



digital TV research

October 2023

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Digital TV Research report schedule for 2023

	Title	Publication	Price
1	Africa Pay TV Forecasts	January	£1250/€1440/\$1500
2	Middle East & North Africa Pay TV Forecasts	January	£1250/€1440/\$1500
3	SVOD Forecasts Update (based on December 2022 results)	February	£1600/€1840/\$1900
4	Africa OTT TV and Video Forecasts	February	£1250/€1440/\$1500
5	MENA OTT TV and Video Forecasts	February	£1250/€1440/\$1500
6	North America Pay TV Forecasts	February	£700/€805/\$875
7	North America OTT TV and Video Forecasts	February	£700/€805/\$875
8	Latin America Pay TV Forecasts	March	£1250/€1440/\$1500
9	Latin America OTT TV and Video Forecasts	March	£1250/€1440/\$1500
10	Western Europe Pay TV Forecasts	March	£1250/€1440/\$1500
11	Western Europe OTT TV and Video Forecasts	March	£1250/€1440/\$1500
12	Eastern Europe Pay TV Forecasts	March	£1250/€1440/\$1500
13	Eastern Europe OTT TV and Video Forecasts	March	£1250/€1440/\$1500
14	Asia Pacific Pay TV Forecasts	April	£1250/€1440/\$1500
15	Asia Pacific OTT TV and Video Forecasts	April	£1250/€1440/\$1500
16	Global OTT TV & Video Forecasts	April	£1600/€1840/\$1900
17	Global Pay TV Forecasts	April	£2000/€2300/\$2400
18	Global AVOD Forecasts	April	£1600/€1840/\$1900
19	Global FAST Forecasts	April	£775/€890/\$970
20	Global SVOD Forecasts (based on March 2023 results)	May	£1600/€1840/\$1900
21	Africa OTT TV & Video Forecasts	August	£1500/€1725/\$1875
22	MENA OTT TV & Video Forecasts	August	£1500/€1725/\$1875
23	Latin America OTT TV & Video Forecasts	August	£1500/€1725/\$1875
24	North America OTT TV & Video Forecasts	August	£750/€865/\$940
25	Eastern Europe OTT TV & Video Forecasts	September	£1500/€1725/\$1875
26	Asia Pacific OTT TV & Video Forecasts	September	£1500/€1725/\$1875
27	Western Europe OTT TV & Video Forecasts	September	£1500/€1725/\$1875
28	SVOD Forecasts Update (based on June 2023 results)	September	£1600/€1840/\$1900
29	Global AVOD Forecasts	September	£1600/€1840/\$1900
30	Global OTT TV & Video Forecasts	September	£1600/€1840/\$1900
31	Global Pay TV Forecasts	October	£2000/€2300/\$2500
32	Global FAST Forecasts	October	£1500/€1725/\$1875
33	Hybrid AVOD-SVOD Forecasts	October	£1500/€1725/\$1875
34	SVOD Forecasts Update (based on September 2023 results)	December	£1600/€1840/\$1900

