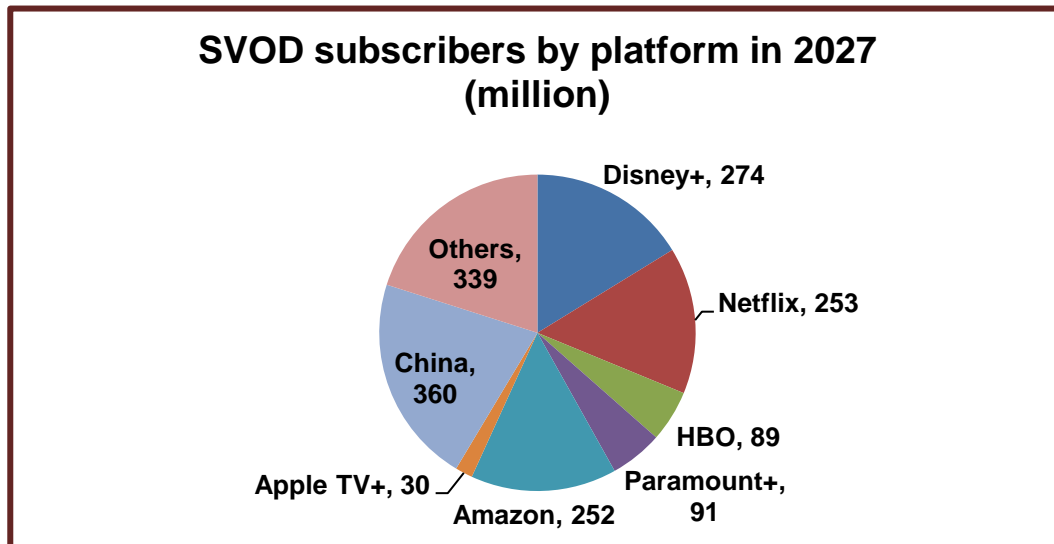


SVOD subscriptions to grow by 485 million

Global SVOD subscriptions will increase by 485 million between 2021 and 2027 to reach 1.69 billion. Six US-based platforms will have 988 million paying SVOD subscribers by 2027, up from 612 million in 2021.



Simon Murray, Principal Analyst at Digital TV Research, said: “Our Netflix forecasts for 2027 are 29 million lower than our February update - at 253 million. Netflix needs to boost its content to counter its fresher and cheaper rivals.”

Netflix will add 31 million subscribers between 2021 and 2027, despite losing 4 million subscribers in North America.

Disney+ will overtake Netflix in 2025. Disney+ will add 144 million subscribers between 2021 and 2027 to take its total to 274 million

Disney+ Hotstar will roll out to 13 Asian countries by 2027. These countries will supply 114 million (42%) of the global Disney+ subscriber total, but only \$1.58 billion (11%) of Disney+' revenues [\$14.7 billion] by 2027.

Netflix will remain the revenue winner, with \$34 billion by 2027 – similar to Disney+, HBO Max and Paramount+ combined. However, the Netflix total is only \$4 billion more than 2021 as subscriber growth decelerates and ARPU is squeezed.

[Global SVOD Forecasts](#)

Table of Contents

Published in May 2022 and based on March financial results for the main platforms, this 274-page PDF and excel report contains comprehensive coverage of the SVOD sector for TV episodes and movies across 841 platforms in 138 countries. The report comprises:

- Executive Summary.
- Major SVOD platforms, including subscriber and revenues forecasts by country (2010 to 2027) for the major platforms.
- Individual analysis chapters for Netflix, Disney+, Paramount+, HBO Max, Amazon Prime Video and Apple TV+
- Insight profiles for the top 10 countries (Brazil, China, France, Germany, India, Japan, Mexico, Russia, UK and USA)
- Country-by-country forecasts from 2010 to 2027

The report costs £1,800/€2,050/\$2,400 for a 1-5 user license.

