

DIGITAL & TRENDS

Video streaming worldwide

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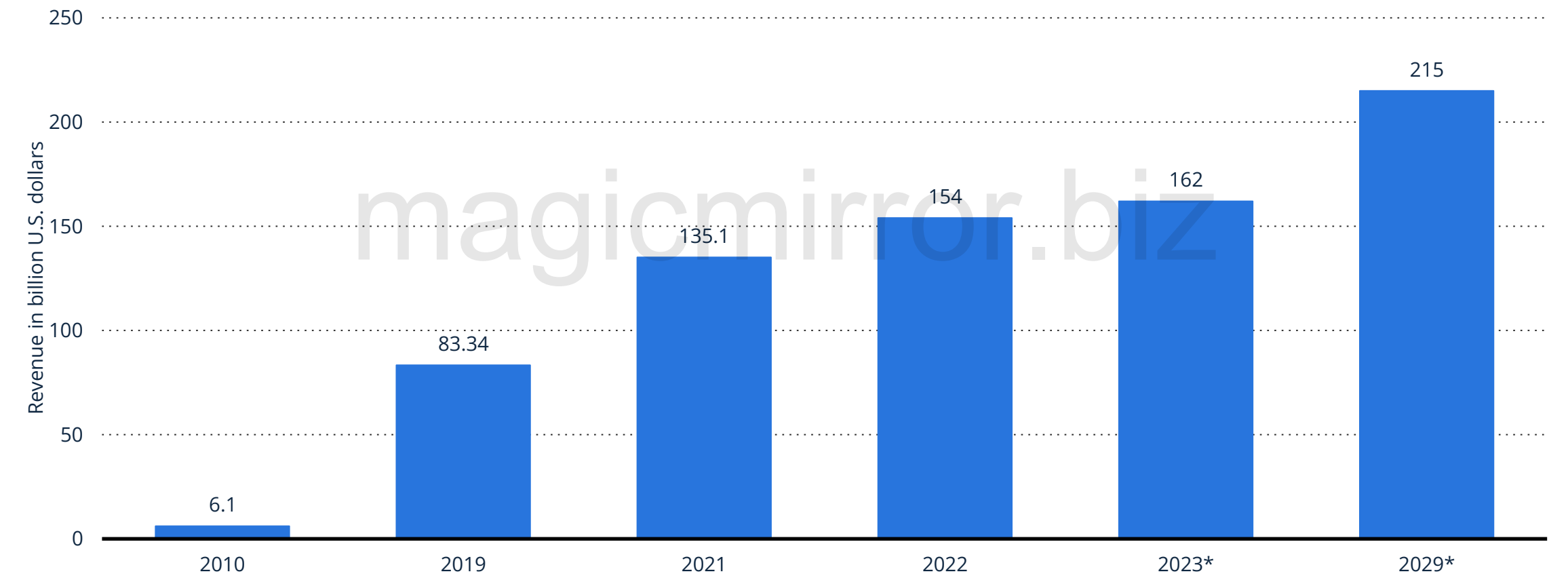
CHAPTER 01

Overview

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Over-the-top (OTT) TV and video revenue worldwide from 2010 to 2029 (in billion U.S. dollars)

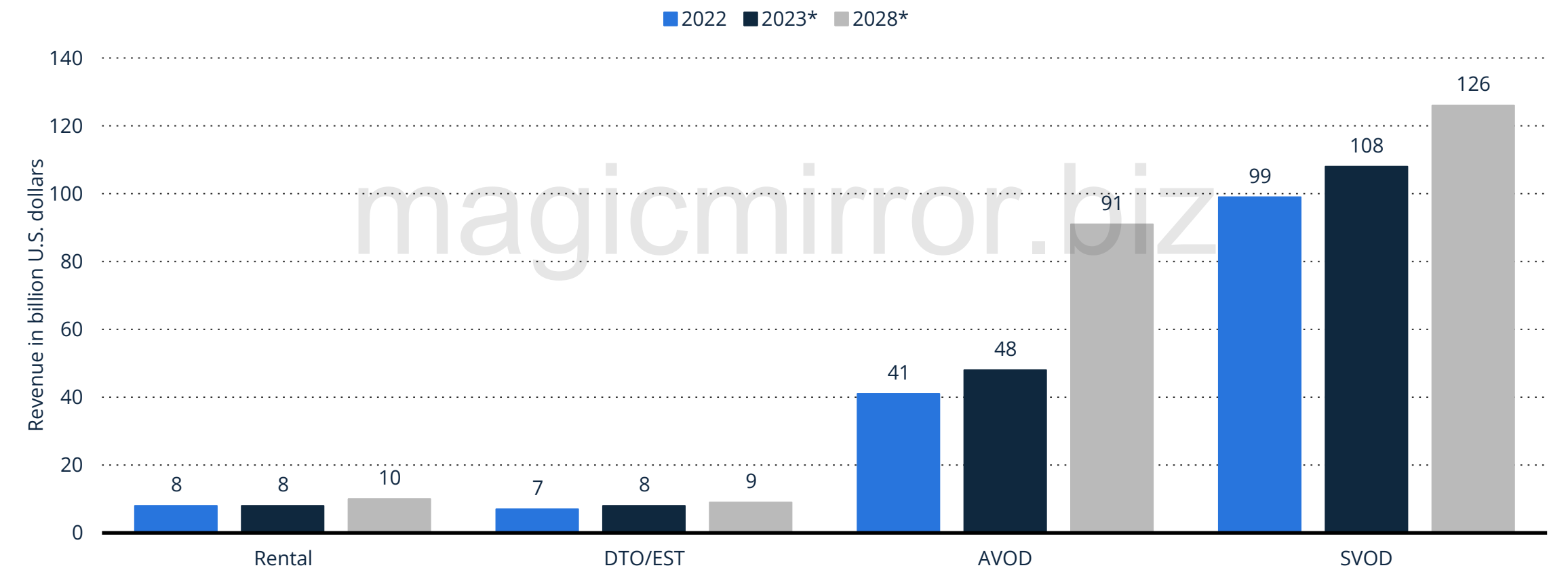
OTT video revenue worldwide from 2010 to 2029



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Over-the-top (OTT) TV and video revenue worldwide from 2022 to 2028, by source (in billion U.S. dollars)

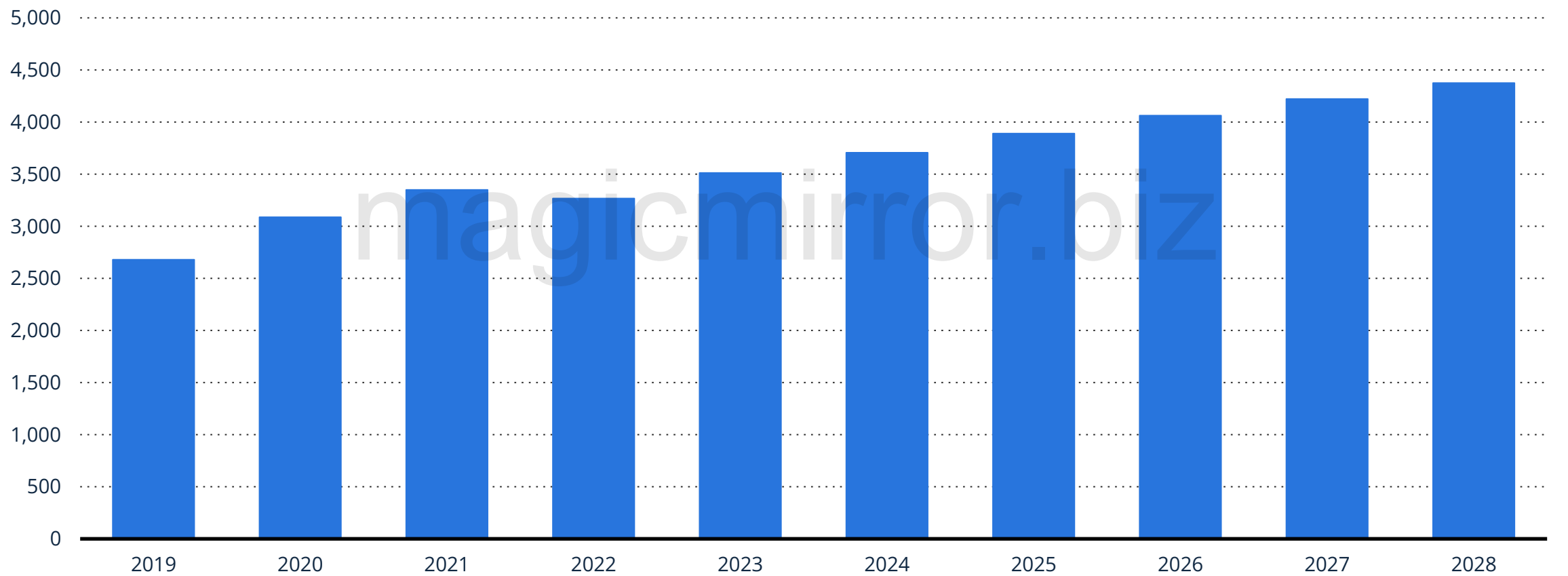
OTT TV and video revenue worldwide 2022-2028, by source



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Number of users of OTT video worldwide from 2019 to 2028 (in millions)

Number of users of OTT video worldwide 2019-2028

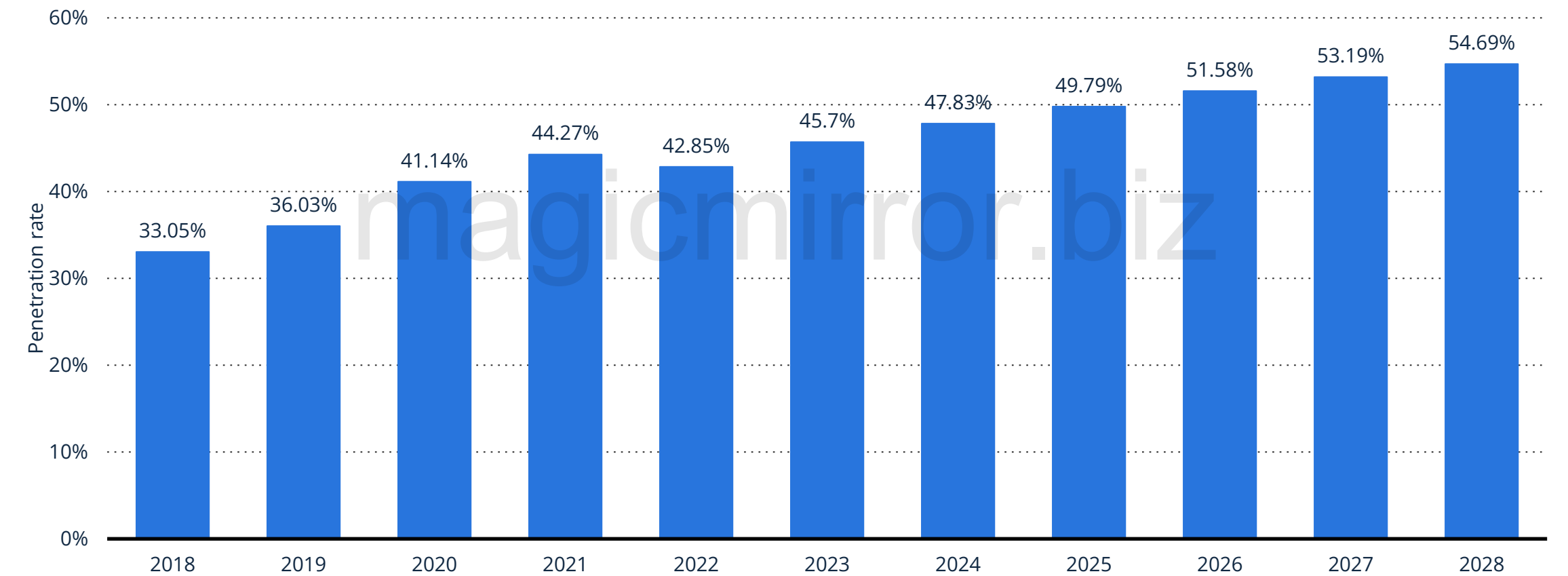


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6 **Description:** The global number of users in the 'OTT Video' segment of the media market was forecast to continuously increase between 2023 and 2028 by in total 862.8 million users (+24.57 percent). After the sixth consecutive increasing year, the indicator is estimated to reach 4.4 billion users and therefore a new peak in 2028. [Read more](#)
Note(s): Worldwide; 2019 to 2028
Source(s): Statista; Statista Advertising & Media Insights

Penetration rate of the OTT video market worldwide from 2018 to 2028

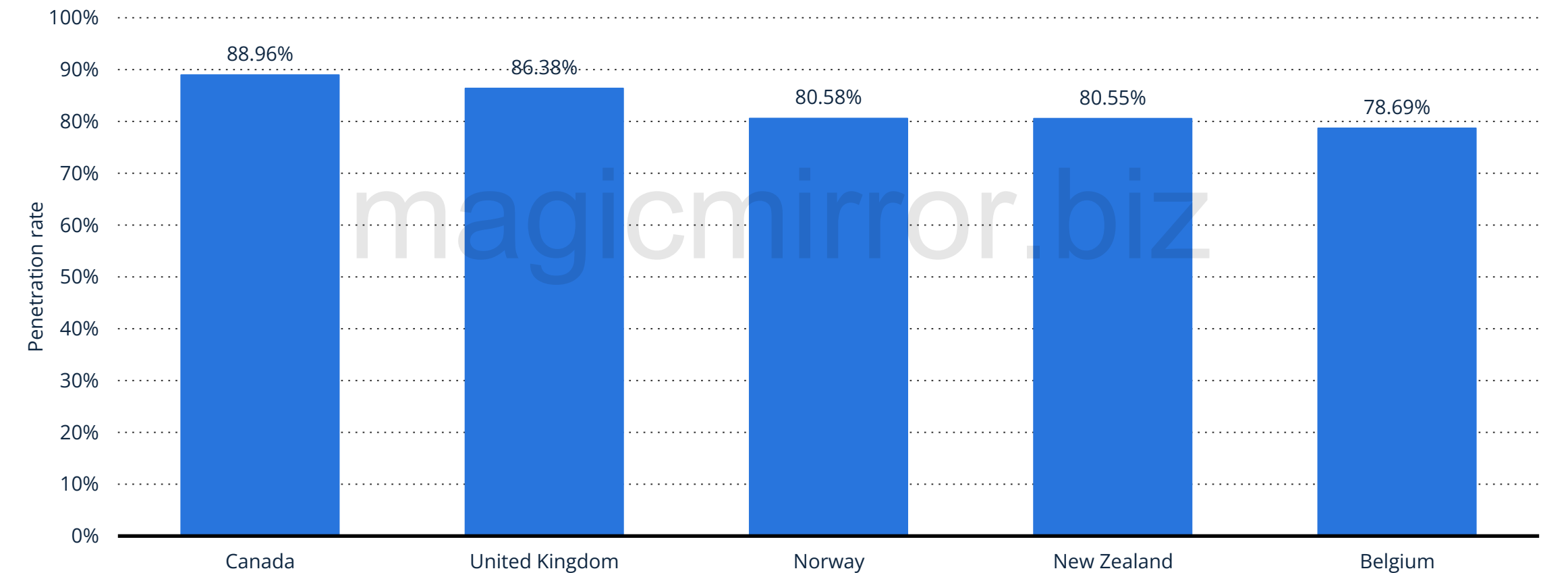
Penetration rate of OTT video worldwide 2018-2028



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Penetration rate of OTT video users worldwide in 2022, by country

