

# TV & Online Video Intelligence Service

## Part of the Media & Entertainment Service Area Package

Global, in-depth data and forecasts for the TV and online video sectors. TV & Online Video Intelligence Service, uniquely, includes highly granular operator-level metrics. This service also provides access to selected device data to facilitate insights into evolving video viewing patterns. This service also includes regular thought-provoking analysis in form of written reports and presentations.

“ Change is the only constant in today’s TV and online video sector. This makes access to robust, reliable and comprehensive data and forecasts essential if businesses are to be truly informed about the sectors they operate in or are looking to expand into. TV & Online Video Intelligence Service provides such data.”

**Maria Rua Aguete**  
Senior Research Director

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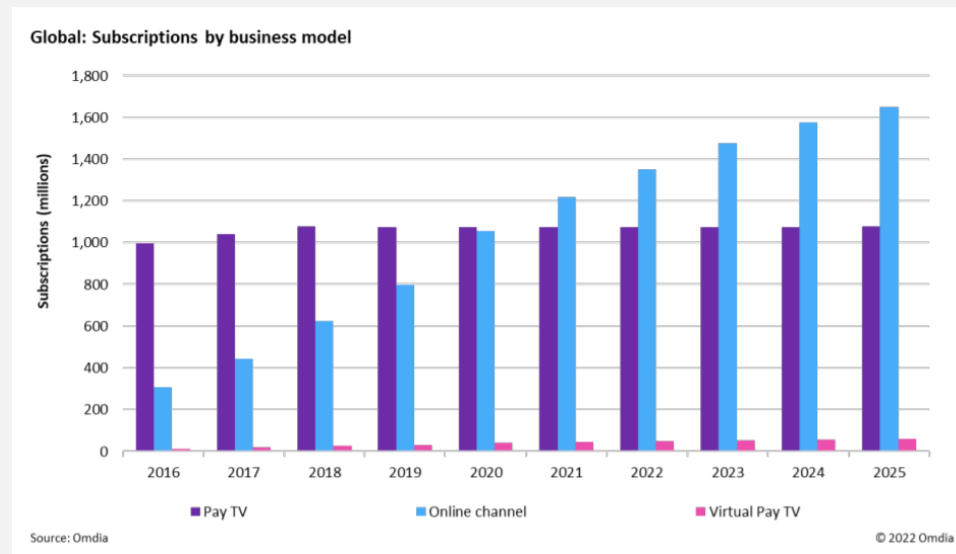
## HOW OMDIA HELPS YOU

- Constantly updated and comprehensive market data and forecasts across TV and Online Video metrics that help to illustrate market fragmentation and other usage patterns.
- Contains Omdia’s most granular-level data down to the operator level.
- Provides reliable data and forecasts to assist clients with their investment decisions.
- Flow of analytical reports
- Direct access to expert analysts

## KEY QUESTIONS ADDRESSED

- How are key OTT video services like Netflix and Amazon Prime performing? In which countries are they expected to perform best over the next five years?
- What are the size, share, and forecasts for key video and related sectors – Television, OTT Video, Smartphones and other devices?
- Where is traditional TV holding up best? In which markets is traditional TV still growing?

Global subscriptions by business model, 2016-2025



# TV & Online Video: Meet the Analysts



**Maria Rua Aguete**  
Senior Research Director,  
TV, Video and Advertising



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# TV & Online Video: Meet the Analysts (cont'd)



**Max Signorelli**  
Senior Analyst,  
TV and Online Video,  
Consumer Research



**Rob Moyser**  
Senior Analyst,  
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**Jun Wen Woo**  
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**Matthew Evenson**  
Research Analyst,  
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**Juan Villegas**  
Research Analyst,  
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**Kane McKenna**  
Research Analyst,  
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# TV & Online Video: Deliverables



