

Subscription Video-on-Demand Market in the United States

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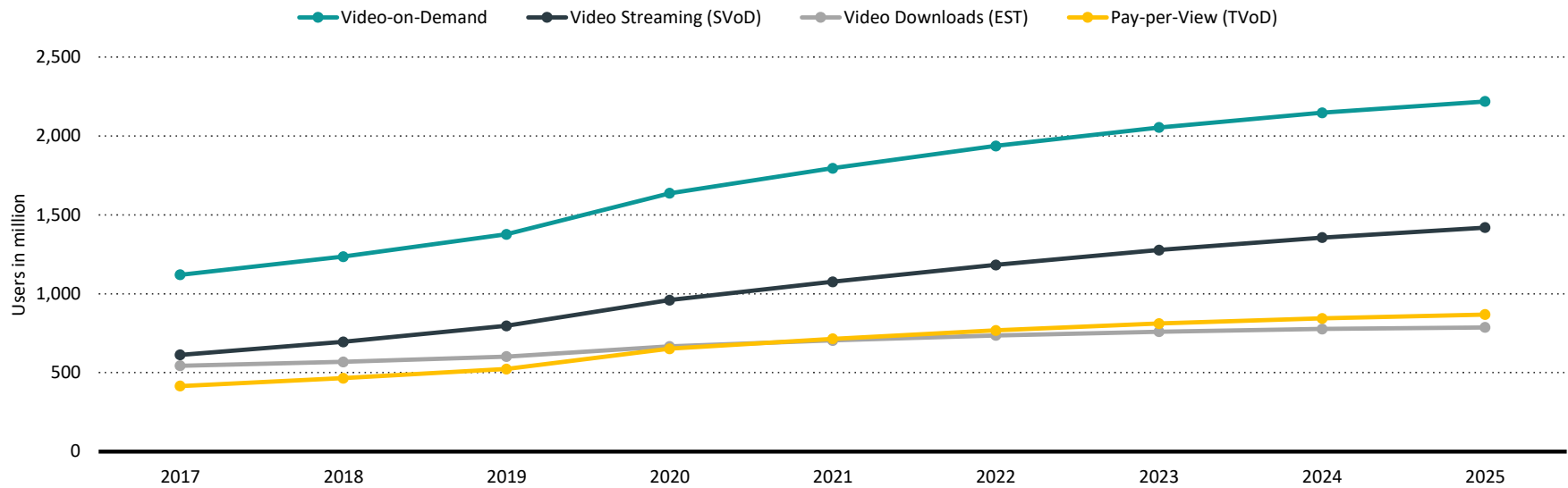
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Overview

Subscription Video-on-Demand Market in the United States

Forecast of Video-on-Demand Users by Segment in the World 2017-2025

Forecast of Video-on-Demand users by segment in the World from 2017 to 2025 (in million)



Note(s): Worldwide; 2020

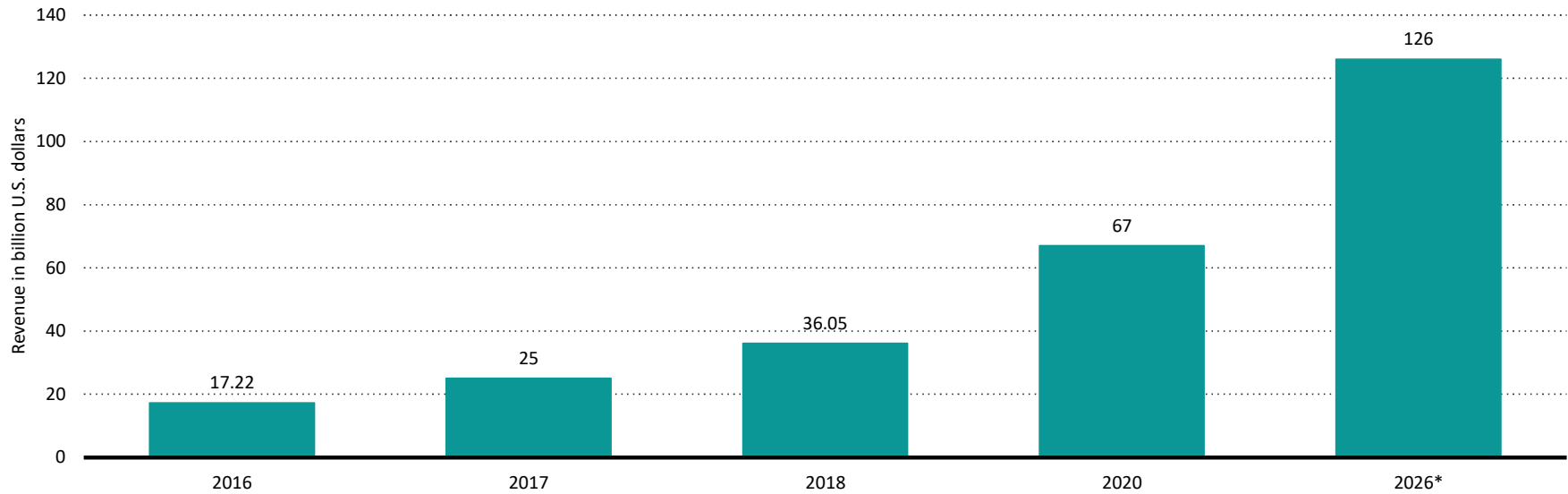
Further information regarding this statistic can be found on [page 52](#).