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

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digital TV research

Forecasts for each year from 2010 to 2027 contain this detail for 138 countries:

Africa: 109 platforms across 35 countries		
Country	SVOD ops	SVOD Platforms
Angola	2	Netflix; Amazon
Benin	2	Netflix; Amazon
Botswana	3	Netflix; Amazon; Showmax
Burkina Faso	3	Netflix; Amazon; Disney+
Burundi	3	Netflix; Amazon; Showmax
Cameroon	3	Netflix; Amazon; Showmax
CAR	3	Netflix; Amazon; Showmax
Chad	3	Netflix; Amazon; Showmax
DR Congo	3	Netflix; Amazon; Showmax
Rep Congo	4	Netflix; Amazon; Apple TV+; Showmax
Cote d'Ivoire	3	Netflix; Amazon; Showmax
Eq. Guinea	3	Netflix; Amazon; Showmax
Ethiopia	3	Netflix; Amazon; Showmax
Gabon	3	Netflix; Amazon; Showmax
Gambia	4	Netflix; Amazon; Apple TV+; Showmax
Ghana	4	Netflix; Amazon; Apple TV+; Showmax
Guinea	3	Netflix; Amazon; Showmax
Kenya	3	Netflix; Amazon; Showmax
Liberia	3	Netflix; Amazon; Showmax
Madagascar	3	Netflix; Amazon; Showmax
Malawi	3	Netflix; Amazon; Showmax
Mali	3	Netflix; Amazon; MyCanal
Mozambique	3	Netflix; Amazon; Showmax
Namibia	4	Netflix; Amazon; Apple TV+; Showmax
Niger	3	Netflix; Amazon; Apple TV+
Nigeria	4	Netflix; Amazon; Disney+; Showmax
Rwanda	3	Netflix; Amazon; Showmax
Senegal	3	Netflix; Amazon; Showmax
Sierra Leone	2	Netflix; Amazon
South Africa	5	Netflix; Amazon; Disney+; Apple TV+; Showmax;
Tanzania	3	Netflix; Amazon; Showmax
Togo	2	Netflix; Amazon
Uganda	4	Netflix; Amazon; Apple TV+; Showmax
Zambia	3	Netflix; Amazon; Showmax
Zimbabwe	3	Netflix; Amazon; Showmax

Asia Pacific: 148 SVOD platforms across 22 countries:

Country	SVOD ops	SVOD Platforms
Australia	10	Netflix; Amazon Prime Video; Disney+; HBO; Paramount+; Britbox; Apple TV+; Stan; Binge; Foxtel Now
Bangladesh	4	Netflix; Amazon Prime Video; Disney+; Zee5
Cambodia	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Iflix
China	5	Youku Tudou; IQiyi; Tencent Video; Mango; Bilbili
Hong Kong	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; MyTV Super; Viu
India	9	Netflix; Amazon Prime Video; Disney+ Hotstar; HBO; Apple TV+; Zee5; Sony Liv; ALT Balaji; Eros Now
Indonesia	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Iflix; Vidio; Viu
Japan	11	Netflix; Amazon Prime Video; Disney+; HBO; Parmount+; Apple TV+; Hulu; U-Next; Avex dtv; Telasa; Niconico
Laos	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO
Malaysia	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Iflix; Viu; Sooka
Mongolia	4	Netflix; Amazon Prime Video; Disney+; Apple TV+
Myanmar	4	Netflix; Amazon Prime Video; Disney+; Viu
Nepal	3	Netflix; Amazon Prime Video; Disney+
New Zealand	8	Netflix; Amazon Prime Video; Disney+; HBO; Paramount+; Apple TV+; Britbox; Neon
Pakistan	6	Netflix; Amazon Prime Video; Disney+; Iflix; StarzPlay; Zee5
Philippines	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Iflix; Viu
Singapore	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Viu
South Korea	11	Netflix; Amazon Prime Video; Disney+; HBO; Paramount+; Watcha Play; Tving; LG U+; Olleh TV; Seezn; Wavve
Sri Lanka	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; Zee5
Taiwan	7	Netflix; Amazon Prime Video; Disney+; HBO; Apple TV+; Catchplay; CHT
Thailand	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; WeTV;Iflix; Viu; True ID
Vietnam	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Iflix

North America: 21 SVOD platforms across two countries

Country	SVOD ops	SVOD Platforms
Canada	8	Netflix; Amazon Prime Video; CraveTV; Illico; Stack TV; Paramount+; Disney+; Apple TV+
USA	13	Netflix; Amazon Prime Video; Hulu; HBO Max; Showtime; Paramount+; Starz; Sling TV; Hulu Live; YouTube TV; Disney+; Apple TV+; Peacock



