



digital TV research

September 2022

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Editor: Simon Murray

Tel: +44 20 8248 5051

info@digitaltvresearch.com

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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
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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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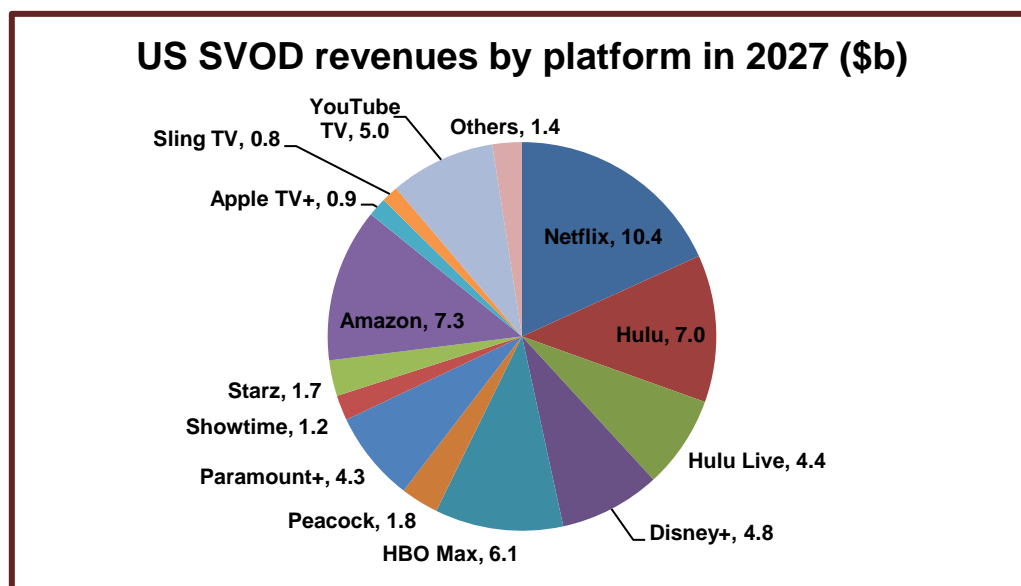
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Flat US SVOD revenues from 2024

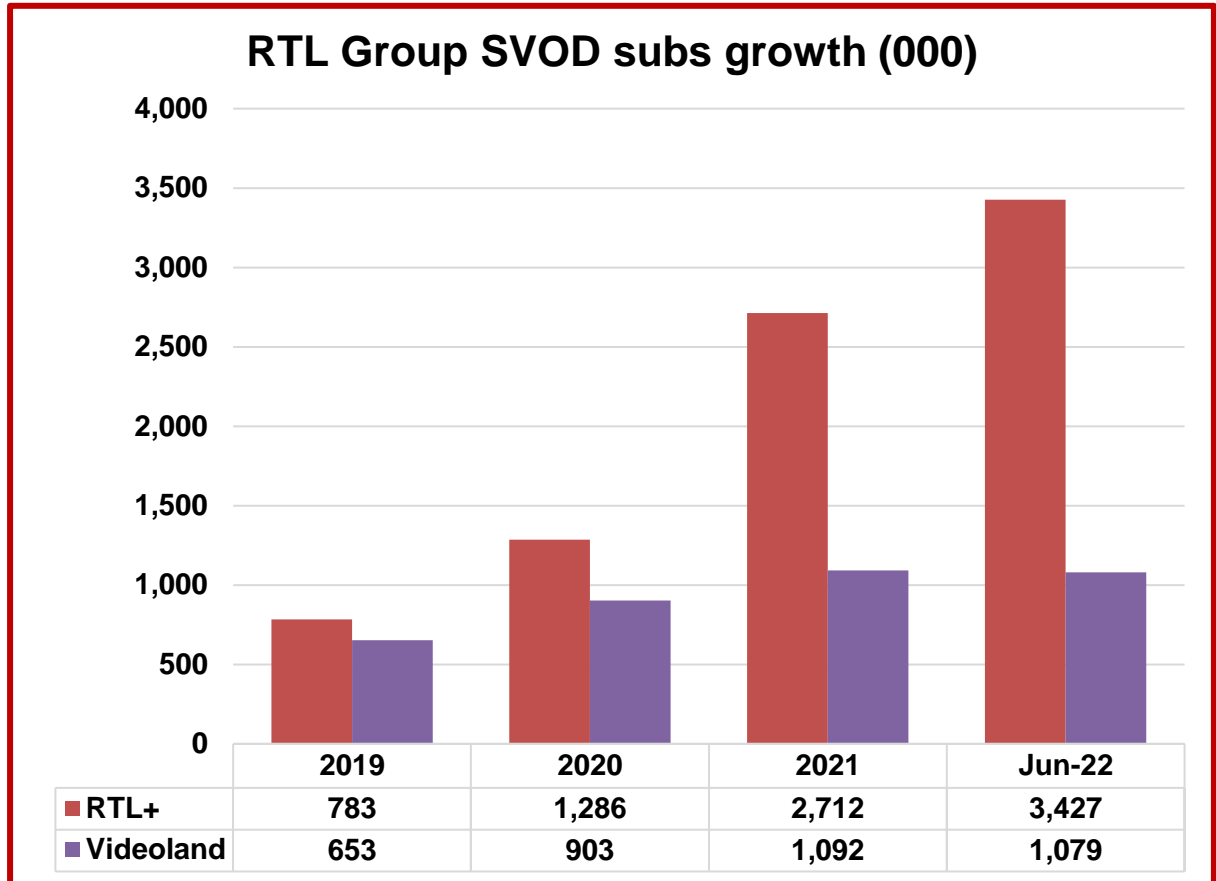
Despite having the world's most mature market, US SVOD revenues will grow by \$14 billion from \$43 billion in 2021 to \$56 billion in 2024. However, growth will be nearly flat from 2024 to 2027 due to price competition and new hybrid AVOD-SVOD tiers from major players such as Disney+ and Netflix.