Source(s): Statista Digital Market Outlook [ID 456771](#)



SVOD Revenue Worldwide 2016-2026

Subscription video-on-demand (SVOD) revenue worldwide from 2016 to 2026 (in billion U.S. dollars)



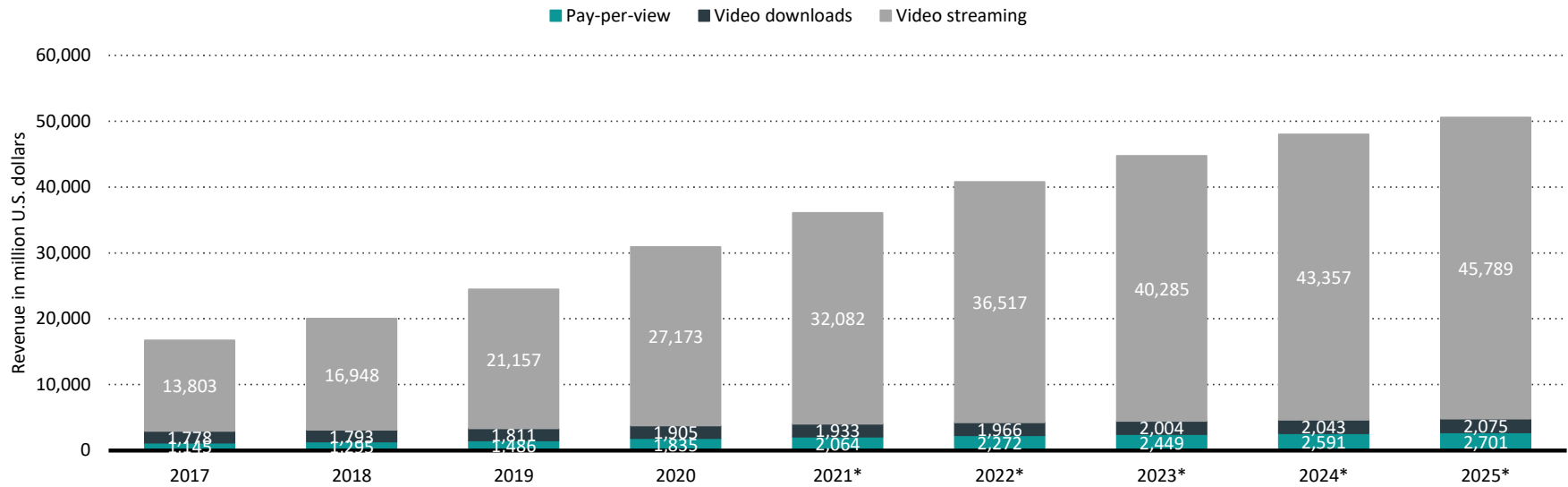
Note(s): Worldwide; 2016 to 2020

Further information regarding this statistic can be found on [page 53](#).

Source(s): Digital TV Research [ID 483096](#)

Digital Market Outlook: Video-on-Demand Revenue in the U.S. 2017-2025, by type

Video-on-Demand revenue in the United States from 2017 to 2025, by type (in million U.S. dollars)



Note(s): United States; 2017 to 2020

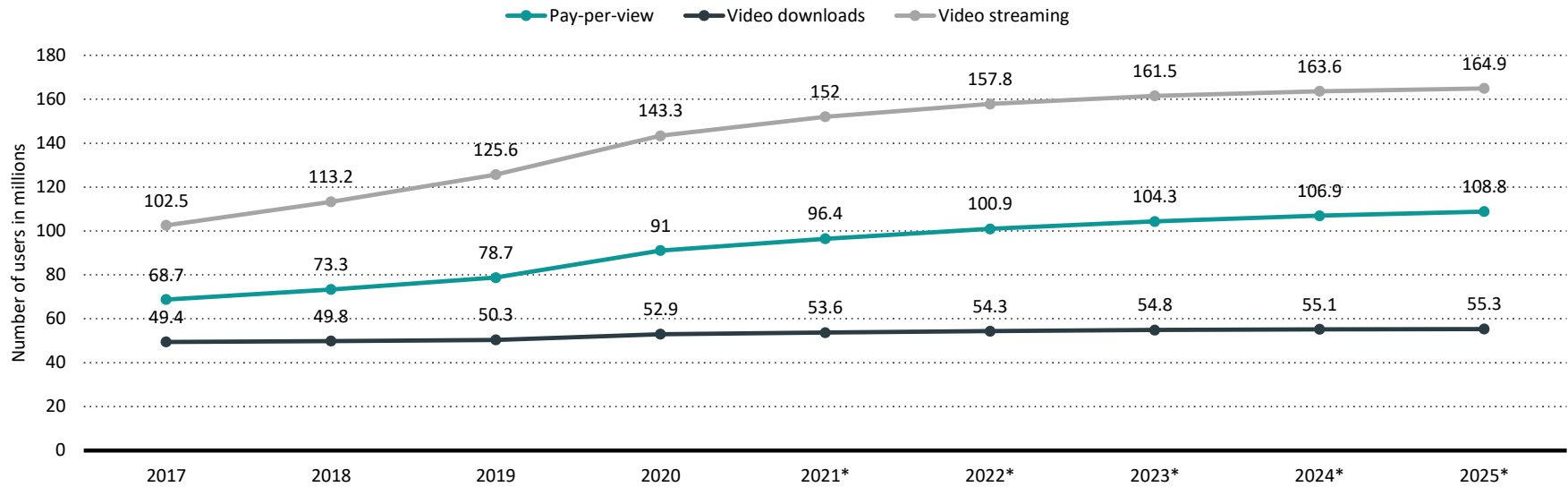
Further information regarding this statistic can be found on [page 54](#).

