

# [OTT TV & Video Forecasts Update](#)

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Published in November 2022, this 252-page PDF and excel report contains comprehensive coverage of the global OTT TV episode & movie sector (subscribers/homes and revenues for SVOD, AVOD, TVOD rental and download-to-own/electronic sell-through) for 138 countries, including:

- An 82-page PDF file giving a global Executive Summary, comparison tables and rankings. Insight profiles for the top 10 countries (Brazil, China, France, Germany, India, Japan, Mexico, Russia, UK and USA)
- An excel workbook providing forecasts (2015-2028) for each of the 138 countries covered as well as comparison and ranking tables.

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](mailto:lydia@digitaltvresearch.com)*

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*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](mailto:lydia@digitaltvresearch.com) to receive more details.*



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Forecasts (for each year from 2015 to 2028) contain the following detail for 138 countries:

Belgium OTT TV & video 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.)														
Online rental revenues (US\$ mil.)														
Download-to-own video revenues (US\$ mil.)														
SVOD revenues (US\$ mil.)														
Total OTT TV & video revenues (US\$ mil.)														
Net SVOD homes (000)														
SVOD homes/TVHH														
Gross SVOD subscriptions (000)														
SVOD subs/TVHH														
SVOD subscriptions/SVOD homes														

## *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		



## Digital TV Research report schedule for 2022

Title	Publication	Price
1 <a href="#">Africa Pay TV Forecasts</a>	January	£1400/€1600/\$1875
2 <a href="#">Middle East &amp; North Africa Pay TV Forecasts</a>	January	£1400/€1600/\$1875
3 <a href="#">SVOD Forecasts Update (based on December 2021 results)</a>	February	£1800/€2050/\$2400
4 <a href="#">Africa OTT TV and Video Forecasts</a>	February	£1400/€1600/\$1875
5 <a href="#">Middle East &amp; North Africa OTT TV and Video Forecasts</a>	February	£1400/€1600/\$1875
6 <a href="#">North America Pay TV Forecasts</a>	February	£700/€800/\$940
7 <a href="#">North America OTT TV and Video Forecasts</a>	February	£700/€800/\$940
8 <a href="#">Latin America Pay TV Forecasts</a>	March	£1400/€1600/\$1875
9 <a href="#">Latin America OTT TV and Video Forecasts</a>	March	£1400/€1600/\$1875
10 <a href="#">Asia Pacific Pay TV Forecasts</a>	March	£1400/€1600/\$1875
11 <a href="#">Asia Pacific OTT TV and Video Forecasts</a>	March	£1400/€1600/\$1875
12 <a href="#">Eastern Europe Pay TV Forecasts</a>	April	£1400/€1600/\$1875
13 <a href="#">Eastern Europe OTT TV and Video Forecasts</a>	April	£1400/€1600/\$1875
14 <a href="#">Western Europe Pay TV Forecasts</a>	May	£1400/€1600/\$1875
15 <a href="#">Western Europe OTT TV and Video Forecasts</a>	May	£1400/€1600/\$1875
16 <a href="#">Global OTT TV &amp; Video Forecasts</a>	May	£2000/€2300/\$2600
17 <a href="#">Global SVOD Forecasts (based on March 2022 results)</a>	May	£1800/€2050/\$2400
18 <a href="#">Global Pay TV Forecasts</a>	June	£2200/€2530/\$2970
19 <a href="#">Global AVOD Forecasts</a>	June	£1800/€2050/\$2400
20 <a href="#">SVOD Forecasts Update (based on June 2022 results)</a>	August	£1800/€2050/\$2400
21 <a href="#">Africa SVOD Forecasts</a>	August	£1200/€1380/\$1600
22 <a href="#">Middle East &amp; North Africa SVOD Forecasts</a>	August	£1200/€1380/\$1600
23 <a href="#">Asia Pacific SVOD Forecasts</a>	August	£1200/€1380/\$1600
24 <a href="#">Latin America SVOD Forecasts</a>	September	£1200/€1380/\$1600
25 <a href="#">North America SVOD Forecasts</a>	September	£600/€690/\$800
26 <a href="#">Eastern Europe SVOD Forecasts</a>	September	£1200/€1380/\$1600
27 <a href="#">Western Europe SVOD Forecasts</a>	October	£1200/€1380/\$1600
28 <a href="#">Pay TV Forecasts Update</a>	October	£2000/€2300/\$2700
29 <a href="#">AVOD Forecasts Update</a>	November	£1800/€2050/\$2400
30 <a href="#">OTT TV &amp; Video Forecasts Update</a>	November	£1800/€2050/\$2400
31 <a href="#">SVOD Forecasts Update (based on September 2022 results)</a>	December	£1800/€2050/\$2400

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For more information, please contact [lydia@digitaltvresearch.com](mailto:lydia@digitaltvresearch.com)



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