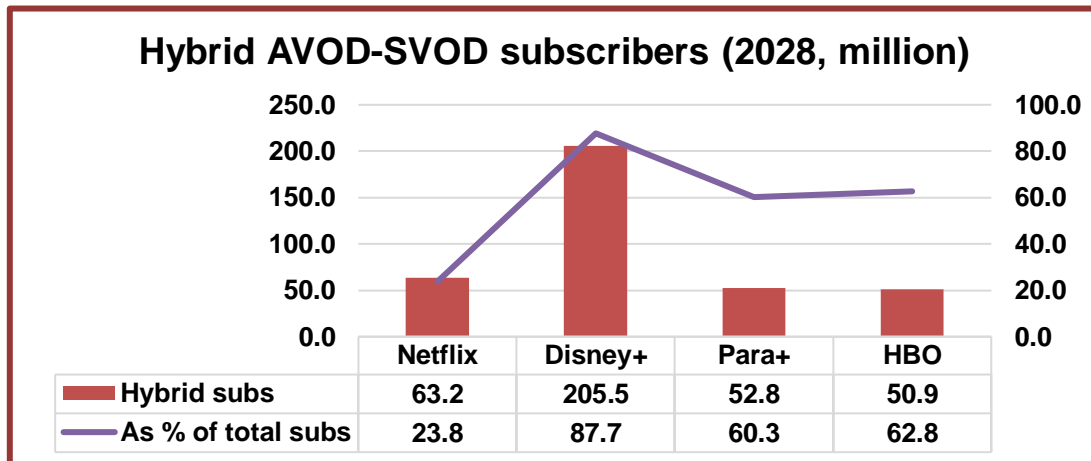


## Hybrid AVOD-SVOD to drive major platforms

Global SVOD subscriptions will increase by 428 million between 2022 and 2028 to reach 1.76 billion – showing that there is still plenty of growth left.



Simon Murray, Principal Analyst at Digital TV Research, said: “We estimate that Netflix will provide its hybrid AVOD-SVOD tier in 85 countries by 2028, with Disney+ in 91 countries, HBO in 55 and Paramount+ in 56. These include pan-regional services in Spanish-speaking Latin America and also in the Arabic-speaking countries.”

These four platforms collectively will have 372 million hybrid AVOD-SVOD subscribers by 2028 – or 56% of their total subscriber base.

Given that Disney+ subscribers in most markets are expected to convert automatically to the hybrid AVOD-SVOD tier, the platform will have 206 million subs to this tier by 2028 – or 88% of its total. At the other end of the scale, 24% of Netflix’s total subscribers will pay for the hybrid AVOD-SVOD tier by 2028 – or 63 million.

Murray continued: “Netflix has a large base of SVOD-only subscribers. Most of these subscribers will remain on these plans, despite the AVOD-SVOD tier being considerably cheaper. The hybrid tier will appeal most to developing countries where disposable incomes are lower. The hybrid tier will also be attractive to new subscribers that do not have legacy SVOD-only subscriptions.”

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

# [SVOD Forecasts Update](#)

## Table of Contents

Published in December 2022, this 268-page PDF and excel report contains extensive coverage of the SVOD sector (TV episodes and movies). Based on September 2022 results and updating major platform launches, the report comprises:

- Executive Summary.
- Major SVOD platforms, including subscriber and revenues estimates for 138 countries, regionally and globally (2015 to 2028), 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 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](mailto: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		



## Excel country sample: Belgium SVOD forecasts

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
<b>Population (000)</b>														
<b>Total households (000)</b>														
<b>TV households (000)</b>														
<b>Fixed broadband hholds (000)</b>														
<b>Smartphone subscribers (000)</b>														
<b>Tablet subscribers (000)</b>														
<b>SVOD revenues (US\$ mil.)</b>														
<b>Net SVOD homes (000)</b>														
<b>SVOD homes/TVHH</b>														
<b>Gross SVOD subscriptions (000)</b>														
<b>SVOD subs/TVHH</b>														
<b>SVOD subscriptions/SVOD homes</b>														
<b>SVOD subscribers by operator (000)</b>														
<b>Netflix</b>														
<b>Amazon Prime Video</b>														
<b>Disney+</b>														
<b>HBO</b>														
<b>Paramount+</b>														
<b>Apple TV+</b>														
<b>Streamz</b>														
<b>Proximus Pickx</b>														
<b>Others</b>														
<b>SVOD revenues by operator (US\$ mil.)</b>														
<b>Netflix</b>														
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<b>Disney+</b>														
<b>HBO</b>														
<b>Paramount+</b>														
<b>Apple TV+</b>														
<b>Streamz</b>														
<b>Proximus Pickx</b>														
<b>Others</b>														



