



digital TV research

December 2022

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Digital TV Research report schedule for 2023

| | Title | Publication | Price |
|----|---|-------------|--------------------|
| 1 | Africa Pay TV Forecasts | January | £1250/€1440/\$1500 |
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| 3 | SVOD Forecasts Update (based on December 2022 results) | February | £1600/€1840/\$1900 |
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| 23 | North America OTT & TV Update | August | £700/€805/\$875 |
| 24 | Eastern Europe OTT & TV Update | September | £1250/€1440/\$1500 |
| 25 | Asia Pacific OTT & TV Update | September | £1250/€1440/\$1500 |
| 26 | Western Europe OTT & TV Update | September | £1250/€1440/\$1500 |
| 27 | SVOD Forecasts Update (based on June 2023 results) | September | £1600/€1840/\$1900 |
| 28 | AVOD Forecasts Update | September | £1600/€1840/\$1900 |
| 29 | OTT TV & Video Forecasts Update | September | £1600/€1840/\$1900 |
| 30 | Pay TV Forecasts Update | October | £2000/€2300/\$2400 |
| 31 | SVOD Forecasts Update (based on September 2023 results) | December | £1600/€1840/\$1900 |

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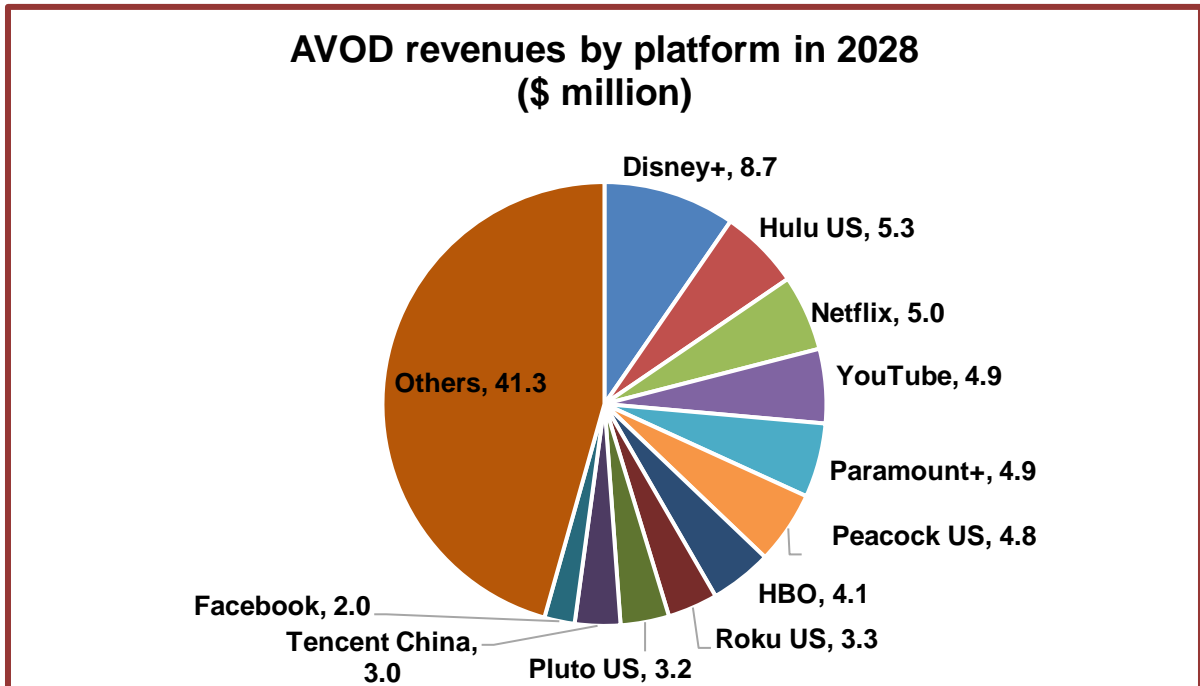
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December 2022

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.