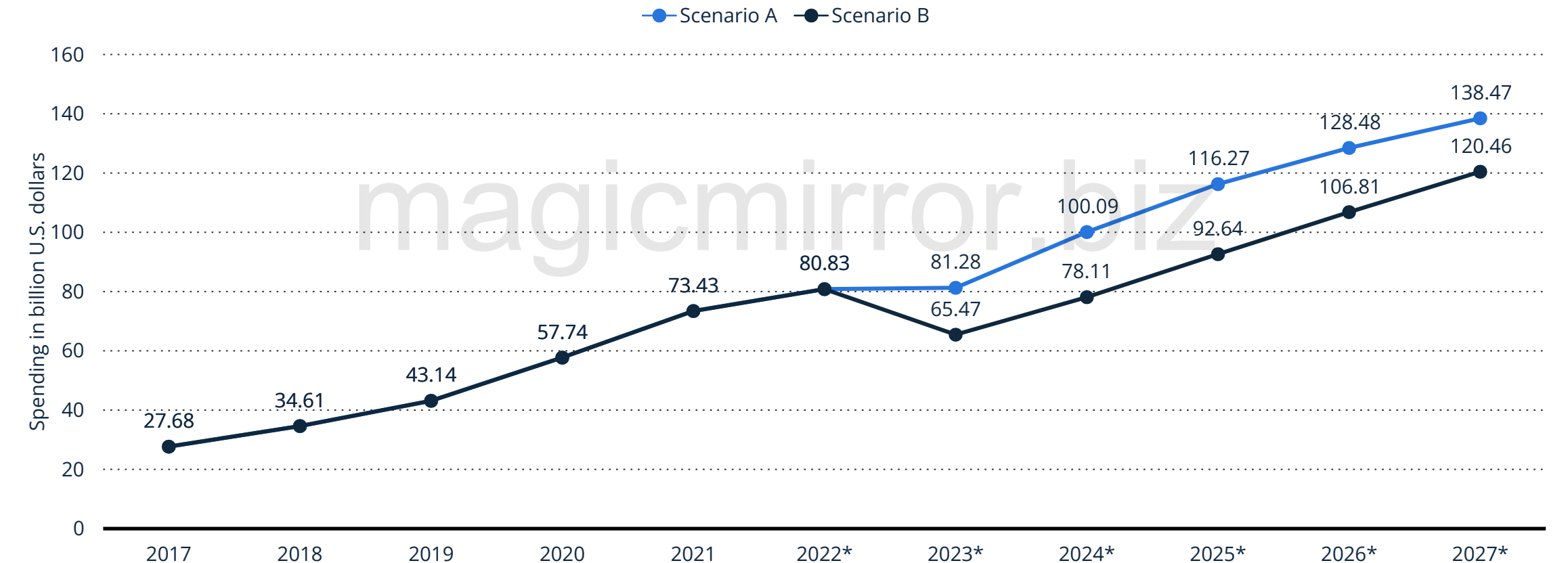
Global OTT video penetration rate 2022, by country



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Consumer spending on over-the-top (OTT) video services worldwide from 2017 to 2027, by scenario (in billion U.S. dollars)

Consumer spending on OTT video services worldwide 2017-2027, by scenario



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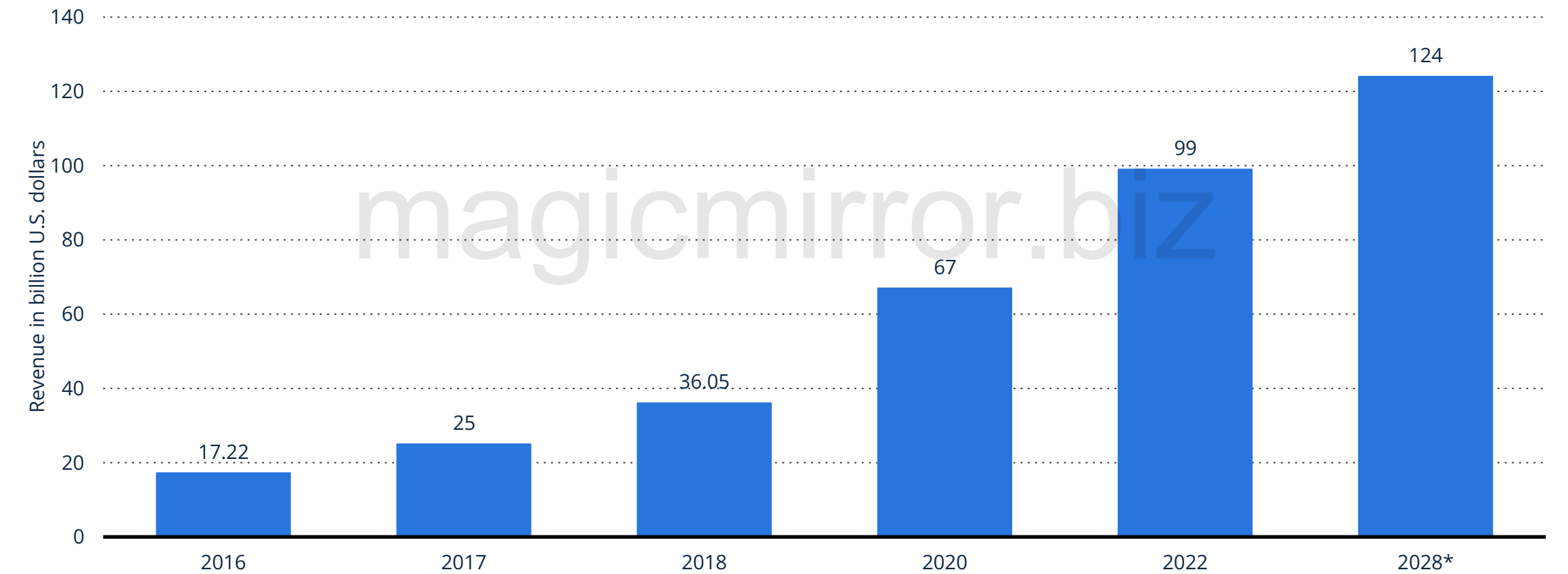
CHAPTER 02

Subscription video-on-demand (SVOD)

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Subscription video-on-demand (SVOD) revenue worldwide from 2016 to 2028 (in billion U.S. dollars)

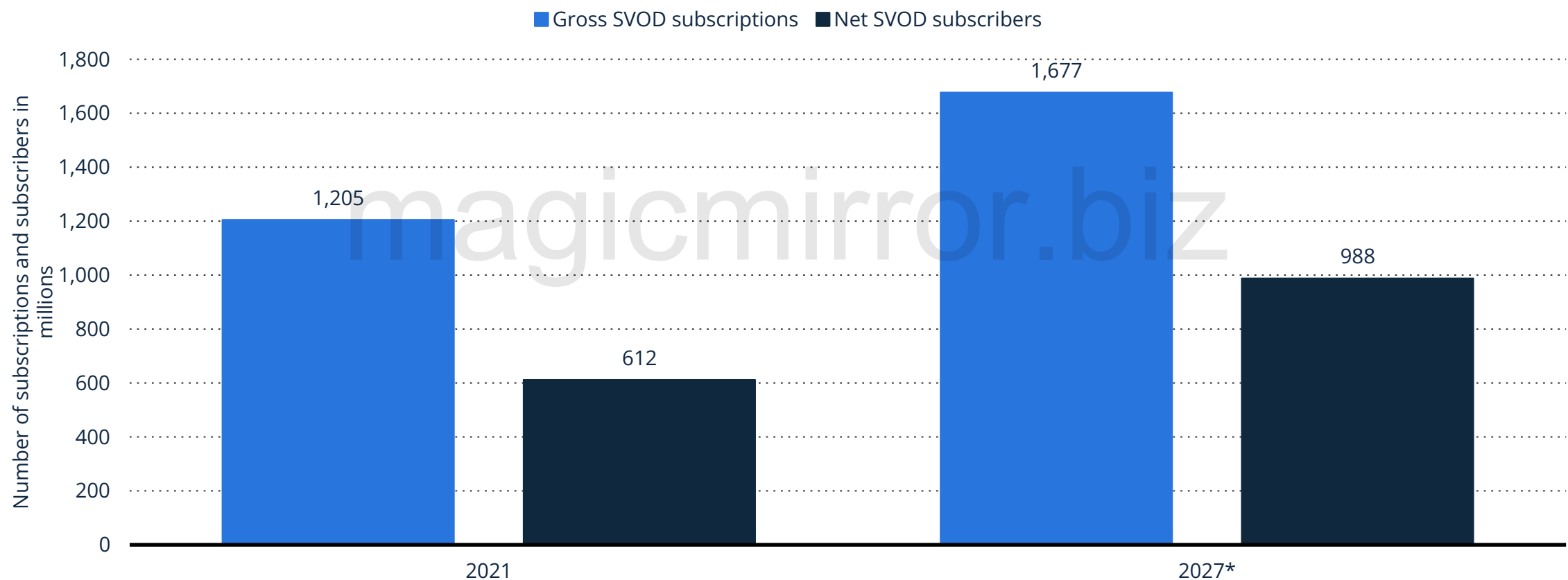
SVOD revenue worldwide 2016-2028



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Subscription video-on-demand (SVOD) subscriptions and subscribers worldwide in 2021 and 2027 (in millions)

Global SVOD subscriptions and subscribers 2021-2027

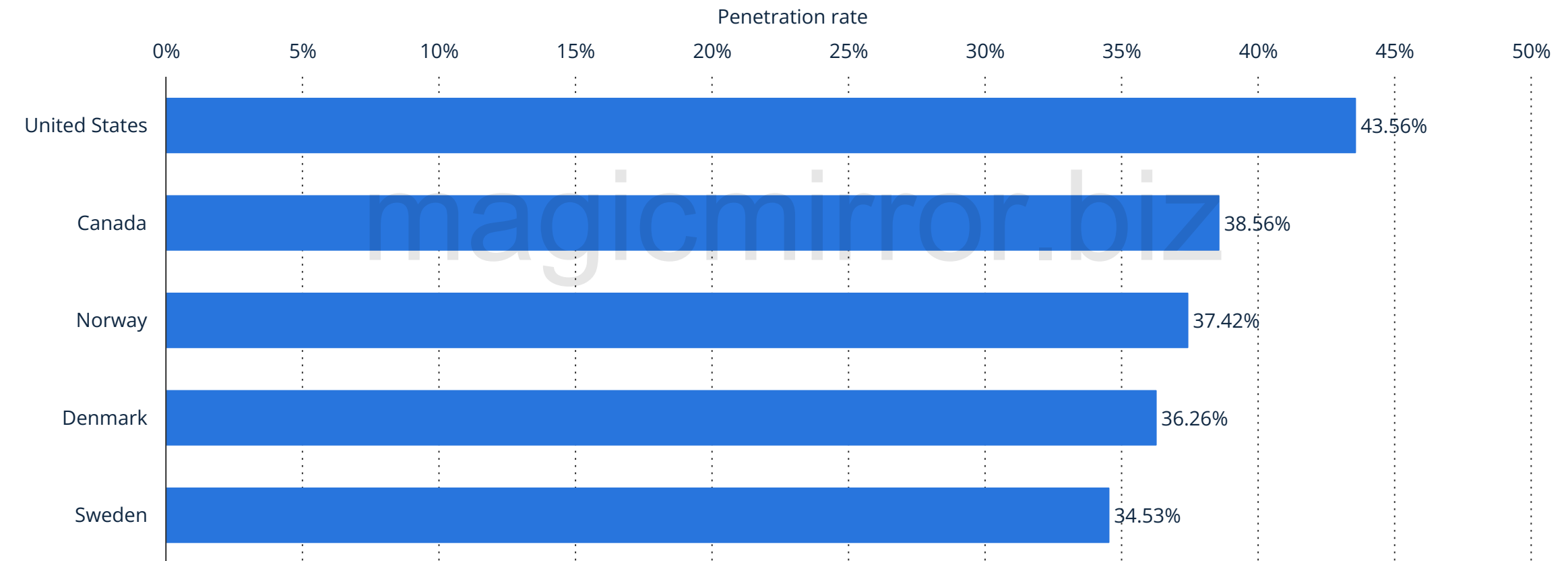


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12 **Description:** In 138 countries, the trend of SVOD subscriptions and subscribers continues to rise, although the subscription growth is faster than the increase of subscribers (an SVOD subscriber pays for at least one SVOD subscription). By 2027, it is expected that the number of SVOD subscriptions will reach nearly 1.7 billion. [Read more](#)
Note(s): Worldwide; 2021; forecast data based on June 2022 results; *Forecast. Some figures come from previous publications [Read more](#)
Source(s): Digital TV Research

Ranking of countries with the highest penetration rate of subscription video-on-demand (SVOD) services worldwide in 2022

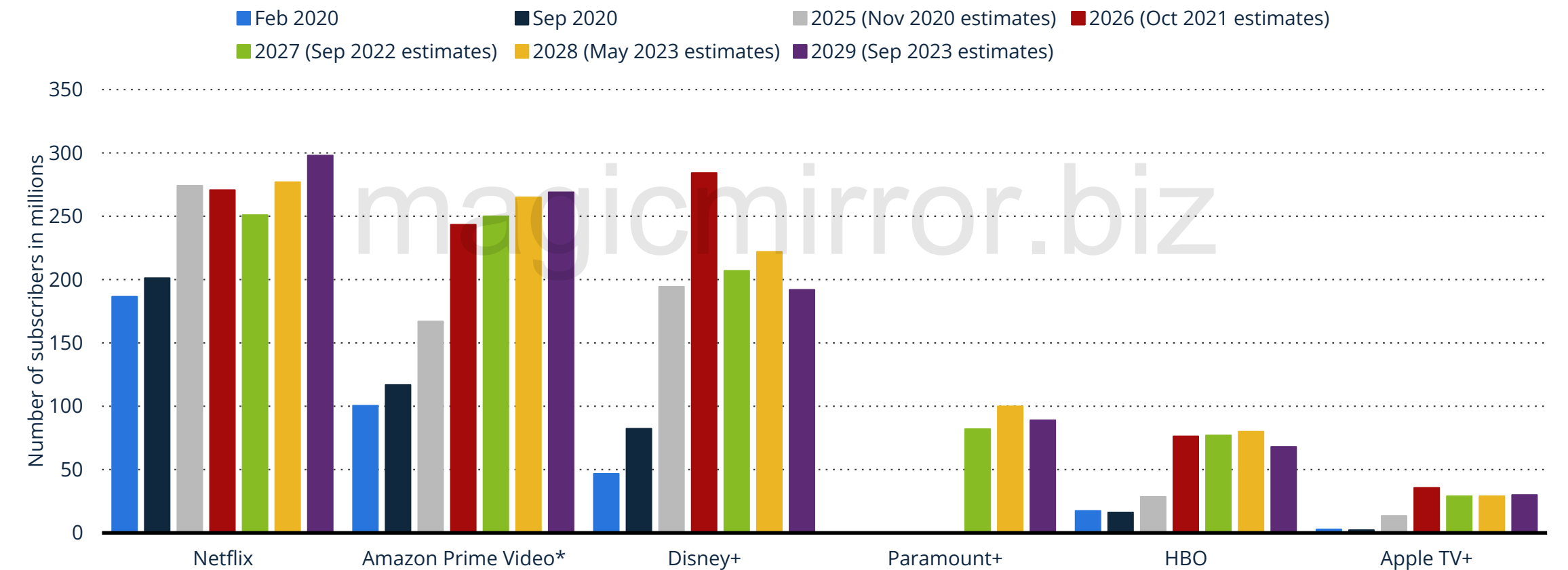
SVOD services reach worldwide 2022, by country



