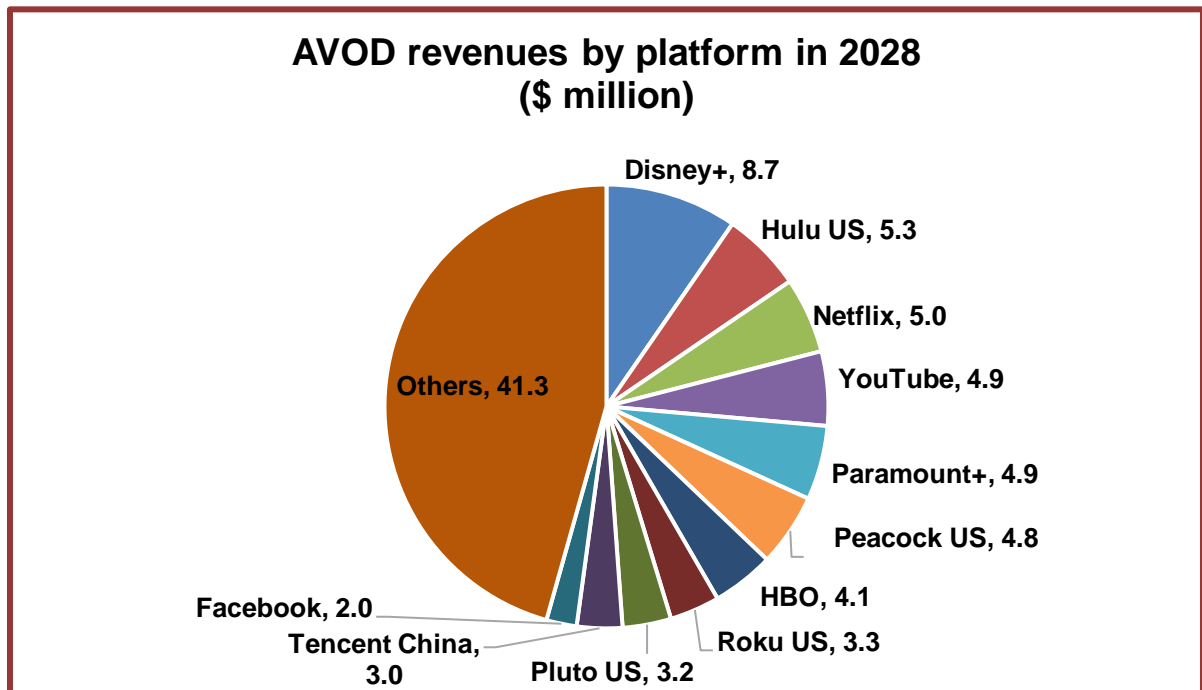


Hybrid tiers to boost global AVOD

Global AVOD revenues for TV series and movies will reach \$91 billion in 2028, up from \$38 billion in 2022. The top 10 countries will represent 81% of the world's total by 2028.



By 2028, 15 platforms will generate AVOD revenues in excess of \$1 billion, including six global, five from the US and three from China.

Simon Murray, Principal Analyst at Digital TV Research, said: “An exciting development will be the global rollout of hybrid AVOD-SVOD tiers by major platforms such as Netflix, Disney+, HBO and Paramount+. These four platforms will generate AVOD revenues of \$22.6 billion by 2028 – or a quarter of the world's total.”

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

[AVOD Forecasts Update](#)

Table of Contents

Published in November 2022, this 243-page PDF and excel report contains extensive coverage of the AVOD sector (TV episodes and movies only). Based on September 2022 results and updating major platform launches, the report comprises:

- Executive Summary.
- Major AVOD platforms, including revenue estimates for 138 countries, regionally and globally (2015 to 2028), including Netflix, Disney+, Paramount+, HBO Max, YouTube and Facebook.
- OTT 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 2015 to 2028

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

SPECIAL THREE-FOR-TWO OFFER

Buy two of the 2022 editions of [OTT TV & Video Forecasts Update](#), [SVOD Forecasts Update](#) and [AVOD Forecasts Update](#), and receive the third report for free. You will also receive a single, huge excel workbook that contains all of the forecasts.

