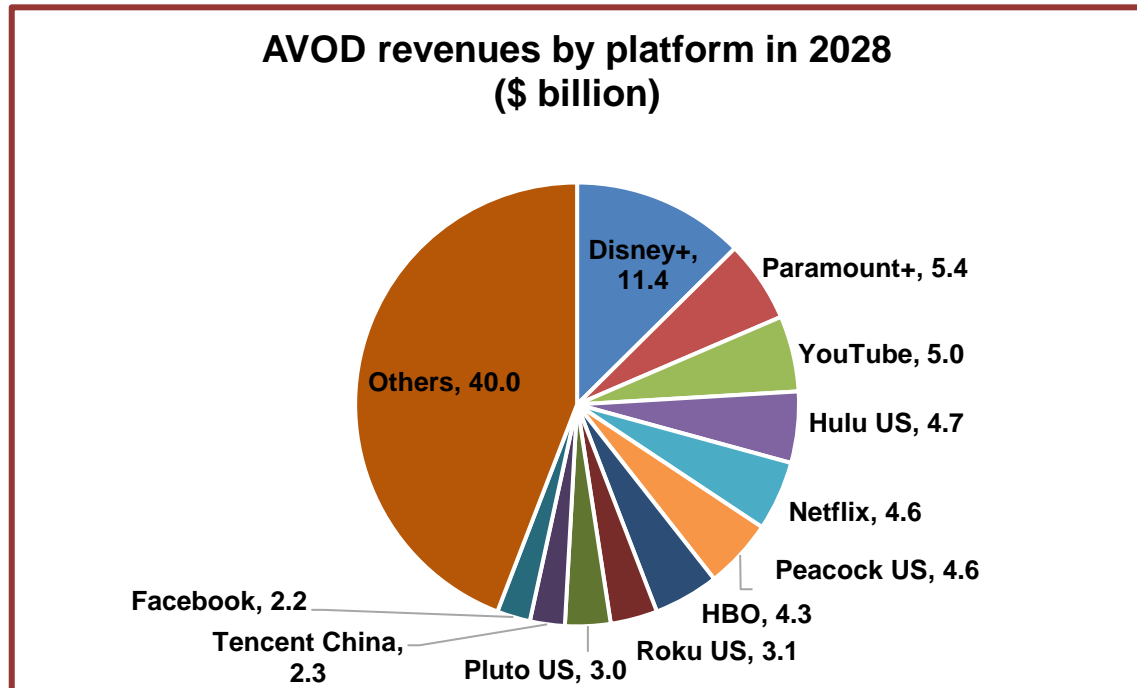


## AVOD revenues to climb by \$50 billion

Global AVOD revenues for TV series and movies will reach \$91 billion in 2028, up from \$41 billion in 2022. The US will contribute 41% to the 2028 total; adding \$20 billion between 2022 and 2028.



By 2028, nine platforms will generate AVOD revenues in excess of \$3 billion, including five global, three from the US and one from China. The market will remain fragmented.

Simon Murray, Principal Analyst at Digital TV Research, said: “Disney+ will be the AVOD winner, with \$11.4 billion by 2028. Disney+ is expected to follow its US example by converting its existing subscribers to the hybrid AVOD-SVOD tier, with SVOD-only subscribers having to choose to pay more.”

# [Global AVOD Forecasts](#)

## Table of Contents

Published in April 2023, this 250-page PDF and excel report contains extensive coverage of the AVOD sector (TV episodes and movies only). Based on December 2022 results and updating major platform launches, the report comprises:

- Executive Summary.
- Major AVOD platforms, including revenue estimates for 138 countries, regionally and globally (2015 to 2028), including Netflix, Disney+, Paramount+, HBO Max, YouTube and Facebook.
- OTT insight profiles: globally and for 10 countries: Brazil, Canada, China, France, Germany, India, Japan, South Korea, UK, USA
- Forecasts for 138 countries and global overviews from 2015 to 2028

The report costs £1,600/€1,840/\$1,900 for a 1-5 user license.