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Estimated number of SVOD subscribers worldwide from 2020 to 2029, by service (in millions)

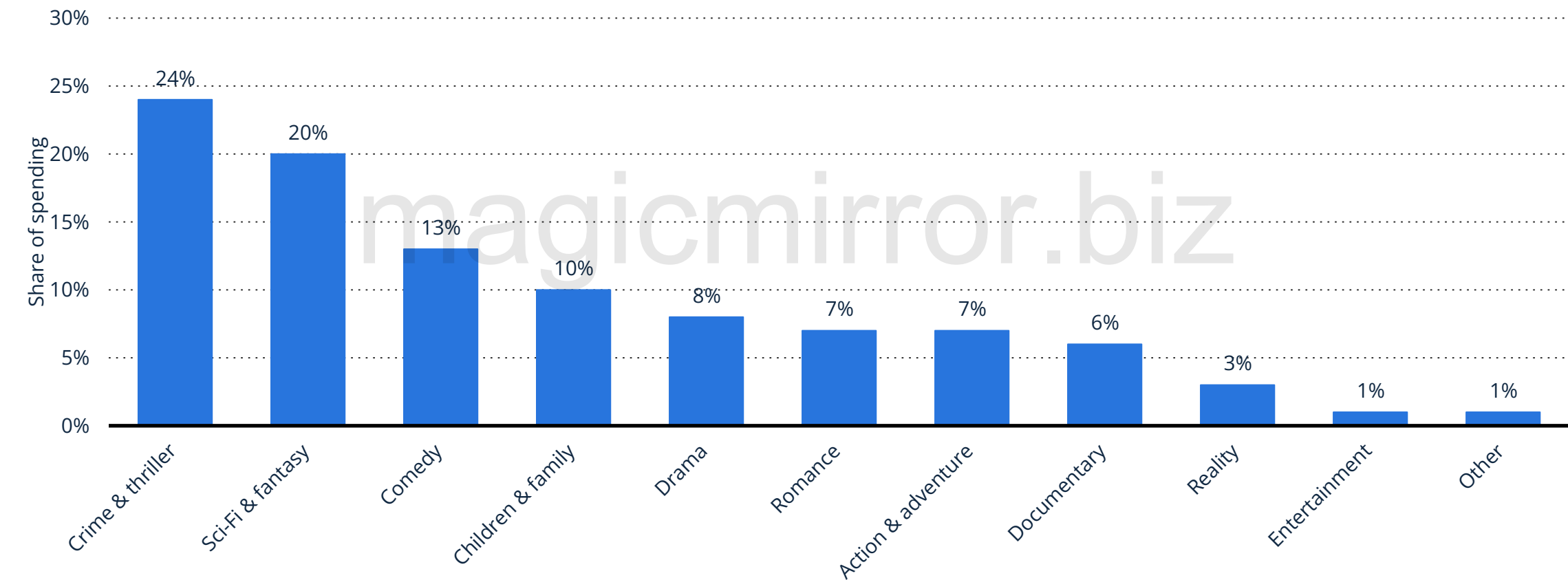
SVOD subscriber count worldwide 2020-2029, by service



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Distribution of spending on originals shows on subscription video-on-demand (SVOD) services worldwide in 2023, by genre

Spending share on SVOD originals worldwide 2023, by genre



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CHAPTER 03

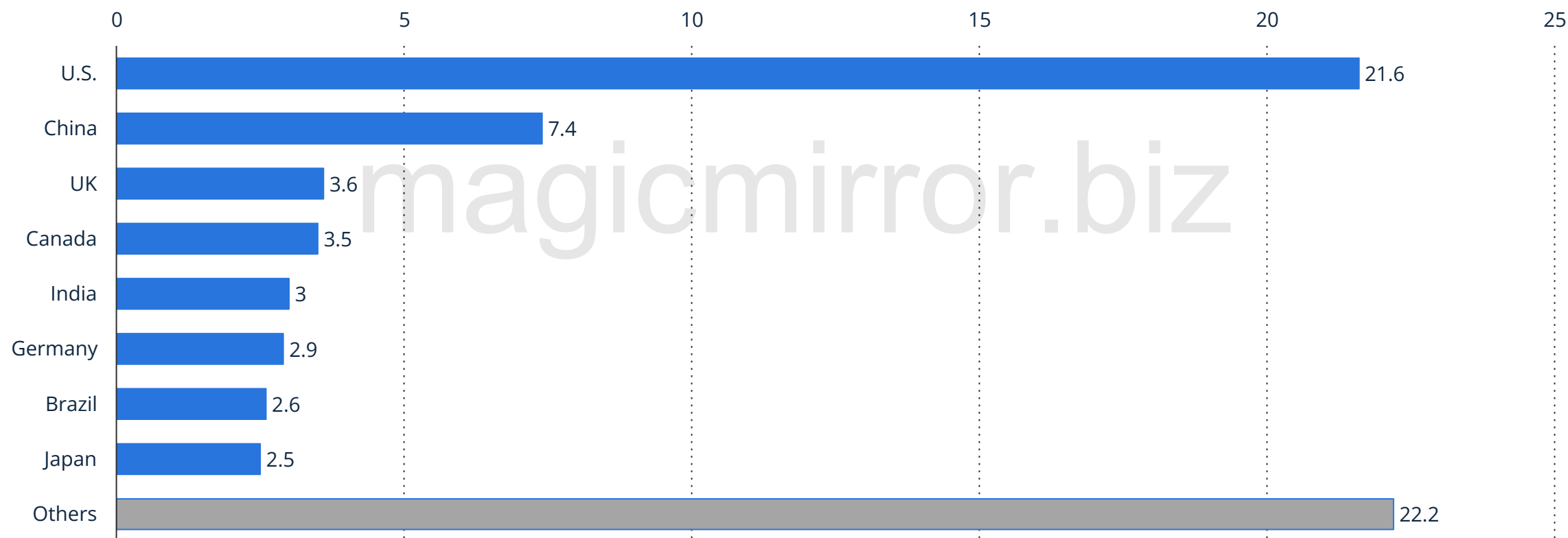
Ad-supported streaming

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Ad-supported video-on-demand (AVOD) revenue worldwide in 2029, by country (in billion U.S. dollars)

Global AVOD revenue 2029, by country

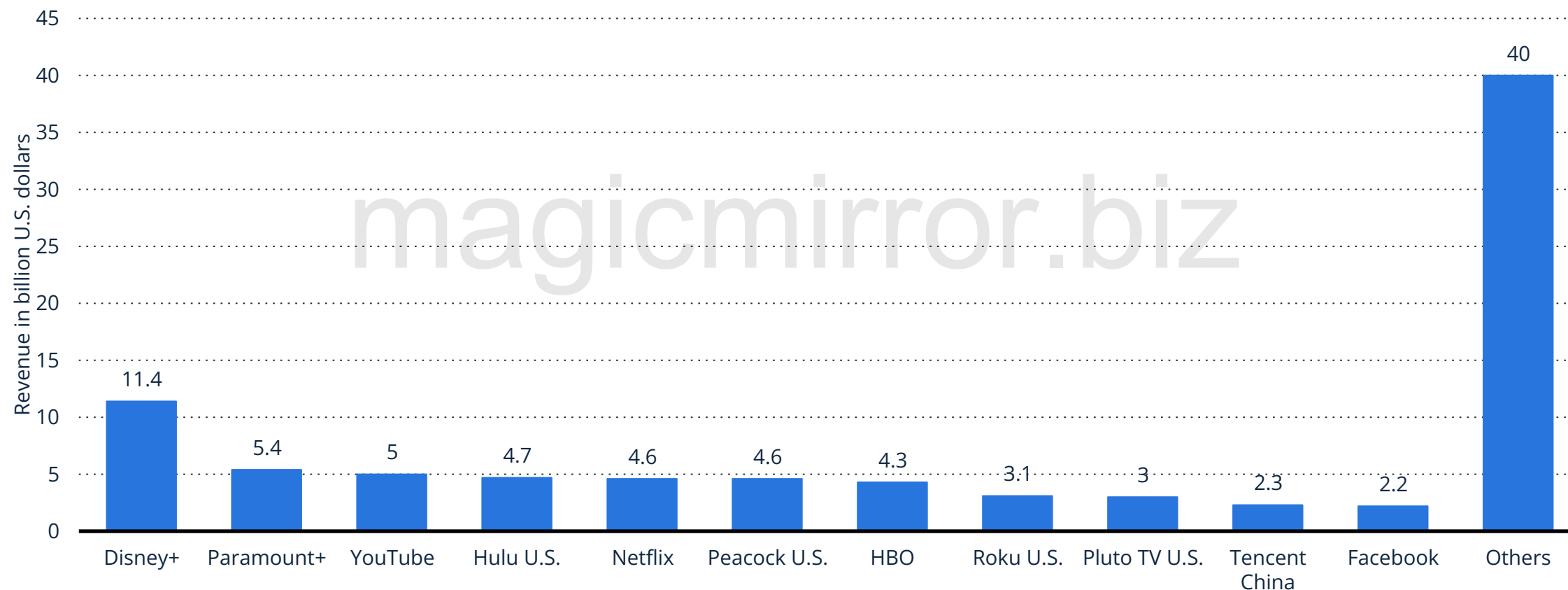
Revenue in billion U.S. dollars



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Ad-supported video-on-demand (AVOD) revenues for TV series and movies worldwide in 2028, by platform (in billion U.S. dollars)

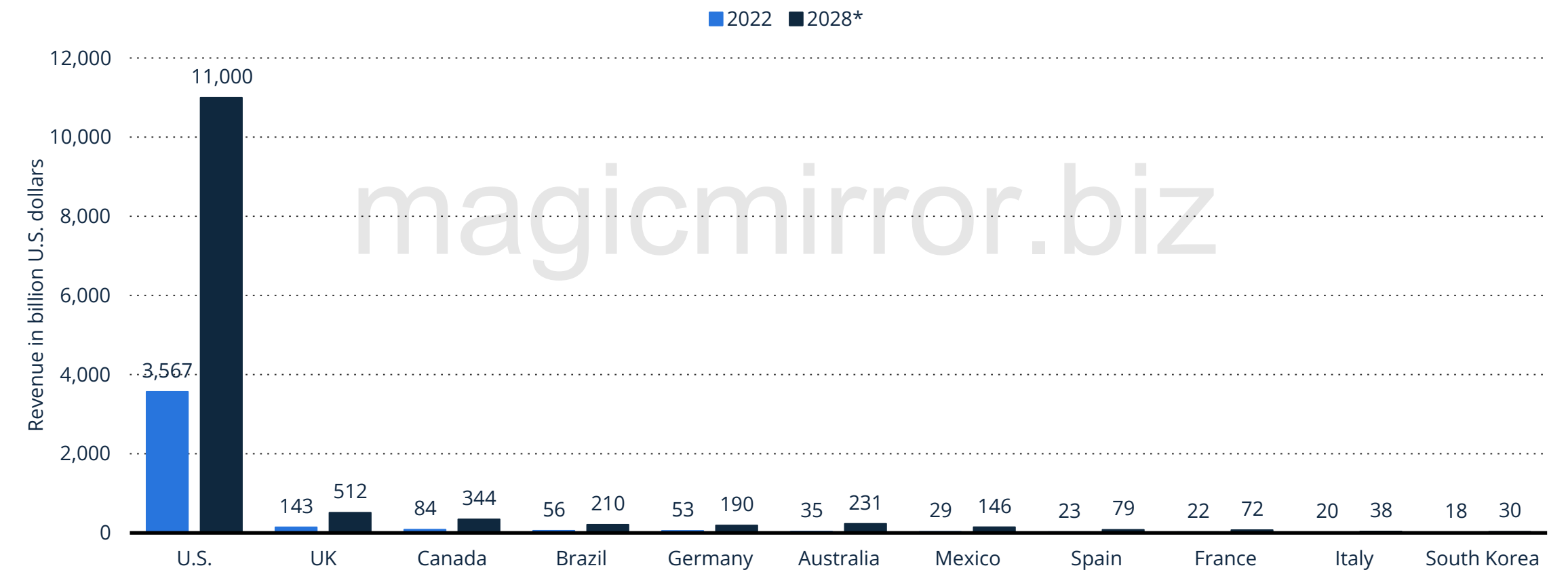
AVOD revenues worldwide 2028, by platform



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Revenue of free ad-supported streaming TV (FAST) channels worldwide in 2022 and 2028, by selected country (in billion U.S. dollars)

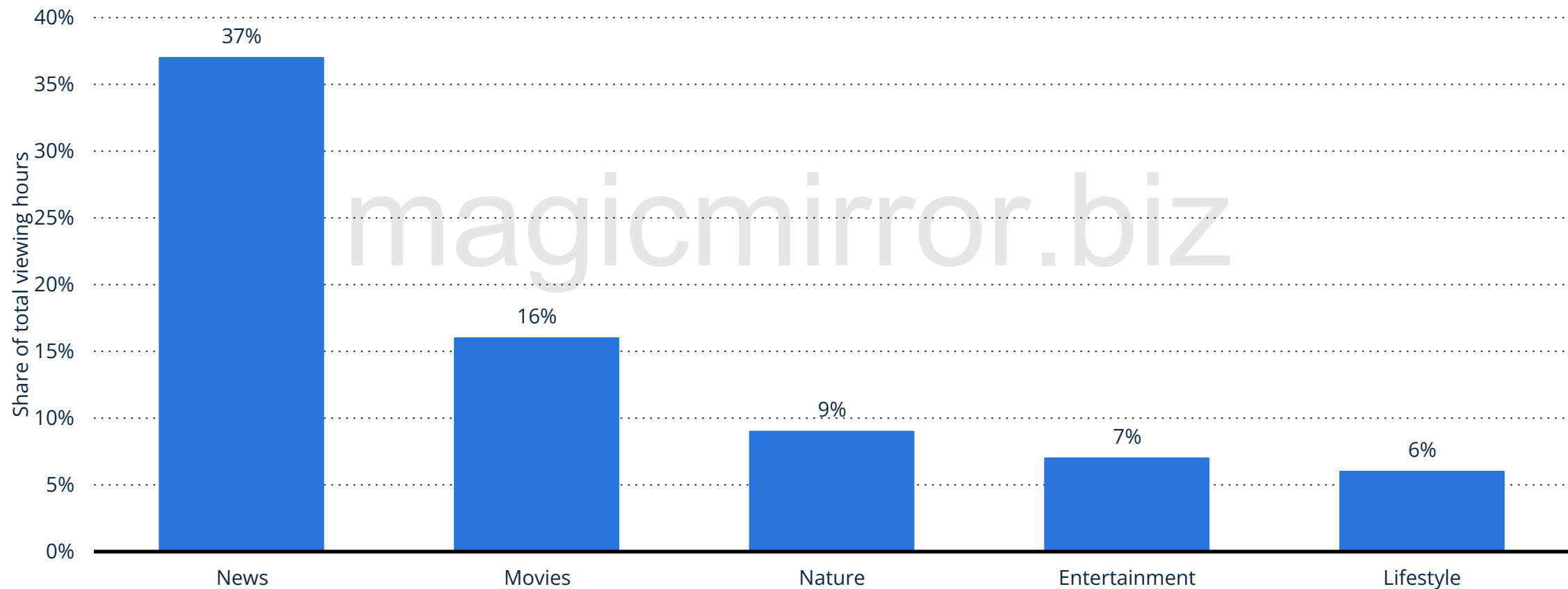
FAST channel revenues worldwide 2022-2028, by country