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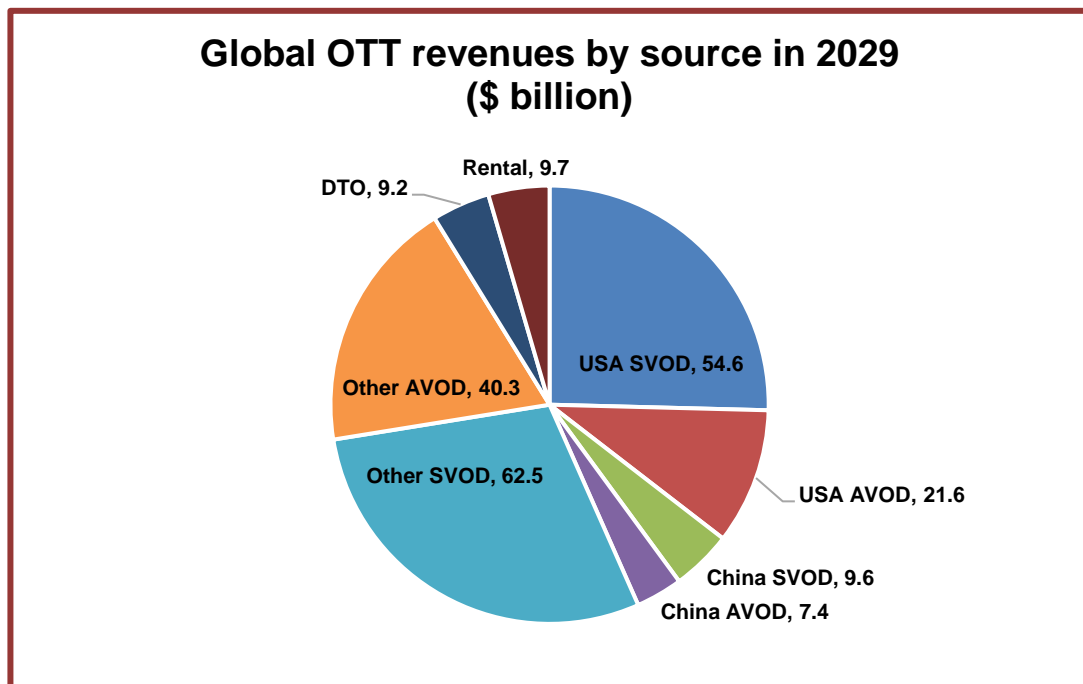
For more information, please contact lydia@digitaltvresearch.com

October 2023

OTT revenues to add \$53 billion

Global OTT TV episode and movies revenues will reach \$215 billion in 2029; up by \$53 billion – or 33% - from \$162 billion in 2023.

The US will remain the dominant territory by some distance. Its share of global revenues will be 38% by 2029; down from 46% in 2023. We forecast that US revenues will climb by \$8 billion between 2023 and 2029 to reach \$82 billion.



SVOD will remain the principal OTT revenue source, growing by \$19 billion between 2023 and 2029 to \$127 billion. AVOD revenues will grow faster than SVOD.

Simon Murray, Principal Analyst at Digital TV Research, said: “AVOD revenues for TV series and movies will reach \$69 billion by 2029, up by \$30 billion from \$39 billion in 2023. These figures are lower than our previous edition due to the global advertising slowdown and slower than expected rollouts of hybrid AVOD-SVOD platforms by the US major platforms.”

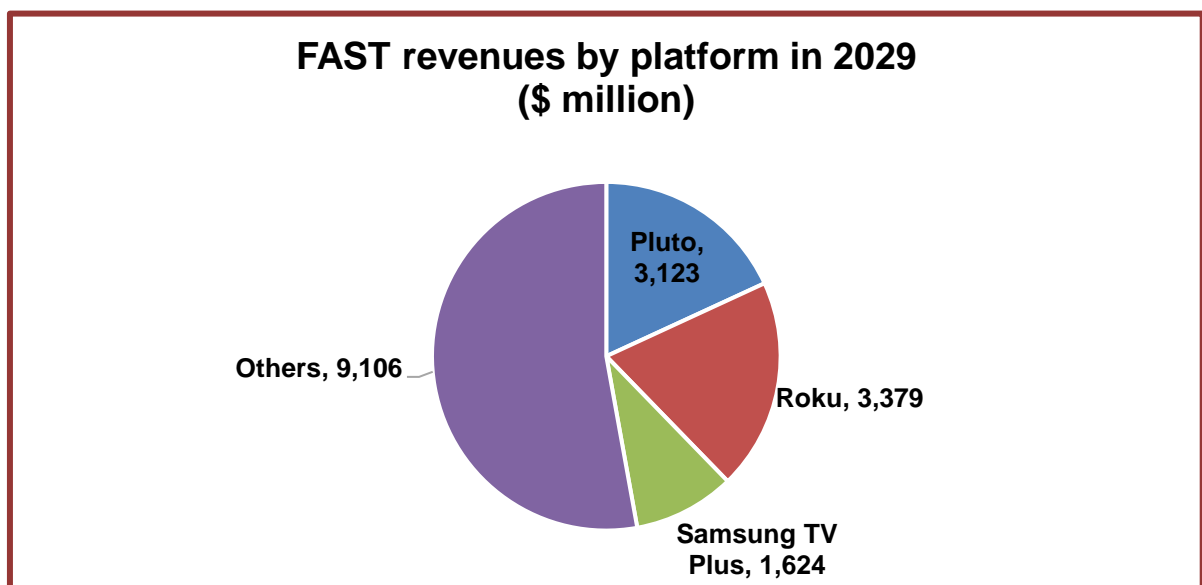
For more information [on the Global OTT TV and Video Forecasts report](#), please contact: Simon Murray, simon@digitaltvresearch.com, Tel: +44 20 8248 5051

