

[Africa OTT TV & Video Forecasts](#)

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Published in January 2024, this 153-page report covers OTT movie and TV episode developments. It comes in two parts:

- Insight: Detailed country-by-country analysis in a 87-page PDF document.
- A 66-page Excel workbook covering each year from 2015 to 2029 for 35 countries by household penetration, by SVOD subscribers and by OTT and AVOD 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



Forecasts for the following 35 countries:

Country	SVOD ops	SVOD Platforms
Angola	3	Netflix; Amazon; Showmax
Benin	2	Netflix; Amazon
Botswana	4	Netflix; Amazon; Showmax; Apple TV+
Burkina Faso	2	Netflix; Amazon
Burundi	4	Netflix; Amazon; Showmax; Apple TV+
Cameroon	3	Netflix; Amazon; Showmax
CAR	3	Netflix; Amazon; Showmax
Chad	3	Netflix; Amazon; Showmax
DR Congo	3	Netflix; Amazon; Showmax
Rep Congo	3	Netflix; Amazon; Showmax
Cote d'Ivoire	3	Netflix; Amazon; Showmax
Eq. Guinea	3	Netflix; Amazon; Showmax
Ethiopia	3	Netflix; Amazon; Showmax
Gabon	3	Netflix; Amazon; Showmax
Gambia	4	Netflix; Amazon; Apple TV+; Showmax
Ghana	4	Netflix; Amazon; Apple TV+; Showmax
Guinea	3	Netflix; Amazon; Showmax
Kenya	3	Netflix; Amazon; Showmax
Liberia	3	Netflix; Amazon; Showmax
Madagascar	3	Netflix; Amazon; Showmax
Malawi	3	Netflix; Amazon; Showmax
Mali	2	Netflix; Amazon
Mozambique	3	Netflix; Amazon; Showmax
Namibia	4	Netflix; Amazon; Apple TV+; Showmax
Niger	3	Netflix; Amazon; Apple TV+
Nigeria	4	Netflix; Amazon; Disney+; Showmax
Rwanda	3	Netflix; Amazon; Showmax
Senegal	3	Netflix; Amazon; Showmax
Sierra Leone	2	Netflix; Amazon
South Africa	5	Netflix; Amazon; Disney+; Apple TV+; Showmax
Tanzania	3	Netflix; Amazon; Showmax
Togo	2	Netflix; Amazon
Uganda	4	Netflix; Amazon; Apple TV+; Showmax
Zambia	3	Netflix; Amazon; Showmax
Zimbabwe	3	Netflix; Amazon; Showmax



SAMPLE: Ghana OTT TV & video insight

OTT TV & video revenues are forecast to reach \$42 million by 2029, up from \$16 million in 2023. SVOD revenues will contribute \$32 million by 2029. There will be 359,000 SVOD subscriptions by 2029, up from 135,000 at end-2023. Only 6% of TV households will subscribe to at least one SVOD subscription by 2029.

Main assumptions behind the forecasts
Mobile data subscriber count is high. Fixed broadband is low.
No cable networks are expected to launch in the medium term.
Netflix will remain the SVOD market leader
Substantial currency devaluation in 2023

Netflix launched in January 2016. We estimate 77,000 Netflix subs by end-2023, rising to 176,000 by 2029. The mobile plan was lowered from \$3.99/month to \$2.99/month. The Basic plan fell from \$7.99/month to \$3.99. The Standard plan now costs \$7.99/month, down from \$9.99/month before. The Premium plan dropped by \$2 to \$9.99/month.

Amazon Prime Video started operations in Ghana in November 2016 as part of its global rollout. Subscriptions cost \$5.99/month, with little original content. We forecast 48,000 subscribers by 2029.

Apple TV+ started in November 2019, with 12,000 paying subs forecast by 2029.

