

# [Eastern Europe OTT TV & Video Forecasts](#)

## Table of Contents

Published in September 2023, this 142-page PDF and excel report covers 22 countries. **Covering TV episodes and movies**, the report comes in two parts:

- Insight: Detailed regional and country-by-country analysis in a 72-page PDF document.
- Excel workbook covering each year from 2015 to 2029 for 22 countries by household penetration, by SVOD subscribers and by OTT, AVOD & FAST 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](mailto:lydia@digitaltvresearch.com)

### SVOD forecasts for the following 137 platforms across 22 countries:

Country	SVOD ops	SVOD Platforms
Albania	4	Netflix; Amazon Prime Video; Disney+; SkyShowtime
Belarus	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Megogo; Ivi; Amediateka
Bosnia	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Pickbox; HBO; SkyShowtime
Bulgaria	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Voyo; HBO; SkyShowtime
Croatia	6	Netflix; Amazon Prime Video; Disney+; Pickbox; HBO; SkyShowtime
Cyprus	4	Netflix; Amazon Prime Video; Disney+; Apple TV+
Czech Rep	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Voyo; HBO; SkyShowtime
Estonia	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Go3
Greece	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; SkyShowtime
Hungary	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; SkyShowtime
Latvia	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Go3
Lithuania	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Go3
Macedonia	6	Netflix; Amazon Prime Video; Disney+; Pickbox; HBO; SkyShowtime
Moldova	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO
Montenegro	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Pickbox; HBO; SkyShowtime
Poland	10	Netflix; Amazon Prime Video; Disney+; Apple TV+; Polsat Box; Player+; SkyShowtime; HBO; Canal Plus; CDA
Romania	6	Netflix; Amazon Prime Video; Disney+; Voyo; HBO; SkyShowtime
Russia	8	Ivi; Okko; Amediateka; Premier; Wink; Kion; Kinopoisk; Start
Serbia	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Pickbox; HBO; SkyShowtime
Slovakia	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Voyo; HBO; SkyShowtime
Slovenia	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Pickbox; Voyo; HBO; SkyShowtime
Ukraine	4	Netflix; Amazon Prime Video; Apple TV+; Megogo

### AVOD forecasts for the following platforms across all countries as well as Netflix, Disney+, Paramount+, HBO, YouTube and Facebook where applicable:

Country	AVOD Platforms
Poland	TVP; TVN; Polsat; Canal Plus
Russia	Ivi; Okko; Premier; Wink; Kion; Kinopoisk; Start



# SAMPLE: Bahrain OTT TV & video insight

OTT TV & video revenues are forecast to reach \$90 million by 2029, up from \$50 million in 2023. AVOD revenues will reach \$15 million by 2029, triple from \$6 million in 2023.

SVOD will contribute \$66 million in 2029, up from \$39 million in 2023. There will be 668,000 gross SVOD subscriptions by 2029 compared with 418,000 at end-2023. About 72% of TV households will pay for at least one SVOD subscription by 2029.

Main assumptions behind the forecasts
Mobile dominates the broadband sector.
Broadband penetration is high
High disposable incomes.
Ex-pat community has a strong demand for foreign content.
Disney+ start as a standalone platform in June 2022
Piracy remains a significant problem

**Netflix** launched in January 2016. We forecast 168,000 subscribers by 2029; up from 135,000 at end-2023. English and Arabic content is available.

**Amazon Prime Video** started operations in November 2016 as part of its global rollout. Subscriptions cost \$5.99/month, with little original or local content. We forecast 49,000 Amazon Prime Video subscribers by 2029.

**Apple TV+** (\$7.99/month) started in Bahrain with its global rollout in November 2019. We expect 15,000 subscribers by 2029. Zain distributes Apple TV+.

**Disney+** ended its distribution deal with OSN in June 2022 by starting as a standalone platform (\$8.99/month, \$88.99/year). We forecast 75,000 subs by 2029.