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Leading content genres on free ad-supported streaming TV (FAST) services worldwide in 2nd quarter 2023, by share of total viewing hours

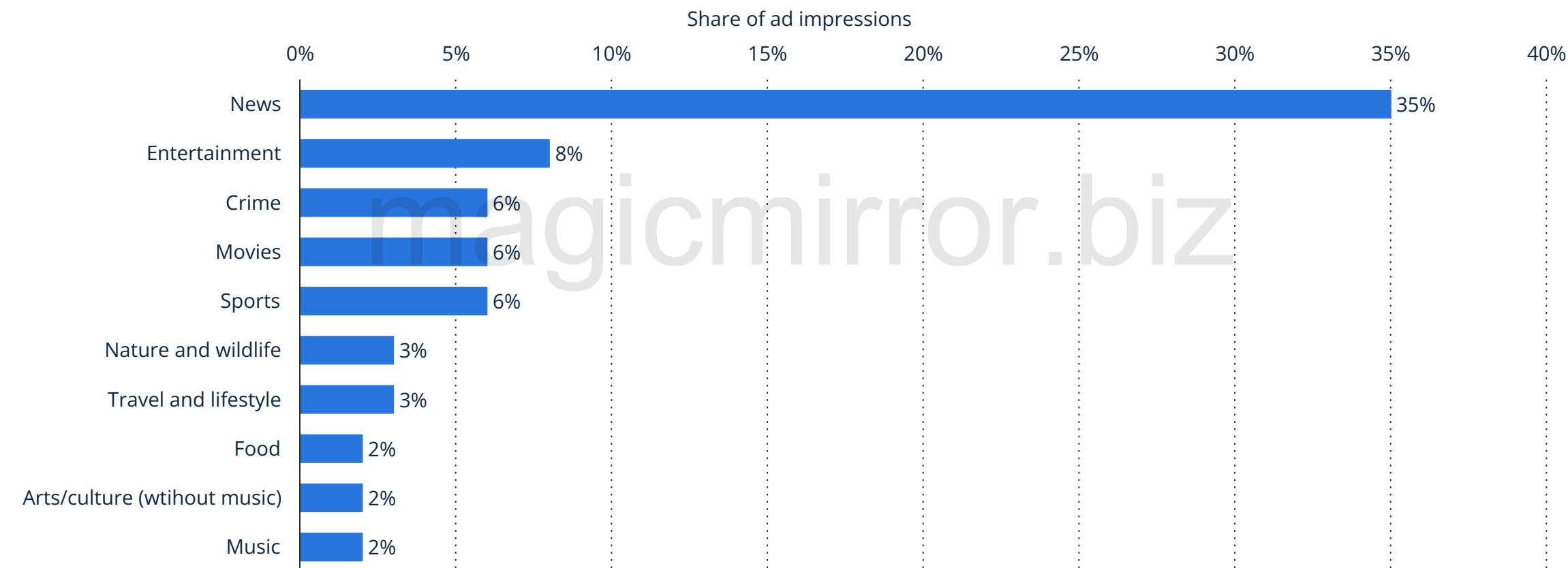
Leading genres on FAST services worldwide 2023, by hours viewing share



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Leading content genres on free ad-supported streaming TV (FAST) services worldwide in 2nd quarter 2022, by share of ad impressions

Leading genres on FAST services worldwide 2022, by ad impressions share



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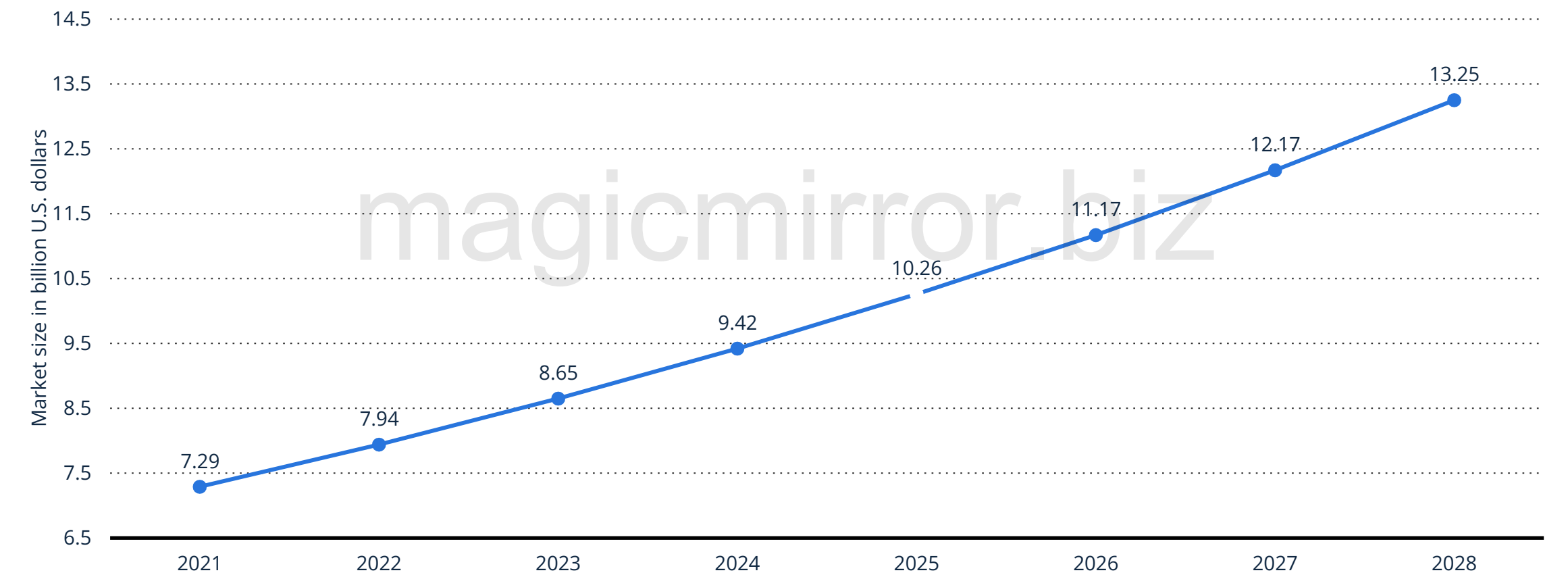
CHAPTER 04

Transactional video-on-demand (TVOD)

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Transactional video-on-demand (TVOD) market size worldwide from 2021 to 2028 (in billion U.S. dollars)

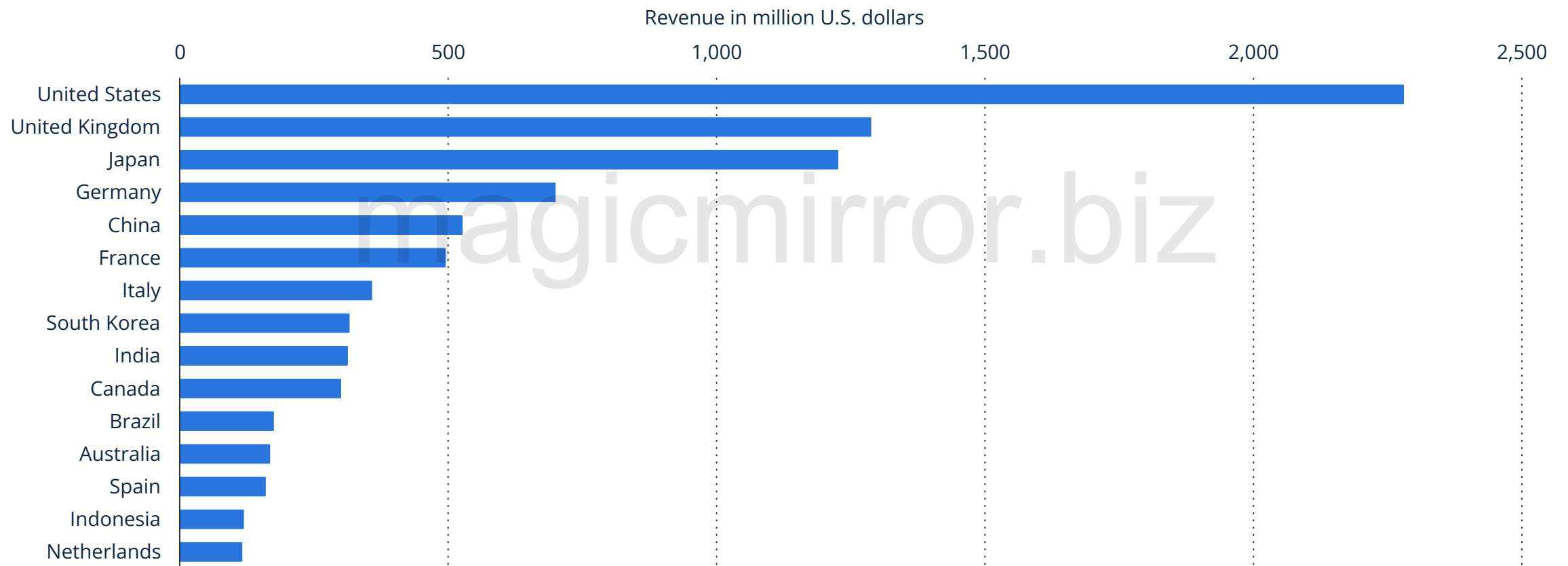
Expected transactional video-on-demand market size worldwide 2021-2028



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Revenue of the pay-per-view (TVOD) market worldwide in 2023, by country (in million U.S. dollars)

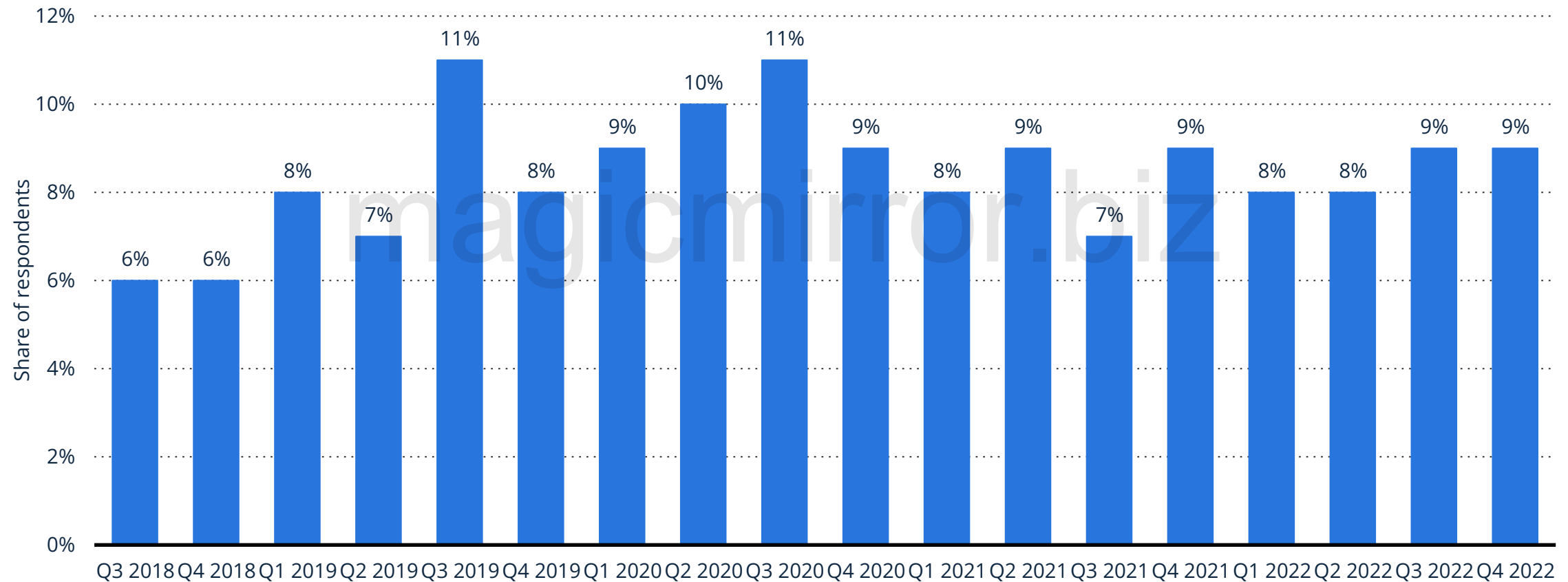
Global pay-per-view video revenue 2023, by country



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Share of people digitally buying or renting single movies in Denmark from 4th quarter 2018 to 4th quarter 2022

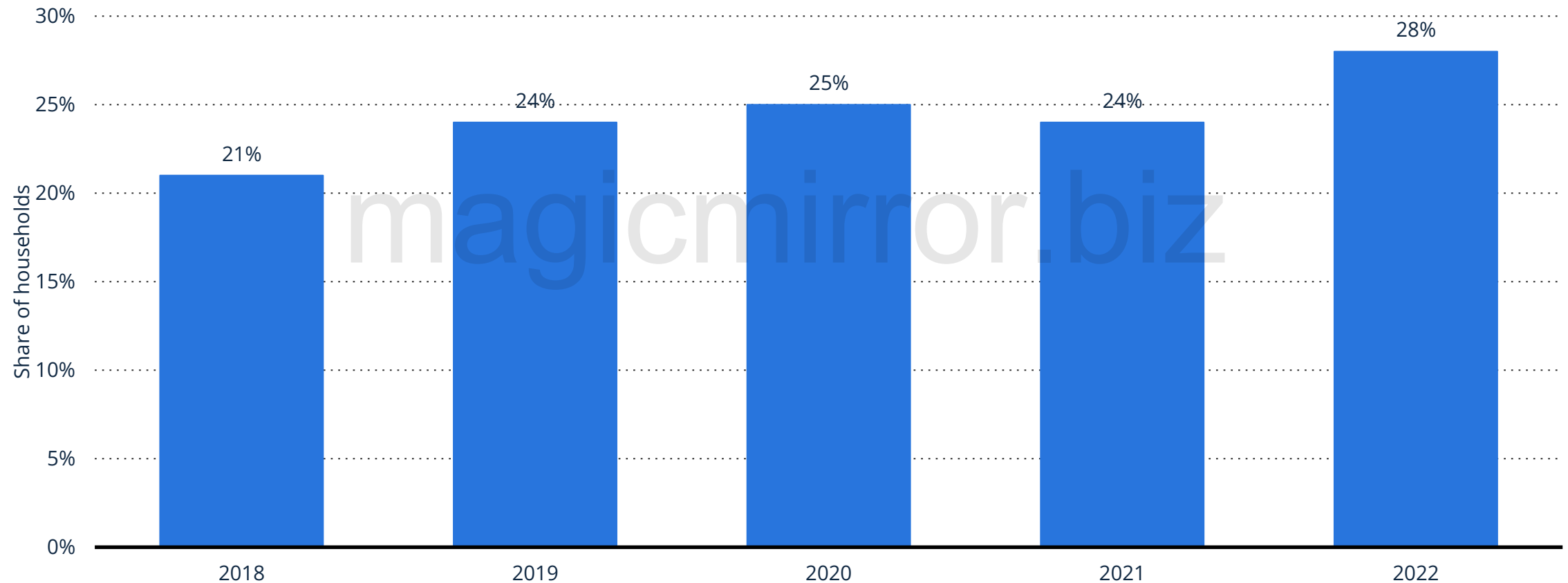
Share of transactional video-on-demand users in Denmark quarterly 2018-2022



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Share of households buying or renting video online monthly in Sweden from 2018 to 2022