Source(s): Statista; Statista Digital Market OutlookID 455726



Digital Market Outlook: Users of Video-on-Demand in the U.S. 2017-2025, by type

Number of video-on-demand users in the United States from 2017 to 2025, by type (in millions)



Note(s): United States; 2017 to 2020

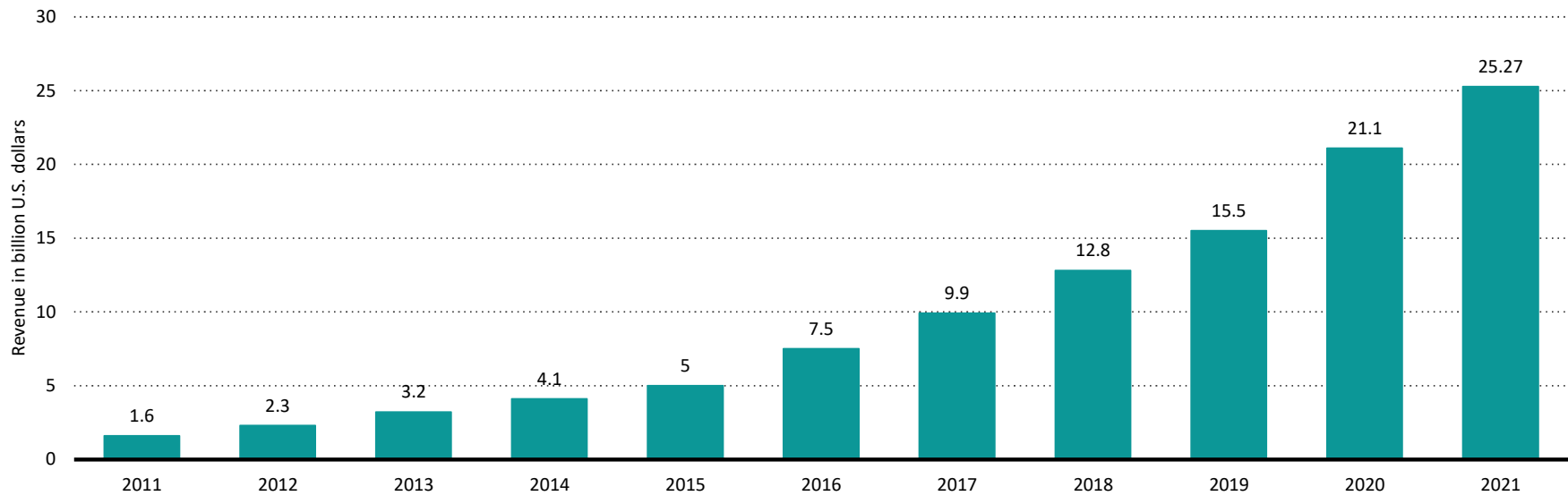
Further information regarding this statistic can be found on [page 55](#).

Source(s): Statista; Statista Digital Market OutlookID 455730



SVOD Revenue in the U.S. 2011-2021

Subscription video-on-demand (SVOD) revenue in the United States from 2011 to 2021 (in billion U.S. dollars)



Note(s): United States; 2011 to 2021

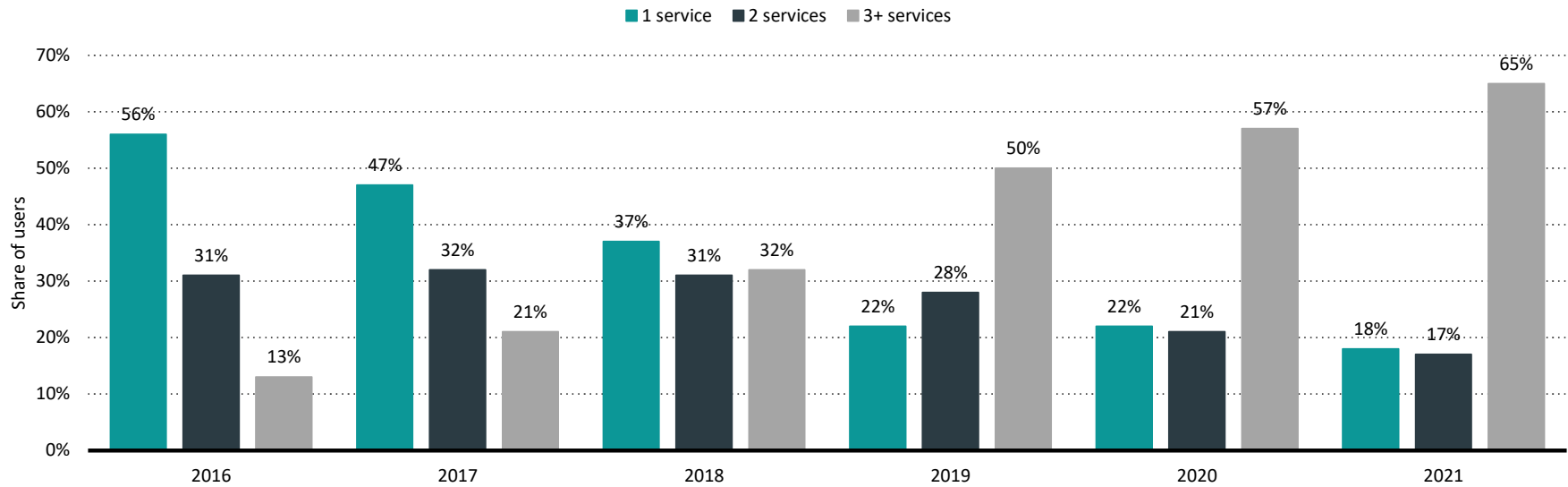
Further information regarding this statistic can be found on [page 56](#).