Simon Murray, Principal Analyst at Digital TV Research, said: “Netflix will remain the SVOD revenue winner. However, the platform will lose \$1.4 billion in SVOD revenues between 2022 and 2027 due to lower ARPUs from 2023. Netflix will more than recoup these SVOD revenue losses with AVOD sales from 2023.”

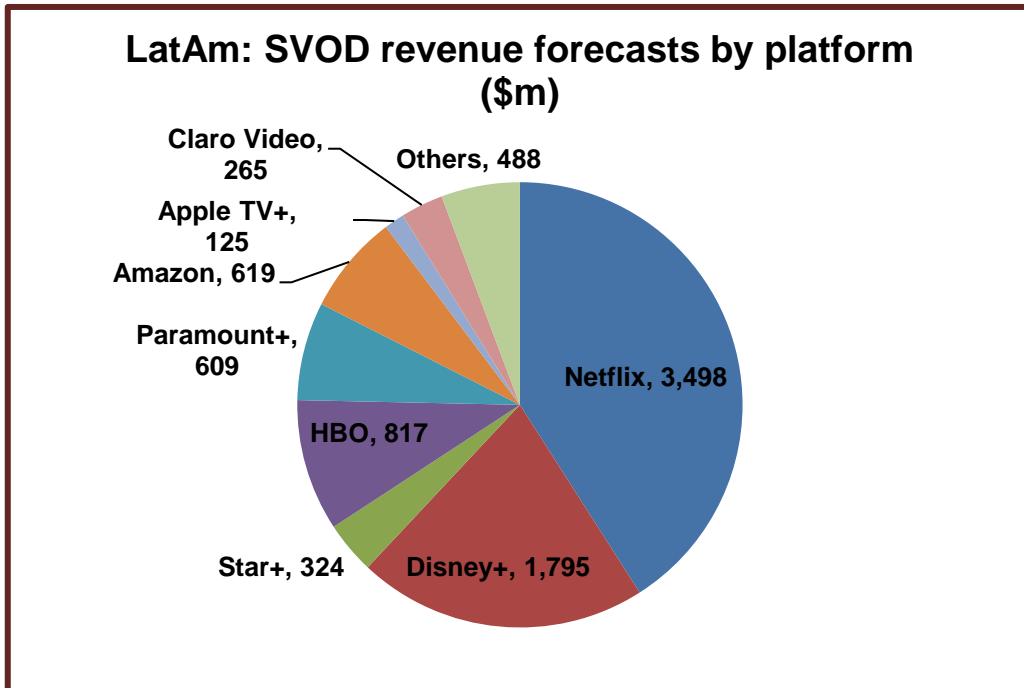
Netflix will have 63 million subscribers by 2027 – down by 4 million on 2021. Hulu, Disney+, HBO and Paramount+ will each boast 40-50 million subscribers by 2027. Some consolidation – mergers and closures – is likely.