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

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*Buy two of the 2023 editions of [Global OTT TV and Video Forecasts](#), [Global SVOD Forecasts](#) and [Global AVOD Forecasts](#), and receive the third report for free. You will also receive a single, huge excel workbook that contains all of the forecasts.*

*Please email [lydia@digitaltvresearch.com](mailto:lydia@digitaltvresearch.com) to receive more details.*



*Forecasts (for each year from 2015 to 2028) contain this detail for 138 countries as well as global comparisons:*

<b>Belgium AVOD forecasts</b>														
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
<b>Population (000)</b>														
<b>Total households (000)</b>														
<b>TV households (000)</b>														
<b>Fixed broadband households (000)</b>														
<b>Smartphone subscribers (000)</b>														
<b>Tablet subscribers (000)</b>														
<b>Online advertising total (US\$ mil.)</b>														
<b>AVOD (US\$ mil.)</b>														
<b>Hybrid AVOD-SVOD subscribers by operator (000)</b>														
<b>Netflix</b>														
<b>Disney+</b>														
<b>HBO Max</b>														
<b>Paramount+</b>														
<b>AVOD revenues by platform (\$ million)</b>														
<b>Netflix</b>														
<b>Disney+</b>														
<b>HBO Max</b>														
<b>Paramount+</b>														
<b>YouTube</b>														
<b>Facebook/Instagram</b>														
<b>RTL Play</b>														
<b>VTM Go</b>														
<b>Other</b>														

## AVOD forecasts for 678 platforms across 138 countries:

Country	AVOD Platforms
Algeria	YouTube; Facebook; Netflix; Disney+
Argentina	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Australia	YouTube; Facebook; Netflix; Disney+; Paramount+; 9Now; Ten Play; 7Plus; Samsung TV Plus
Austria	YouTube; Facebook; Netflix; Disney+; Paramount+; Joyn; RTL
Bahrain	YouTube; Facebook; Netflix; Disney+
Bangladesh	YouTube; Facebook; Disney+ Hotstar
Belgium	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO; RTL Play; VTM Go
Bolivia	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Bosnia	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Brazil	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO; Globoplay; Pluto; Samsung TV Plus
Bulgaria	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Cambodia	YouTube; Facebook; Disney+ Hotstar
Canada	YouTube; Facebook; Netflix; Disney+; Paramount+; CTV; Global; TVA; CBC
Chile	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
China	iQiyi; Tencent Video; Youku Tudou; Mango; Bilibili
Colombia	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Costa Rica	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Croatia	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Cyprus	YouTube; Facebook; Netflix; Disney+
Czech	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Denmark	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO; TV2; Discovery; Viafree
Dominican	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Ecuador	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Egypt	YouTube; Facebook; Netflix; Disney+
El Salvador	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Estonia	YouTube; Facebook; Netflix; Disney+; HBO
Finland	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO; MTV; Discovery; Ruutu
France	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO; TF1; M6; France Televisions; MyCanal
Germany	YouTube; Facebook; Netflix; Disney+; Paramount+; RTL; Joyn
Greece	YouTube; Facebook; Netflix; Disney+; Paramount+
Guatemala	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Honduras	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Hong Kong	YouTube; Facebook; Netflix; Disney+; TVB; Viu
Hungary	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
India	YouTube; Facebook; Netflix; HBO; Paramount+; Disney+ Hotstar; Zee5; Sony Liv; ALT Balaji; Eros Now
Indonesia	YouTube; Facebook; Netflix; HBO; Disney+; Iflix; Viu; Vidio; Vision+/MCN
Ireland	YouTube; Facebook; Netflix; Disney+; Paramount+; RTE; TV3
Israel	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Italy	YouTube; Facebook; Netflix; Disney+; Paramount+; Mediaset; RAI; Discovery