FAST revenues to reach \$17 billion

Global FAST revenues for TV series and movies will reach \$17 billion in 2029, up from \$8 billion in 2023. The US will contribute 38% to the 2029 total; down from 56% in 2023.

Global FAST revenues will increase by \$9.4 billion between 2023 and 2029, with the US supplying \$2.1 billion in additional revenues to reach \$6.5 billion.

By 2029, the US will be the only country generating more than \$1 billion in FAST revenues. The UK and Canada will be close to \$1 billion, with these three countries taking nearly half of the world's total.

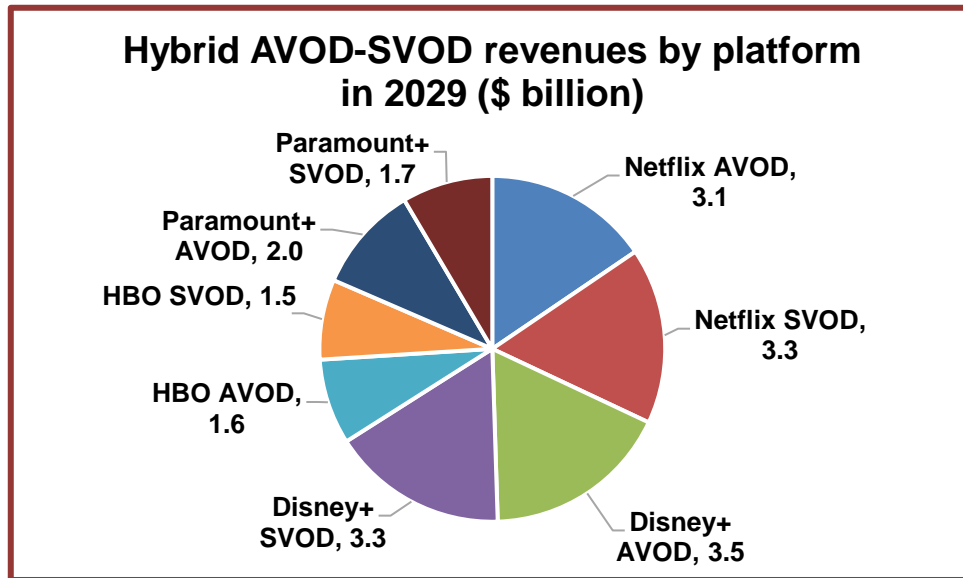


Simon Murray, Principal Analyst at Digital TV Research, said: “Pluto TV, Roku Channel and Samsung TV Plus will account for nearly half the global FAST revenues by 2029. The rest of the FAST market will remain fragmented, with far less globalization than in the SVOD sector.”

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

Hybrid AVOD-SVOD revenues to triple to \$20 billion

Netflix, Disney+, HBO and Paramount+ will together create hybrid AVOD-SVOD revenues of \$20 billion by 2029, up from \$6 billion in 2023. These hybrid revenues will be nearly equally split between AVOD and SVOD.