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



Netflix to lose SVOD revenues in Latin America

Latin American SVOD revenues will reach \$8.54 billion by 2027; up from \$5.01 billion in 2021. Netflix will account for 41% of the 2027 total, down from 72% in 2021. Netflix's revenues will peak at \$3.73 billion in 2023.



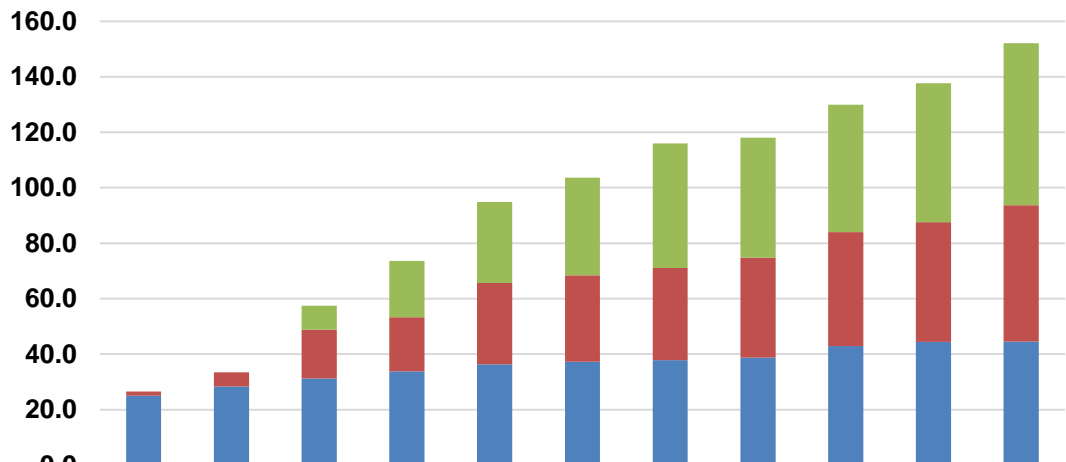
Simon Murray, Principal Analyst at Digital TV Research, explained: “Netflix will introduce AVOD-SVOD tiers [one for Brazil and another pan-regional one for the Spanish-speaking countries] in 2024, with SVOD revenues and ARPUs falling slowly as some subscribers convert to cheaper packages.”

Disney+ is likely to introduce similar tiers in 2024. The platform is expected to follow its US example by converting its current subscription tier to AVOD-SVOD and charging more for SVOD-only. This will push up ARPU.

Latin America will have 139 million gross SVOD subscriptions by 2027; up from 75 million at end-2021. Seven US-based platforms (Netflix, Amazon Prime Video, Disney+, Star+, Paramount+, Apple TV+ and HBO) will account for 90% of the region's paying SVOD subscriptions by end-2027.