<b>Japan</b>	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO; Niconico; Tver; U-Next
<b>Jordan</b>	YouTube; Facebook; Netflix; Disney+
<b>Kuwait</b>	YouTube; Facebook; Netflix; Disney+
<b>Laos</b>	YouTube; Facebook; Disney+ Hotstar
<b>Latvia</b>	YouTube; Facebook; Netflix; Disney+; HBO
<b>Lebanon</b>	YouTube; Facebook; Netflix; Disney+
<b>Lithuania</b>	YouTube; Facebook; Netflix; Disney+; HBO
<b>Luxembourg</b>	YouTube; Facebook; Netflix; Disney+
<b>Macedonia</b>	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
<b>Malaysia</b>	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO; Sooka/Astro; Iflix; Viu/Media Prima
<b>Mexico</b>	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO; Televisa/Blim; Azteca/Claro; Pluto; Samsung TV Plus; Roku
<b>Moldova</b>	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
<b>Montenegro</b>	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
<b>Morocco</b>	YouTube; Facebook; Netflix; Disney+
<b>Myanmar</b>	YouTube; Facebook; Disney+ Hotstar
<b>Nepal</b>	YouTube; Facebook; Disney+ Hotstar
<b>Netherlands</b>	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO; Videoland; Talpa; NPO
<b>New Zealand</b>	YouTube; Facebook; Netflix; Disney+; Paramount+; TVNZ; ThreeNow
<b>Nicaragua</b>	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
<b>Nigeria</b>	YouTube; Facebook; Netflix; Disney+
<b>Norway</b>	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO; TV2; Viafree; Discovery
<b>Oman</b>	YouTube; Facebook; Netflix; Disney+
<b>Pakistan</b>	YouTube; Facebook; Disney+ Hotstar
<b>Panama</b>	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
<b>Paraguay</b>	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
<b>Peru</b>	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
<b>Philippines</b>	YouTube; Facebook; Netflix; Disney+; HBO; Iflix; Viu
<b>Poland</b>	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO; TVP; TVN; Polsat; Viaplay; Canal Plus
<b>Portugal</b>	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO; SIC; RTP; TVI
<b>Puerto Rico</b>	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
<b>Qatar</b>	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
<b>Romania</b>	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
<b>Russia</b>	Ivi; Megogo; Okko; Premier; Wink; Kion; Kinopoisk; Start
<b>Serbia</b>	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
<b>Singapore</b>	YouTube; Facebook; Netflix; Disney+; HBO; Viu
<b>Slovakia</b>	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
<b>Slovenia</b>	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
<b>Saudi Arabia</b>	YouTube; Facebook; Netflix; Disney+
<b>S Africa</b>	YouTube; Facebook; Netflix; Disney+; Paramount+
<b>S Korea</b>	YouTube; Facebook; Netflix; Disney+; Tving; Seezn; Wavve; Samsung TV Plus

<b>Spain</b>	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO; MiTele; Atresmedia; RTVE
<b>Sri Lanka</b>	YouTube; Facebook; Disney+ Hotstar; Zee5
<b>Sweden</b>	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO; TV4; Viafree; Discovery
<b>Switzerland</b>	YouTube; Facebook; Netflix; Disney+; Paramount+; Play Suisse
<b>Syria</b>	YouTube; Facebook; Netflix
<b>Taiwan</b>	YouTube; Facebook; Netflix; Disney+;
<b>Thailand</b>	YouTube; Facebook; Netflix; Disney+; HBO; Wetv/Iflix; Viu; Samsung TV Plus
<b>Tunisia</b>	YouTube; Facebook; Netflix; Disney+
<b>Turkey</b>	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO; Blu; Puhu; Exxen
<b>UAE</b>	YouTube; Facebook; Netflix; Disney+
<b>UK</b>	YouTube; Facebook; Netflix; Disney+; Paramount+; ITV; All 4; Viacom/My5/Pluto; Now/Sky
<b>USA</b>	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO; Hulu; Peacock/NBC; Pluto; Tubi/Fox; Roku
<b>Uruguay</b>	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
<b>Venezuela</b>	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
<b>Vietnam</b>	YouTube; Facebook; Netflix; Disney+; HBO;
<b><i>Countries with forecasts for just YouTube and Facebook: Albania, Angola, Armenia; Azerbaijan; Belarus; Benin; Botswana; Burkina Faso; Burundi; Cameroon; CAR; Chad; Congo DR; Congo Rep; Cote d'Ivoire; Eq Guinea; Ethiopia; Gabon; Gambia; Georgia; Ghana; Guinea; Iceland; Kazakhstan; Kenya; Liberia; Madagascar; Malawi; Mali; Malta; Mongolia; Mozambique; Namibia; Niger; Rwanda; Senegal; Sierra Leone; Tanzania; Togo; Uganda; Ukraine; Uzbekistan; Zambia; Zimbabwe</i></b>	



