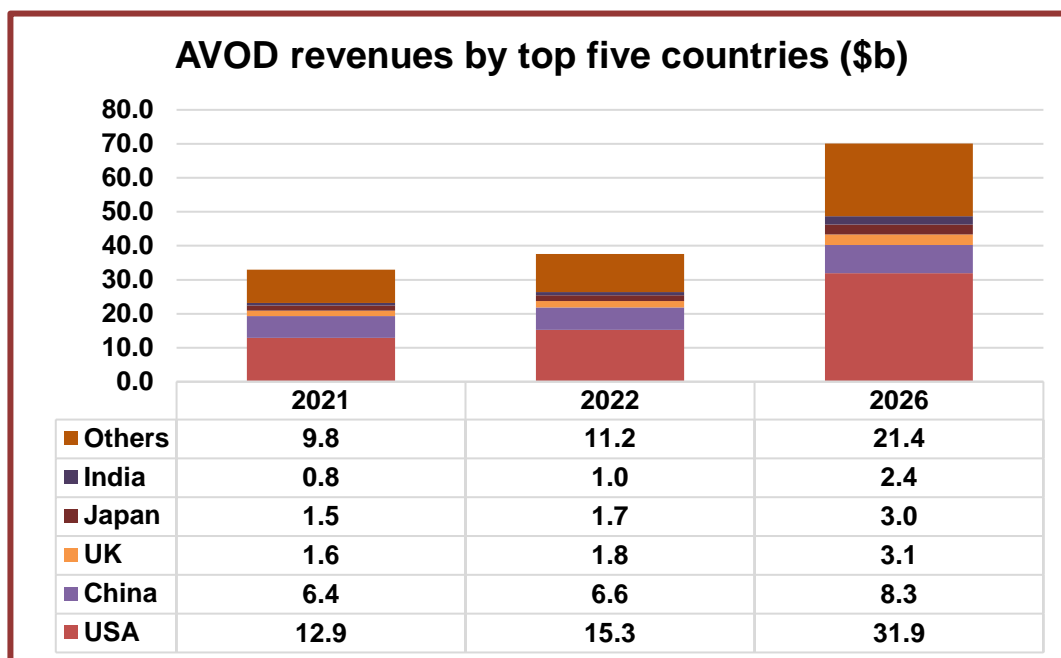


Global AVOD spend to reach \$70 billion

AVOD revenues for TV series and movies will reach \$70 billion in 2027, up from \$33 billion in 2021. 13 of the 138 countries covered will generate more than \$1 billion in 2027, up from only five countries in 2021.



Simon Murray, Principal Analyst at Digital TV Research, said: “US AVOD will grow by \$19 billion to \$31 billion by 2027 – remaining the largest country by far. The US has the world’s most sophisticated advertising industry by some distance, plus AVOD choice is greater in the US than anywhere else. The US will account for 46% of the global total by 2027, up from 39% in 2021.”

Second-placed China slumped in 2020 due to its economic downturn. It will take until 2024 for China to better its 2019 total. In 2021, the government clamped down on fan-based culture, which resulted in far fewer reality shows from the OTT platforms – and less viewer demand.

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

[Global AVOD Forecasts](#)

Table of Contents

Published in May 2022, this 244-page PDF and excel report contains comprehensive coverage of the global AVOD TV episode & movie sector for 138 countries, including:

- Executive Summary.
- Regional forecasts summary from 2010 to 2027
- Comparison forecast tables.
- Individual country forecasts for each year from 2010 to 2027.
- Insight profiles in 86 pages for the top 10 countries (Brazil, China, France, Germany, India, Japan, Mexico, Russia, UK and USA)
- AVOD expenditure by country by year broken down by YouTube; Facebook; Other significant players; Others.

For more information, [please click here](#) or contact lydia@digitaltvresearch.com

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Buy two of the 2022 editions of [Global OTT TV & Video Forecasts](#), [Global SVOD Forecasts](#) and [Global AVOD Forecasts](#), and receive the third report for free. Furthermore, you will receive a single, huge excel workbook that contains all of the forecasts.