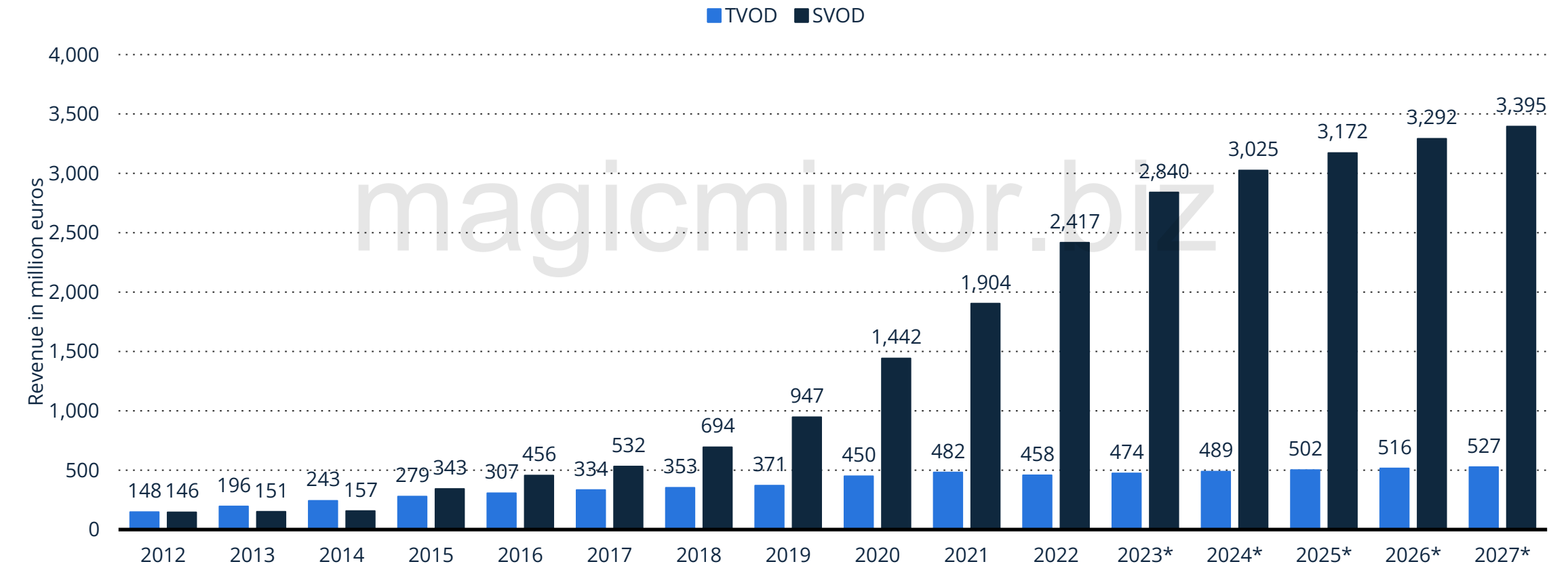
Households using TVOD services in Sweden 2018-2022



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Revenue from TVOD and SVOD in Germany from 2012 to 2027 (in million euros)

Revenue from TVOD and SVOD in Germany 2012-2027

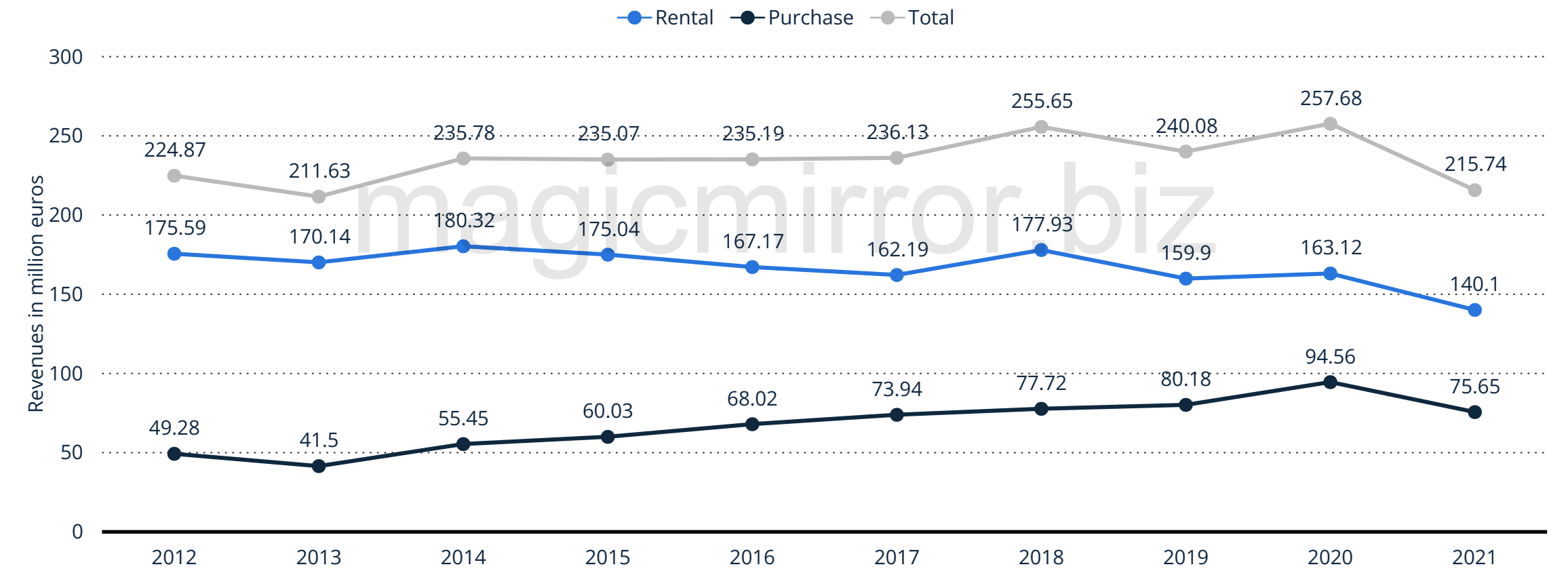


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Description: In 2022, the subscription video on demand (SVOD) segment generated roughly 2.4 billion euros. This was a large increase compared to the previous year. In comparison, the transactional video on demand (TVOD) generated revenues of 458 million euros in the same year. For 2027, according to PwC, SVOD revenues are expected to increase to almost 3.4 billion euros. [Read more](#)
Note(s): Germany; 2012 to 2022
Source(s): PwC

Revenues of the transaction video-on-demand (TVoD) sector in France between 2012 and 2021, by type of fee-for-service payment (in million euros)

Pay-per-view revenues in France 2012-2021, by fee-for-service type



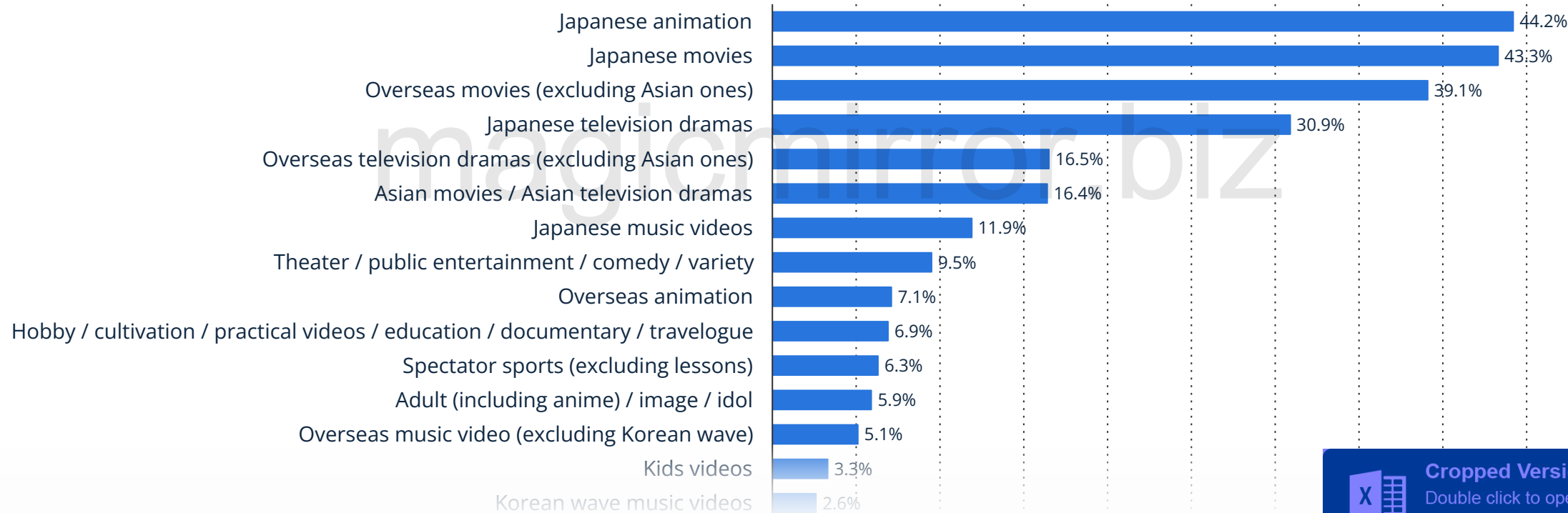
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Most commonly watched transactional video-on-demand (TVOD) genres in Japan as of January 2023

Most popular TVOD genres Japan 2023

Share of respondents

0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50%



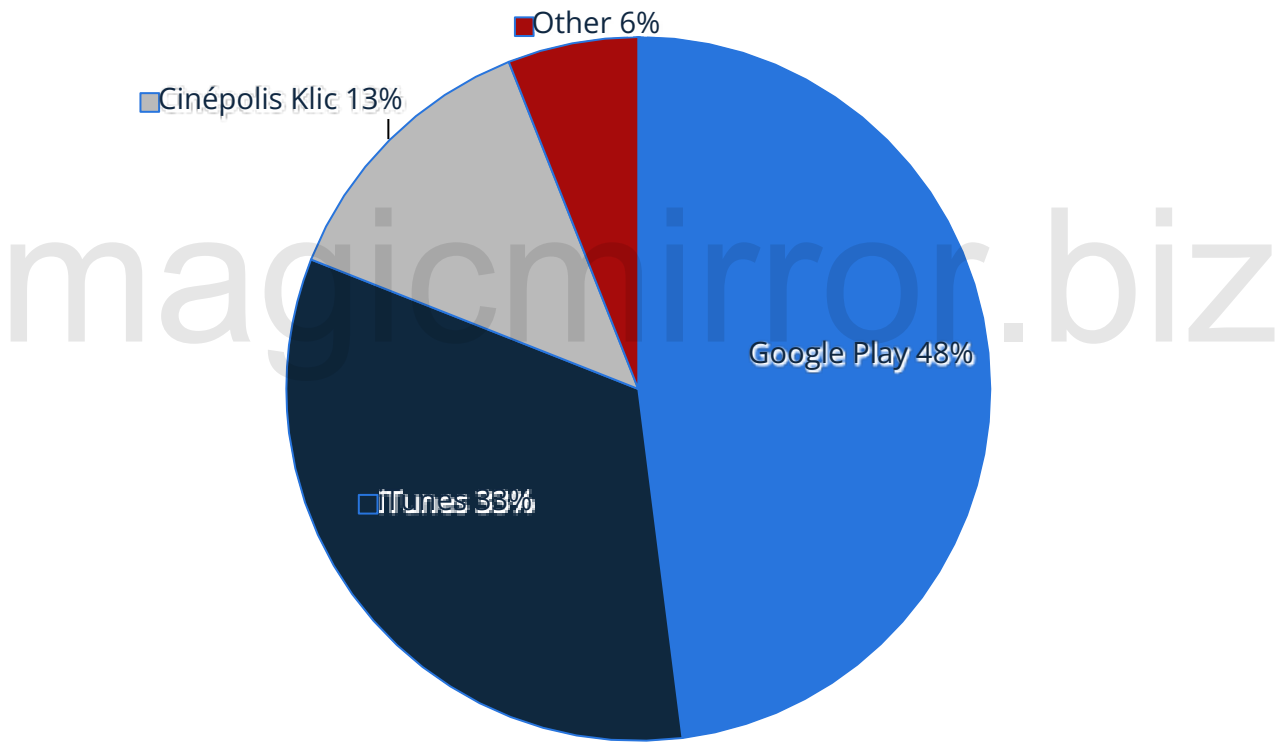
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Distribution of transactional video-on-demand (TVOD) household market in Latin America in 4th quarter 2021, by platform

Distribution of TVOD household market in Latin America Q4 2021, by platform



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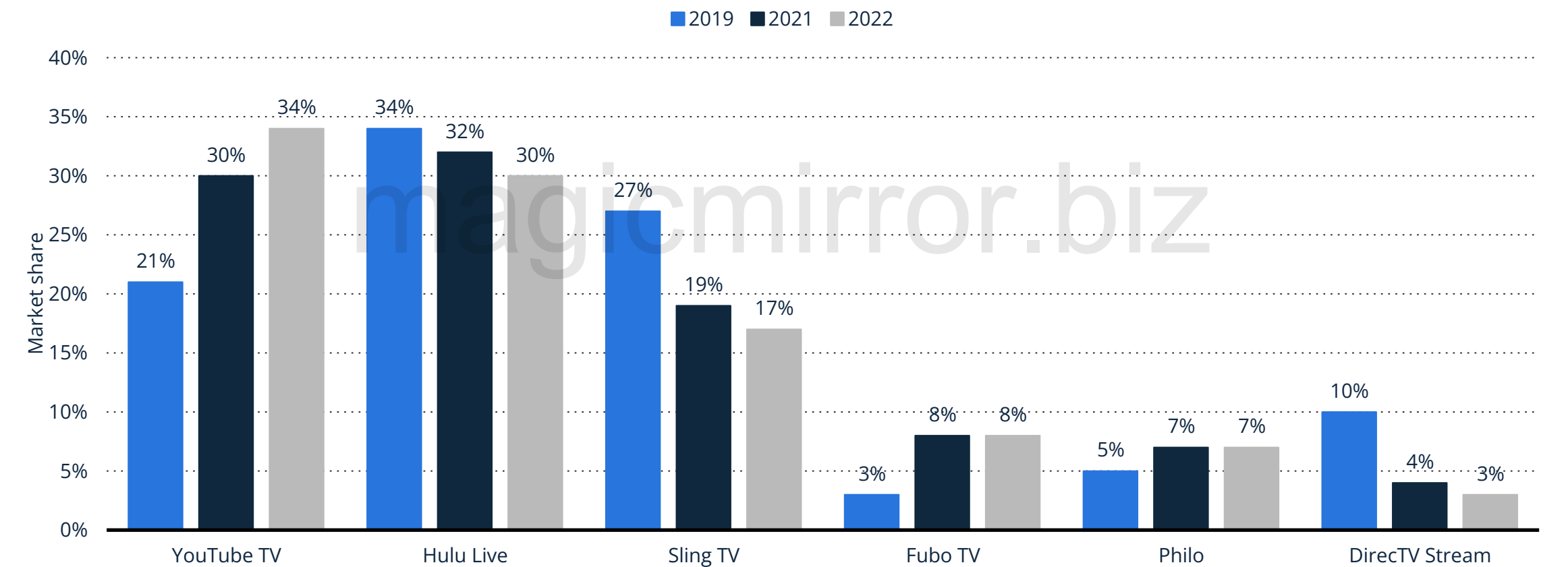
CHAPTER 05

Online TV & broadcaster video-on-demand (BVOD)

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Market shares of virtual multichannel video programming distributors (vMVPDs) worldwide from 2019 to 2022