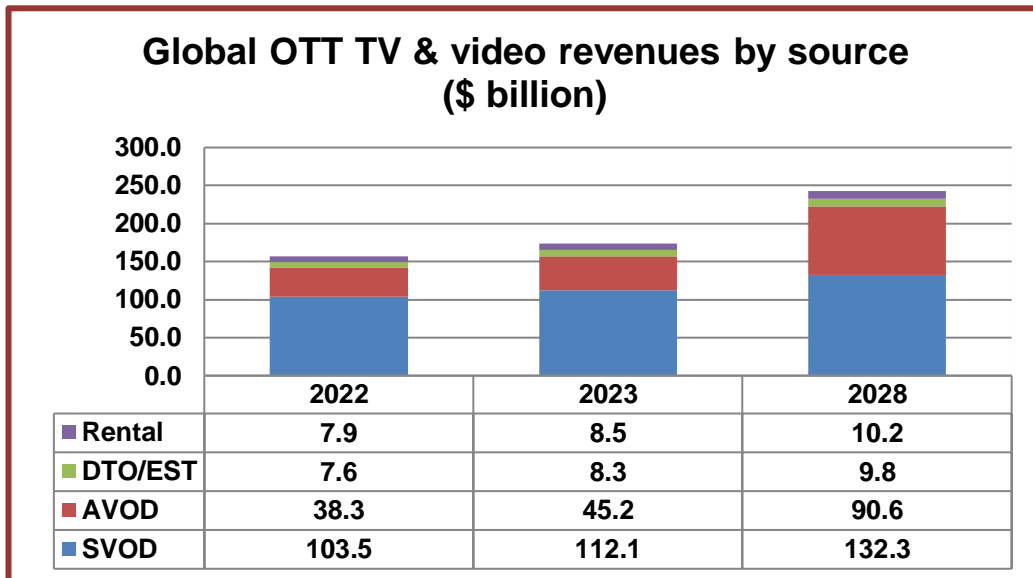
By 2028, 15 platforms will generate AVOD revenues in excess of \$1 billion, including six global, five from the US and three from China.

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

OTT revenues to reach \$243 billion

Global OTT TV episode and movies revenues will reach \$243 billion in 2028; up by \$86 billion from \$157 billion on 2022. About \$17 billion will be added in 2023 alone.



Simon Murray, Principal Analyst at Digital TV Research, said: “AVOD revenues for TV series and movies will grow faster than SVOD. AVOD revenues will reach \$91 billion by 2028, up by \$52 billion from \$38 billion in 2022. SVOD revenues will climb by \$29 billion between 2022 and 2028 to \$132 billion.”

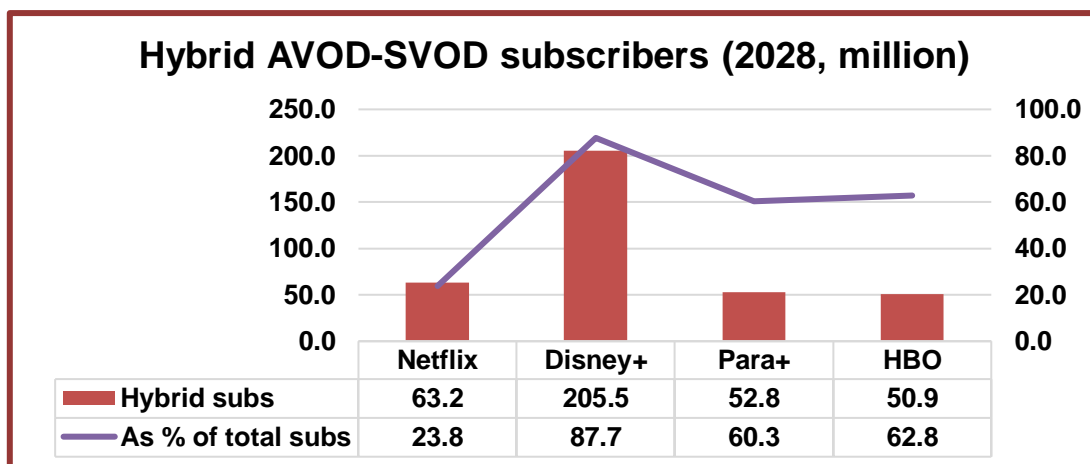
The top five countries will command two-thirds of global revenues by 2028. OTT revenues will exceed \$1 billion in 25 countries by 2028; up from 18 countries in 2022.

The US will remain the dominant territory by some distance. Its share of global revenues will be 42% by 2028. US revenues will climb by \$33 billion between 2022 and 2028 to reach \$102 billion.

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

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 SVOD growth left.



