

# **Global OTT Subscription Video on Demand (SVOD) Market: Size, Trends & Forecasts (2017-2021)**

<https://marketpublishers.com/r/G405248AD3CEN.html>

Date: October 2017

Pages: 81

Price: US\$ 1,500.00 (Single User License)

ID: G405248AD3CEN

## **Abstracts**

### **SCOPE OF THE REPORT**

The report titled “Global OTT Subscription Video on Demand (SVOD) Market: Size, Trends & Forecasts (2017-2021)”, provides an in-depth analysis of the global OTT SVOD market by value and by volume. The report also gives an insight of the global paid content video market and global OTT subscription by value.

The report provides a regional analysis of the US OTT SVOD market.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global OTT SVOD market has also been forecasted for the period 2017-2021 taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The competition in the global OTT SVOD market is generally dominated by the Netflix Inc., Amazon.com, Inc., The Walt Disney Company (Hulu) and Alibaba Group Holding Limited. Further, key players of the OTT SVOD market Netflix Inc., Amazon.com, Inc., The Walt Disney Company (Hulu) and Alibaba Group Holding Limited are also profiled with their financial information and respective business strategies.

### **COUNTRY COVERAGE**

The US

## **COMPANY COVERAGE**

Netflix Inc.

Amazon.com, Inc.

The Walt Disney Company (Hulu)

Alibaba Group Holding Limited

## **EXECUTIVE SUMMARY**

Consumers are demanding a personalized video viewing experience and a large variety of content to be available on the devices. The video streaming services have revolutionised. The videos that are watched online could be in any of the different format or basically a revenue model.

The paid video content is basically an entertainment model in which the consumers pay for the content that they prefer to watch. In earlier days, consumers were given a bundle of content irrespective of their preference. But with revolution in the field of entertainment, the payment and video content both have evolved. Consumers pay for either a particular video or a series that they prefer to watch or subscribe to a service provider that provides them with bundles of series that are generally advertisement free or with minimal advertisement content into them. The paid video content by segments include, MVPD, OTT SVOD, OTT TV, Theatrical Box Office, Physical Disc Home Entertainment, Digital Home Entertainment, OTT Live Video Transaction.

OTT Video, is the distribution of audio/video content or TV programming by different service providers, free or of some charge. The content that is provided is over Internet without the internet service provider (ISP) or any Multiple System Operator (MSO) controlling the content delivery.

Subscription video on demand (SVoD) refers to a service that gives users unlimited access to a wide variety of programs for a monthly flat rate. The control over the subscription is completely into the hands of viewers who decide when to start and shut the program.

The global OTT SVOD market has increased at a significant CAGR during the years

2010-2016 and projections are made that the market would rise in the next four years i.e. 2017-2021 tremendously. The OTT SVOD market is expected to increase due to growth in GDP per-capita, increase in number of smartphone users, worldwide internet penetration, etc. Yet the market faces some challenges such as, content piracy, censorship, low internet speed, etc.