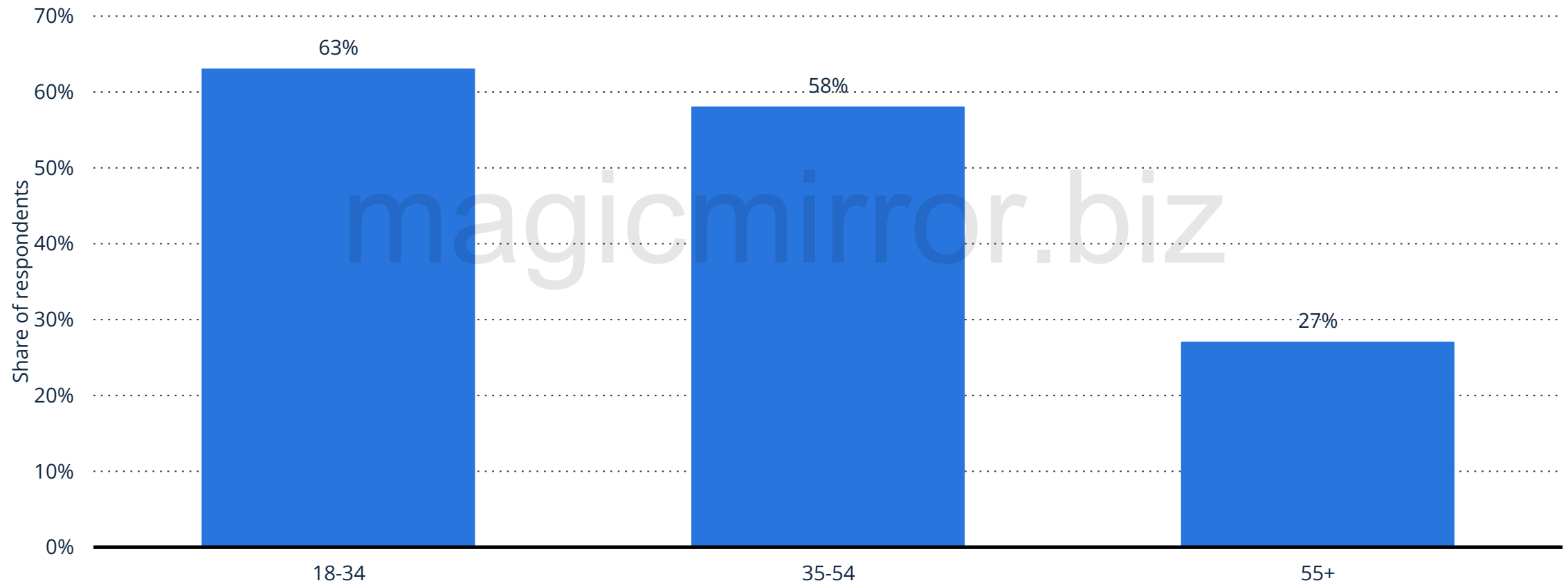
Market share of vMVPDs worldwide 2019-2022



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Share of daily connected television viewers in the United States as of May 2023, by age group

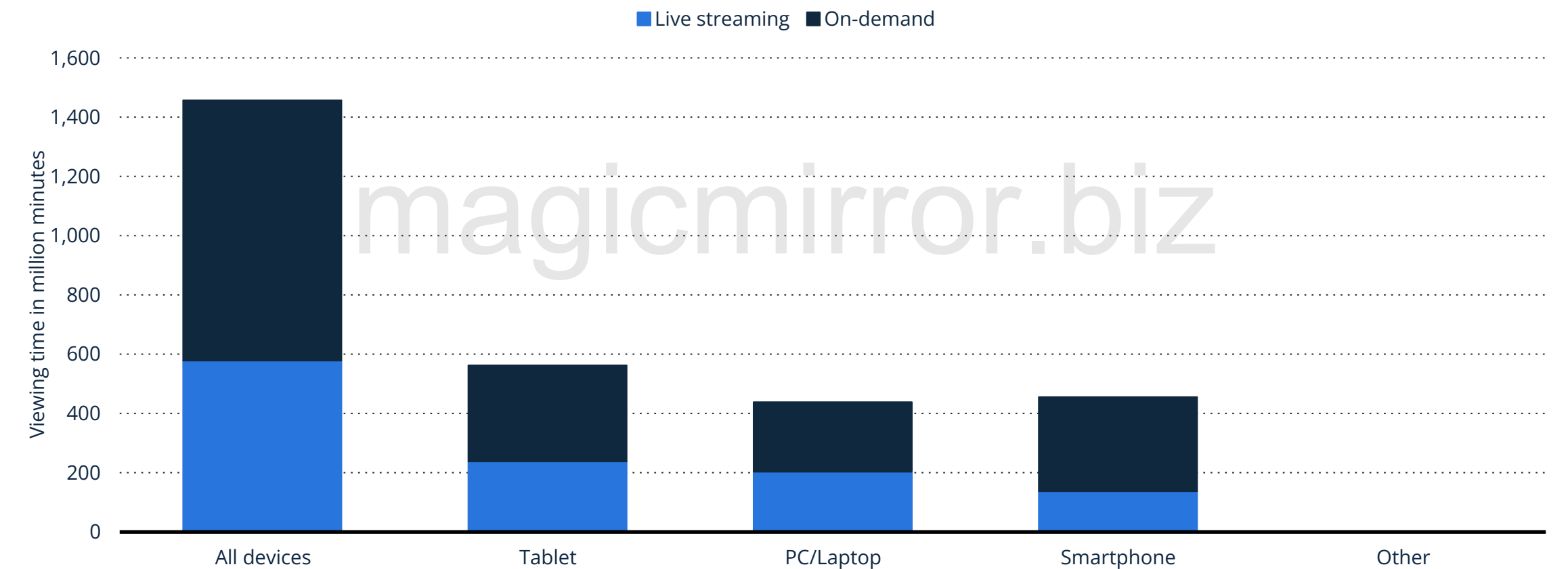
Connected TV viewers in the U.S. 2023, by age group



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Viewing time on broadcaster video-on-demand (BVOD) services in the United Kingdom (UK) from July 3 to 9, 2023, by device (in million minutes)

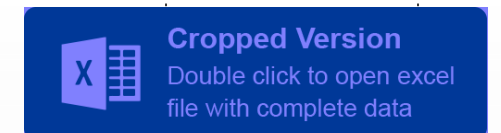
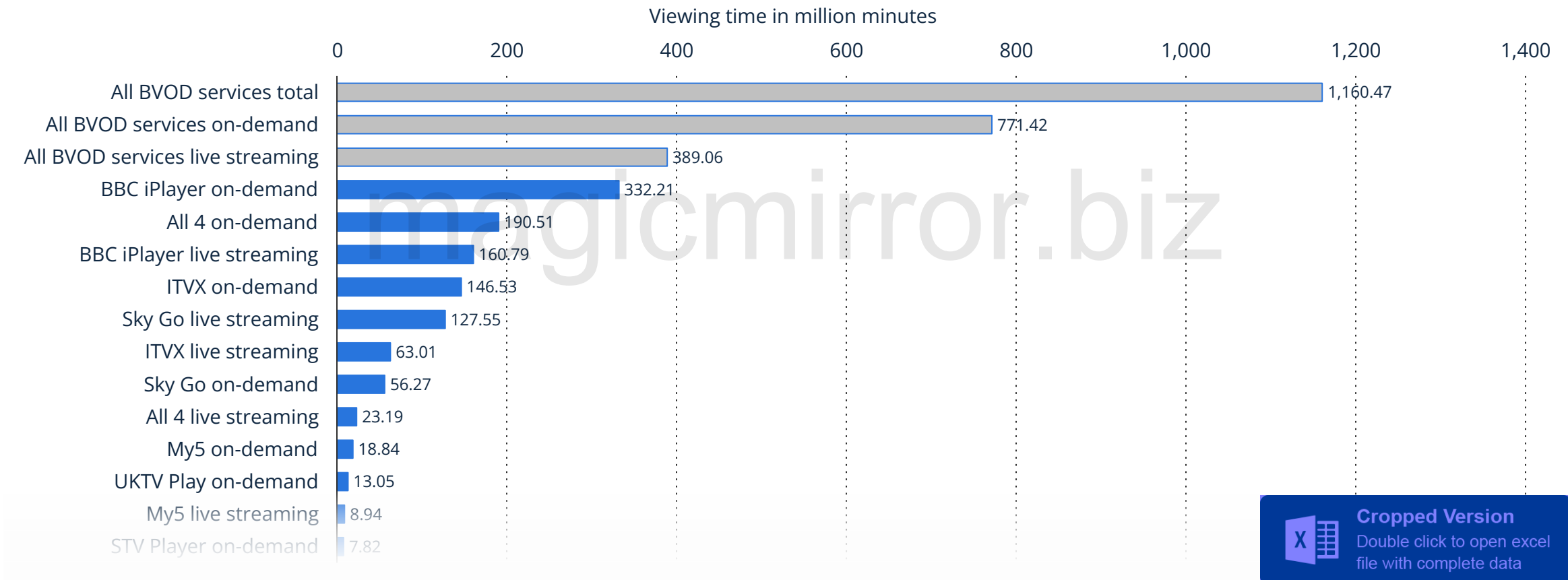
BVOD viewing time in the United Kingdom (UK) 2023, by device



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Viewing time on all online TV platforms audited in the United Kingdom (UK) from April 17 to 23, 2023, by service and content type (in million minutes)

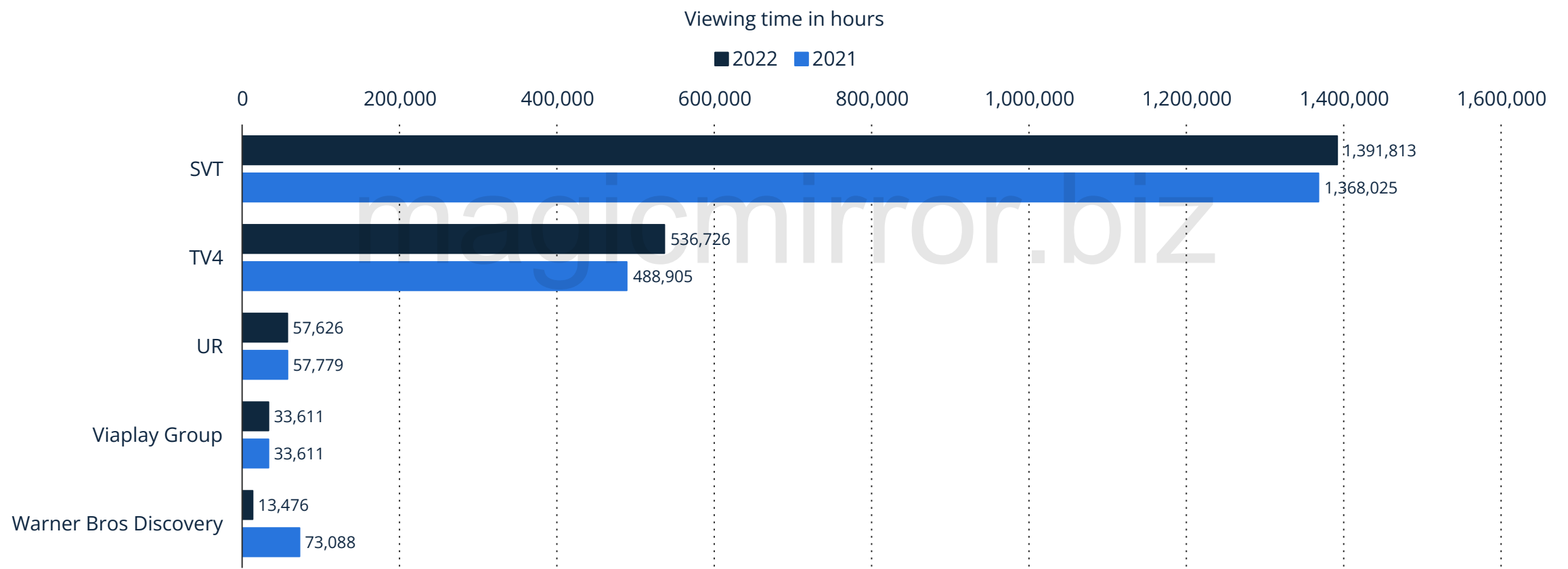
Online TV viewing time in the UK April 2023, by platform



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Total viewing time of broadcaster video-on-demand (BVOD) in Sweden daily from 2021 to 2022, by network (in hours)

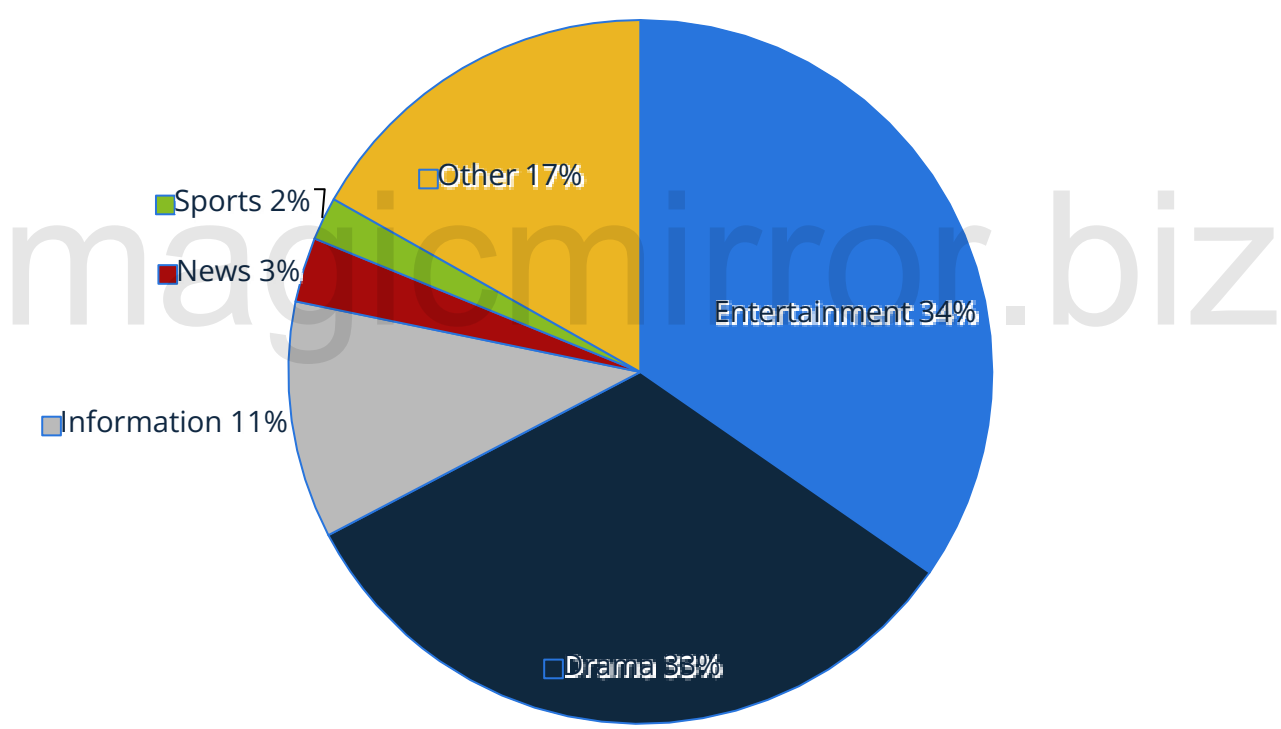
Daily viewing time of online TV in Sweden 2021-2022, by network