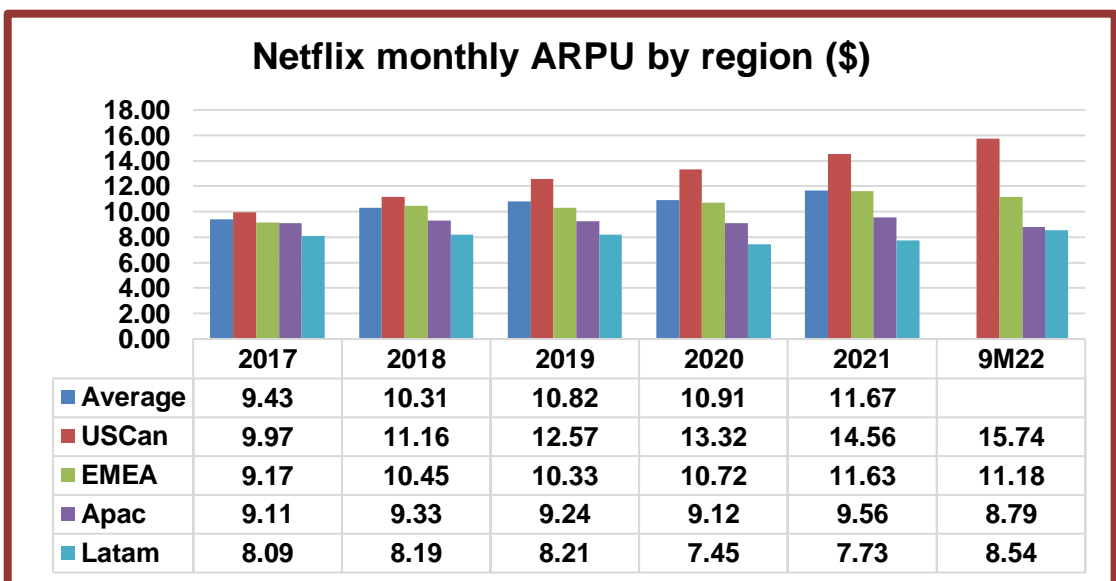
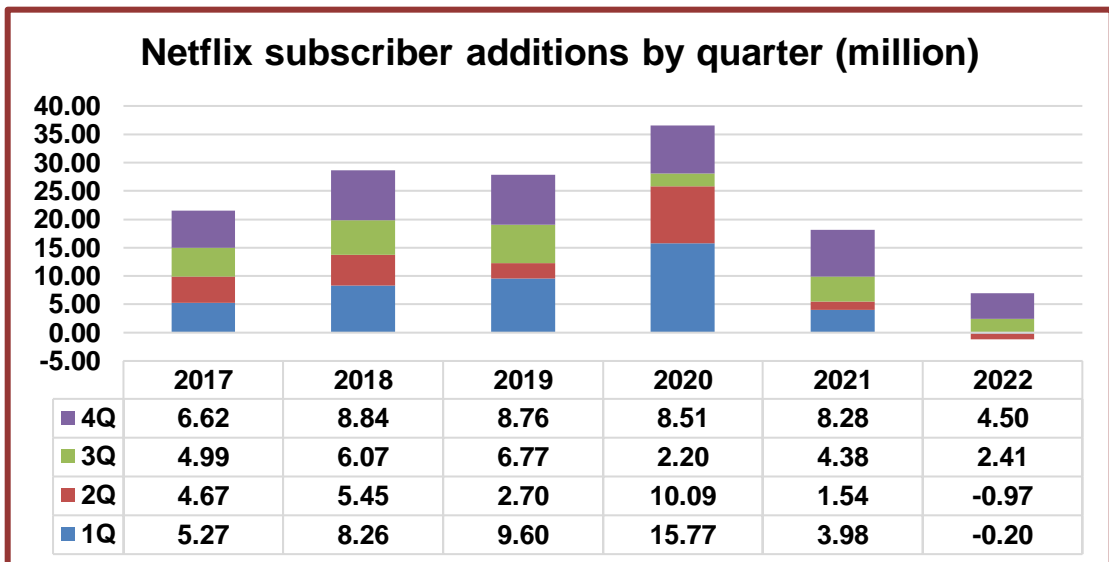
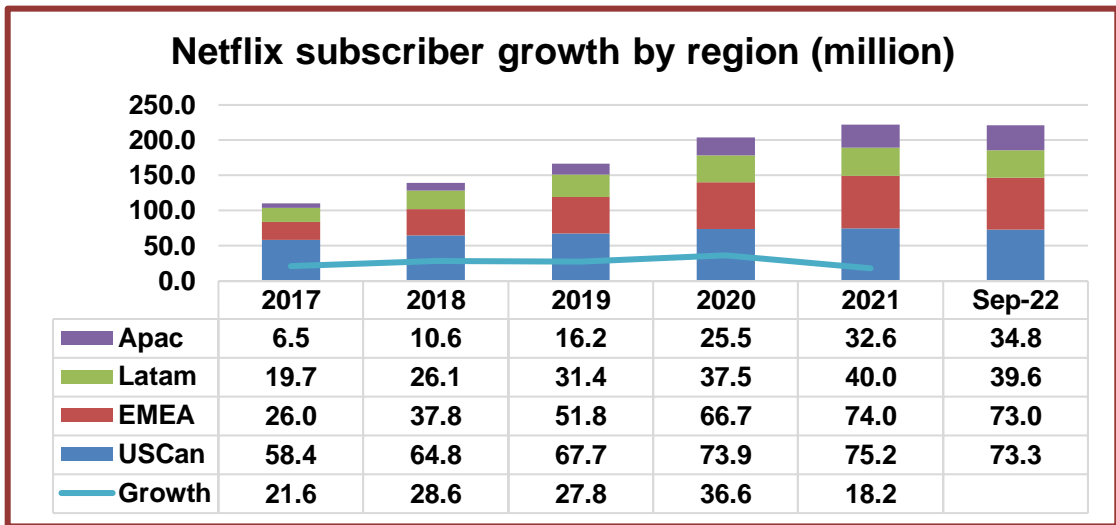
Simon Murray, Principal Analyst at Digital TV Research, said: “We estimate that Netflix will provide the hybrid AVOD-SVOD tier in 85 countries by 2028, with Disney+ in 91 countries, HBO in 55 and Paramount+ in 56. These include pan-regional services in Spanish-speaking Latin America and also in the Arabic-speaking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