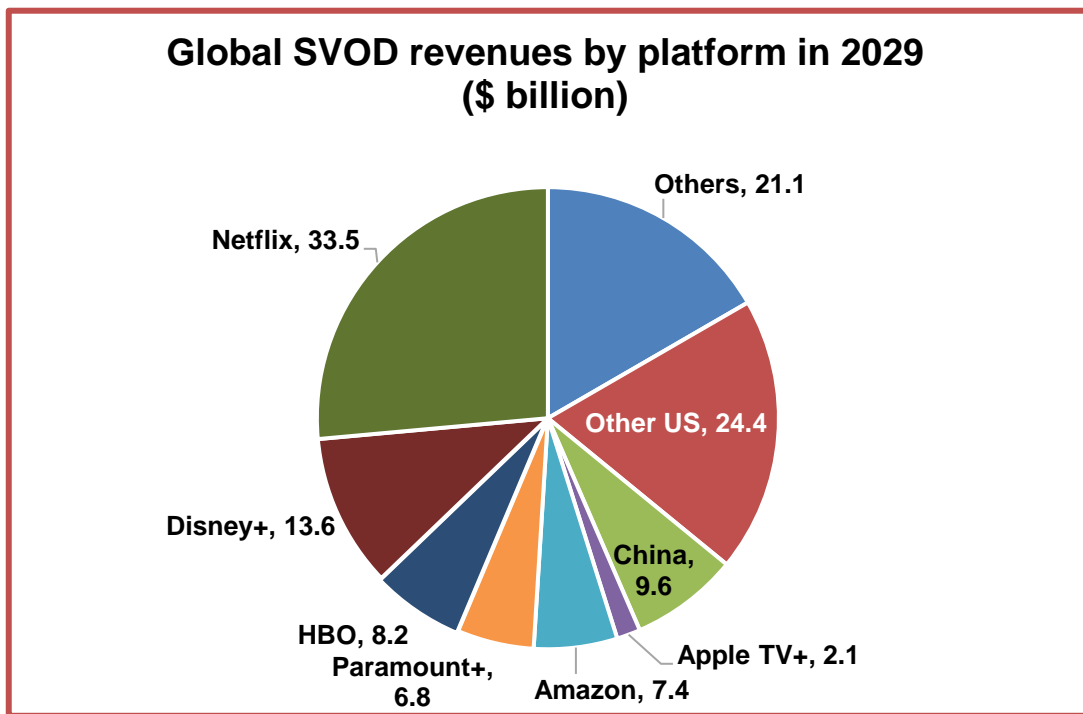
Simon Murray, Principal Analyst at Digital TV Research, said: “These platforms are expected to roll out hybrid AVOD-SVOD tiers to the world’s top advertising markets in the near future. These forecasts are a lot lower than our previous ones as the platforms have delayed and/or scaled back their expansion plans.”

Murray continued: “We have cut back the number of countries where these hybrid tiers will start. By 2029, we expect that Netflix and Disney+ will both be in 46 countries, HBO Max in 35 countries and Paramount+/SkyShowtime in 37 countries.”

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

SVOD revenues to reach \$127 billion

Global SVOD revenues will reach \$127 billion by 2029; up from \$107 billion in 2023. The US and China will account for half of the 2029 total. The US will add \$2 billion of the \$20 billion extra SVOD revenues between 2023 and 2029, with Brazil, Germany, Japan and South Korea each up by \$1 billion.



