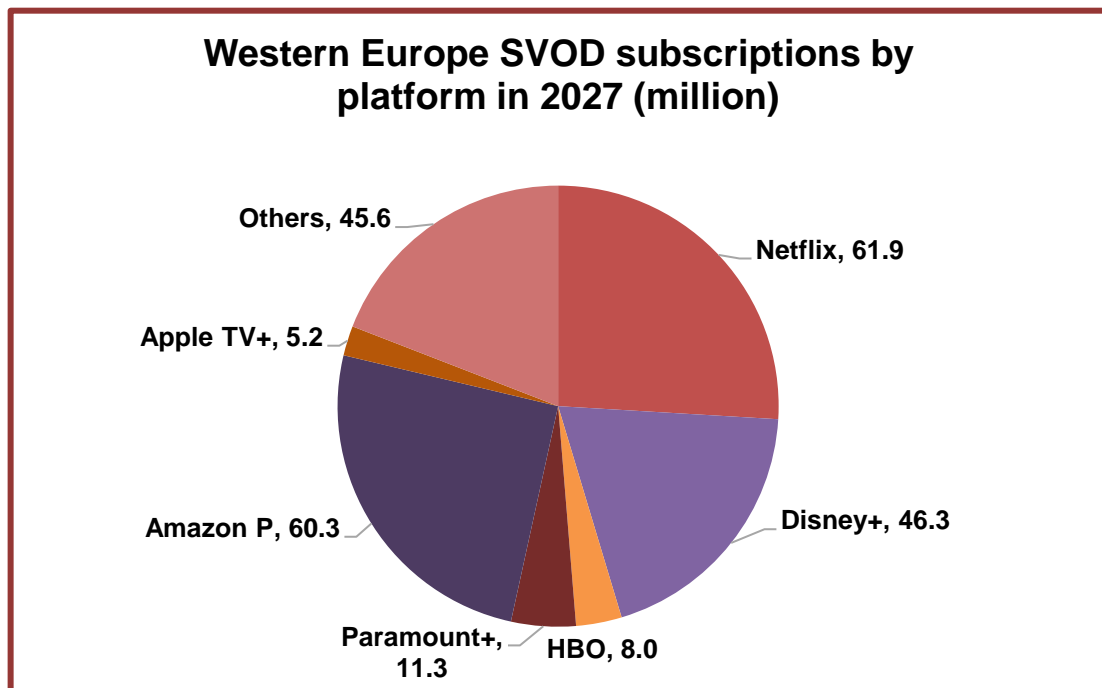


Western Europe to add 73 million SVOD subs

Western Europe will have 238 million SVOD subscriptions by 2027, up from 165 million by end-2021. Six US-based platforms will account for 81% of all SVOD subscriptions by 2027.



Netflix will have 62 million subscribers by 2027 – 3 million more than 2021. Subscriptions are flat for 2022 due mainly to increased competition. Netflix’s share of the total will fall from 36% in 2021 to 26% by 2027.

Disney+ will have 46 million subscribers by 2027 – 20 million more than 2021. Newcomer Paramount+/SkyShowtime will add 11 million subscribers and HBO Max will bring in an extra 5 million.

Western European SVOD revenues will total \$25 billion by 2027 – up from \$16 billion in 2021. The UK will remain the SVOD revenue leader.

Simon Murray, Principal Analyst at Digital TV Research, said: “Netflix will slowly lose SVOD revenues as we assume that it will convert its cheapest tier to a lower-priced hybrid AVOD-SVOD tier. Any SVOD revenue shortfall will be more than covered by its AVOD revenues. Netflix will remain the SVOD revenue winner, although its share of the total will fall from nearly half in 2021 to a third in 2027.”

Murray continued: “We do not expect many more price rises due to the intense competition. We assume that Disney+ will follow its US example by converting its present tier to a hybrid AVOD-SVOD one and charging more for an SVOD-only tier.”

Western Europe SVOD Forecasts

Table of Contents

Published in September 2022 and based on June results, this 118-page PDF and excel report based on June 2022 results covers movies and TV episodes. The report comes in two parts:

- Insight: Regional overview and country analysis for 18 countries in a 76-page PDF document.
- Excel workbook covering each year from 2010 to 2027 for 18 countries by household penetration, by SVOD subscribers and revenues for movies and TV episodes. As well as summary tables by country and by platform;

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

SVOD forecasts for the following 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+; Wow; 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+



SAMPLE: Finland 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 hholds (000)																		
Smartphone subscribers (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 revenues (US\$ mil.)																		
SVOD revenues/Population \$																		
SVOD revenues/SVOD subscriber \$																		
Net SVOD homes (000)																		
<i>SVOD homes/TVHH</i>																		
<i>SVOD homes/Fixed bband HH</i>																		
<i>SVOD subscriptions/SVOD homes</i>																		
Gross SVOD subscriptions (000)																		
<i>SVOD subs/TVHH</i>																		
<i>SVOD subs/Fixed bband HH</i>																		
<i>SVOD subs/Smartphone users</i>																		
SVOD subscribers by operator (000)																		
Netflix																		
Amazon Prime Video																		
Disney+																		
Apple TV+																		
HBO																		
SkyShowtime/Paramount+																		
Viaplay/Elisa Viide																		
C More																		
Ruutu+																		
Others																		



SAMPLE: Finland 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 Prime Video																		
Disney+																		
Apple TV+																		
HBO																		
SkyShowtime/Paramount+																		
Viaplay/Elisa Viide																		
C More																		
Ruutu+																		
Others																		
SVOD revenues by operator (US\$ mil.)																		
Netflix																		
Amazon Prime Video																		
Disney+																		
Apple TV+																		
HBO																		
SkyShowtime/Paramount+																		
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Others																		
SVOD ARPU by operator (\$)																		
Netflix																		
Amazon Prime Video																		
Disney+																		
Apple TV+																		
HBO																		
SkyShowtime/Paramount+																		
Viaplay/Elisa Viide																		
C More																		
Ruutu+																		



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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