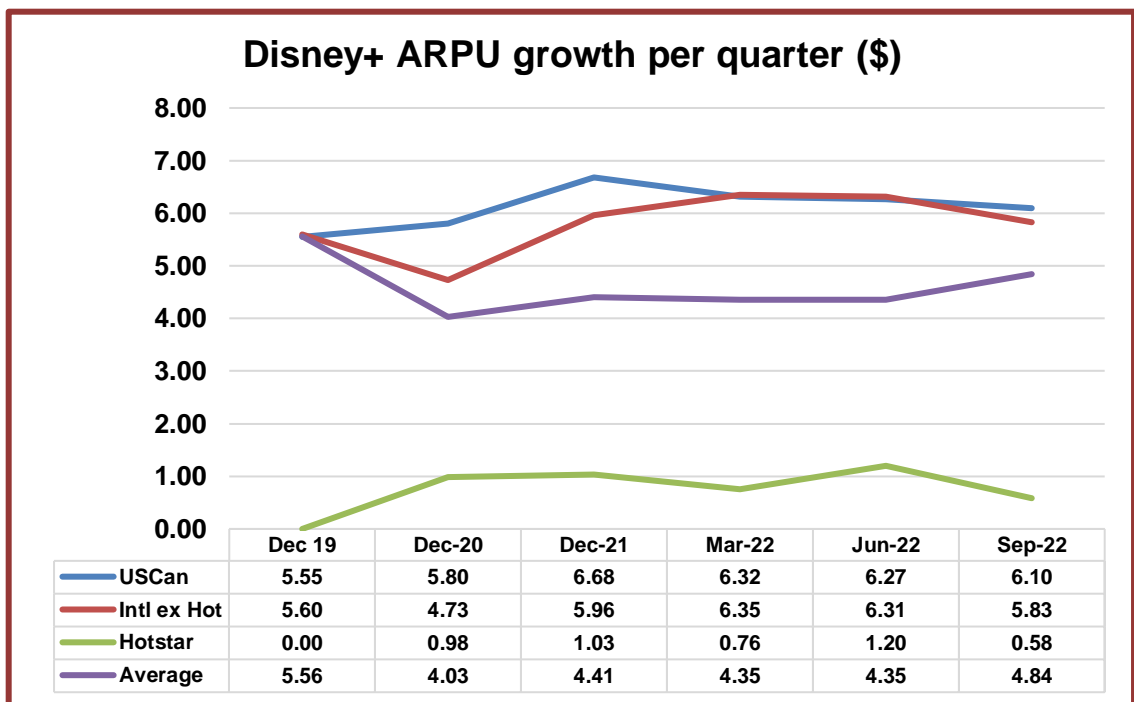
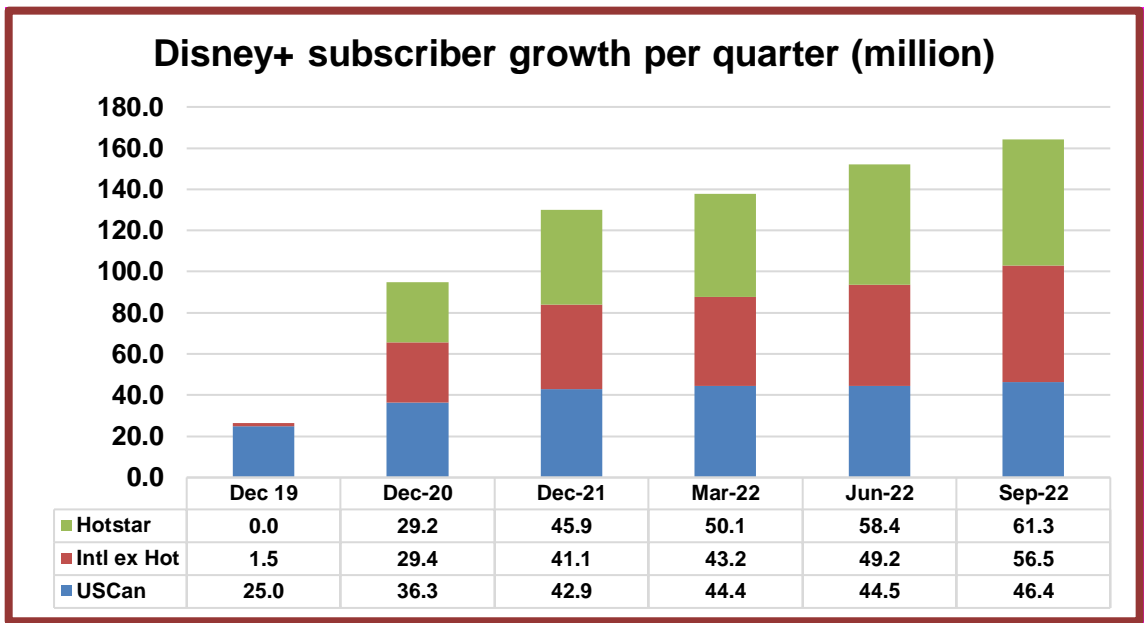
These four platforms collectively will have 372 million hybrid AVOD-SVOD subscribers by 2028 – or 56% of their total subscriber base.

