



# digital TV research

Digital TV Research provides subscribers with 30+ reports each year – on a global, regional and country level. Our OTT and pay TV forecasts are updated every six months. Our reports reflect this rapidly-changing environment, with in-depth analysis of emerging sectors such as FAST.

Annual subscriptions provide a substantial discount on buying all of the reports individually. Subscribers also receive two mega excel workbooks with all of the forecasts in one place and two presentations/Q&A sessions each year.

If you don't want a full subscription, we offer tailored-made mini-subscriptions (to a specific geographic region or technology, for example).

Reports are also for sale individually.

## Why choose us?

- Global. 138 countries covered across seven regions.
- Detailed bottom-up insights and forecasts by country for pay TV and OTT.
- 35+ years of experience and connections: key for the validation of our data.
- Flexible, customised research: ranging from a single country profile to an annual subscription package.
- Competitively priced.
- Fast analyst feedback.
- Presentations as part of the subscription package.

## Each country profile comes in two parts:

- **Insight:** Thorough scrutiny in a PDF document, giving market analysis of the key players by country.
- Detailed **excel workbook** for each year from 2015 to 2028 to allow easy comparisons and market growth forecasts.

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## Annual subscriptions

Digital TV Research covers the fast-moving television sector.

Annual subscriptions provide OTT, SVOD, AVOD, FAST and pay TV forecasts updated every six months – for 138 countries.

Annual subscriptions include access to more than 30 reports as well as mega excel workbooks with all of the forecasts in one place.

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

You don't have to buy everything. We are flexible by accommodating mini-subscription requests such as to a certain region or for a certain topic.

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



Digital TV Research report schedule for 2023		
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 (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="#">SVOD Forecasts Update (September 2023 results)</a>	December

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Annual subscriptions keep clients up-to-date with these fast-moving sectors as our 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](mailto:lydia@digitaltvresearch.com)



*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		



SAMPLE: Bahrain 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 hholds (000)														
Smartphone subscribers (000)														
Tablet subscribers (000)														
Online advertising total (\$ mil.)														
AVOD revenues (\$ mil.)														
Online rental revenues (\$ mil.)														
DTO revenues (\$ mil.)														
SVOD revenues (\$ mil.)														
OTT TV & video revs (\$ mil.)														
SVOD subscribers (000)														
SVOD subscribers/TVHH														
SVOD subscriptions (000)														
SVOD subscriptions/TVHH														
SVOD subscriptions/SVOD subscribers														
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: Bahrain OTT TV & video forecasts														
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
<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>AVOD revenues by platform (\$ million)</b>														
Netflix														
Disney+														
HBO Max														
Paramount+														
YouTube														
Facebook/Instagram														
Other														



SAMPLE EXCEL: Bahrain pay TV forecasts														
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
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														

SAMPLE EXCEL: Bahrain pay TV forecasts														
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
Average Revenue Per User (ARPU - US\$)														
Digital cable TV														
Analog cable TV														
IPTV														
Satellite TV														
DTT														
Average monthly ARPU														