## Excel country sample: Belgium SVOD forecasts

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
<b>SVOD ARPU by operator (\$)</b>														
Netflix														
Amazon Prime Video														
Disney+														
HBO														
Paramount+														
Apple TV+														
Streamz														
Proximus Pickx														
<b>Hybrid AVOD-SVOD subscribers by operator (000)</b>														
Netflix														
Disney+														
HBO Max														
Paramount+														

## Digital TV Research report schedule for 2023

	Title	Publication	Price
1	<a href="#">Africa Pay TV Forecasts</a>	January	£1250/€1440/\$1500
2	<a href="#">Middle East &amp; North Africa Pay TV Forecasts</a>	January	£1250/€1440/\$1500
3	<a href="#">SVOD Forecasts Update (based on December 2022 results)</a>	February	£1600/€1840/\$1900
4	<a href="#">Africa OTT TV and Video Forecasts</a>	February	£1250/€1440/\$1500
5	<a href="#">MENA OTT TV and Video Forecasts</a>	February	£1250/€1440/\$1500
6	<a href="#">North America Pay TV Forecasts</a>	February	£700/€805/\$875
7	<a href="#">North America OTT TV and Video Forecasts</a>	February	£700/€805/\$875
8	<a href="#">Latin America Pay TV Forecasts</a>	March	£1250/€1440/\$1500
9	<a href="#">Latin America OTT TV and Video Forecasts</a>	March	£1250/€1440/\$1500
10	<a href="#">Asia Pacific Pay TV Forecasts</a>	March	£1250/€1440/\$1500
11	<a href="#">Asia Pacific OTT TV and Video Forecasts</a>	March	£1250/€1440/\$1500
12	<a href="#">Western Europe Pay TV Forecasts</a>	March	£1250/€1440/\$1500
13	<a href="#">Western Europe OTT TV and Video Forecasts</a>	March	£1250/€1440/\$1500
14	<a href="#">Eastern Europe Pay TV Forecasts</a>	April	£1250/€1440/\$1500
15	<a href="#">Eastern Europe OTT TV and Video Forecasts</a>	April	£1250/€1440/\$1500
16	<a href="#">Global OTT TV &amp; Video Forecasts</a>	May	£1600/€1840/\$1900
17	<a href="#">Global Pay TV Forecasts</a>	May	£2000/€2300/\$2400
18	<a href="#">Global AVOD Forecasts</a>	May	£1600/€1840/\$1900
19	<a href="#">Global SVOD Forecasts (based on March 2023 results)</a>	June	£1600/€1840/\$1900
20	<a href="#">Africa OTT &amp; TV Update</a>	August	£1250/€1440/\$1500
21	<a href="#">MENA OTT &amp; TV Update</a>	August	£1250/€1440/\$1500
22	<a href="#">Latin America OTT &amp; TV Update</a>	August	£1250/€1440/\$1500
23	<a href="#">North America OTT &amp; TV Update</a>	August	£700/€805/\$875
24	<a href="#">Eastern Europe OTT &amp; TV Update</a>	September	£1250/€1440/\$1500
25	<a href="#">Asia Pacific OTT &amp; TV Update</a>	September	£1250/€1440/\$1500
26	<a href="#">Western Europe OTT &amp; TV Update</a>	September	£1250/€1440/\$1500
27	<a href="#">SVOD Forecasts Update (based on June 2023 results)</a>	September	£1600/€1840/\$1900
28	<a href="#">AVOD Forecasts Update</a>	September	£1600/€1840/\$1900
29	<a href="#">OTT TV &amp; Video Forecasts Update</a>	September	£1600/€1840/\$1900
30	<a href="#">Pay TV Forecasts Update</a>	October	£2000/€2300/\$2400
31	<a href="#">SVOD Forecasts Update (based on September 2023 results)</a>	December	£1600/€1840/\$1900

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