We do not expect that **Disney+ or Paramount+** will start as standalone platforms in most of Africa. Instead, we expect partnerships with existing pay TV or mobile operators. However, **HBO Max** is not expected to start in Africa due to HBO's deal with Showmax and MultiChoice.

Showmax did not launch in Ghana as part of its May 2016 expansion. Showmax expanded its offer in mid-2020, extending to some new countries including Ghana and Nigeria. We forecast 112,000 paying subs by 2029.

The ownership structure of Showmax changed in March 2023 when Comcast (owner of NBCUniversal, Peacock and Sky) took a 30% stake in a new parent company called Parent Earth UK Holdings. Multichoice retains the remaining 70%. Showmax also screens HBO, Sony and Warner Bros content. Canal Plus holds a 31.7% stake in MultiChoice

Showmax Pro closed down in November 2023. At the same time, the platform stopped access outside Africa.

The new-look Showmax started in 44 African countries in February 2024 in three tiers: Showmax Entertainment (GHC59/month), Showmax Entertainment Mobile (GHC27/month) and Showmax Premier League (GHC55/month). The combo package costs GHC105/month or combo mobile for GHC75/month. Showmax wants to double its subscriber base in the medium term.

More sports are available on DStv Stream (formerly called DStv Now) in 10 countries: South Africa, Nigeria, Kenya, Tanzania, Uganda, Botswana, Namibia, Ghana, Zambia and Zimbabwe.

Pay TV operator **StarTimes** began offering 150 channels via a mobile app in December 2018.

SVOD platform **Zip TV**, owned by Broadband Home Ghana, has a distribution deal with mobile operator MTN. Zip TV (GHS50-250/month) provides up to 40 linear channels and on-demand titles.

Main operators by subscribers (000)				
Operator	Pay TV subs	Fixed bb subs	Mobile subs	SVOD platforms
AirtelTigo	-	-	4,980	
DStv	220	-	-	Netflix; Amazon PV; Showmax
Globacom	-	-	800	
GOtv	578	-	-	
MTN	-	-	25,840	MTN Play
StarSat	170	-	-	
Vodafone	-	73	7,540	

Pay TV market leader since 2015, GOtv will retain top slot. StarSat will quickly gain subs to its low-priced satellite TV platform (stifling growth for both GOtv and DStv). Multichoice’s **GOtv** launched in Accra in January 2013, using the DVB-T2 standard. GOtv had 578,000 subscribers by end-2023.

Multichoice’s **DStv** satellite TV platform had 220,000 subscribers in Ghana by end-2023. As well as controlling rights to English Premier League and La Liga soccer, MultiChoice’s SuperSport screens the European Champions League matches.

StarTimes launched a satellite TV platform in October 2016. StarTimes won the 10-year rights to screen the local soccer league.

Satellite TV operator **Canal Plus Afrique** has 10,000 subscribers in Ghana. Ghana’s neighboring countries are Francophone.

MultiTV serves homes with 20 FTA local channels via the SES satellite system. Launched in 2009, MultiTV claimed to have sold 3 million settop boxes in West Africa by mid-2017.

Mobile operator **MTN** (25.84 million subscribers by September 2023) began VOD platform via MTN Play in February 2017. DStv mobile is also available.

Rival mobile operator **Vodafone** had 7.54 million mobile subscribers and 73,000 fixed broadband ones by December 2022. Vodafone launched its fiber optic network in February 2017. Telecel Group bought 70% of Vodafone Ghana in February 2023, with the government retaining the rest.

Globacom (Glo Mobile) has 800,000 mobile subscribers.

Mobile operators **Tigo**, owned by Millicom, and **Airtel** merged operations in March 2017. The merged operation has 5 million subscribers. The government bought the operator in October 2020 with the view to sell it later.

The ITU estimated 207,000 fixed broadband subscribers by end-2022.