Source(s): Digital Entertainment Group [ID 483100](#)



Number of Paid SVOD Services Used in the U.S. 2016-2021

Number of paid SVOD services subscribed to by users in the United States from 2016 to 2021



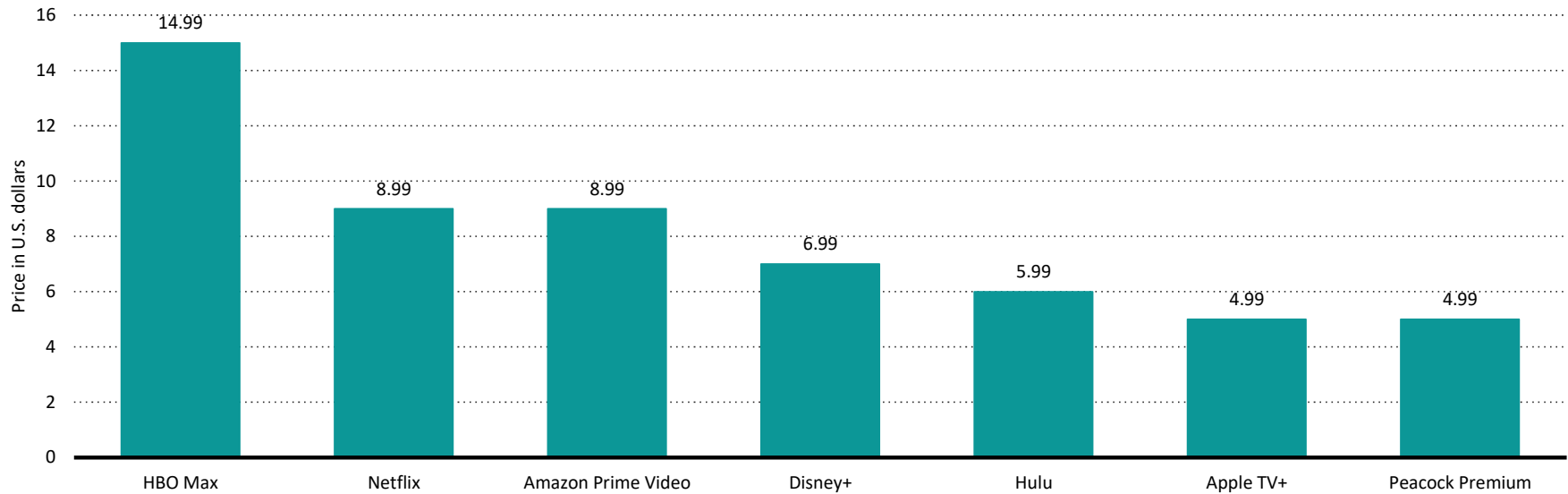
Note(s): United States; 2016 to 2021; 2016 n=4,000; 2017 n=4,047; 2018 n=4,000; 2019 n=4,006; 2020 n=4,003; 2021 n=4,018

Further information regarding this statistic can be found on [page 57](#).

Source(s): Activate; Digital TV Research; Hulu; NetflixID 786665

SVOD Services Monthly Basic Plan Subscription Price in the U.S. 2020

Monthly costs of streaming services most basic plan in the United States as of December 2020, by service



Note(s): United States; December 31, 2020

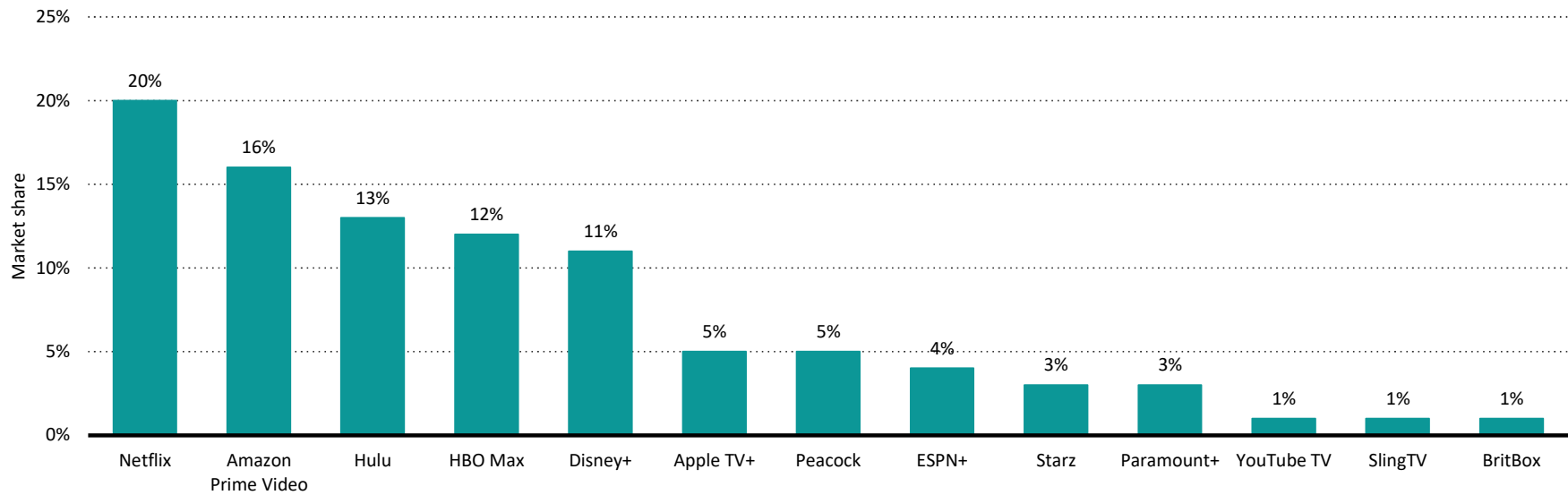
Further information regarding this statistic can be found on [page 58](#).