## FORECASTS

—Five Years—

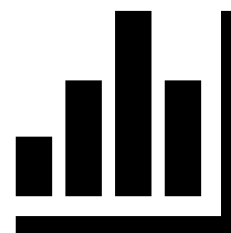
All market data forecasts



## REPORTS

—Annual—

- Country & Territory Profile Reports
- Regional Pay TV and Online Video Market Monitors
  - Viewing Time Report
  - Topical reports on key markets/companies/trends



## MARKET DATA

—Quarterly—

- Pay TV subscriber and revenue data
- OTT video subscriptions, views and revenues
- Top-line device data (smartphones, tablets)
  - TV and Broadband Households and penetrations
- TV and Video on Demand Advertising revenues
  - Enhanced operator-level metrics
  - OTT-Operator Partnerships Tracker
- Multisubscription TV and Video Tracker
- Global Online Video Services Tracker



## ANALYST INSIGHTS

—Ongoing—

Analyst commentary on market shifts, technology and regional developments, vendors, events, and more.



## ANALYST ACCESS

—Ongoing—

For prompt responses to urgent and unique questions.

# TV & Online Video: Research Coverage

## COVERAGE

### Basic data by country (100 countries)

- Households
- TV households by display type
- Primary TV households
- Broadband households
- Broadband connections
- TV and broadband penetration rates
- TV advertising revenues
- Public (licence fee) revenues
- OTT transactional revenues and transactions

### Video Service Providers (100 countries by company)

- Pay TV subscribers by company and platform (satellite, IPTV, cable, DTT)
- Free TV homes (satellite, DTT)
- OTT subscribers by company and type
- Pay TV revenues by company and platform
- Pay TV ARPU by company and platform
- OTT revenues by company and type
- OTT ARPU by company
- OTT subscription views by company by genre
- Pay TV homes enabled for on-demand
- Pay TV VoD revenues and views/transactions by company

### Access Service Providers (100 countries by company)

- Broadband subscribers by company
- Cable telephony subscriptions by company
- Cable telephony revenues by company
- Total cable revenues by company

### Addressable devices (20+ countries)

- Smart TVs
- TV STBs
- Media Streamers (DMAs)
- Smartphones (67 countries)
- Tablets (52 countries)

### Home Entertainment Data (35 countries)

- Physical Software Volumes by Genre and Format
- Physical Software by Genre and Format
- Digital, pay TV VoD and Physical Consumer Spend
- Physical Hardware Households by Format

# TV & Online Video: Data

## TV & Online Video Intelligence Service Databases

**Frequency:** Quarterly & Annual

Provides comprehensive regularly updated data and forecasts for subscriptions, transactions, revenues and ARPU for all the key players operating through traditional and online platforms across all business models.

The service also delivers focused analyst insights on market trends and events, and in-depth reports addressing business-critical questions for companies and organizations operating in the TV and online video space.

## Television & Online Video – Country & Territory Profiles

**Frequency:** Quarterly & Annual

The TV & Online Video Profile series presents a top-level view of the video industry. Each profile includes an overview of access to TV and fixed/mobile connectivity, subscriber and revenue data, and an outline of the top operators.

# TV & Online Video: Data

## Country Summary

Country Summary									
UK									
Households	2011	2012	2013	2014	2015	2016	2017	2018	2019
	26,409	26,614	26,663	26,734	27,037	27,090	27,210	27,325	27,461
TV Households	2011	2012	2013	2014	2015	2016	2017	2018	2019
	26,119	26,321	26,343	26,387	26,659	26,658	26,723	26,782	26,861
TV Household Penetration	2011	2012	2013	2014	2015	2016	2017	2018	2019
	98.9%	98.9%	98.8%	98.7%	98.6%	98.4%	98.2%	98.0%	97.8%
TV Households by definition	2011	2012	2013	2014	2015	2016	2017	2018	2019
SD	8,339	7,405	6,375	5,400	4,649	4,034	3,487	2,993	2,572
HD	17,779	18,916	19,958	20,680	20,788	20,050	18,548	16,663	14,863
UHD	0	0	10	307	1,222	2,575	4,688	7,126	9,425
	26,119	26,321	26,343	26,387	26,659	26,658	26,723	26,782	26,861
TV Households by definition penetration - Percentage	2011	2012	2013	2014	2015	2016	2017	2018	2019
SD	31.9%	28.1%	24.2%	20.5%	17.4%	15.1%	13.0%	11.2%	9.6%
HD	68.1%	71.9%	75.8%	78.4%	78.0%	75.2%	69.4%	62.2%	55.3%
UHD	0.0%	0.0%	0.0%	1.2%	4.6%	9.7%	17.5%	26.6%	35.1%
Broadband Households	2011	2012	2013	2014	2015	2016	2017	2018	2019
	19,027	20,040	21,008	21,906	22,807	23,665	24,323	24,978	25,501