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Distribution of broadcaster video-on-demand (BVOD) viewing time in Norway in 2022, by genre

Distribution of BVOD viewing time in Norway 2022, by genre



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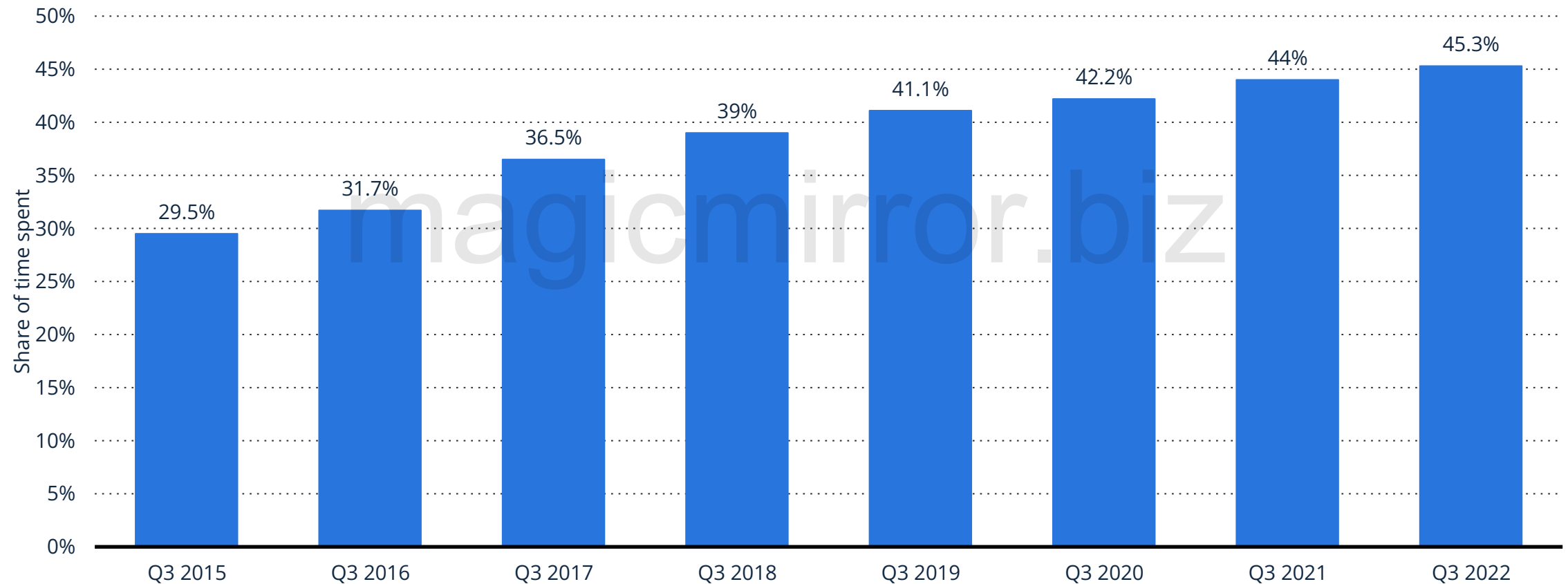
CHAPTER 06

Consumer behavior

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Share of daily time spent watching content via streaming services of the total TV consuming time worldwide from 3rd quarter 2015 to 3rd quarter 2022

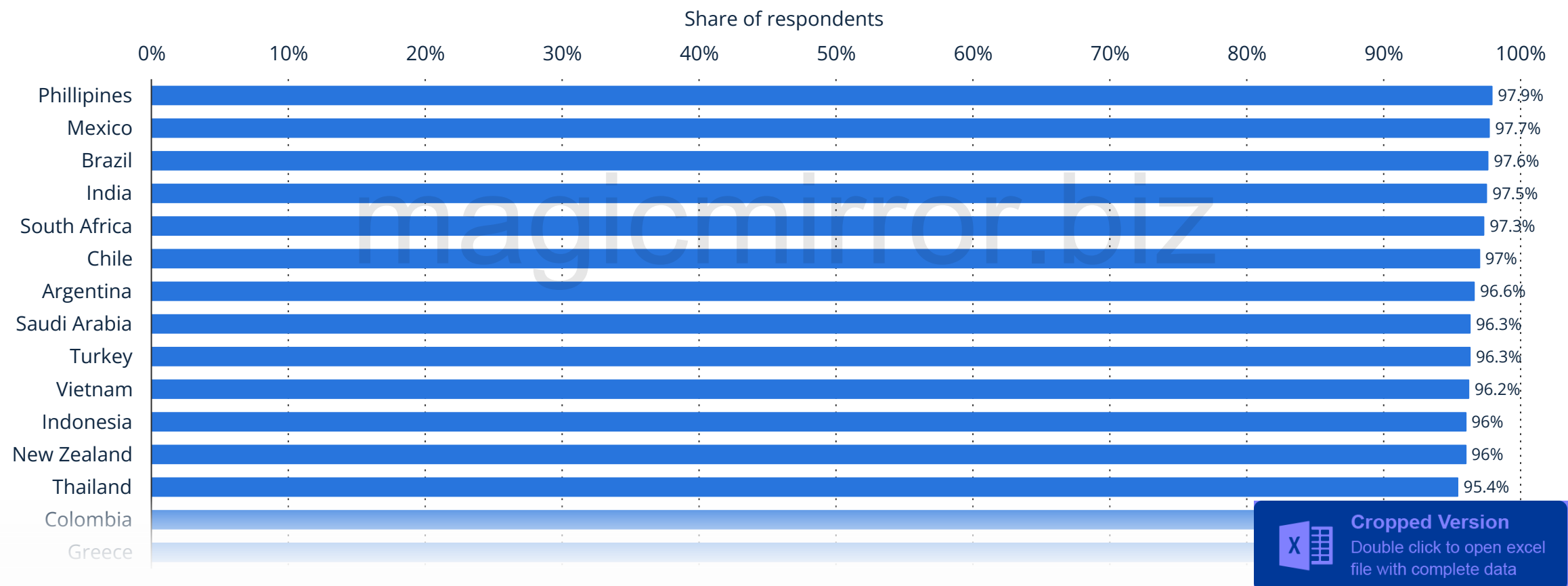
Share of daily video streaming time worldwide 2015-2022




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Share of internet users watching content via streaming services each month worldwide as of 3rd quarter 2022, by country

Global share of users watching content via streaming services Q3 2022, by country

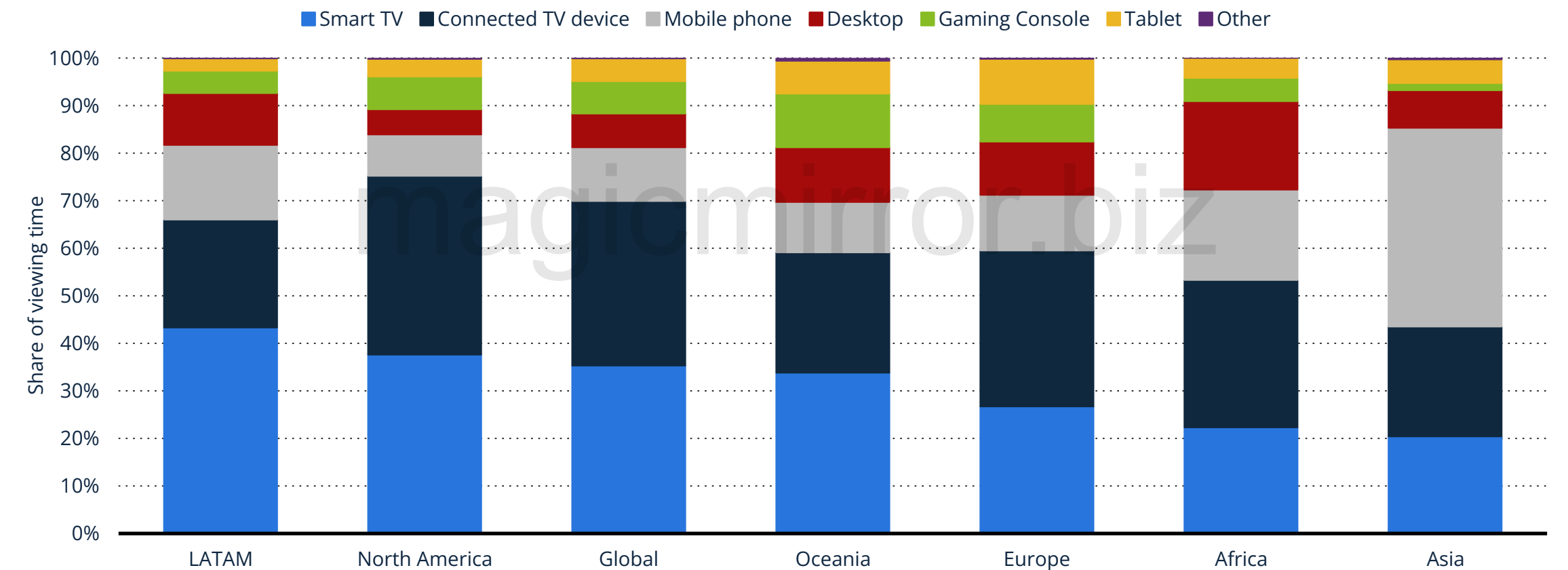


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Distribution of streaming viewing time worldwide as of 2nd quarter 2022, by region and device

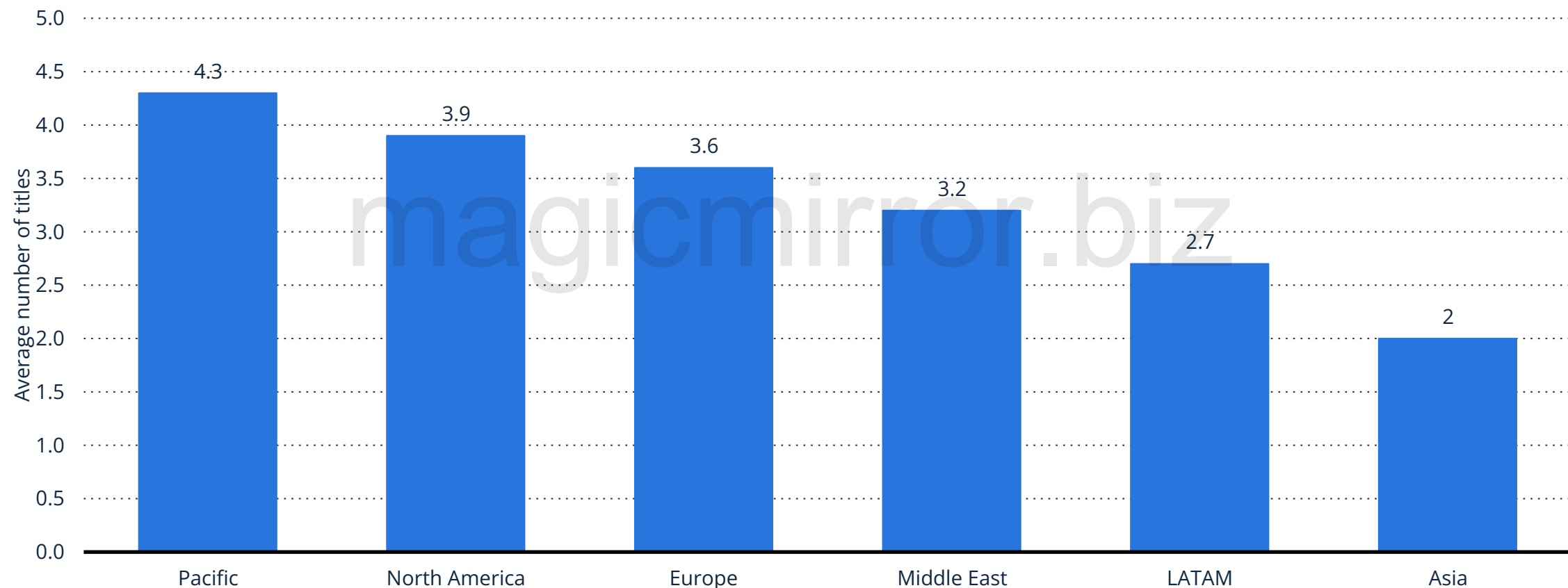
Video streaming time worldwide 2022, by region and device



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Average daily number of video-on-demand (VOD) titles watched per user and service worldwide in 2022, by region

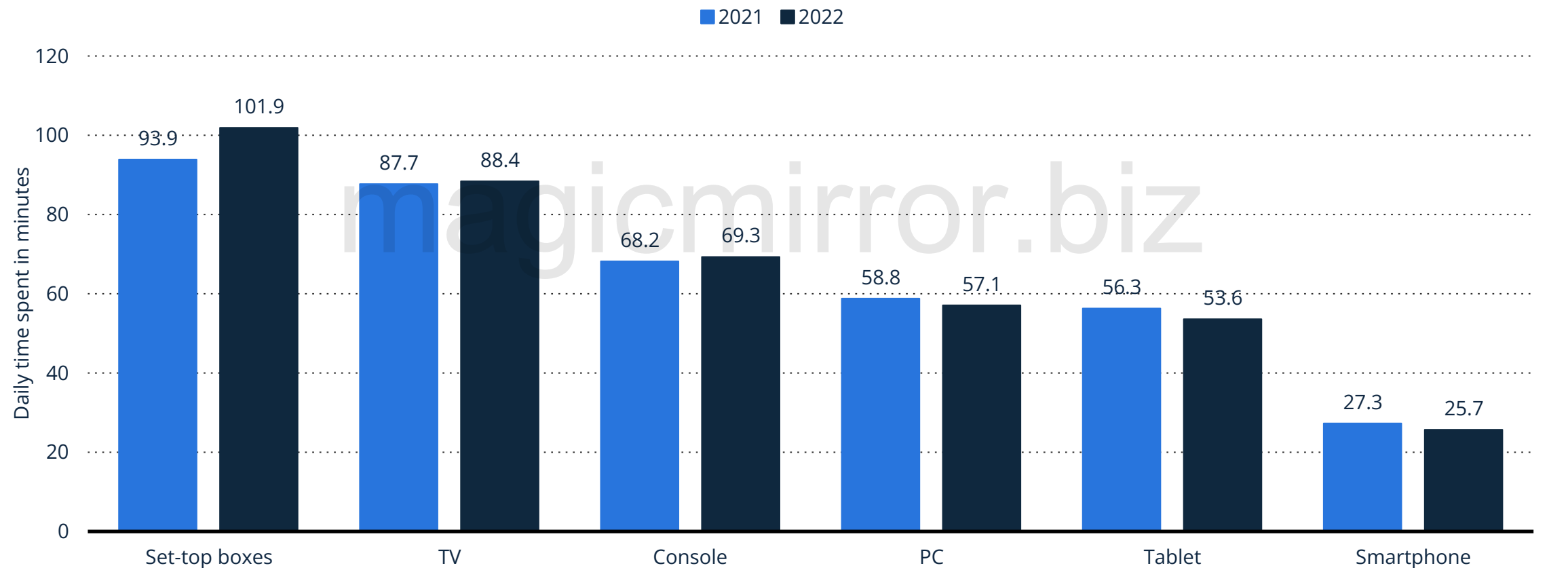
Number of VOD titles watched per user and service worldwide 2022, by region



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Average daily time spent watching video-on-demand (VOD) per user worldwide in 2021 and 2022, by device (in minutes)