Latin America: 151 platforms across 19 countries:		
Country	Ops	SVOD Platforms
Argentina	9	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; Flow fixed; HBO; Paramount+; Star+
Bolivia	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Paramount+; Star+
Brazil	9	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; Globo Play; HBO; Paramount+; Star+
Chile	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO; Paramount+; Star+
Colombia	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO; Paramount+; Star+
Costa Rica	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO; Paramount+; Star+
Dominican R	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO; Paramount+; Star+
Ecuador	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO; Paramount+; Star+
El Salvador	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO; Paramount+; Star+
Guatemala	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO; Paramount+; Star+
Honduras	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO; Paramount+; Star+
Mexico	9	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; Claro Video; HBO; Paramount+; Star+
Nicaragua	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO; Paramount+; Star+
Panama	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO; Paramount+; Star+
Paraguay	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO; Paramount+; Star+
Peru	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO; Paramount+; Star+
Puerto Rico	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Sling TV; Paramount+; Hulu
Uruguay	7	Netflix; Amazon Prime Video; Disney+; Claro Video; HBO; Paramount+; Star+
Venezuela	6	Netflix; Amazon Prime Video; Apple TV+; HBO; Paramount+; Star+

Western Europe: 141 platforms across 18 countries		
Country	SVOD ops	SVOD Platforms
Austria	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Sky X; Joyn; RTL+; Paramount+
Belgium	8	Netflix; Amazon; Disney+; Apple TV+; Streamz; Proximus; HBO; Paramount+
Denmark	10	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Viaplay; C More; TV2 Play; SkyShowtime; Discovery+
Finland	9	Netflix; Amazon; Disney+; Apple TV+; HBO; Viaplay; C More; SkyShowtime; Ruutu+
France	9	Netflix; Amazon; Disney+; Apple TV+; OCS; Salto; MyCanal; HBO; Paramount+
Germany	10	Netflix; Amazon Prime Video; Disney+; Apple TV+; Sky Ticket; Joyn; Magenta TV App; Giga; RTL+; Paramount+
Iceland	5	Netflix; Amazon Prime Video; Disney+; HBO; Viaplay
Ireland	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Sky Now; Paramount+
Italy	8	Netflix; Amazon; Disney+; Apple TV+; Sky Now; TIMVision; Mediaset Infinity; Paramount+
Luxembourg	4	Netflix; Amazon Prime Video; Disney+; Apple TV+;
Malta	4	Netflix; Amazon Prime Video; Disney+; Apple TV+;
Netherlands	10	Netflix; Amazon Prime Video; Disney+; Apple TV+; Videoland; NPO Plus; NL Ziet; Ziggo Movies & Series; HBO; SkyShowtime
Norway	10	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Viaplay; C More; TV2 Play; SkyShowtime; Discovery+
Portugal	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; NOS Play; SkyShowtime
Spain	9	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Movistar+ Lite; MiTele Plus; Atresplayer Prem; Sky Showtime
Sweden	9	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Viaplay; C More; Discovery+; SkyShowtime
Switzerland	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Premium Plus; Blue+; Paramount+
UK	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Sky Now TV; Britbox; ITVX; Paramount+

Eastern Europe: 144 platforms across 22 countries:

Country	SVOD ops	SVOD Platforms
Albania	4	Netflix; Amazon Prime Video; Disney+; SkyShowtime
Belarus	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Megogo; Ivi; Amediateka
Bosnia	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Pickbox; HBO; SkyShowtime
Bulgaria	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Voyo; HBO; SkyShowtime
Croatia	6	Netflix; Amazon Prime Video; Disney+; Pickbox; HBO; SkyShowtime
Cyprus	4	Netflix; Amazon Prime Video; Disney+; Apple TV+
Czech Rep	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Voyo; HBO; SkyShowtime
Estonia	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Viaplay; HBO; Go3
Greece	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; SkyShowtime
Hungary	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; SkyShowtime
Latvia	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Viaplay; HBO; Go3
Lithuania	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Viaplay; HBO; Go3
Macedonia	6	Netflix; Amazon Prime Video; Disney+; Pickbox; HBO; SkyShowtime
Moldova	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO
Montenegro	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Pickbox; HBO; SkyShowtime
Poland	11	Netflix; Amazon Prime Video; Disney+; Apple TV+; Polsat Box; Player+; SkyShowtime; HBO; Canal Plus; CDA; Viaplay
Romania	6	Netflix; Amazon Prime Video; Disney+; Voyo; HBO; SkyShowtime
Russia	8	Ivi; Megogo; Okko; Amediateka; Premier; Wink; Kion; Kinopoisk
Serbia	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Pickbox; HBO; SkyShowtime
Slovakia	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Voyo; HBO; SkyShowtime
Slovenia	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Pickbox; Voyo; HBO; SkyShowtime
Ukraine	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Megogo; SkyShowtime