**HBO Max and Paramount+** are not expected to start in the Arabic-speaking countries due to their deals with OSN.

**OSN+** launched its SVOD platform in August 2017. With 10,000 hours on offer, OSN+ carries Paramount+, NBCUniversal and HBO content. It costs BHD4-10/month. We forecast 70,000 subscribers by 2029. OSN signed a distribution agreement with Netflix in February 2018 and another with STC in June 2018. OSNtv Connect offers 43 linear channels and access to OSN+.

Transmitting in English, Arabic and French, **StarzPlay** has more than 6,000 hours of Hollywood content as well as 2,000 hours of Arabic content. Discovery+ is available as a branded content block. We forecast 129,000 subscribers in Bahrain by 2029, up from 90,000 at end-2023.

MBC's **Shahid VIP** (BHD3.99/month) provides 10 linear channels as well as 20,000 hours of on-demand content. Shahid has promised original content. Shahid also distributes Fox Plus. Shahid VIP is carried by mobile operators STC and Zain (BHD3/month). We expect 119,000 subscribers by 2029, up from 81,000 at end-2023. Shahid is its AVOD platform.

Hong Kong's **Viu** (BHD2/month) started operations in Bahrain, Egypt, Jordan, Kuwait, Oman, Qatar, Saudi Arabia and UAE in February 2017. With 40,000 hours on offer, local content is included as well as international fare to appeal to ex-pats. Zain distributes Viu.

PCCW's **Viu** recorded had 12.2 million paying subscribers and 66.4 million MAUs in 16 countries across Southeast Asia and the Middle East by end-2022. Most of these subscribers are in South East Asia.

**beIN Connect** provides access to 34 linear channels available on the satellite TV package as well as 2,000 on-demand TV episodes and 300 on-demand movies – free to satellite TV subs or \$18/month to others.

Main operators by subscribers (000)				
Operator	Pay TV subs	Fixed bb subs	Mobile subs	SVOD platforms
Batelco	58	-	-	Netflix, Shahid VIP
beIN	18	-	-	-
OSN	18	-	-	-
STC	-	-	-	Shahid VIP; OSN+; STC TV; Spuul
Zain	-	-	1,000	Zee5; Apple TV+; Shahid VIP, Viu; OSN+

**beIN** renewed several key sports rights, which will help to push its pay TV subscriber numbers back up.

Traditionally appealing to expatriates, **OSN** is attracting more local subscribers. It increased Arabic content to a quarter of the total. We estimate 18,000 satellite TV subscribers by end-2022.

**Batelco** started offering IPTV services via its FTTH network in September 2011. Batelco had 58,000 IPTV subs at end-2022. Batelco offers Netflix and Shahid VIP (BHD3.14/month).

Principally a mobile operator, **STC (formerly called Viva)** carries OSN+ (BHD4.20/month), STC TV (BHD3/month for 100 linear channels and 20,000 on-demand titles), Shahid VIP (BHD3.99/month) and Hindi-language Spuul (BHD2/month). STC is owned by Saudi Telecommunications Company.

**Zain** carries Zee5 (BHD1.90/month), Apple TV+, Viu (BHD2/month), OSN+ (BHD2.20-3.20/month) and Shahid VIP (BHD3.99/month). With 1 million subscribers, Zain is 55.4% owned by the Zain Group.

## SAMPLE EXCEL: Bahrain OTT TV & video forecasts

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029
Population (000)															
Total households (000)															
TV households (000)															
Fixed broadband households (000)															
Smartphone subscribers (000)															
Tablet subscribers (000)															
Online advertising total (\$ mil.)															
AVOD revenues (\$ mil.)															
<i>of which FAST revenues (\$ mil.)</i>															
Online rental revenues (\$ mil.)															
DTO revenues (\$ mil.)															
SVOD revenues (\$ mil.)															
OTT TV & video revenues (\$ mil.)															
SVOD subscribers (000)															
<i>SVOD subscribers/TVHH</i>															
SVOD subscriptions (000)															
<i>SVOD subscriptions/TVHH</i>															
<i>SVOD subscriptions/SVOD subscribers</i>															
SVOD subscribers by operator (000)															
Netflix															
Amazon															
Disney+															
Apple TV+															
StarzPlay															
Shahid VIP															
OSN															
Others															
SVOD revenues by operator (\$ mil.)															
Netflix															
Amazon															
Disney+															
Apple TV+															
StarzPlay															
Shahid VIP															
OSN															
Others															



