

[Global Pay TV Forecasts](#)

Table of Contents

Published in September 2023, the [Global Pay TV Forecasts](#) report covers 138 countries in 218 pages in two parts:

- A 50-page PDF giving a global Executive Summary, comparison tables and rankings. Profiles for the top 10 countries (Brazil, China, France, Germany, India, Japan, Mexico, Russia, UK and USA)
- An excel workbook giving comparison tables and country-by-country forecasts from 2015 to 2029 in detail for 489 pay TV operators.

The report costs £2,000/€2,300/\$2,500 for a 1-5 user license.

For more information, [please click here](#) or contact lydia@digitaltvresearch.com



Africa: Forecasts for the following 35 countries and 129 platforms

Country	No of ops	Platforms
Angola	5	ZAP TV, DStv, StarSat, Angola Telecom, TV Cabo
Benin	4	DStv; Canal Plus; StarSat; StarTimes
Botswana	3	DStv; StarSat
Burkina Faso	3	DStv; Canal Plus; StarSat
Burundi	4	DStv; Canal Plus; StarSat; StarTimes
Cameroon	4	DStv; Canal Plus; StarSat; StarTimes
CAR	3	Canal Plus; StarSat; StarTimes
Chad	3	Canal Plus; StarSat; StarTimes
DR Congo	5	DStv; Canal Plus; StarSat; StarTimes; Easy TV
Rep Congo	5	DStv; Canal Plus; StarSat; StarTimes; Easy TV
Cote d'Ivoire	5	Canal Plus, DStv, StarTimes; StarSat; Easy TV
Eq. Guinea	2	Canal Plus, DStv
Ethiopia	3	DStv; StarSat; Canal Plus
Gabon	4	Canal Plus, DStv, StarTimes; StarSat
Gambia	2	Canal Plus, DStv
Ghana	4	Canal Plus, DStv, GOtv; StarSat
Guinea	5	Canal Plus, DStv, StarTimes; StarSat; Easy TV
Kenya	6	Zuku cable, Zuku satellite, DStv, StarTimes, GOtv, StarSat
Liberia	2	DStv; StarSat
Madagascar	4	DStv; Canal Plus; StarSat; StarTimes
Malawi	4	Zuku, DStv, GOtv; StarSat
Mali	2	Canal Plus; StarSat
Mozambique	6	ZAP TV, DStv, StarSat, StarTimes; GOtv, TV Cabo
Namibia	3	DStv, GOtv; StarSat
Niger	3	DStv; Canal Plus; StarSat
Nigeria	5	GOtv, DStv, StarTimes, StarSat; Canal Plus
Rwanda	5	DStv, StarTimes, StarSat; GOtv, Canal Plus
Senegal	4	Canal Plus, DStv, Orange; StarSat
Sierra Leone	4	DStv; Canal Plus; StarSat; StarTimes
South Africa	3	DStv, StarSat, GOtv
Tanzania	5	Zuku, DStv, StarTimes, StarSat; Azam TV
Togo	3	Canal Plus, DStv, StarSat
Uganda	5	Zuku, DStv, StarTimes, GOtv, StarSat
Zambia	5	Zuku, DStv, StarTimes, GOtv, StarSat
Zimbabwe	2	DStv, StarSat



Asia Pacific: Forecasts for the following 22 countries and 69 platforms

Country	No of ops	Platform forecasts
Australia	1	Foxtel
Bangladesh	1	Akash
Cambodia	3	CDN; One TV; Sky One
China	4	China Radio & TV; China Telecom; BestTV; China Unicom
Hong Kong	2	i-cable; Now TV
India	9	Hathway; GTPL; Siti; DEN; Dish TV; Tata Sky; Airtel; Sun Direct; MTNL
Indonesia	7	Linknet; Transvision; Indovision; Top TV; Okevision; MNC Play; Telkom
Japan	3	SkyPerfectTV; J:Com; NTT
Laos		
Malaysia	2	Astro; TM
Mongolia	2	Univision; DDish
Myanmar	2	SkyNet; 4TV/MRTV (Forever)
Nepal	1	Dish Media
New Zealand	1	Sky; Vodafone
Pakistan	1	PTCL
Philippines	2	Sky Cable/Sky Direct; Signal
Singapore	2	StarHub; SingTel TV
S Korea	9	LG Hellovision; T Broad; D'Live; CMB; Hyundai HCN; KT Olleh; Skylife; B TV; LG U+
Sri Lanka	2	Dialog; Peo
Taiwan	4	Taiwan Broadband; TWM; CNS; CHT
Thailand	3	Truevisions; TOT; AIS
Vietnam	8	SCTV; VTCab; HTV-CMS; VNPT; Viettel; FPT; K+; Viva TV