Please email lydia@digitaltvresearch.com to receive more details.



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AVOD forecasts for YouTube and Facebook across 138 countries and 116 local platforms in 36 countries:

Country	AVOD Platforms
Argentina	Pluto
Australia	9Now; Ten Play; 7Plus; Samsung TV Plus
Austria	Joyn; RTL
Belgium	RTL Play; VTM Go
Brazil	Globoplay; Pluto; Samsung TV Plus
Canada	CTV; Global; TVA; CBC
China	iQiyi; Tencent Video; Youku Tudou; Mango; Bilibili
Denmark	TV2; Discovery; Viafree
Finland	MTV; Discovery; Ruutu
France	TF1; M6; France Televisions; MyCanal
Germany	RTL; Joyn
Hong Kong	TVB; Viu
India	Disney+ Hotstar; Zee5; Sony Liv; ALT Balaji; Eros Now
Indonesia	Disney+; Iflix; Viu; Vidio; Vision+/MCN
Ireland	RTE; TV3
Italy	Mediaset; RAI; Discovery
Japan	Niconico; Tver; U-Next
Malaysia	Sooka/Astro; Disney+; Iflix; Viu/Media Prima
Mexico	Televisa/Blim; Azteca/Claro; Pluto; Samsung TV Plus; Roku
Netherlands	Videoland; Talpa; NPO
New Zealand	TVNZ; ThreeNow
Norway	TV2; Viafree; Discovery
Philippines	Disney+; Iflix; Viu
Poland	TVP; TVN; Polsat; Viaplay; Canal Plus
Portugal	SIC; RTP; TVI
Russia	Ivi; Megogo; Okko; Premier; Wink; Kion; Kinopoisk; Start
Singapore	Viu
S Korea	Tving; Seezn; Wavve; Samsung TV Plus
Spain	MiTele; Atresmedia; RTVE
Sri Lanka	Zee5
Sweden	TV4; Viafree; Discovery
Switzerland	Play Suisse
Thailand	Disney+; Wetv/Iflix; Viu; Samsung TV Plus
Turkey	Blu; Puhu; Exxen
UK	ITV; All 4; Viacom/My5/Pluto; Now/Sky
USA	Hulu/Disney; Peacock/NBC; Pluto/Viacom; Tubi/Fox; Roku

Forecasts for 138 countries:

Albania	Algeria	Angola	Argentina
Armenia	Australia	Austria	Azerbaijan
Bahrain	Bangladesh	Belarus	Belgium
Benin	Bolivia	Bosnia	Botswana
Brazil	Bulgaria	Burkina Faso	Burundi
Cambodia	Cameroon	Canada	CAR
Chad	Chile	China	Colombia
DR Congo	Rep Congo	Costa Rica	Cote d'Ivoire
Croatia	Cyprus	Czech Rep.	Denmark
Dominican Rep.	Ecuador	Egypt	El Salvador
Eq Guinea	Estonia	Ethiopia	Finland
France	Gabon	Gambia	Georgia
Germany	Ghana	Greece	Guatemala
Guinea	Honduras	Hong Kong	Hungary
Iceland	India	Indonesia	Ireland
Israel	Italy	Japan	Jordan
Kazakhstan	Kenya	Kuwait	Laos
Latvia	Lebanon	Liberia	Lithuania
Luxembourg	Macedonia	Madagascar	Malawi
Mali	Malaysia	Malta	Mexico
Moldova	Mongolia	Montenegro	Morocco
Mozambique	Myanmar	Namibia	Nepal
Netherlands	New Zealand	Nicaragua	Niger
Nigeria	Norway	Oman	Pakistan
Panama	Paraguay	Peru	Philippines
Poland	Portugal	Puerto Rico	Qatar
Romania	Russia	Rwanda	Saudi Arabia
Senegal	Serbia	Sierra Leone	Singapore
Slovakia	Slovenia	South Africa	South Korea
Spain	Sri Lanka	Sweden	Switzerland
Syria	Taiwan	Tanzania	Thailand
Togo	Tunisia	Turkey	Uganda
Ukraine	UAE	UK	USA
Uruguay	Uzbekistan	Venezuela	Vietnam
Zambia	Zimbabwe		