## SAMPLE EXCEL: Bahrain OTT TV & video forecasts

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029
<b>SVOD ARPU by operator (\$)</b>															
Netflix															
Amazon															
Disney+															
Apple TV+															
StarzPlay															
Shahid VIP															
OSN															
<b>Hybrid AVOD-SVOD subscribers by operator (000)</b>															
Netflix															
Disney+															
HBO Max															
Paramount+															
<b>Hybrid SVOD revenues by operator (\$ mil.)</b>															
Netflix															
Disney+															
HBO Max															
Paramount+															
<b>AVOD revenues by platform (\$ million)</b>															
Netflix															
Disney+															
HBO Max															
Paramount+															
YouTube															
Facebook/Instagram															
OSN															
Shahid															
StarzPlay															
Other															

## Digital TV Research report schedule for 2023

	<b>Title</b>	<b>Publication</b>
1	<a href="#">Africa Pay TV Forecasts</a>	January
2	<a href="#">Middle East &amp; North Africa Pay TV Forecasts</a>	January
3	<a href="#">SVOD Forecasts Update (based on December 2022 results)</a>	February
4	<a href="#">Africa OTT TV and Video Forecasts</a>	February
5	<a href="#">MENA OTT TV and Video Forecasts</a>	February
6	<a href="#">North America Pay TV Forecasts</a>	February
7	<a href="#">North America OTT TV and Video Forecasts</a>	February
8	<a href="#">Latin America Pay TV Forecasts</a>	March
9	<a href="#">Latin America OTT TV and Video Forecasts</a>	March
10	<a href="#">Western Europe Pay TV Forecasts</a>	March
11	<a href="#">Western Europe OTT TV and Video Forecasts</a>	March
12	<a href="#">Eastern Europe Pay TV Forecasts</a>	March
13	<a href="#">Eastern Europe OTT TV and Video Forecasts</a>	March
14	<a href="#">Asia Pacific Pay TV Forecasts</a>	April
15	<a href="#">Asia Pacific OTT TV and Video Forecasts</a>	April
16	<a href="#">Global OTT TV &amp; Video Forecasts</a>	April
17	<a href="#">Global Pay TV Forecasts</a>	April
18	<a href="#">Global AVOD Forecasts</a>	April
19	<a href="#">Global FAST Forecasts</a>	April
20	<a href="#">Global SVOD Forecasts (based on March 2023 results)</a>	May
21	<a href="#">Africa OTT TV &amp; Video Forecasts</a>	August
22	<a href="#">MENA OTT TV &amp; Video Forecasts</a>	August
23	<a href="#">Latin America OTT TV &amp; Video Forecasts</a>	August
24	<a href="#">North America OTT TV &amp; Video Forecasts</a>	August
25	<a href="#">Eastern Europe OTT TV &amp; Video Forecasts</a>	September
26	<a href="#">Asia Pacific OTT TV &amp; Video Forecasts</a>	September
27	<a href="#">Western Europe OTT TV &amp; Video Forecasts</a>	September
28	<a href="#">SVOD Forecasts Update (based on June 2023 results)</a>	September
29	<a href="#">Global AVOD Forecasts</a>	September
30	<a href="#">Global OTT TV &amp; Video Forecasts</a>	September
31	<a href="#">Global Pay TV Forecasts</a>	October
32	<a href="#">Global FAST Forecasts</a>	October
33	Hybrid AVOD-SVOD Forecasts	October
34	<a href="#">SVOD Forecasts Update (based on September 2023 results)</a>	December

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