MENA: 124 platforms across 20 countries

Country	SVOD ops	SVOD Platforms
Algeria	6	Netflix; Amazon Prime Video; StarzPlay; Shahid VIP; OSN; Disney+
Armenia	3	Netflix; Amazon Prime Video; Apple TV+
Azerbaijan	6	Netflix; Amazon Prime Video; Apple TV+; Megogo; Ivi; Blu TV
Bahrain	7	Netflix; Amazon Prime Video; Apple TV+; StarzPlay; Shahid VIP; OSN; Disney+
Egypt	7	Netflix; Amazon Prime Video; Apple TV+; StarzPlay; Shahid VIP; OSN; Disney+
Georgia	3	Netflix; Amazon Prime Video; Megogo
Israel	9	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Yes+; Cellcom TV; Partner; Sting TV
Jordan	7	Netflix; Amazon Prime Video; Apple TV+; StarzPlay; Shahid VIP; OSN; Disney+
Kazakhstan	5	Netflix; Amazon Prime Video; Ivi; Megogo; Amediateka
Kuwait	6	Netflix; Amazon Prime Video; StarzPlay; Shahid VIP; OSN; Disney+
Lebanon	7	Netflix; Amazon Prime Video; Apple TV+; StarzPlay; Shahid VIP; OSN; Disney+
Morocco	6	Netflix; Amazon Prime Video; StarzPlay; Shahid VIP; OSN; Disney+
Oman	6	Netflix; Amazon Prime Video; Apple TV+; StarzPlay; Shahid VIP; OSN; Disney+
Qatar	7	Netflix; Amazon Prime Video; Apple TV+; StarzPlay; Shahid VIP; OSN Disney+
Saudi Arabia	8	Netflix; Amazon Prime Video; Apple TV+; StarzPlay; Shahid VIP; OSN; Jawwy; Disney+
Syria	4	Netflix; Amazon Prime Video; StarzPlay; Shahid VIP
Tunisia	6	Netflix; Amazon Prime Video; StarzPlay; Shahid VIP; OSN; Disney+
Turkey	9	Netflix; Amazon Prime Video; Disney+; HBO; Tivibu; Turkcell; belN Connect; blu; Vodafone TV
UAE	7	Netflix; Amazon Prime Video; Apple TV+; StarzPlay; Shahid VIP; OSN; Disney+
Uzbekistan	4	Netflix; Amazon Prime Video; Ivi; Megogo



SAMPLE: UAE SVOD forecasts

	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)																		
<i>TV HH/Total HH</i>																		
<i>Fixed broadband HH/Total HH</i>																		
<i>Smartphone subs/Population</i>																		
<i>Tablet subs/Population</i>																		
SVOD revs (US\$ mil.)																		
SVOD revenues/Population \$																		
SVOD revenues/SVOD subscriber \$																		
Net SVOD homes (000)																		
<i>SVOD homes/TVHH</i>																		
<i>SVOD homes/Fixed broadband HH</i>																		
<i>SVOD subscriptions/SVOD homes</i>																		
Gross SVOD subscriptions (000)																		
<i>SVOD subs/TVHH</i>																		
<i>SVOD subs/Fixed broadband HH</i>																		
<i>SVOD subs/Smartphone users</i>																		
SVOD subscribers by operator (000)																		
Netflix																		
Amazon																		
Disney+																		
Apple TV+																		
StarzPlay																		
Shahid VIP																		
OSN																		
Others																		



SAMPLE: UAE SVOD forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
Share of SVOD subscribers by operator (%)																		
Netflix																		
Amazon																		
Disney+																		
Apple TV+																		
StarzPlay																		
Shahid VIP																		
OSN																		
Others																		
SVOD revenues by operator (US\$ mil.)																		
Netflix																		
Amazon																		
Disney+																		
Apple TV+																		
StarzPlay																		
Shahid VIP																		
OSN																		
Others																		
Share of SVOD revenues by operator (%)																		
Netflix																		
Amazon																		
Disney+																		
Apple TV+																		
StarzPlay																		
Shahid VIP																		
OSN																		
Others																		
SVOD ARPU by operator (\$)																		
Netflix																		
Amazon																		
Disney+																		
Apple TV+																		
StarzPlay																		
Shahid VIP																		
OSN																		
<i>Source: Digital TV Research. Revenues from professionally-made TV shows and movies - so not, for example, sports or UGC. Others includes beIN Connect; Viu</i>																		



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
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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
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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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