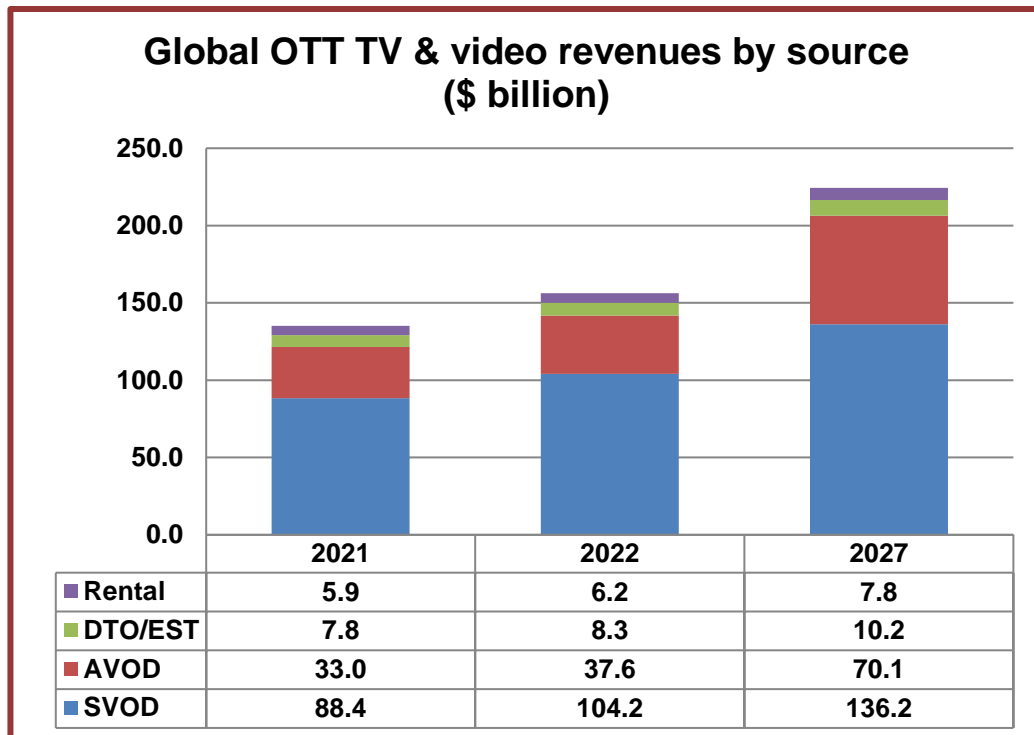


OTT revenues to grow by \$89 billion

Global revenues from OTT TV episode and movies will reach \$224 billion in 2027; up from \$135 billion on 2021. About \$21 billion will be added in 2022 alone.



SVOD revenues will climb by \$48 billion between 2021 and 2027 to total \$136 billion. AVOD revenues will increase by \$37 billion between 2021 and 2027 to reach \$70 billion.

From the 138 countries covered, the top five will command 65% of global OTT revenues by 2027. OTT revenues will exceed \$1 billion in 25 countries by 2027; up from 17 countries in 2021.

Simon Murray, Principal Analyst at Digital TV Research, said: “The US will command 45% of global revenues by 2027. We forecast that US revenues will climb by \$45 billion between 2021 and 2027 to reach \$106 billion.”

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

[Global OTT TV & Video Forecasts](#)

Table of Contents

Published in May 2022, this 252-page PDF and excel report contains comprehensive coverage of the global OTT TV episode & movie sector (subscribers/homes and revenues for SVOD, Ad-supported/AVOD, TVOD rental and download-to-own/electronic sell-through) for 138 countries, including:

- An 82-page PDF file giving a global Executive Summary, comparison tables and rankings. Insight profiles for the top 10 countries (Brazil, China, France, Germany, India, Japan, Mexico, Russia, UK and USA)
- An excel workbook providing forecasts (2010-2027) for each of the 138 countries covered as well as comparison and ranking tables.

The report costs £2,000/€2,300/\$2,600 for a 1-5 user license.

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

SPECIAL THREE-FOR-TWO OFFER

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

Thailand OTT TV & video forecasts																			
	1US\$ = THB33 .50	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 subs (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.)																			
Online rental revs (\$ mil.)																			
Download-to-own video revenues (US\$ mil.)																			
SVOD revenues (US\$ mil.)																			
Total OTT TV & video revenues (US\$ mil.)																			
AVOD revenues/Population \$																			
SVOD revenues/Population \$																			
SVOD revenues/SVOD subscriber \$																			
Net SVOD homes (000)																			
SVOD homes/TVHH																			
SVOD homes/Fixed broadband HH																			
SVOD subscriptions/SVOD homes																			
Gross SVOD subscriptions (000)																			
SVOD subs/TVHH																			
SVOD subs/Fixed bband HH																			
Source: Digital TV Research. Revenues from professionally-made TV shows and movies - so not, for example, sports or UGC.																			

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		



Digital TV Research report schedule for 2022

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

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