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

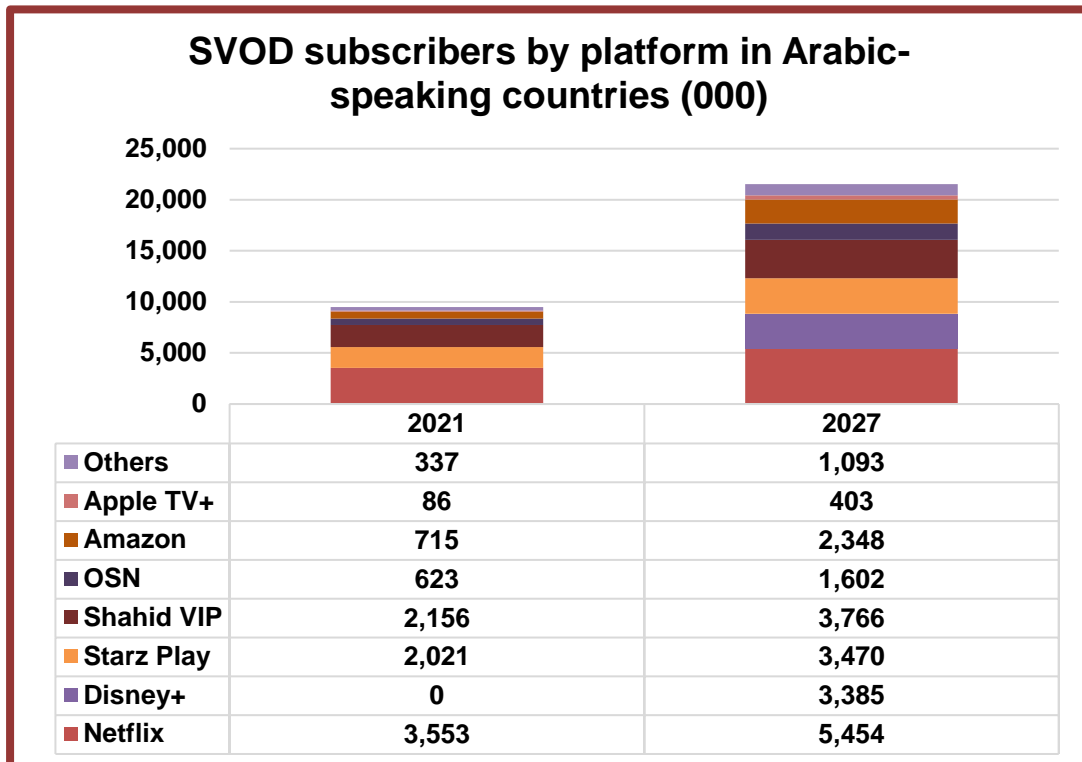
Disney+ subscriber growth per quarter (million)



	Dec 19	Mar-20	Jun 20	Sep-20	Dec-20	Mar-21	Jun-21	Sep-21	Dec-21	Mar-22	Jun-22
Hotstar	0.0	0.0	8.7	20.3	29.2	35.2	44.9	43.3	45.9	50.1	58.4
Intl ex Hot	1.5	5.1	17.5	19.5	29.4	31.1	33.2	36.0	41.1	43.2	49.2
USCan	25.0	28.4	31.3	33.8	36.3	37.3	37.9	38.8	42.9	44.4	44.5

22 million Arabic SVOD subs by 2027

There will be 21.52 million paying SVOD subscriptions [TV episodes and movies only] across 13 Arabic countries by 2027, up from 9.49 million in 2021.



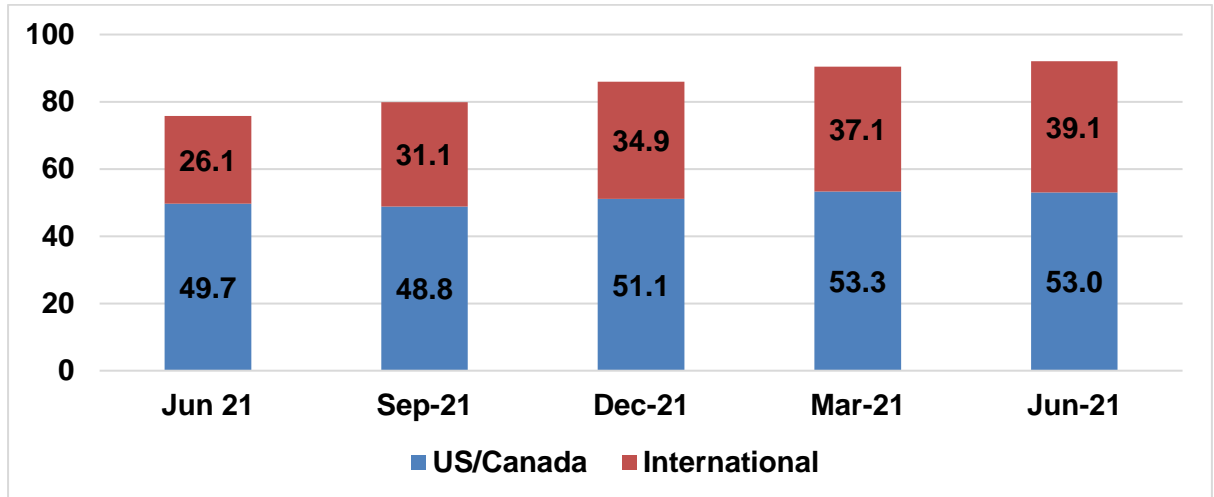
Simon Murray, Principal Analyst at Digital TV Research, said: “Netflix will continue to lead the market, although Disney+ has provided a strong challenge since June. We assume that Netflix and Disney+ will add hybrid ad-supported tiers in a pan-Arabic platform from 2024.”