North America: Forecasts for two countries and 16 operators

Country	No of ops	Platform forecasts
Canada	8	Rogers; Videotron; Cogeco; Shaw Communications; Shaw Direct; Bell TV; Telus; Max TV
USA	8	Comcast; Charter; Cox; Altice; U-Verse; DirecTV; Fios TV; DISH Network

Latin America: Forecasts for the following 19 countries and 68 operators

Country	No of ops	Platform forecasts
Argentina	5	Flow; Supercanal; DirecTV; Telefonica; Claro
Bolivia	2	Tigo; Entel
Brazil	3	Claro; Telefonica/Vivo; Sky
Chile	6	VTR; Telefonica; Claro; DirecTV; Entel; Telsur
Colombia	5	Claro; UNE; ETB; DirecTV; Movistar
Costa Rica	5	Tigo; Cabletica; Claro; Sky; Telecable
Dominican Rep	3	Altice/Tricom; Claro; Sky
Ecuador	4	DirecTV; CNT; Claro; TV Cable
El Salvador	3	Claro; Tigo; Sky
Guatemala	3	Claro; Tigo; Sky
Honduras	3	Claro; Tigo; Sky
Mexico	5	Megacable; Televisa cable; Sky; Dish; TotalPlay
Nicaragua	3	Claro; Sky; Tigo
Panama	4	Claro; Sky; Cable & Wireless; Tigo
Paraguay	2	Tigo; Claro
Peru	3	Telefonica; Claro; DirecTV
Puerto Rico	4	Liberty; Claro; DirecTV; Dish
Uruguay	2	Cablevision; DirecTV
Venezuela	3	Intercable; Movistar; CANTV

MENA: Forecasts for the following 20 countries and 49 platforms

Country	No of ops	Platform forecasts
Algeria	3	beIN; OSN; Algerie Telecom
Armenia	0	
Azerbaijan	0	
Bahrain	3	beIN; OSN; Batelco
Egypt	3	beIN; OSN; Telecom Egypt
Georgia	2	Magtisar; Sliknet
Israel	2	HOT; Yes
Jordan	3	beIN; OSN; Orange
Kazakhstan	2	Alma; KT
Kuwait	2	beIN; OSN
Lebanon	2	beIN; OSN
Morocco	3	beIN; OSN; Maroc Telecom
Oman	3	beIN; OSN; Omantel
Qatar	3	beIN; OSN; Ooredoo
Saudi Arabia	4	beIN; OSN; Jawwy IPTV; Mobily
Syria	1	beIN
Tunisia	2	beIN; OSN
Turkey	5	Turksat; Turkcell; TTNNet; Digiturk; D-Smart
UAE	4	beIN; OSN; Du; eLife
Uzbekistan	2	Uztelecom; Uzdigital



Eastern Europe: Forecasts for the following 22 countries and 83 operators:

Country	No of ops	Operators
Albania	3	Digitalb; Tring; Albtelecom
Belarus	3	MTIS, Zala, A1
Bosnia	3	Telemach, M:Tel; Total TV
Bulgaria	3	Bulsatcom, Vivacom, A1
Croatia	3	Max TV/T-HT, Evo, A1
Cyprus	3	Cytavision; Cablenet; Primetel
Czech Rep	5	Vodafone, O2, Telly, Skylink; T-Mobile
Estonia	3	Elisa; Telia; Home 3
Greece	3	Nova, Cosmote; Vodafone
Hungary	5	T-Home, Digi TV, Vodafone, MinDig, Direct One
Latvia	3	Baltcom, Tet; Home 3
Lithuania	3	TEO, Cgates, Home 3
Macedonia	3	A1; Max TV; Total TV
Moldova	3	Sun; Moldtelecom; TV Box
Montenegro	3	Total TV; CT; Telemach
Poland	8	UPC, Vectra, TP/Orange, Polsat, Canal Plus, Netia
Romania	5	Digi TV, Vodafone, Telekom Romania, Orange TV, Focussat
Russia	8	Akado, ER Telecom, MTS, Rostelecom, Beeline/Veon, NTV Plus, Tricolor, Orion
Serbia	2	SBB, Telekom Srbija
Slovakia	4	UPC, Skylink, Slovak Telekom; Orange TV
Slovenia	5	Telemach, Neo TV, Total TV, T-2, A1
Ukraine	4	Volia; Triolan; Kyivstar; Viasat



Western Europe: Forecasts for the following 18 countries and 75 operators

Country	No of ops	Operators
Austria	5	Telekom Austria; Magenta; Sky; Liwest; HD Austria
Belgium	5	Proximus; Telenet; VOO; Telesat/TV Vlaanderen; Orange
Denmark	6	Allente; You See; Stofa; Boxer; TDC; Telia
Finland	4	Elisa; Telia; DNA; Allente; Digita
France	6	Orange; SFR; CanalSat; Free; Bouygues; TNT
Germany	6	Vodafone; DT/T-Home; Sky; Telecolumbus; HD+; Freenet
Iceland	2	Vodafone, Siminn
Ireland	3	Virgin; Sky; eir
Italy	3	Sky; Telecom Italia; Vodafone
Luxembourg	2	Tele des P&T; Eltrona
Malta	2	Melita; Go
Netherlands	5	Ziggo; Canal Digitaal; Tele 2; KPN/Digitenne
Norway	5	Allente; Riks TV; Telenor; Telia; Altibox
Portugal	4	Meo/PT; NOS; Nowo; Vodafone
Spain	4	Vodafone; Telefonica/Movistar; Euskaltel; Orange
Sweden	5	Allente; Tele 2; Telia; Boxer; Telenor
Switzerland	3	Swisscom; UPC; Sunrise
UK	4	Sky; Virgin; BT; TalkTalk

SAMPLE EXCEL: Bahrain pay TV forecasts

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029
Total households (000)															
TV households (000)															
Digital cable subs (000)															
Analog cable subs (000)															
Pay IPTV subscribers (000)															
Pay Satellite TV subs (000)															
Free-to-air Satellite TV HH (000)															
Analog terrestrial hholds (000)															
Primary FTA DTT hholds (000)															
Primary Pay DTT hholds (000)															
Digital homes (000)															
Analog homes (000)															
Pay TV subscribers (000)															
TVHH/Total HH															
Digital/TV HH															
Analog/TV HH															
Pay TV Subs/TV HH															
Revenues (US\$ million)															
Digital cable TV															
Analog cable TV															
IPTV															
Satellite TV															
DTT															
Total revenues															
Pay TV subscribers by operator (000)															
beIN (satellite)															
OSN (satellite)															
Batelco (IPTV)															
Other															
Pay TV revenues by operator (\$ million)															
beIN (satellite)															
OSN (satellite)															
Batelco (IPTV)															
Other															
Average Revenue Per User (ARPU - US\$)															
Digital cable TV															
Analog cable TV															
IPTV															
Satellite TV															
DTT															
Average monthly ARPU															



Digital TV Research report schedule for 2023

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

[PLEASE CLICK HERE FOR MORE INFORMATION ON OUR LATEST PUBLICATIONS](#)

[PLEASE CLICK HERE TO ACCESS OUR CORPORATE BROCHURE](#)

Annual subscriptions keep clients up-to-date with these fast-moving sectors as our key forecasts are updated twice a year.

An annual 1-5 user subscription costs £9,000/€11,000/\$12,000 – saving 80% on buying the reports individually

For more information, please contact lydia@digitaltvresearch.com



digital TV research