## Contents

### 1. EXECUTIVE SUMMARY

### 2. INTRODUCTION

#### 2.1 Paid Video Content: An Overview

##### 2.1.1 Paid Video Content by Segments

#### 2.2 OTT Subscription: An Overview

##### 2.2.1 Features of OTT Subscription

#### 2.3 OTT SVOD: An Overview

### 3. GLOBAL MARKET ANALYSIS

#### 3.1 Global Paid Video Content Market: An Analysis

##### 3.1.1 Global Paid Video Content Market by Value

##### 3.1.2 Global Paid Video Content Market by Segments

##### 3.1.3 Global Paid Video Subscription Market by Segments

#### 3.2 Global OTT Subscription Market: An Analysis

##### 3.2.1 Global OTT Subscription Market by Value

##### 3.2.2 Global OTT Subscription Market by Segments

#### 3.3 Global OTT SVOD Market: An Analysis

##### 3.3.1 Global OTT SVOD Market by Value

##### 3.3.2 Global OTT SVOD Market by Volume

### 4. REGIONAL ANALYSIS

#### 4.1 The US Paid Video Content Market: An Analysis

##### 4.1.1 The US Paid Video Content Market by Value

##### 4.1.2 The US Paid Video Content Market by Segments

##### 4.1.3 The US Paid Video Subscription Market by Segments

#### 4.2 The US OTT Subscription Market: An Analysis

##### 4.2.1 The US OTT Subscription Market by Value

##### 4.2.2 The US OTT Subscription Market by Segments

#### 4.3 The US OTT SVOD Market: An Analysis

##### 4.3.1 The US OTT SVOD Market by Value

##### 4.3.2 The US OTT SVOD Market by Volume

### 5. MARKET DYNAMICS

## 5.1 Growth Drivers

5.1.1 Increasing Global Fixed and Active Mobile Broadband Subscriptions Per 100 Inhabitants

5.1.2 Increasing Global Social Network Users

5.1.3 Increasing Global Internet Penetration

5.1.4 Rising Global GDP Per-Capita

5.1.5 Growing Global Smartphone Users

5.1.6 Increasing Global Youth Population

5.1.7 Increased Growth Rate of Emerging Economies

## 5.2 Challenges

5.2.1 Censorship

5.2.2 Content Cost

5.2.3 Hurdles in Content Migration

5.2.4 High Barriers to Entry

5.2.5 Low Internet Speed

5.2.6 Content Piracy

## 5.3 Market Trends

5.3.1 Significant Devices Used To Watch Streaming Videos in the US

5.3.2 Reasons for Binge-watching Series (3 Episodes or More)

5.3.3 Increasing Gross Enrolment Ratio Worldwide-Secondary Education

5.3.4 More Time for Leisure

5.3.5 Penetration of Cloud Based Infrastructure

5.3.6 Restriction on Auto Renewal

5.3.7 High Barriers to Entry

# 6. COMPETITIVE LANDSCAPE

## 6.1 Global Competitive Landscape

6.1.1 OTT SVOD Market Players in VOD Model Diagram

6.1.2 Global (Excluding China) SVOD Market Players by Services

6.1.3 Global SVOD Market Players by Estimated Annual Video Content Budgets

## 6.2 Regional Competitive Landscape

6.2.1 China SVOD Market Players by Services

6.2.2 The US SVOD Market Players by User Base

6.2.3 The US and China OTT SVOD Market Players: A Comparison

# 7. COMPANY PROFILE

## 7.1 Amazon.com, Inc.

### 7.1.1 Business Overview

### 7.1.2 Financial Overview

### 7.1.3 Business Strategy

## 7.2 Netflix, Inc.

### 7.1.1 Business Overview

### 7.1.2 Financial Overview

### 7.1.3 Business Strategy

## 7.3 The Walt Disney Company (Hulu)

### 7.1.1 Business Overview

### 7.1.2 Financial Overview

### 7.1.3 Business Strategy

## 7.4 Alibaba Group Holding Limited

### 7.1.1 Business Overview

### 7.1.2 Financial Overview

### 7.1.3 Business Strategy

## Figures & Tables

### LIST OF FIGURES AND TABLES

Figure 1: Paid Video Content Market by Segments

Figure 2: Features of OTT Subscription

Figure 3: Global Paid Video Content Market by Value; 2010-2016 (US\$ Billion)

Figure 4: Global Paid Video Content Market by Value; 2017-2021 (US\$ Billion)

Figure 5: Global Paid Video Content Market by Segments; 2016 (Percentage, %)

Figure 6: Global Paid Video Subscription Market by Segments; 2016 (Percentage, %)

Figure 7: Global OTT Subscription Market by Value; 2010-2016 (US\$ Billion)

Figure 8: Global OTT Subscription Market by Value; 2017-2021 (US\$ Billion)

Figure 9: Global OTT Subscription Market by Segments; 2016 (Percentage, %)