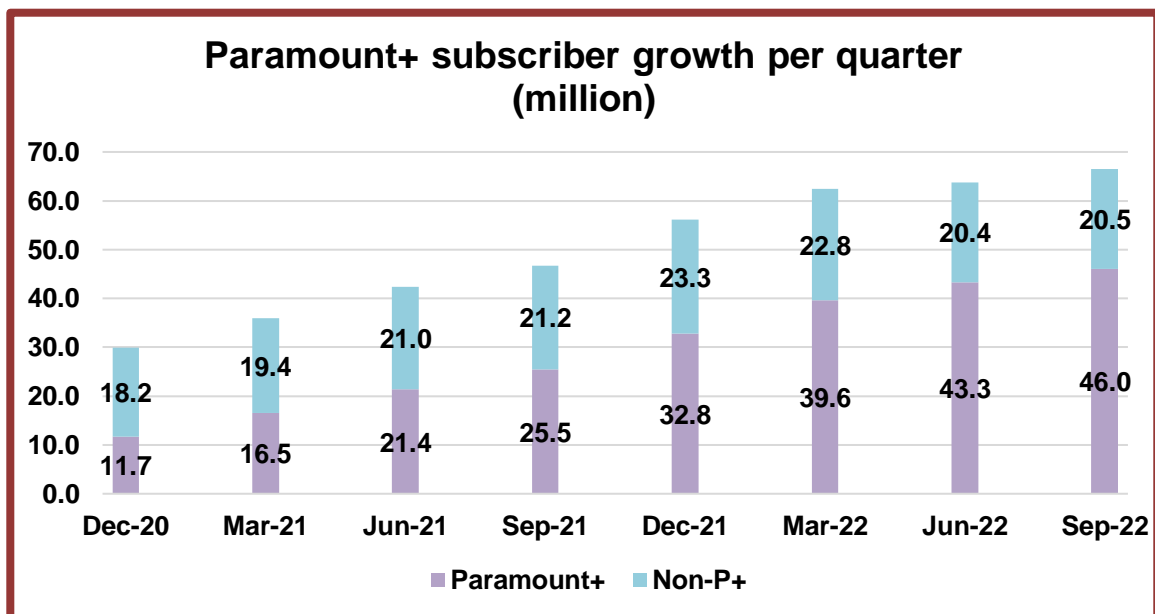
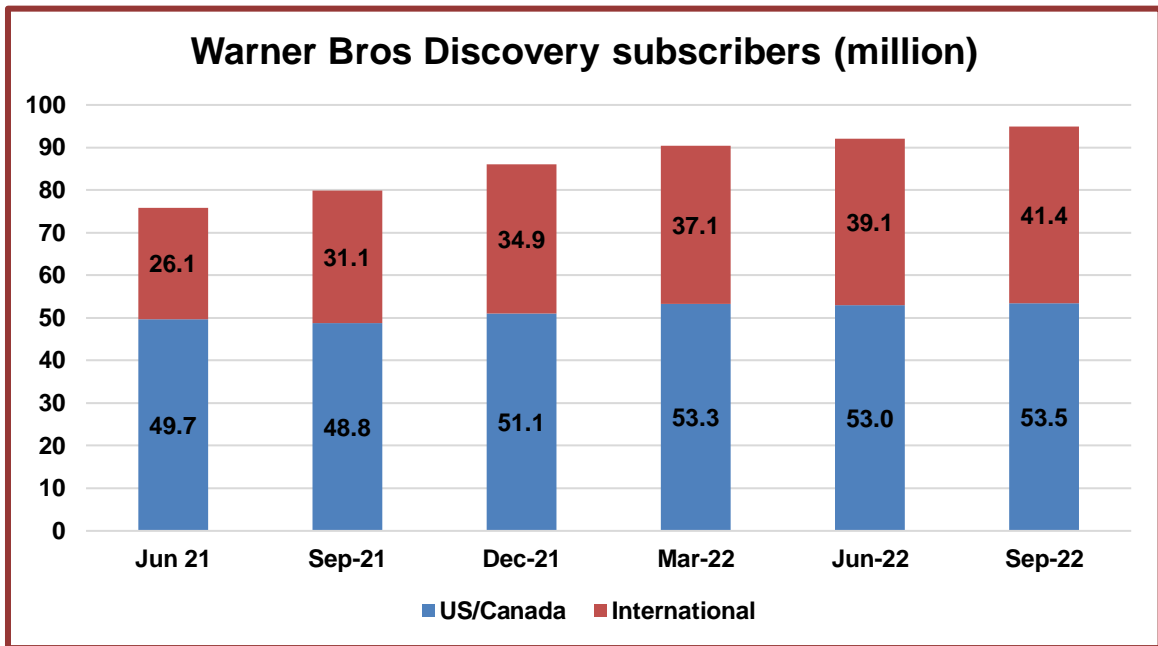
Given that Disney+ subscribers in most markets are expected to automatically convert to the hybrid AVOD-SVOD tier, the platform will have 206 million subs to this tier by 2028 – or 88% of its total. At the other end of the scale, 24% of Netflix’s total subscribers will pay for the hybrid AVOD-SVOD tier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