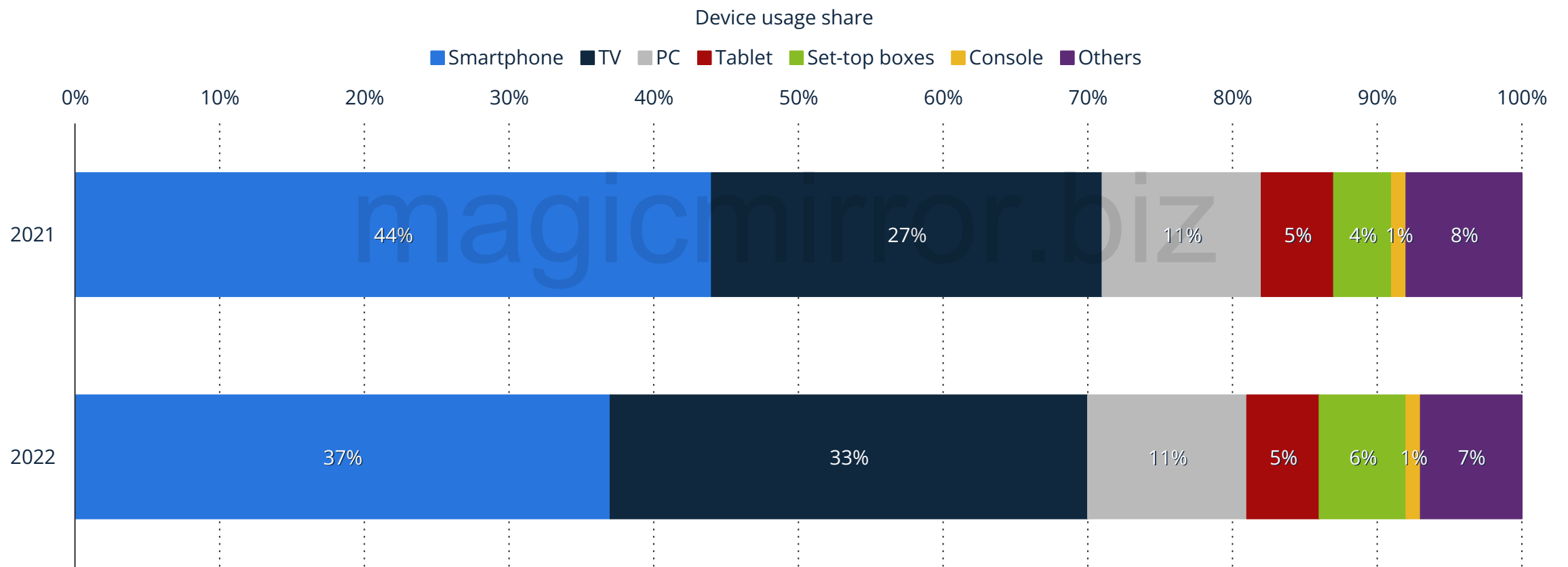
VOD consumption time worldwide 2021-2022, by device



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Distribution of devices used to watch video-on-demand (VOD) worldwide in 2021 and 2022

VOD global device share 2021-2022



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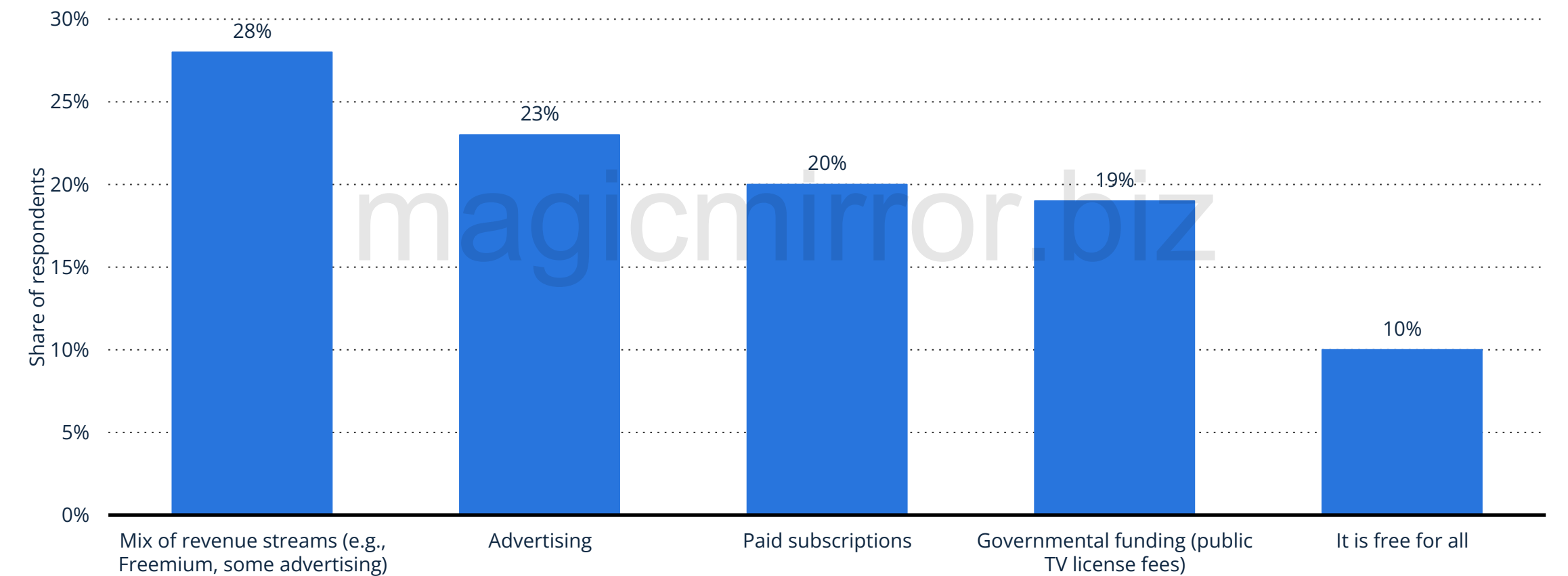
CHAPTER 07

Providers' attitudes

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Business models used by streaming services and video platforms worldwide in 2022

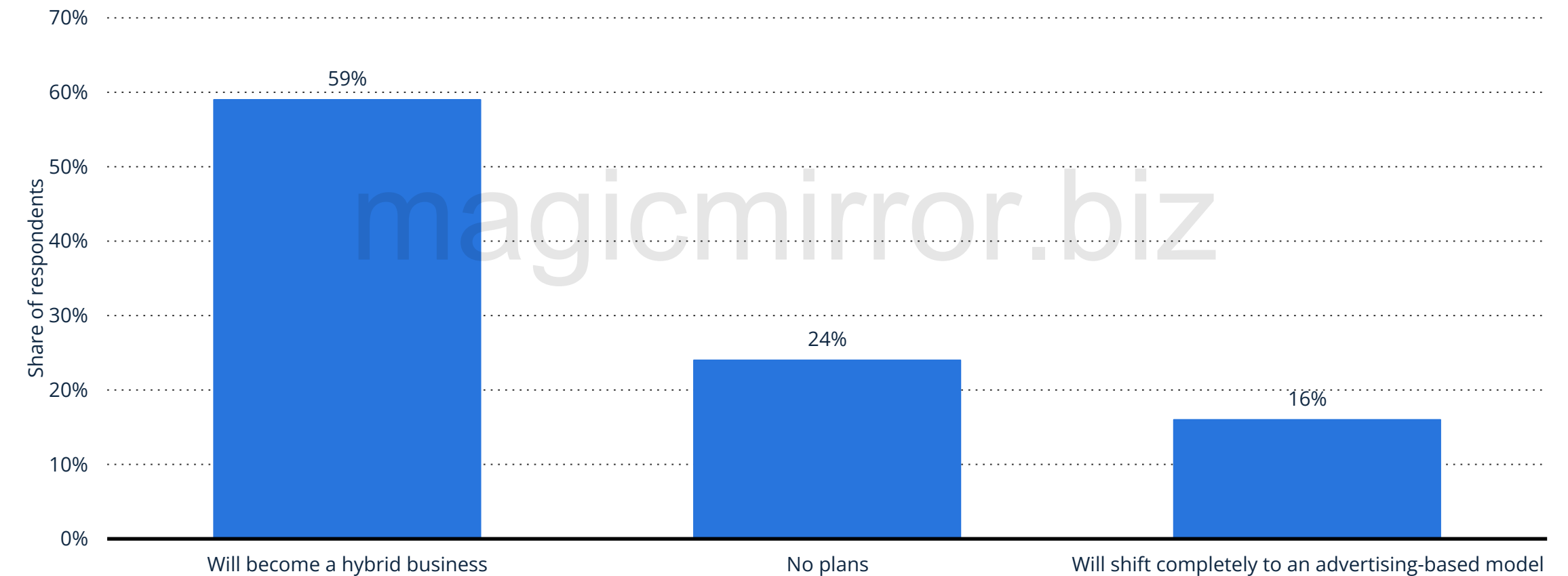
Business models used by streaming services and video platforms worldwide 2022



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Plans to change the business model to add an ad-funded tier in the next 24 months among subscription video-on-demand services worldwide in 2022

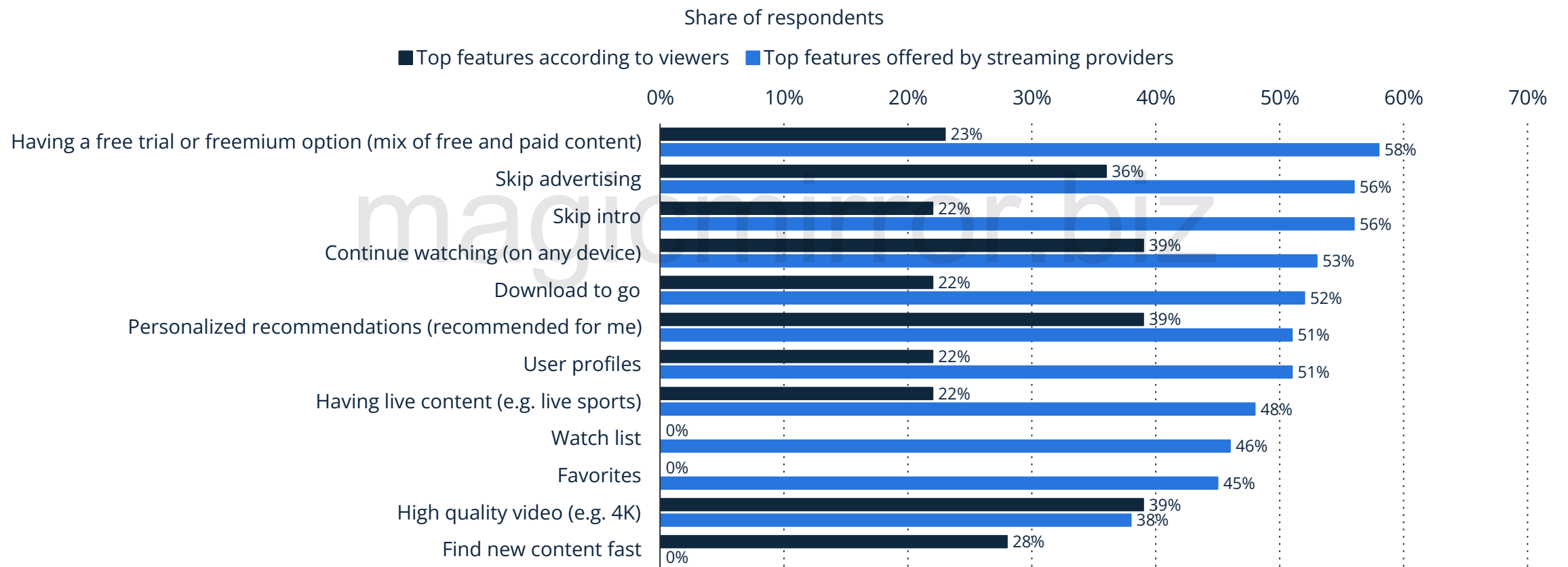
Plans to change business model among SVOD services worldwide 2022



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Leading features offered by video streaming providers vs. leading features according to streaming viewers worldwide in 2022

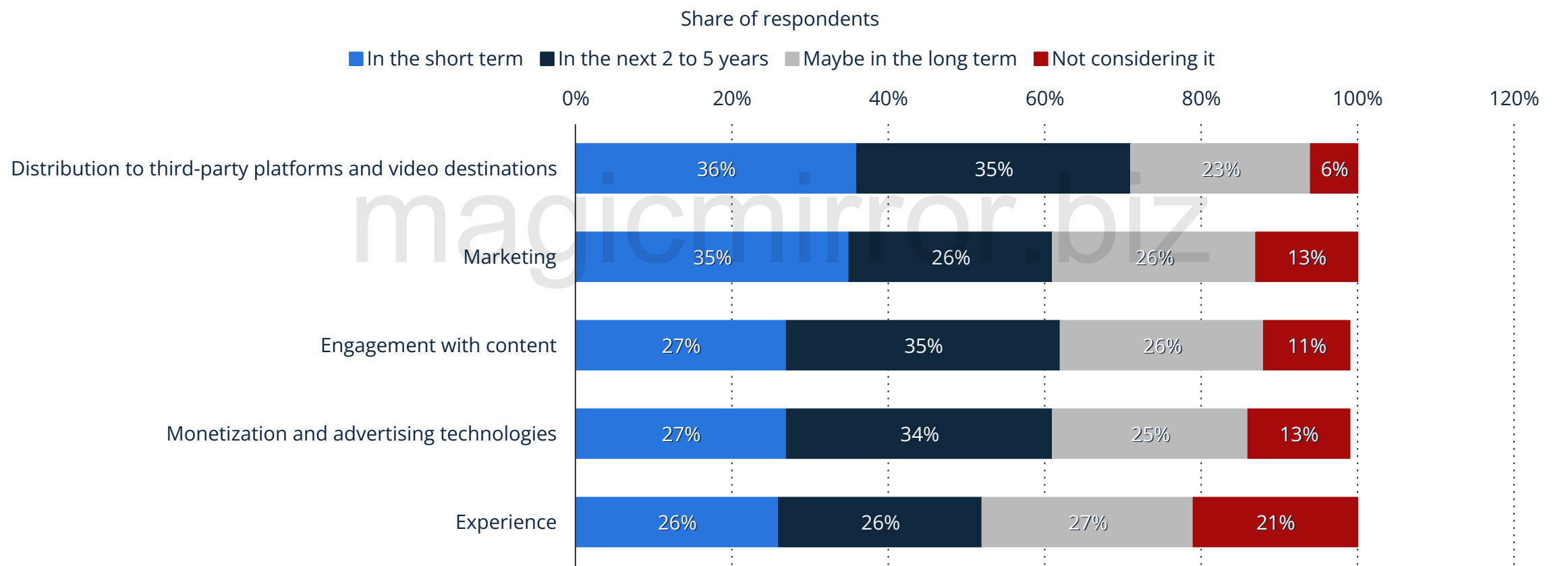
What consumers want vs. what streaming services offer worldwide 2022



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Investment plans of video streaming providers according to media-executives worldwide in 2022

Investment plans of video streaming services worldwide 2022



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Sources

Amagi Corporation
Ampere Analysis
BARB
Broadband TV News
Business Bureau
BVV
Centre national du cinéma et de l'image animée
ConverCom Info
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DataReportal
Digital TV Research
GfK
Global Surveyz
GWI
Institute for the Arts
Japan Video Software Association
Kaltura
Kantar TNS (Norway)
Leichtman Research Group
Media Play News
Mediamätning i Skandinavien
Mediavision (Sweden)

Meltwater
Million Insights
NPAW
nScreenMedia
Omdia
PwC
Statista
Statista Advertising & Media Insights
Statista Digital Market Insights
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