Despite its fast growth, Disney+ will remain behind StarzPlay (3.47 million subscribers by 2027) and Shahid VIP (3.77 million subscribers by 2027).

OSN lost some momentum after Disney+ withdrew its content and started as a standalone platform, However, OSN will retain exclusive rights to HBO Max and Paramount+ content. OSN will have 1.60 million paying SVOD subscribers by 2027.

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

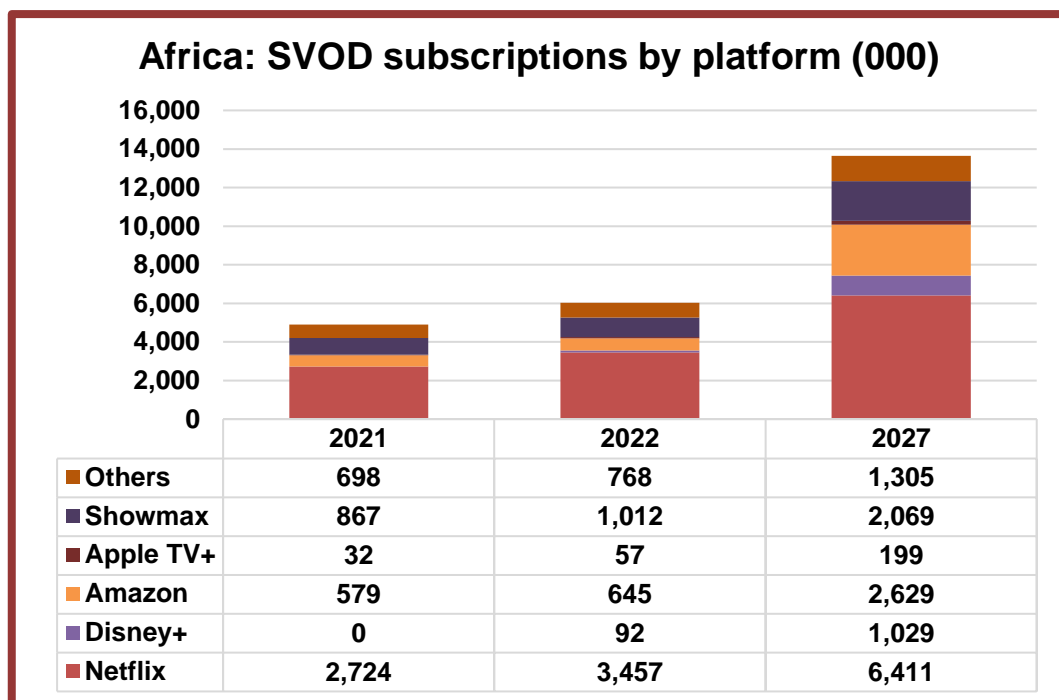
Warner Bros Discovery subscriber growth (million)



Africa SVOD subscriptions to triple

Africa will have 13.64 million paying SVOD subscriptions by 2027, up from 4.90 million at end-2021. Only 6.6% of TV households will pay for at least one subscription by 2027 – up from 3.9% at end-2021.

Simon Murray, Principal Analyst at Digital TV Research, said: “As well as low broadband penetration and low disposable incomes, limited rollout by several global platforms restricts growth. Disney+ will only launch in South Africa and Nigeria. Paramount+ is only likely to start in South Africa. HBO Max will not be a standalone platform in Africa.”



Netflix will remain the SVOD market leader, with 6.41 million subscribers by 2027 – or 48% of the region’s total. Given its limited rollout, Disney+ will only have 1 million subscriptions by 2027. Amazon Prime will start in Nigeria and South Africa in 2023. We forecast 2.63 million Amazon Prime Video subscribers by 2027.

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

HBO Max-Discovery+ joint platform roll-out

Region	When	No of countries	Countries?
US/Canada	Mid-2023	2	
Latam	Fall 2023	39	
Europe	Early 2024	20	Bulgaria, Croatia, Czech, Denmark, Estonia, Finland, France, Hungary, Iceland, Latvia, Lithuania, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden
Asia Pacific	Mid-2024	7	India, Indonesia, Malaysia, Philippines, Singapore, Thailand, Vietnam
Others	Fall 2024	4	Israel, Turkey, Japan, South Korea