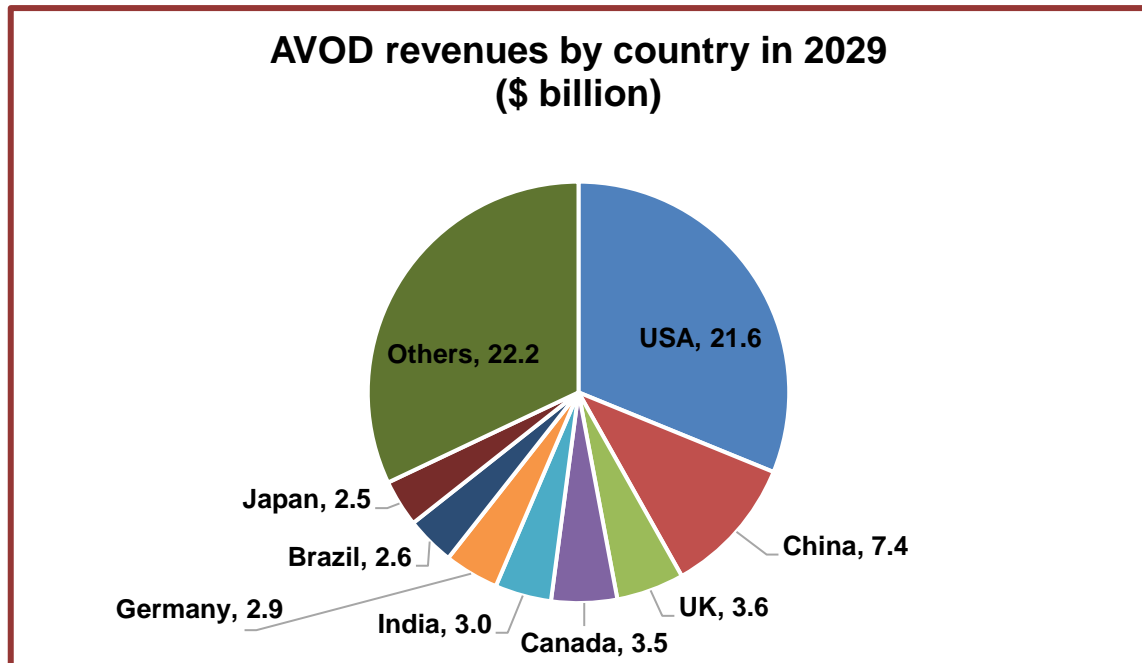
The six big US-based platforms will add \$12 billion in SVOD revenues between 2023 and 2029 to take their combined total to \$72 billion. Netflix will remain the SVOD revenue winner, with \$34 billion expected by 2029 – more than Disney+, HBO Max and Paramount+ combined.

Simon Murray, Principal Analyst at Digital TV Research, said: “The key metric for the main SVOD platforms has moved away from subscriber growth to profitability.”

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

AVOD revenues to reach \$69 billion

AVOD revenues for TV series and movies will reach \$69 billion by 2029, up by \$30 billion from \$39 billion in 2023.



The US will contribute 31% to the 2029 AVOD total; down from 40% in 2023 – showing that other countries are growing faster. The US will increase by \$6 billion between 2023 and 2029, with China adding about half that amount.