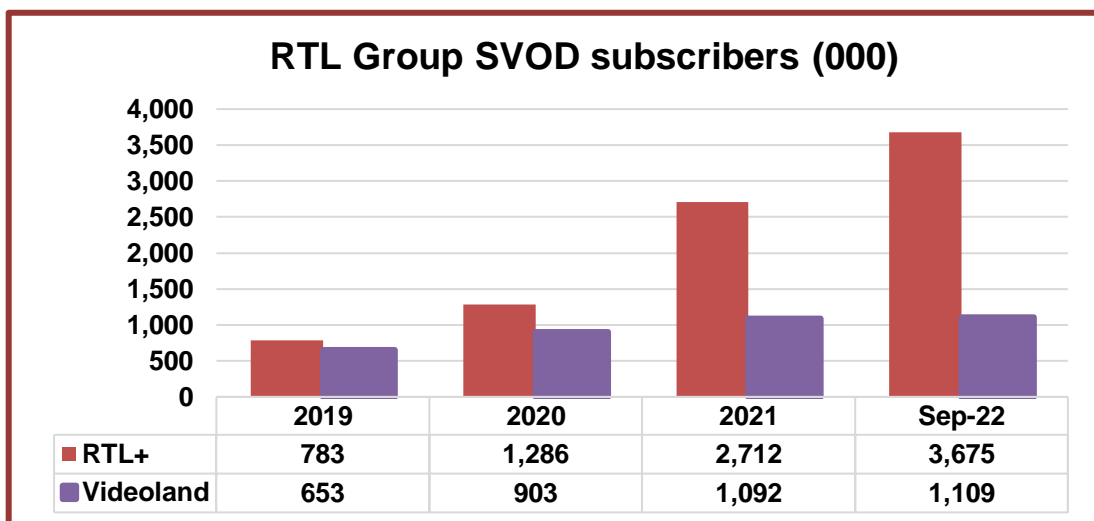
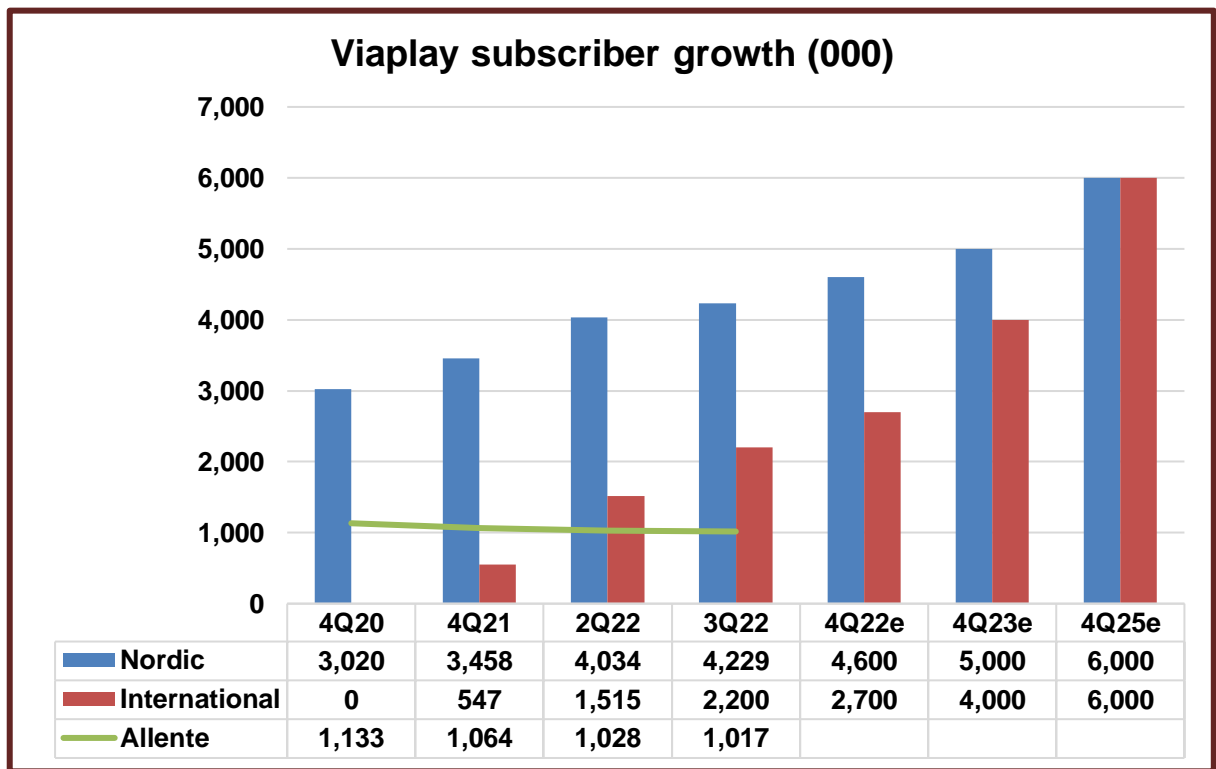
For more information the [SVOD Forecasts Update report](#), please contact: Simon Murray, simon@digitaltvresearch.com, Tel: +44 20 8248 5051







