



# 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.

We also offer tailor-made mini-subscriptions (to a specific geographic region or particular sector, 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 2029 to allow easy comparisons and market growth forecasts.

**Contact us:**

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

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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

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**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 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 hholds (000)															
Smartphone subscribers (000)															
Tablet subscribers (000)															
Online advg total (\$ mil.)															
AVOD revenues (\$ mil.)															
<i>of which FAST revs (\$ 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+															
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 revenues by operator (\$ mil.)</b>															
Netflix															
Amazon															
Disney+															
Apple TV+															
StarzPlay															
Shahid VIP															
OSN															
Others															
<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															



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															

SAMPLE EXCEL: Bahrain pay TV forecasts															
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029
Average Revenue Per User (ARPU - US\$)															
Digital cable TV															
Analog cable TV															
IPTV															
Satellite TV															
DTT															
Average monthly ARPU															