Source(s): ReelgoodID [1110896](#)



Market Share of SVOD Platforms in the U.S. 2020

Market shares of selected Subscription Video-on-Demand (SVOD) services in the United States in 2020



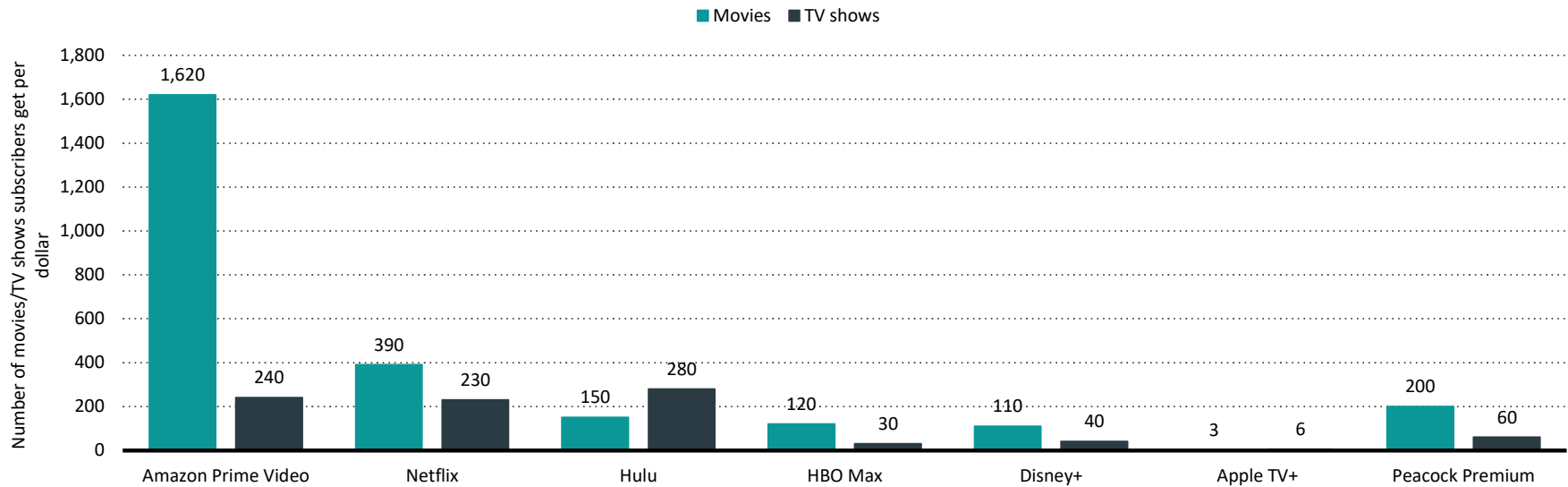
Note(s): United States; 2020; based on subscriptions
Further information regarding this statistic can be found on [page 59](#).
Source(s): Media Play News; TheWrap; Ampere Analysis [ID 496011](#)

Content

Subscription Video-on-Demand Market in the United States

Amount of Content Subscribers Get Per dollar on Major SVOD Services in the U.S. 2020

Number of movies and TV shows subscribers get per dollar on major SVOD platforms in the United States as of December 2020



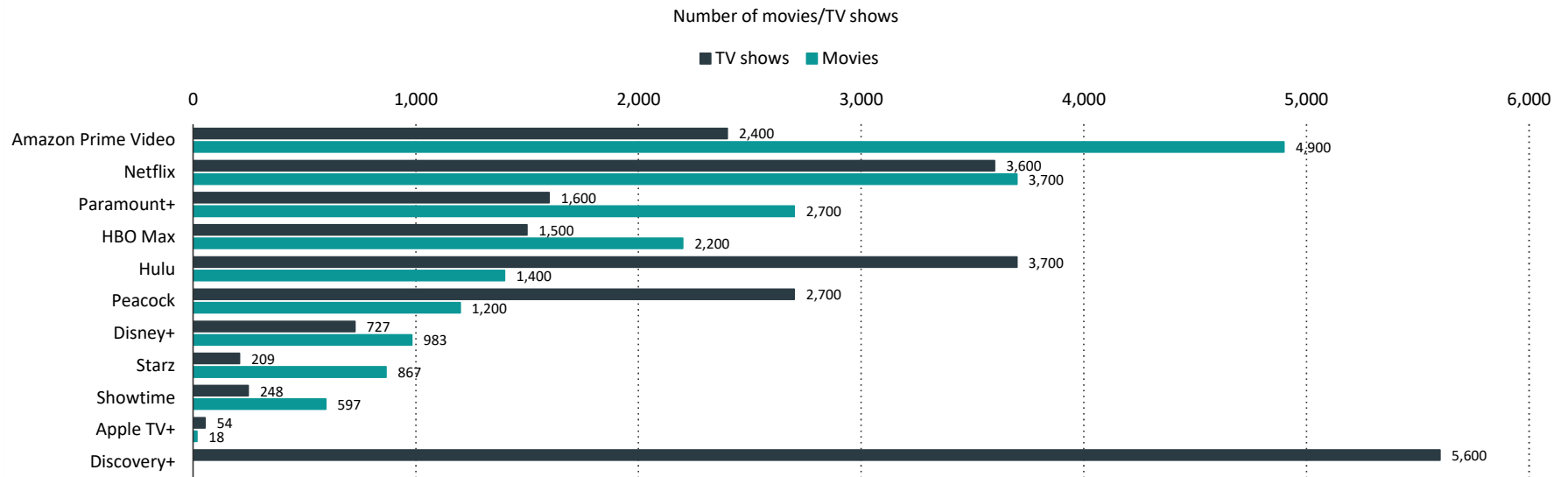
Note(s): United States; December 31, 2020

Further information regarding this statistic can be found on [page 60](#).