EXCEL based pivot tables with flat data



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Data Insight Research Area TV & Online Video Intelligence Database Version History

Download Results | Print Results | Download All Data | Export Data to Workbook

Data Horizontal Categories  Subtotals  Percent Change  Percent of Total  Compound Growth Rate (CGR) Show Top: All Rank

### Pay TV & online video subscriptions - Units (K) by I - Operator

I - Operator	2014	2015	2016	2017	2018	2019	2020
Amazon Prime Video	1,574	1,865	3,125	4,211	5,281	6,503	8,301
Apple TV+	N/A	N/A	N/A	N/A	N/A	645	1,528
BritBox	N/A	N/A	N/A	N/A	N/A	25	124
BT	1,090	1,397	1,632	1,689	1,634	1,548	1,460
BT Monthly Pass	N/A	N/A	N/A	N/A	N/A	72	269
Crunchyroll	1	4	7	10	42	49	59
Disney Life	N/A	4	65	213	327	321	N/A
Disney+	N/A	N/A	N/A	N/A	N/A	N/A	5,438
Eleven Sports	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Eros Now	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Eurosport Player	N/A	N/A	N/A	N/A	N/A	N/A	N/A
ITV Hub+	N/A	N/A	24	83	265	425	538
Netflix	3,306	4,459	5,701	7,131	9,152	11,721	14,235
NoW TV	560	1,000	1,340	1,624	1,895	2,041	2,452
Others	605	725	812	894	950	1,014	1,194
Sky	9,747	9,749	9,656	9,585	9,429	9,321	9,178
Sky Go	2,682	2,861	3,090	3,163	3,159	3,141	3,496
Sports Leagues	680	699	715	746	779	807	832
Talk Talk	1,332	1,403	1,302	1,311	1,287	1,226	1,155
Virgin Media	3,760	3,727	3,729	3,827	3,872	3,687	3,631
Virgin TV Go	718	742	787	923	960	933	935

1 - 25 of 25 Records

Chart Column

### Pay TV & online video subscriptions - Units (K) by I - Operator

TRAX interactive database





# TV & Online Video: Reports

## Regional Pay TV & Online Video Market Monitors

### Frequency: Once a year

The Pay TV & Online Video Report provides in-depth insight into the pay TV and online subscription video markets of the region. It includes comprehensive market-sizing data and detailed analysis of the key trends shaping the industry, including growth drivers and inhibitors, evolving business models, and content strategies.

### Topics covered include:

- The performance and growth strategies of key pay TV and OTT subscription video operators
- Online video market dynamics, including local operator content aggregation and the partnerships formed with OTT video services.
- The impact of COVID-19 on the pay TV and online video markets.

### Regions covered

MENA, North America, Western Europe, Central and Eastern Europe, APAC, Sub Sahara and Africa

## Viewing Time Report

### Frequency: Once a year

Analysis of changes in television viewing behavior across broadcast and digital platforms.

In this report analysts have aggregated live television audience statistics with online data to examine changes in consumer viewing time share.