| Starz subscriber growth (million) | | | | | |
|-----------------------------------|-------------|-------------|-------------|-------------|-------------|
| | 2018 | 2019 | 2020 | 2021 | Sep 22 |
| Domestic Linear | 21.5 | 11.7 | 11.5 | 9.9 | 8.7 |
| Domestic OTT | 3.8 | 5.6 | 9.5 | 11.0 | 12.3 |
| International Linear | 0.1 | 2.0 | 1.9 | 1.8 | 1.8 |
| International OTT | 0.0 | 0.7 | 2.4 | 6.7 | 13.0 |
| Starz Play Arabia | 1.1 | 1.7 | 1.8 | 2.0 | 2.0 |
| Total Linear | 21.5 | 13.7 | 13.4 | 11.7 | 10.5 |
| Total OTT | 4.9 | 8.6 | 13.7 | 19.7 | 27.3 |



| Liberty Global/LLA subscribers at September 2022 (000) | | | |
|---|---------------|------------------------|--------------|
| Country | Mobile | Fixed broadband | TV |
| Belgium | 2,941 | 1,729 | 1,713 |
| Switzerland | 2,752 | 1,174 | 1,223 |
| Ireland | 137 | 384 | 270 |
| Slovakia | 0 | 146 | 165 |
| UK | 33,508 | 5,631 | - |
| Netherlands | 5,511 | 3,301 | 3,670 |
| | | | |
| Caribbean | 1,899 | 735 | 356 |
| Panama | 2,217 | 202 | 159 |
| Puerto Rico | 1,074 | 514 | 248 |
| Costa Rica | 2,922 | 267 | 205 |
| Chile | 264 | 1,172 | 968 |
| Latam | 8,377 | 2,890 | 1,935 |