Source(s): ReelgoodID [1110891](#)

Number of Movies and TV shows on VOD platforms in the U.S. 2021

Content available on major video streaming platforms in the United States as of August 2021, by service



Note(s): United States; August 2021

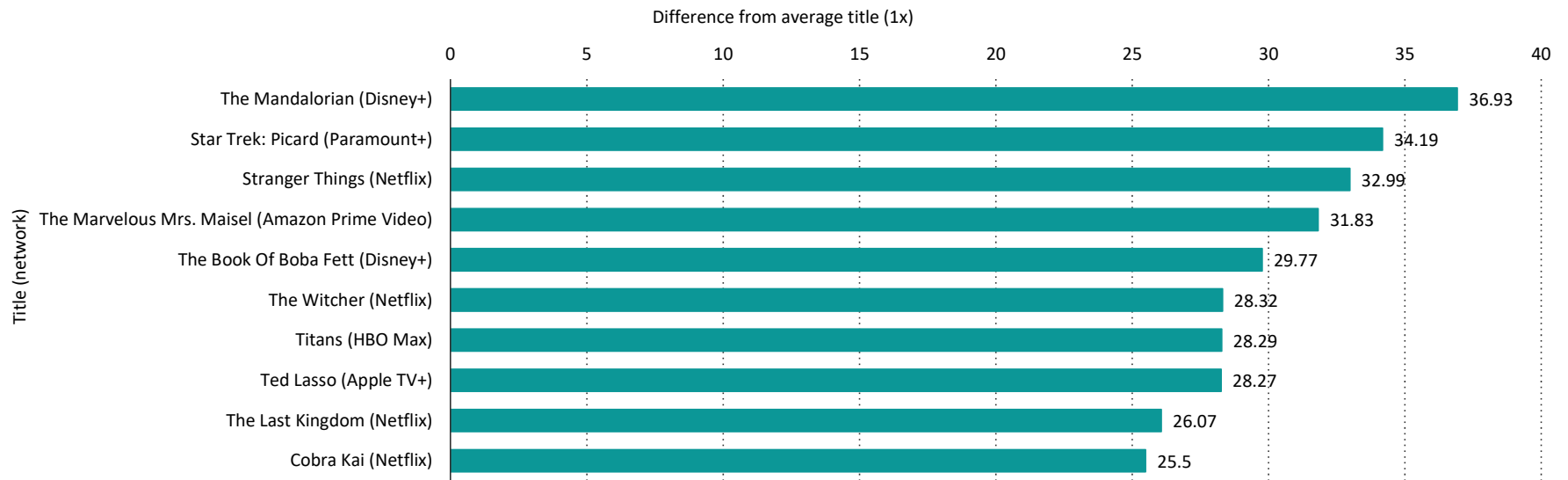
Further information regarding this statistic can be found on [page 61](#).

Source(s): Ampere Analysis; VarietyID 1110424



Most In-demand Digital Original Shows in the U.S. March 2022

Most popular digital original television shows based on audience demand in the United States from March 8 to 14, 2022, by difference from market average



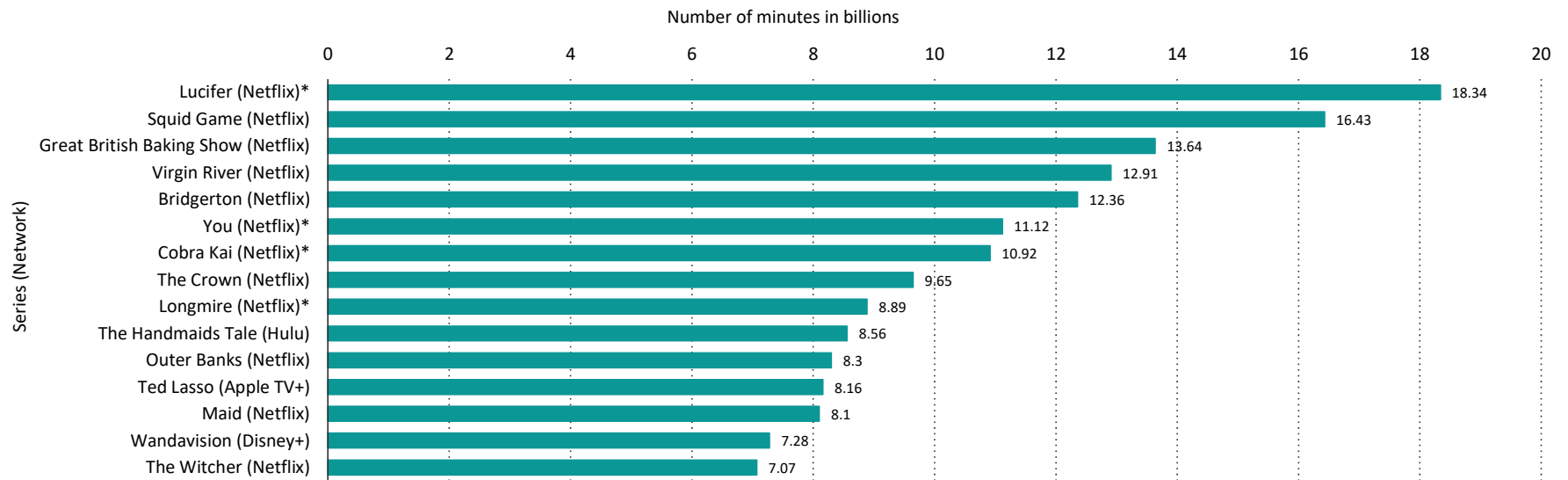
Note(s): United States; March 8 to 14, 2022

Further information regarding this statistic can be found on [page 62](#).