Please email lydia@digitaltvresearch.com to receive more details.



digital TV research

Forecasts (for each year from 2015 to 2028) contain this detail for 138 countries as well as global comparisons:

Belgium AVOD forecasts														
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
Population (000)														
Total households (000)														
TV households (000)														
Fixed broadband households (000)														
Smartphone subscribers (000)														
Tablet subscribers (000)														
Online advertising total (US\$ mil.)														
AVOD (US\$ mil.)														
Hybrid AVOD-SVOD subscribers by operator (000)														
Netflix														
Disney+														
HBO Max														
Paramount+														
AVOD revenues by platform (\$ million)														
Netflix														
Disney+														
HBO Max														
Paramount+														
YouTube														
Facebook/Instagram														
RTL Play														
VTM Go														
Other														

AVOD forecasts for 678 platforms across 138 countries:

Country	AVOD Platforms
Algeria	YouTube; Facebook; Netflix; Disney+
Argentina	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Australia	YouTube; Facebook; Netflix; Disney+; Paramount+; 9Now; Ten Play; 7Plus; Samsung TV Plus
Austria	YouTube; Facebook; Netflix; Disney+; Paramount+; Joyn; RTL
Bahrain	YouTube; Facebook; Netflix; Disney+
Bangladesh	YouTube; Facebook; Disney+ Hotstar
Belgium	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO; RTL Play; VTM Go
Bolivia	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Bosnia	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Brazil	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO; Globoplay; Pluto; Samsung TV Plus
Bulgaria	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Cambodia	YouTube; Facebook; Disney+ Hotstar
Canada	YouTube; Facebook; Netflix; Disney+; Paramount+; CTV; Global; TVA; CBC
Chile	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
China	iQiyi; Tencent Video; Youku Tudou; Mango; Bilibili
Colombia	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Costa Rica	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Croatia	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Cyprus	YouTube; Facebook; Netflix; Disney+
Czech	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Denmark	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO; TV2; Discovery; Viafree
Dominican	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Ecuador	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Egypt	YouTube; Facebook; Netflix; Disney+
El Salvador	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Estonia	YouTube; Facebook; Netflix; Disney+; HBO
Finland	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO; MTV; Discovery; Ruutu
France	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO; TF1; M6; France Televisions; MyCanal
Germany	YouTube; Facebook; Netflix; Disney+; Paramount+; RTL; Joyn
Greece	YouTube; Facebook; Netflix; Disney+; Paramount+
Guatemala	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Honduras	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Hong Kong	YouTube; Facebook; Netflix; Disney+; TVB; Viu
Hungary	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
India	YouTube; Facebook; Netflix; HBO; Paramount+; Disney+ Hotstar; Zee5; Sony Liv; ALT Balaji; Eros Now
Indonesia	YouTube; Facebook; Netflix; HBO; Disney+; Iflix; Viu; Vidio; Vision+/MCN
Ireland	YouTube; Facebook; Netflix; Disney+; Paramount+; RTE; TV3
Israel	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Italy	YouTube; Facebook; Netflix; Disney+; Paramount+; Mediaset; RAI; Discovery