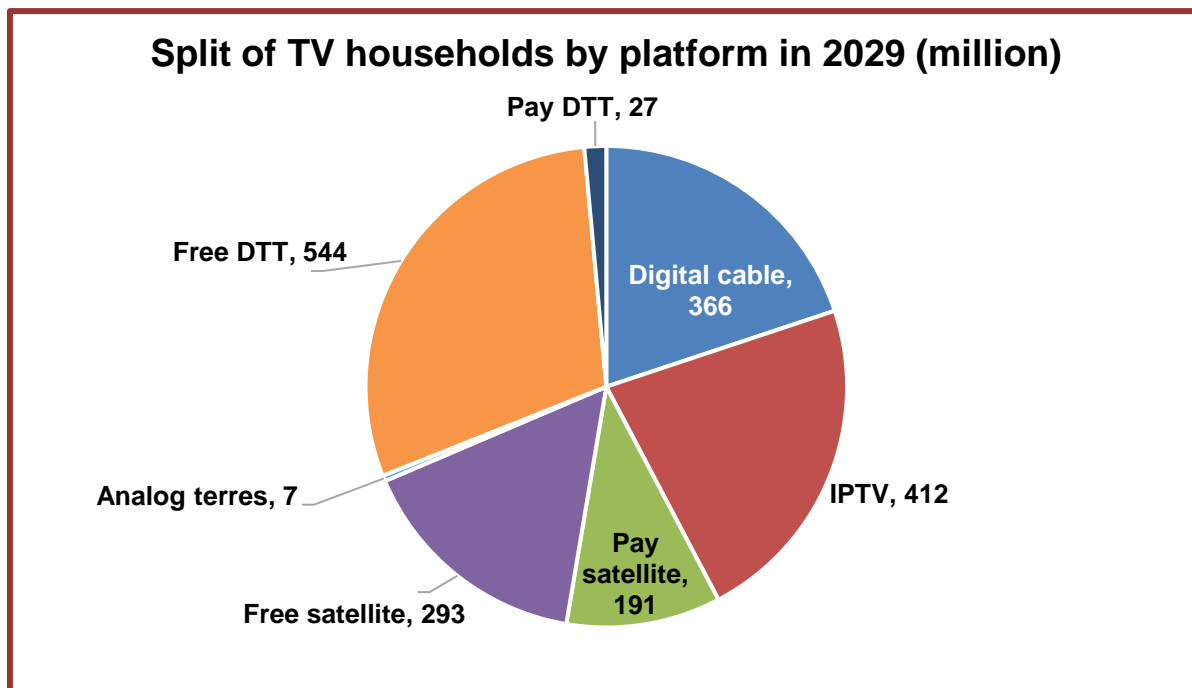
Simon Murray, Principal Analyst at Digital TV Research, said: “These forecasts are a lot lower than our previous edition as platforms have delayed and/or scaled back their expansion plans. Most hybrid AVOD-SVOD tiers offered will be in developed markets. Few platforms want to risk antagonizing the investment community by expanding these services into developing markets where the rewards are lower.”

Murray continued: “We have cut back the number of countries where these hybrid tiers will appear. By 2029, we expect that Netflix and Disney+ will both be in 46 countries, HBO Max in 35 countries and Paramount+/SkyShowtime in 37 countries.”

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

Global pay TV subscriber numbers hold steady

The number of pay TV subscribers across 138 countries will remain at just under 1 billion. Digital TV Research forecasts a slender decline until 2025, with a small recovery thereafter.



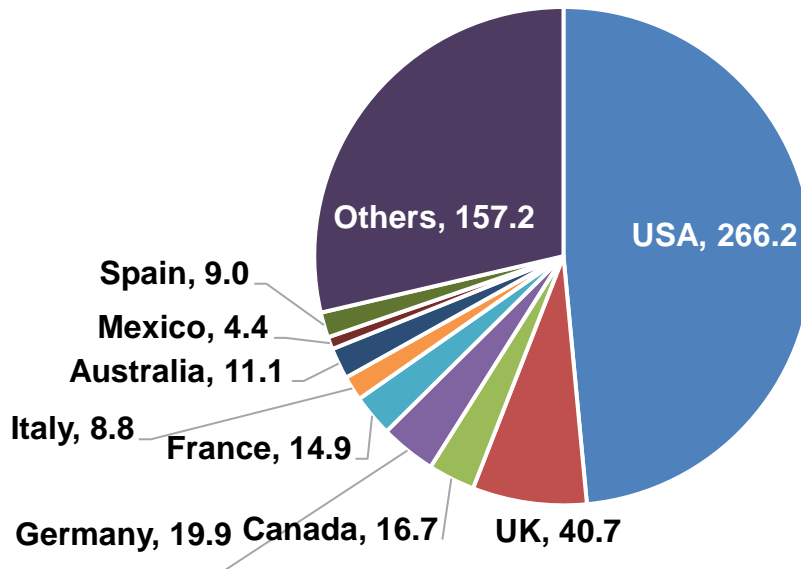
Global pay TV penetration reached 56% of TV households by end-2023, falling slightly to 54% by end-2029.

Simon Murray, Principal Analyst at Digital TV Research, said: "IPTV is the pay TV winner. IPTV will add 36 million subscribers between 2023 and 2029 to take its total to 412 million. IPTV overtook pay satellite TV subscribers in 2018 and will overtake digital cable in 2024."