Source(s): Parrot Analytics [ID 715140](#)

Leading Original TV series on SVOD Services in the U.S. 2021, by minutes streamed

Minutes streamed of original TV series on subscription video streaming services in the United States in 2021 (in billions)



Note(s): United States; December 28, 2020 to December 26, 2021; 2 years and older; Nielsen SVOD Content Ratings (Netflix, Amazon Prime, Disney+, Apple TV+, and Hulu), Nielsen National TV Panel, U.S. Viewing through Television

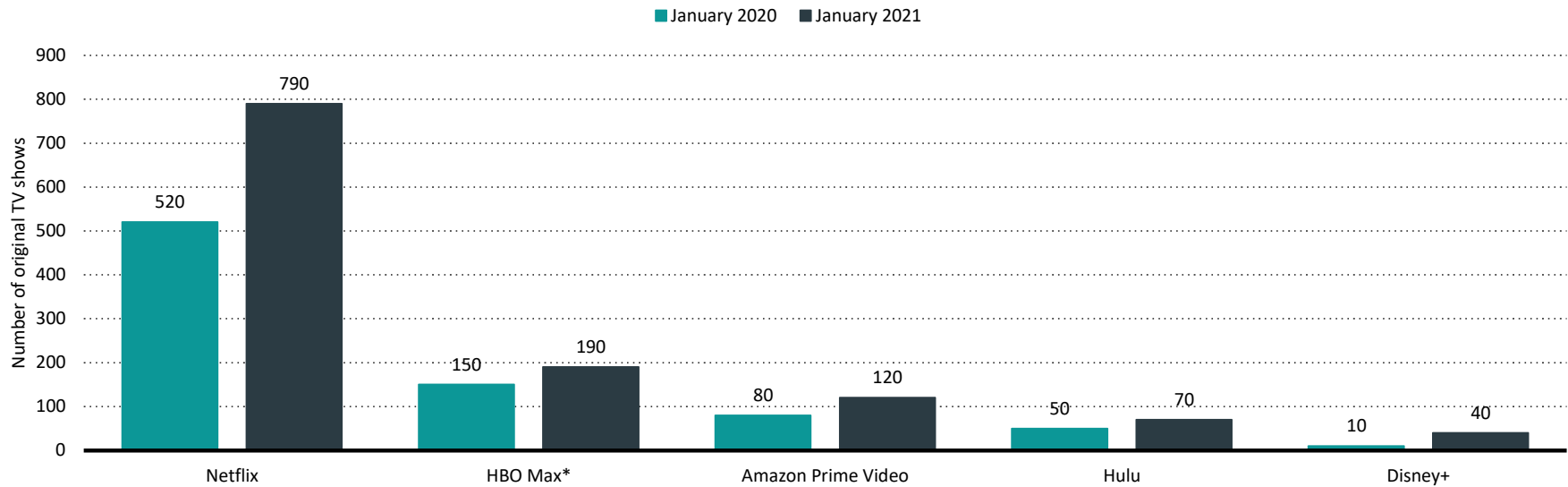
Further information regarding this statistic can be found on [page 63](#).

Source(s): Rapid TV News; NielsenID 1200175



Original TV Shows Available on Selected SVOD Services in the U.S. 2020-2021

Number of original TV shows available on selected subscription video-on-demand (SVOD) services in the United States as of January 2020 and January 2021



Note(s): United States; January 15, 2020 and January 15, 2021

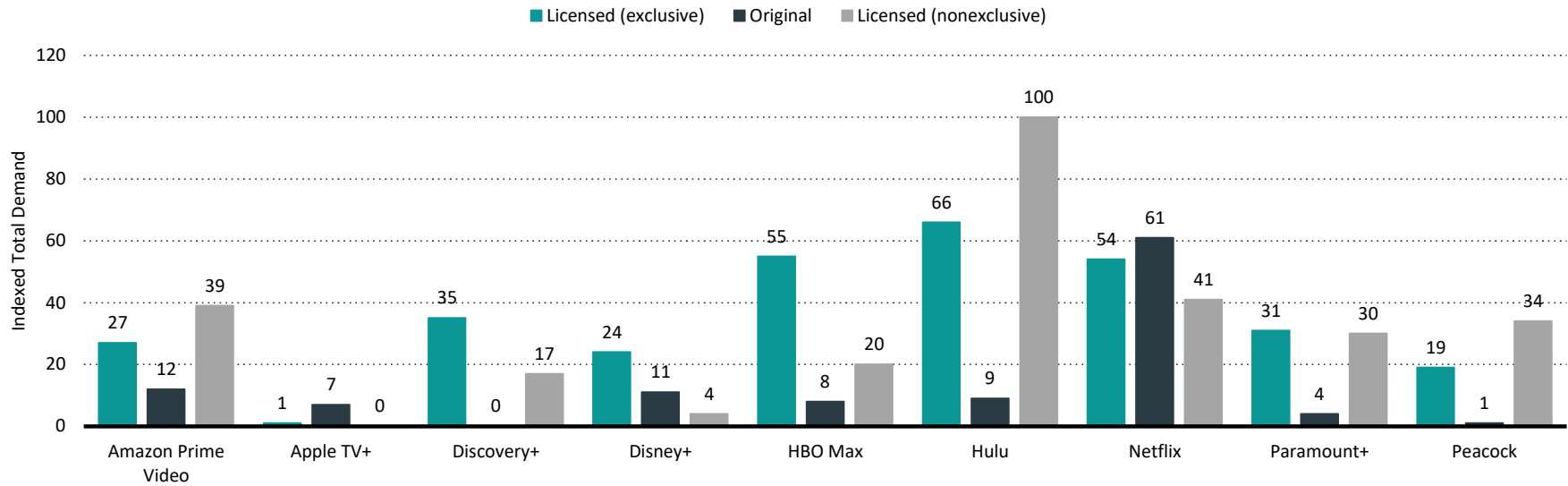
Further information regarding this statistic can be found on [page 64](#).