Japan	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO; Niconico; Tver; U-Next
Jordan	YouTube; Facebook; Netflix; Disney+
Kuwait	YouTube; Facebook; Netflix; Disney+
Laos	YouTube; Facebook; Disney+ Hotstar
Latvia	YouTube; Facebook; Netflix; Disney+; HBO
Lebanon	YouTube; Facebook; Netflix; Disney+
Lithuania	YouTube; Facebook; Netflix; Disney+; HBO
Luxembourg	YouTube; Facebook; Netflix; Disney+
Macedonia	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Malaysia	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO; Sooka/Astro; Iflix; Viu/Media Prima
Mexico	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO; Televisa/Blim; Azteca/Claro; Pluto; Samsung TV Plus; Roku
Moldova	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Montenegro	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Morocco	YouTube; Facebook; Netflix; Disney+
Myanmar	YouTube; Facebook; Disney+ Hotstar
Nepal	YouTube; Facebook; Disney+ Hotstar
Netherlands	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO; Videoland; Talpa; NPO
New Zealand	YouTube; Facebook; Netflix; Disney+; Paramount+; TVNZ; ThreeNow
Nicaragua	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Nigeria	YouTube; Facebook; Netflix; Disney+
Norway	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO; TV2; Viafree; Discovery
Oman	YouTube; Facebook; Netflix; Disney+
Pakistan	YouTube; Facebook; Disney+ Hotstar
Panama	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Paraguay	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Peru	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Philippines	YouTube; Facebook; Netflix; Disney+; HBO; Iflix; Viu
Poland	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO; TVP; TVN; Polsat; Viaplay; Canal Plus
Portugal	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO; SIC; RTP; TVI
Puerto Rico	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Qatar	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Romania	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Russia	Ivi; Megogo; Okko; Premier; Wink; Kion; Kinopoisk; Start
Serbia	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Singapore	YouTube; Facebook; Netflix; Disney+; HBO; Viu
Slovakia	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Slovenia	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Saudi Arabia	YouTube; Facebook; Netflix; Disney+
S Africa	YouTube; Facebook; Netflix; Disney+; Paramount+
S Korea	YouTube; Facebook; Netflix; Disney+; Tving; Seezn; Wavve; Samsung TV Plus

Spain	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO; MiTele; Atresmedia; RTVE
Sri Lanka	YouTube; Facebook; Disney+ Hotstar; Zee5
Sweden	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO; TV4; Viafree; Discovery
Switzerland	YouTube; Facebook; Netflix; Disney+; Paramount+; Play Suisse
Syria	YouTube; Facebook; Netflix
Taiwan	YouTube; Facebook; Netflix; Disney+;
Thailand	YouTube; Facebook; Netflix; Disney+; HBO; Wetv/Iflix; Viu; Samsung TV Plus
Tunisia	YouTube; Facebook; Netflix; Disney+
Turkey	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO; Blu; Puhu; Exxen
UAE	YouTube; Facebook; Netflix; Disney+
UK	YouTube; Facebook; Netflix; Disney+; Paramount+; ITV; All 4; Viacom/My5/Pluto; Now/Sky
USA	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO; Hulu; Peacock/NBC; Pluto; Tubi/Fox; Roku
Uruguay	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Venezuela	YouTube; Facebook; Netflix; Disney+; Paramount+; HBO
Vietnam	YouTube; Facebook; Netflix; Disney+; HBO;
<i>Countries with forecasts for just YouTube and Facebook: Albania, Angola, Armenia; Azerbaijan; Belarus; Benin; Botswana; Burkina Faso; Burundi; Cameroon; CAR; Chad; Congo DR; Congo Rep; Cote d'Ivoire; Eq Guinea; Ethiopia; Gabon; Gambia; Georgia; Ghana; Guinea; Iceland; Kazakhstan; Kenya; Liberia; Madagascar; Malawi; Mali; Malta; Mongolia; Mozambique; Namibia; Niger; Rwanda; Senegal; Sierra Leone; Tanzania; Togo; Uganda; Ukraine; Uzbekistan; Zambia; Zimbabwe</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
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
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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 Forecasts	June	£2200/€2530/\$2970
19 Global AVOD Forecasts	June	£1800/€2050/\$2400
20 SVOD Forecasts Update (based on June 2022 results)	August	£1800/€2050/\$2400
21 Africa SVOD Forecasts	August	£1200/€1380/\$1600
22 Middle East & North Africa SVOD Forecasts	August	£1200/€1380/\$1600
23 Asia Pacific SVOD Forecasts	August	£1200/€1380/\$1600
24 Latin America SVOD Forecasts	September	£1200/€1380/\$1600
25 North America SVOD Forecasts	September	£600/€690/\$800
26 Eastern Europe SVOD Forecasts	September	£1200/€1380/\$1600
27 Western Europe SVOD Forecasts	October	£1200/€1380/\$1600
28 Pay TV Forecasts Update	October	£2000/€2300/\$2700
29 AVOD Forecasts Update	November	£1800/€2050/\$2400
30 OTT TV & Video Forecasts Update	November	£1800/€2050/\$2400
31 SVOD Forecasts Update (based on September 2022 results)	December	£1800/€2050/\$2400

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