Figure 10: Global OTT SVOD Market by Value; 2010-2016 (US\$ Billion)

Figure 11: Global OTT SVOD Market by Value; 2017-2021 (US\$ Billion)

Figure 12: Global OTT SVOD Market by Volume; 2010-2016 (Billion)

Figure 13: Global OTT SVOD Market by Volume; 2017-2021 (Billion)

Figure 14: The US Paid Video Content Market by Value; 2010-2016 (US\$ Billion)

Figure 15: The US Paid Video Content Market by Value; 2017-2021 (US\$ Billion)

Figure 16: The US Paid Video Content Market by Segments; 2016 (Percentage, %)

Figure 17: The US Paid Video Subscription Market by Segments; 2016 (Percentage, %)

Figure 18: The US OTT Subscription Market by Value; 2010-2016 (US\$ Billion)

Figure 19: The US OTT Subscription Market by Value; 2017-2021 (US\$ Billion)

Figure 20: The US OTT Subscription Market by Segments; 2016 (Percentage, %)

Figure 21: The US OTT SVOD Market by Value; 2010-2016 (US\$ Billion)

Figure 22: The US OTT SVOD Market by Value; 2017-2021 (US\$ Billion)

Figure 23: The US OTT SVOD Market by Volume; 2010-2016 (Billion)

Figure 24: The US OTT SVOD Market by Volume; 2017-2021 (Billion)

Figure 25: Global Fixed and Active Mobile Broadband Subscriptions Per 100 Inhabitants

Figure 26: Global Social Network Users; 2011-2020 (Billion)

Figure 27: Global Internet Penetration; 2014-2019 (Percentage, %)

Figure 28: Global GDP Per-Capita; 2009-2016 (US\$)

Figure 29: Global Smartphone Users; 2014-2020 (Billion)

Figure 30: Global Youth Population; 2000-2025 (Million)

Figure 31: Growth Rate of Emerging Economies; 2015-2017 (Percentage, %)

Figure 32: Significant Devices Used To Watch Streaming Videos in the US; 2016 (Percentage, %)

Figure 33: Reasons for Binge-watching Series (3 Episodes or More); 2015, (Percentage, %)

Figure 34: Gross Enrolment Ratio Worldwide-Secondary Education (Both Sexes); 2010-2015 (Percentage, %)

Figure 35: Average Weekly Hours Worked; 2009-2014 (Hours)

Figure 36: OTT SVOD Market Players in VOD Model Diagram

Figure 37: Global SVOD Market Players by Estimated Annual Video Content Budgets; 2013-2017 (US\$ Billion)

Figure 38: The US SVOD Market Players by User Base; Q1 2014-Q1 2016 (Percentage, %)

Figure 39: The US and China OTT SVOD Market Players by Subscription Penetration; 2016 (Percentage, %)

Figure 40: The US and China OTT SVOD Market Players by Number of Subscribers; 2016 (Percentage, %)

Figure 41: Amazon.com Net Sales; 2012-2016 (US\$ Billion)

Figure 42: Amazon.com Net Sales by Region; 2016 (Percentage, %)

Figure 43: Netflix, Inc. Revenue; 2012-2016 (US\$ Billion)

Figure 44: Netflix, Inc. Revenue by Segments; 2016 (Percentage, %)

Figure 45: The Walt Disney Company Revenue; 2012-2016 (US\$ Billion)

Figure 46: The Walt Disney Company; 2016 (Percentage, %)

Figure 47: Alibaba Group Revenue; 2012-2016 (US\$ Billion)

Figure 48: Alibaba Group Revenue by Segments; 2016 (Percentage, %)

Table 1: Global (Excluding China) SVOD Market Players by Services

Table 2: China SVOD Market Players by Services



## I would like to order

Product name: Global OTT Subscription Video on Demand (SVOD) Market: Size, Trends & Forecasts (2017-2021)

Product link: <https://marketpublishers.com/r/G405248AD3CEN.html>

Price: US\$ 1,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G405248AD3CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

