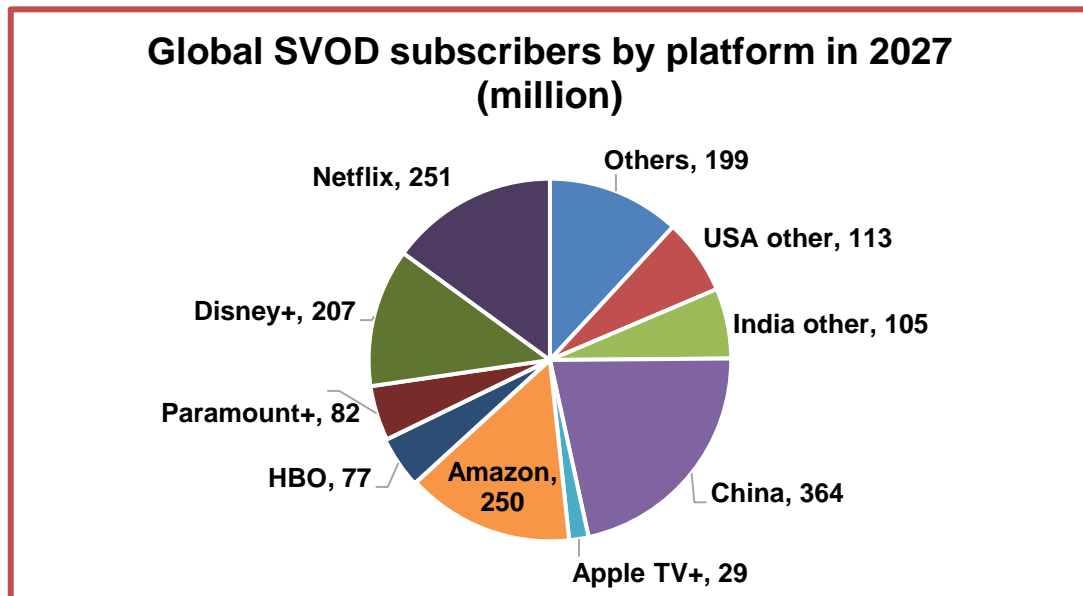


Netflix to remain SVOD world leader

Global SVOD subscriptions will increase by 475 million between 2021 and 2027 to reach 1.68 billion. Six US-based platforms will account for 47% of the world's total in 2027.



Simon Murray, Principal Analyst at Digital TV Research, said: “Our forecasts in June had Disney+ [274 million subscribers] overtaking Netflix [253 million subs] by 2027. These forecasts assumed that Disney+ Hotstar would retain the India Premier League cricket rights. It didn't - hence the 67 million lower forecast for Disney+.”

Murray continued: “SVOD revenues for Disney+ will reach \$15 billion by 2027. Despite lowering our forecasts by 67 million subscribers, SVOD revenues for Disney+ will be the same in 2027 as our previous forecast. SVOD ARPUs and revenues will increase in key markets after the platform introduces the hybrid AVOD-SVOD tier and the more expensive SVOD-only tier.”

Netflix will remain the revenue winner, with \$30 billion expected by 2027 – similar to Disney+, HBO Max and Paramount+ combined. Global SVOD revenues will reach \$132 billion by 2027.

[SVOD Forecasts Update](#)

Table of Contents

Published in September 2022, this 260-page PDF and excel report contains extensive coverage of the SVOD sector (TV episodes and movies). Based on June 2022 results and updating major platform launches, the report comprises:

- Executive Summary.
- Major SVOD platforms, including subscriber and revenues estimates by 138 countries, regionally and globally (2010 to 2027), including Netflix, Amazon Prime Video, Disney+, Paramount+, HBO Max and Apple TV+.
- Profiles for Netflix, Disney+, Paramount+, HBO Max, Amazon Prime Video and Apple TV+
- 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 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

Digital TV Research updates its SVOD forecasts for 138 countries four times a year. Keep up-to-date with this fast-moving market by taking out an annual subscription for all four updates – which includes a substantial discount. To know more, please contact lydia@digitaltvresearch.com



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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 this detail for 138 countries as well as global comparisons:

SAMPLE: Qatar 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)																		
TV HH/Total HH																		
Fixed bband HH/Total HH																		
Smartphone subs/Pop																		
Tablet subs/Population																		
SVOD revenues (US\$ mil.)																		
SVOD revenues/SVOD subscriber \$																		
Net SVOD homes (000)																		
SVOD homes/TVHH																		
SVOD homes/Fixed band HH																		
SVOD subscriptions/SVOD homes																		
Gross SVOD subscriptions (000)																		
SVOD subs/TVHH																		
SVOD subs/Fixed bband HH																		
SVOD subs/Smphone users																		
SVOD subscribers by operator (000)																		
Netflix																		
Amazon																		
Disney+																		
Apple TV+																		
StarzPlay																		
Shahid VIP																		
OSN																		
Others																		
Share of SVOD subscribers by operator (%)																		
Netflix																		
Amazon																		
Disney+																		
Apple TV+																		
StarzPlay																		
Shahid VIP																		
OSN																		
Others																		

SAMPLE: Qatar SVOD forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
SVOD revenues by operator (US\$ mil.)																		
Netflix																		
Amazon																		
Disney+																		
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OSN																		



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 Eastern Europe Pay TV Forecasts	April	£1400/€1600/\$1875
13 Eastern Europe OTT TV and Video Forecasts	April	£1400/€1600/\$1875
14 Western Europe Pay TV Forecasts	May	£1400/€1600/\$1875
15 Western Europe OTT TV and Video Forecasts	May	£1400/€1600/\$1875
16 Global OTT TV & Video Forecasts	May	£2000/€2300/\$2600
17 Global SVOD Forecasts (based on March 2022 results)	May	£1800/€2050/\$2400
18 Global Pay TV Subscriber Forecasts	June	£1800/€2050/\$2400
19 Global Pay TV Revenue Forecasts	June	£1800/€2050/\$2400
20 Global Pay TV Operator Forecasts	June	£1800/€2050/\$2400
21 Global AVOD Forecasts	June	£1800/€2050/\$2400
22 SVOD Forecasts Update (based on June 2022 results)	August	£1800/€2050/\$2400
23 Africa SVOD Forecasts	August	£1200/€1380/\$1600
24 Middle East & North Africa SVOD Forecasts	August	£1200/€1380/\$1600
25 Asia Pacific SVOD Forecasts	August	£1200/€1380/\$1600
26 Latin America SVOD Forecasts	September	£1200/€1380/\$1600
27 North America SVOD Forecasts	September	£600/€690/\$800
28 Eastern Europe SVOD Forecasts	September	£1200/€1380/\$1600
29 Western Europe SVOD Forecasts	October	£1200/€1380/\$1600
30 SVOD Forecasts Update (based on September 2022 results)	November	£1800/€2050/\$2400
31 Pay TV Forecasts Update	November	£2000/€2300/\$2700

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