Forecasts (for each year from 2010 to 2027) contain the following detail for 138 countries:

Chile AVOD forecasts																		
1US\$ = CLP814	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
Population (000)																		
Total households (000)																		
TV households (000)																		
Fixed broadband households (000)																		
Smartphone subscribers (000)																		
Tablet subscribers (000)																		
TV HH/Total HH																		
Fixed broadband HH/Total HH																		
Smartphone subs/Population																		
Tablet subs/Population																		
OTT TV & video viewers (000)																		
OTT TV & video viewers/population																		
Online advertising total (US\$ mil.)																		
AVOD (US\$ mil.)																		
AVOD revenues/Population \$																		
AVOD revenues by platform (\$ million)																		
YouTube																		
Facebook/Instagram																		
Other																		
<i>Source: Digital TV Research. Revenues from professionally-made TV shows and movies - so not, for example, sports or UGC.</i>																		

Digital TV Research report schedule for 2022

Title	Publication	Price
1 Africa Pay TV Forecasts	<i>January</i>	£1400/€1600/\$1875
2 Middle East & North Africa Pay TV Forecasts	<i>January</i>	£1400/€1600/\$1875
3 SVOD Forecasts Update (based on December 2021 results)	<i>February</i>	£1800/€2050/\$2400
4 Africa OTT TV and Video Forecasts	<i>February</i>	£1400/€1600/\$1875
5 Middle East & North Africa OTT TV and Video Forecasts	<i>February</i>	£1400/€1600/\$1875
6 North America Pay TV Forecasts	<i>February</i>	£700/€800/\$940
7 North America OTT TV and Video Forecasts	<i>February</i>	£700/€800/\$940
8 Latin America Pay TV Forecasts	<i>March</i>	£1400/€1600/\$1875
9 Latin America OTT TV and Video Forecasts	<i>March</i>	£1400/€1600/\$1875
10 Asia Pacific Pay TV Forecasts	<i>March</i>	£1400/€1600/\$1875
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12 Western Europe Pay TV Forecasts	<i>March</i>	£1400/€1600/\$1875
13 Western Europe OTT TV and Video Forecasts	<i>March</i>	£1400/€1600/\$1875
14 Eastern Europe Pay TV Forecasts	<i>April</i>	£1400/€1600/\$1875
15 Eastern Europe OTT TV and Video Forecasts	<i>April</i>	£1400/€1600/\$1875
16 Global OTT TV & Video Forecasts	<i>May</i>	£2000/€2300/\$2600
17 Global Pay TV Forecasts	<i>May</i>	£2200/€2530/\$2970
18 Global AVOD Forecasts	<i>May</i>	£1800/€2050/\$2400
19 Global SVOD Forecasts (based on March 2022 results)	<i>June</i>	£1800/€2050/\$2400
20 Africa SVOD Forecasts	<i>August</i>	£1200/€1380/\$1600
21 Middle East & North Africa SVOD Forecasts	<i>August</i>	£1200/€1380/\$1600
22 Latin America SVOD Forecasts	<i>August</i>	£1200/€1380/\$1600
23 North America SVOD Forecasts	<i>August</i>	£600/€690/\$800
24 Eastern Europe SVOD Forecasts	<i>September</i>	£1200/€1380/\$1600
25 Asia Pacific SVOD Forecasts	<i>September</i>	£1200/€1380/\$1600
26 Western Europe SVOD Forecasts	<i>September</i>	£1200/€1380/\$1600
27 SVOD Forecasts Update (based on June 2022 results)	<i>September</i>	£1800/€2050/\$2400
28 Pay TV Forecasts Update	<i>December</i>	£2200/€2530/\$2970
29 SVOD Forecasts Update (based on September 2022 results)	<i>December</i>	£1800/€2050/\$2400

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