### List of tables and charts:

- Cross-platform viewing time by platform
- Changes in linear and non-linear viewing
- Non-linear viewing time against PVR base and broadband access
- Linear and non-linear viewing shares
- Linear and non-linear television revenue
- Viewing time changes against total market revenues

# TV & Online Video: Reports

## Topical Reports

**Frequency:** Quarterly & Annual

In addition to frequent, topical analysis, the service includes reports and insights per annual subscription. Past or upcoming report titles have included:

- Global Cord-Cutting
- PVOD: A necessary expansion of the operator business
- COVID-19 Impacts on Media and Home Entertainment
- Esports Video & the Future of TV
- Video as a core service for operators
- Amazon Boasts Biggest Catalogue and Lowest Online Movie Pricing

## Media & Technology Digest

### The Media and Technology Digest

Curated by our analyst teams, presents the best of our monthly research and analysis of the evolving media and technology industries, presenting unrivalled scope and depth of analysis into the key trends, industry evolution and future technologies that will shape the industry in the years ahead.

Example analysis titles:

- New entrants shake up crowded DTC market
- US cord-cutting accelerates due to COVID-19 pandemic
- 2019: The year 5G went commercial
- Dual-display and foldables face many challenges
- Cinema after the Paramount Decrees
- Challenges of Cloud DVR in 2020

# TV & Online Video: Insights

## Trends Insights

### Trends To Watch Series of Reports

#### Frequency: Annual

Trends to Watch insight reports provide forward looking analysis of key trends that will be shaping the industry in the future.

Past or upcoming report titles have included:

- 2020 Trends to Watch: Consumer and Entertainment: *FAANGs sinking into the world's media*
- 2020 Trends to Watch: Global TV and Video Markets: *Adapting to the multi-subscription mix is key for TV and video success*
- 2020 Trends to Watch: Premium OTT Video: *New US major services Disney+, Apple TV+, and HBO Max will drive a second surge for OTT video*
- 2021 Trends to Watch: TV and Online Video in APAC
- 2021 Trends to Watch: TV and Online Video in MEA
- 2021 Trends to Watch: TV and Online Video in North America
- 2021 Trends to Watch: TV and Online Video in Latin America

## News Insights

### The TV & Video Industry Developments Impact Brief

#### Frequency: Monthly

Provides regular, reactive analysis of the key events shaping the global pay TV and online video markets. This includes service launches and closures, product innovations, changes in pricing and packaging, geographic expansions, and mergers and acquisitions.