| Vodafone Europe subscribers at September 2022 (000) | | | |
|--|---------------|------------------------|-----------|
| Country | Mobile | Fixed broadband | TV |
| Germany | 31,348 | 10,753 | 13,007 |
| Italy | 17,854 | 3,019 | 280 |
| UK | 17,543 | 1,111 | 0 |
| Spain | 13,615 | 2,989 | 1,505 |
| Ireland | 2,128 | 323 | - |
| Portugal | 4,775 | 905 | 833 |
| Romania | 9,95 | 716 | - |
| Greece | 4,186 | 952 | - |
| Czech | 4,058 | 606 | - |
| Hungary | 2,989 | 737 | - |
| Albania | 1,742 | 128 | - |
| Turkey | 25,301 | 1,391 | - |
| Netherlands | 5,511 | 3,300 | 3,670 |
| Other Europe | - | - | 2,433 |

| Orange Europe subscribers at September 2022 (000) | | | |
|--|---------------|------------------------|-----------|
| Country | Mobile | Fixed broadband | TV |
| France | 22,086 | 12,379 | 7,864 |
| Spain | 16,864 | 3,999 | 1,135 |
| Poland | 17,924 | 2,793 | 963 |
| Belgium | 5,372 | 439 | 289 |
| Romania | 10,417 | 1,296 | 1,766* |
| Slovakia | 2,485 | 316 | - |
| Moldova | 2,015 | 75 | - |

**Also includes Slovakia and Moldova*

| Canal Plus Group subscribers (000s) | | | | | | |
|--|---------------|---------------|---------------|---------------|---------------|---------------|
| | 2017 | 2018 | 2019 | 2020 | 2021 | 1H22 |
| France individual | 8,067 | 7,826 | | | | |
| <i>Of which retail</i> | 4,950 | 4,697 | 4,548 | 4,719 | 5,049 | 5,439 |
| <i>Of which wholesale</i> | 3,117 | 3,405 | 3,355 | 3,436 | 3,491 | 3,623 |
| <i>Of which collective</i> | | 509 | 513 | 523 | 511 | 527 |
| France total | 8,575 | 8,611 | 8,416 | 8,678 | 9,051 | 9,589 |
| International individual | 6,948 | 8,577 | 11,875 | 13,448 | 14,655 | 14,314 |
| <i>Of which Europe</i> | 2,171 | 2,744 | 4,899 | 5,430 | 5,658 | 5,809 |
| <i>Of which Overseas</i> | 530 | 664 | 657 | 809 | 835 | 803 |
| <i>Of which Africa</i> | 3,458 | 4,173 | 4,899 | 5,991 | 6,847 | 6,561 |
| <i>Of which Asia Pac</i> | 789 | 996 | 1,267 | 1,218 | 1,315 | 1,141 |
| <i>Of which M7 Group</i> | | | 2,258 | | | |
| Total | 15,594 | 17,188 | 20,291 | 22,126 | 23,706 | 23,903 |

| Multichoice gross subscriber data (000) | | | | | | |
|---|---------------|---------------|---------------|---------------|---------------|---------------|
| | Mar 18 | Mar 19 | Mar 20 | Mar 21 | Mar 22 | Sep 22 |
| South Africa 90-day subs | 7,300 | 7,949 | 8,419 | 8,931 | 9,011 | 9,115 |
| <i>Premium</i> | | 1,600 | 1,500 | 1,400 | 1,400 | 1,300 |
| <i>Mid Market</i> | | 2,900 | 2,900 | 3,000 | 2,800 | 2,700 |
| <i>Mass Market</i> | | 3,500 | 4,000 | 4,600 | 4,900 | 5,100 |
| South Africa ARPU (ZAR) | | 302 | 290 | 277 | 269 | 261 |
| South Africa subs at date | 6,921 | 7,447 | 7,888 | 8,177 | 8,160 | 8,204 |
| Sub-Saharan Africa | | | | | | |
| Africa 90 days subs | 9,100 | 10,630 | 11,083 | 11,931 | 12,793 | 12,964 |
| <i>Premium</i> | | 1,000 | 1,200 | 900 | 1,100 | 900 |
| <i>Mid Market</i> | | 1,200 | 1,000 | 1,600 | 1,800 | 1,900 |
| <i>Mass Market</i> | | 8,400 | 8,700 | 9,500 | 9,900 | 10,100 |
| Sub-Saharan Africa ARPU | | ZAR114 | ZAR110 | ZAR115 | ZAR163 | ZAR123 |
| Africa subs at date | 6,555 | 7,650 | 7,855 | 8,179 | 8,480 | 8,906 |
| Total Africa | 16,400 | 18,579 | 19,499 | 20,862 | 21,804 | 22,079 |
| <i>Source: Multichoice. Note: Subscriber figures include OTT platforms. Active subscribers for the last 90 days rather than active at reporting date.</i> | | | | | | |