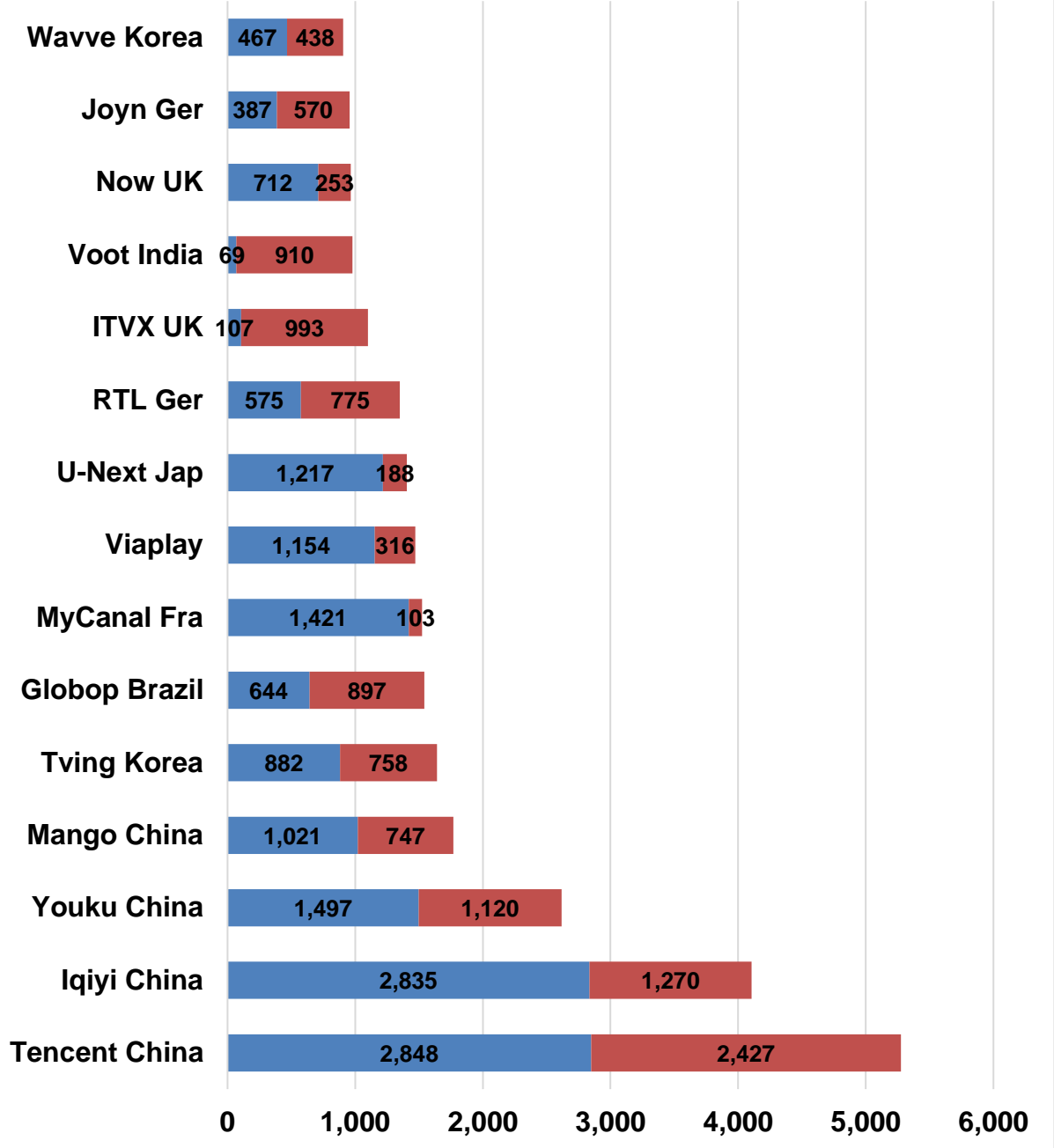
Between 2023 and 2029, 82 countries will add pay TV subscribers and 56 countries will lose subscribers. The US will be the biggest loser – down by 10 million subscribers.