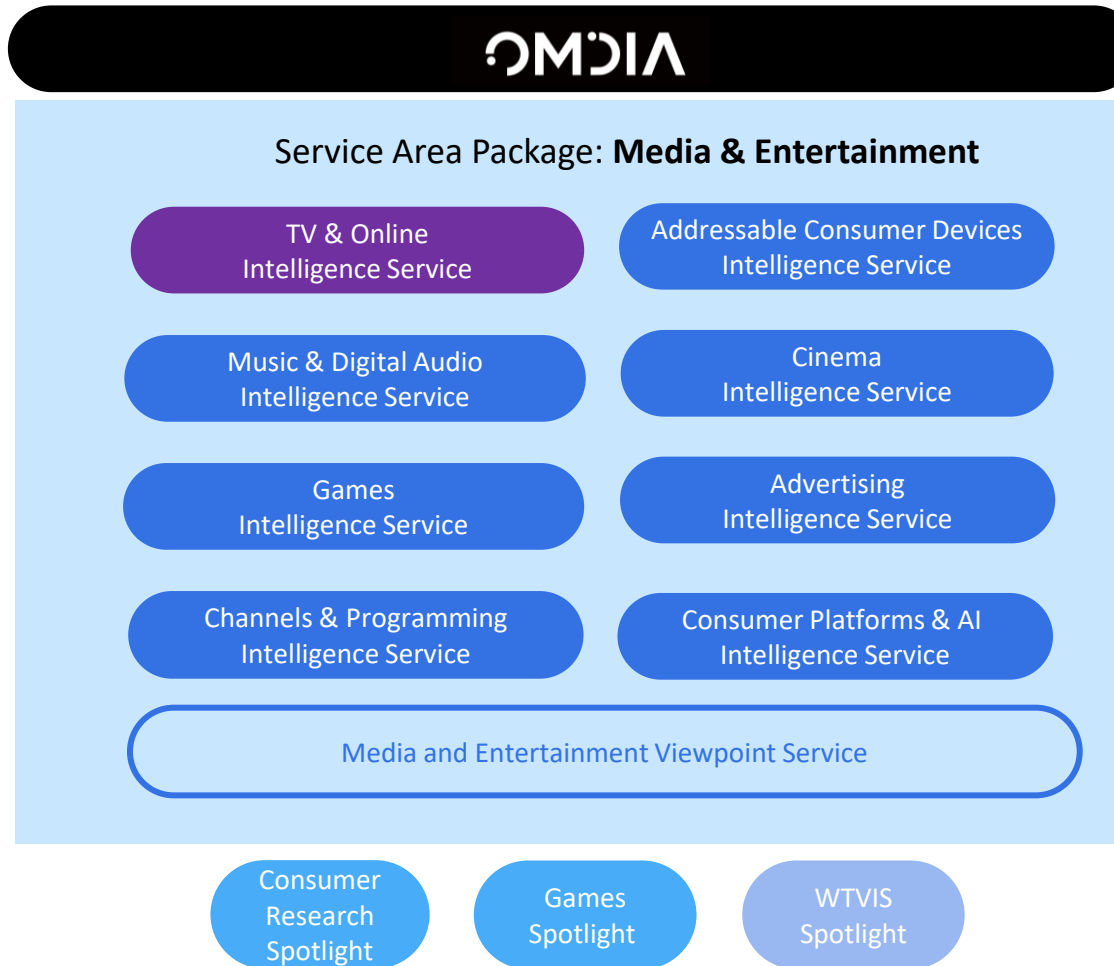
Analysis is accompanied by relevant data updates, where a development has prompted a change in our core datasets – such changes are highlighted, with the implications and variance clearly quantified.

### Analyst Commentaries

#### Frequency: Monthly

Provide timely and informed commentaries about developments which we believe will impact on our forecasts, informed by our data and specialist knowledge

# Related Content: Media & Entertainment Service Area Coverage



## About Omdia’s Media & Entertainment Research

Omdia’s Media & Entertainment portfolio provides forecasts, consumer survey data, competitive analysis and qualitative insights about the world’s largest, fastest-growing and dynamic markets. The team’s coverage provides a joined-up view of unrivalled depth and breadth across the sector’s most important geographies, technologies and companies.

Clients receive access to a team of over 30 analysts, each with specialized expertise and organized to address critical intersections in the rapidly converging media and entertainment market. The team is supported by an array of Omdia colleagues specializing in adjacent domains, such as mobile, broadband, devices, cloud, digital consumer services and media delivery.

# Related Content: Media Delivery Service Area Coverage



Service Area Package: **Media Delivery**

Set-Top Box Intelligence Service

Home Networks Intelligence Service

Video Technology Intelligence Service

## About Omdia's Media Delivery Research

Omdia's Media Delivery research provides timely and actionable insight for businesses looking to understand this increasingly complex market. The market is segmented into STBs, Home Networking and Video Technology, and each is examined in detail using qualitative and quantitative research and analysis.

Omdia's Media Delivery research is created and maintained by experts in the media delivery field, but analysis also builds upon data and expertise from the larger Omdia team, including within media & entertainment, cybersecurity, enterprise IT, IoT, components & devices, service provider technologies, and smart home.

# Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

## Draw on our expertise

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- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:



**Tom Coate**  
Customer Success  
Manager



**Kâren Dyer**  
Customer Success  
Manager



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### ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio\*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

\* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.