## Digital TV Research report schedule for 2023

	Title	Publication	Price
1	<a href="#">Africa Pay TV Forecasts</a>	January	£1250/€1440/\$1500
2	<a href="#">Middle East &amp; North Africa Pay TV Forecasts</a>	January	£1250/€1440/\$1500
3	<a href="#">SVOD Forecasts Update (based on December 2022 results)</a>	February	£1600/€1840/\$1900
4	<a href="#">Africa OTT TV and Video Forecasts</a>	February	£1250/€1440/\$1500
5	<a href="#">MENA OTT TV and Video Forecasts</a>	February	£1250/€1440/\$1500
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7	<a href="#">North America OTT TV and Video Forecasts</a>	February	£700/€805/\$875
8	<a href="#">Latin America Pay TV Forecasts</a>	March	£1250/€1440/\$1500
9	<a href="#">Latin America OTT TV and Video Forecasts</a>	March	£1250/€1440/\$1500
10	<a href="#">Western Europe Pay TV Forecasts</a>	March	£1250/€1440/\$1500
11	<a href="#">Western Europe OTT TV and Video Forecasts</a>	March	£1250/€1440/\$1500
12	<a href="#">Eastern Europe Pay TV Forecasts</a>	March	£1250/€1440/\$1500
13	<a href="#">Eastern Europe OTT TV and Video Forecasts</a>	March	£1250/€1440/\$1500
14	<a href="#">Asia Pacific Pay TV Forecasts</a>	April	£1250/€1440/\$1500
15	<a href="#">Asia Pacific OTT TV and Video Forecasts</a>	April	£1250/€1440/\$1500
16	<a href="#">Global OTT TV &amp; Video Forecasts</a>	April	£1600/€1840/\$1900
17	<a href="#">Global Pay TV Forecasts</a>	April	£2000/€2300/\$2400
18	<a href="#">Global AVOD Forecasts</a>	April	£1600/€1840/\$1900
19	<a href="#">Global SVOD Forecasts (based on March 2023 results)</a>	May	£1600/€1840/\$1900
20	<a href="#">Africa OTT &amp; TV Update</a>	August	£1500/€1725/\$1800
21	<a href="#">MENA OTT &amp; TV Update</a>	August	£1500/€1725/\$1800
22	<a href="#">Latin America OTT &amp; TV Update</a>	August	£1500/€1725/\$1800
23	<a href="#">North America OTT &amp; TV Update</a>	August	£750/€865/\$900
24	<a href="#">Eastern Europe OTT &amp; TV Update</a>	September	£1500/€1725/\$1800
25	<a href="#">Asia Pacific OTT &amp; TV Update</a>	September	£1500/€1725/\$1800
26	<a href="#">Western Europe OTT &amp; TV Update</a>	September	£1500/€1725/\$1800
27	<a href="#">SVOD Forecasts Update (based on June 2023 results)</a>	September	£1600/€1840/\$1900
28	<a href="#">AVOD Forecasts Update</a>	September	£1600/€1840/\$1900
29	<a href="#">OTT TV &amp; Video Forecasts Update</a>	September	£1600/€1840/\$1900
30	<a href="#">Pay TV Forecasts Update</a>	October	£2000/€2300/\$2400
31	<a href="#">SVOD Forecasts Update (based on September 2023 results)</a>	December	£1600/€1840/\$1900

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