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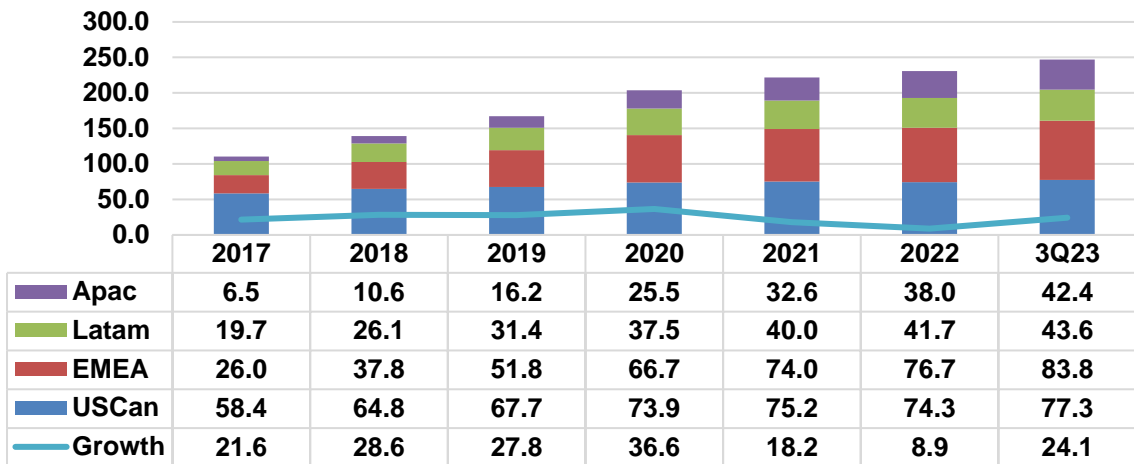
Online advertising revenues by country in 2029 (\$ billion)



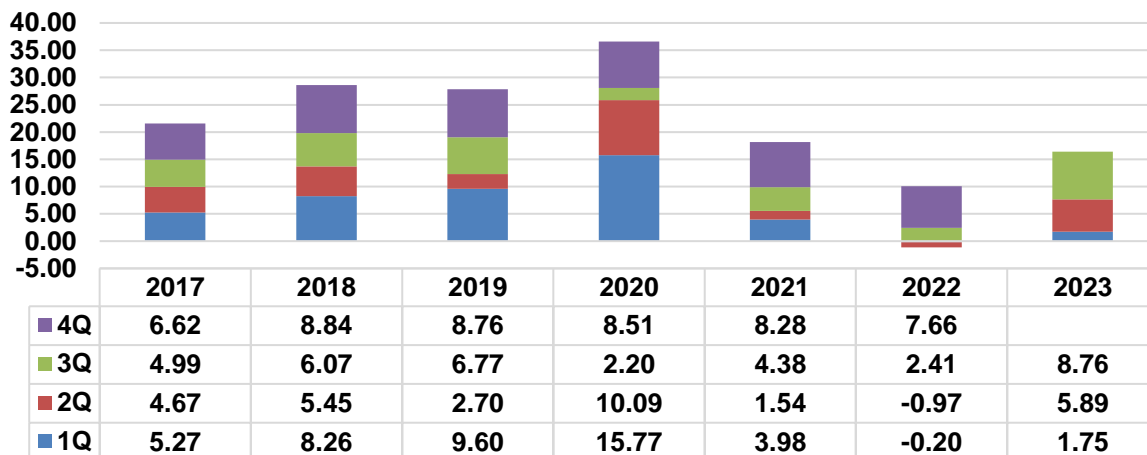
Largest non-US OTT platforms by revenues in 2029 (\$ million)



Netflix subscriber growth by region (million)



Netflix subscriber additions by quarter (million)



Netflix monthly ARPU by region (\$)