SAMPLE EXCEL: Ghana 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 users (000)															
Tablet users (000)															
Online advertising total (\$ mil.)															
AVOD revenues (\$ mil.)															
<i>of which FAST (\$ mil.)</i>															
Online rental revenues (\$ mil.)															
DTO revenues (\$ mil.)															
SVOD revenues (\$ mil.)															
OTT TV & video revs (\$ 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+															
Showmax															
Others															
SVOD revenues by operator (\$ mil.)															
Netflix															
Amazon															
Disney+															
Apple TV+															
Showmax															
Others															
SVOD ARPU by operator (\$)															
Netflix															
Amazon															
Disney+															
Apple TV+															
Showmax															



SAMPLE EXCEL: Ghana OTT TV & video forecasts

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029
Hybrid AVOD-SVOD subscribers by operator (000)															
Netflix															
Disney+															
HBO Max															
Paramount+															
Hybrid SVOD revenues by operator (\$ mil.)															
Netflix															
Disney+															
HBO Max															
Paramount+															
AVOD revenues by platform (\$ million)															
Netflix															
Disney+															
HBO Max															
Paramount+															
YouTube															
Facebook/Instagram															
Other															



Digital TV Research report schedule for 2024

	Title	Publication	Price
1	Africa Pay TV Forecasts	January	£1500/€1725/\$1875
2	Middle East & North Africa Pay TV Forecasts	January	£1500/€1725/\$1875
3	Africa OTT TV and Video Forecasts	February	£1500/€1725/\$1875
4	MENA OTT TV and Video Forecasts	February	£1500/€1725/\$1875
5	North America Pay TV Forecasts	February	£775/€890/\$965
6	North America OTT TV and Video Forecasts	February	£775/€890/\$965
7	Latin America Pay TV Forecasts	March	£1500/€1725/\$1875
8	Latin America OTT TV and Video Forecasts	March	£1500/€1725/\$1875
9	Western Europe Pay TV Forecasts	March	£1500/€1725/\$1875
10	Western Europe OTT TV and Video Forecasts	March	£1500/€1725/\$1875
11	Eastern Europe Pay TV Forecasts	March	£1500/€1725/\$1875
12	Eastern Europe OTT TV and Video Forecasts	March	£1500/€1725/\$1875
13	Asia Pacific Pay TV Forecasts	April	£1500/€1725/\$1875
14	Asia Pacific OTT TV and Video Forecasts	April	£1500/€1725/\$1875
15	Global OTT TV & Video Forecasts	April	£1600/€1840/\$1990
16	Global Pay TV Forecasts	April	£2000/€2300/\$2500
17	Global AVOD Forecasts	April	£1600/€1840/\$1990
18	Global SVOD Forecasts (based on Dec 2023 results)	April	£1600/€1840/\$1990
19	Global FAST Forecasts	May	£1500/€1725/\$1875
20	Global Hybrid AVOD-SVOD Forecasts	May	£1500/€1725/\$1875
21	Africa OTT TV and Video Forecasts	August	£1500/€1725/\$1875
22	MENA OTT TV and Video Forecasts	August	£1500/€1725/\$1875
23	Latin America OTT TV and Video Forecasts	August	£1500/€1725/\$1875
24	North America OTT TV and Video Forecasts	August	£775/€890/\$965
25	Eastern Europe OTT TV and Video Forecasts	September	£1500/€1725/\$1875
26	Asia Pacific OTT TV and Video Forecasts	September	£1500/€1725/\$1875
27	Western Europe OTT TV and Video Forecasts	September	£1500/€1725/\$1875
28	Global SVOD Forecasts (based on June 2024 results)	September	£1600/€1840/\$1990
29	Global AVOD Forecasts	September	£1600/€1840/\$1990
30	Global OTT TV & Video Forecasts	September	£1600/€1840/\$1990
31	Global FAST Forecasts	October	£1600/€1840/\$1990
32	Global Hybrid AVOD-SVOD Forecasts	October	£1600/€1840/\$1990
33	Global Pay TV Forecasts	November	£2000/€2300/\$2500

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