Source(s): Business Insider; Reelgood [ID 1248790](#)



Demand for SVOD Platforms in the U.S. 2021, by type of series

Demand for selected subscription video-on-demand (SVOD) platforms in the United States in 2nd quarter 2021, by type of series



Note(s): United States; Q2 2021; indexed to the highest value in the data range

Further information regarding this statistic can be found on [page 65](#).

Source(s): Media Play News; Parrot AnalyticsID 1260534



Online TV Shows Shared with Other SVOD Services in the U.S. 2021, by platform

Share of TV shows on selected subscription video-on-demand (SVOD) platforms shared with other services in the United States as of September 2021

	Netflix	Prime Video	Hulu	Disney+	HBO Max	Paramount+	Peacock	Starz	Showtime
Netflix	%	3%	5%	0%	1%	2%	1%	0%	0%
Prime Video	3%	%	7%	0%	1%	2%	3%	0%	1%
Hulu	6%	8%	%	1%	4%	4%	7%	0%	0%
Disney+	1%	0%	7%	%	0%	0%	0%	0%	0%
HBO Max	3%	2%	9%	0%	%	1%	0%	0%	0%
Paramount+	7%	5%	10%	0%	1%	%	1%	0%	0%
Peacock	4%	9%	21%	0%	1%	1%	%	0%	1%
Starz	2%	3%	2%	0%	1%	0%	1%	%	0%
Showtime	4%	11%	8%	0%	0%	1%	4%	0%	%

Note(s): United States; September 13, 2021

Further information regarding this statistic can be found on [page 66](#).

Source(s): Reelgood; nScreenMediaID [1271693](#)

Movies Shared with Other SVOD Services in the U.S. 2021, by platform

Share of movies on selected subscription video-on-demand (SVOD) platforms shared with other services in the United States as of September 2021

	Netflix	Prime Video	Hulu	Disney+	HBO Max	Paramount+	Peacock	Starz	Showtime
Netflix	%	2%	1%	0%	1%	1%	1%	0%	0%
Prime Video	1%	%	2%	0%	0%	8%	3%	0%	0%
Hulu	3%	9%	%	0%	1%	15%	3%	0%	0%
Disney+	0%	1%	0%	%	0%	0%	0%	0%	0%
HBO Max	1%	1%	1%	0%	%	0%	1%	0%	0%
Paramount+	1%	12%	6%	0%	0%	%	1%	1%	0%
Peacock	2%	11%	2%	0%	1%	3%	%	1%	1%
Starz	0%	2%	0%	0%	0%	4%	1%	%	0%
Showtime	1%	1%	0%	0%	0%	0%	3%	0%	%

Note(s): United States; September 13, 2021

Further information regarding this statistic can be found on [page 67](#).

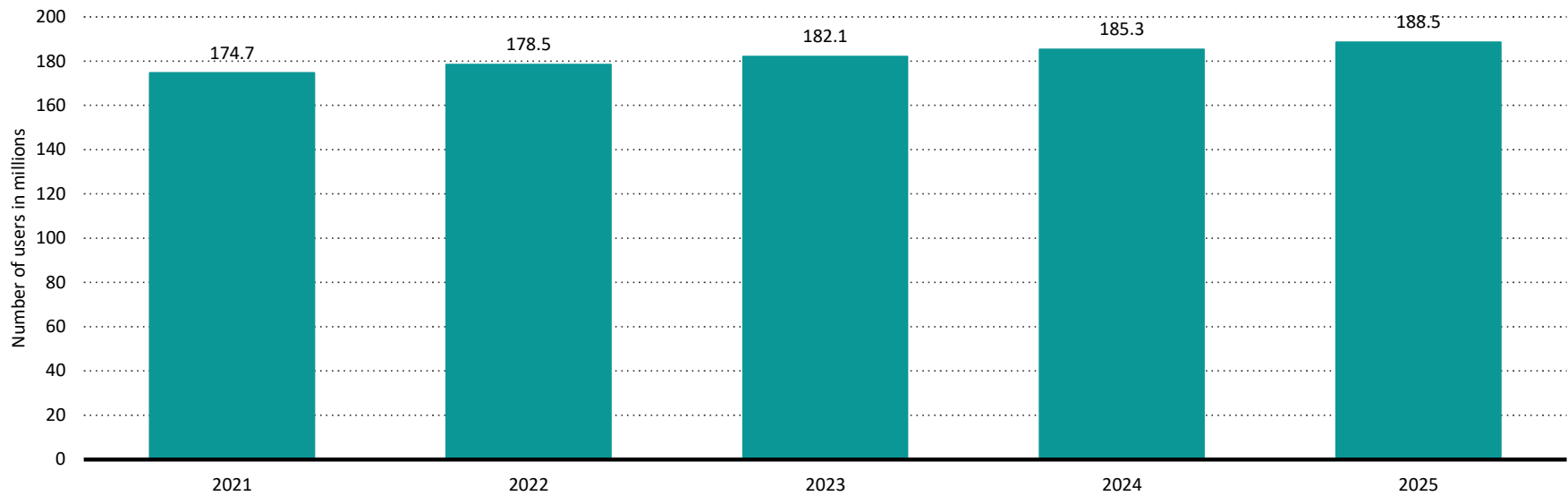
Source(s): Reelgood; Cord Cutters News [ID 1272123](#)

Platforms

Subscription Video-on-Demand Market in the United States

Netflix viewers in the U.S. 2021-2025

Number of Netflix viewers in the United States from 2021 to 2025 (in millions)



Note(s): United States; February 2021; forecast; individuals of any age who watch Netflix via the app or website at least once per month

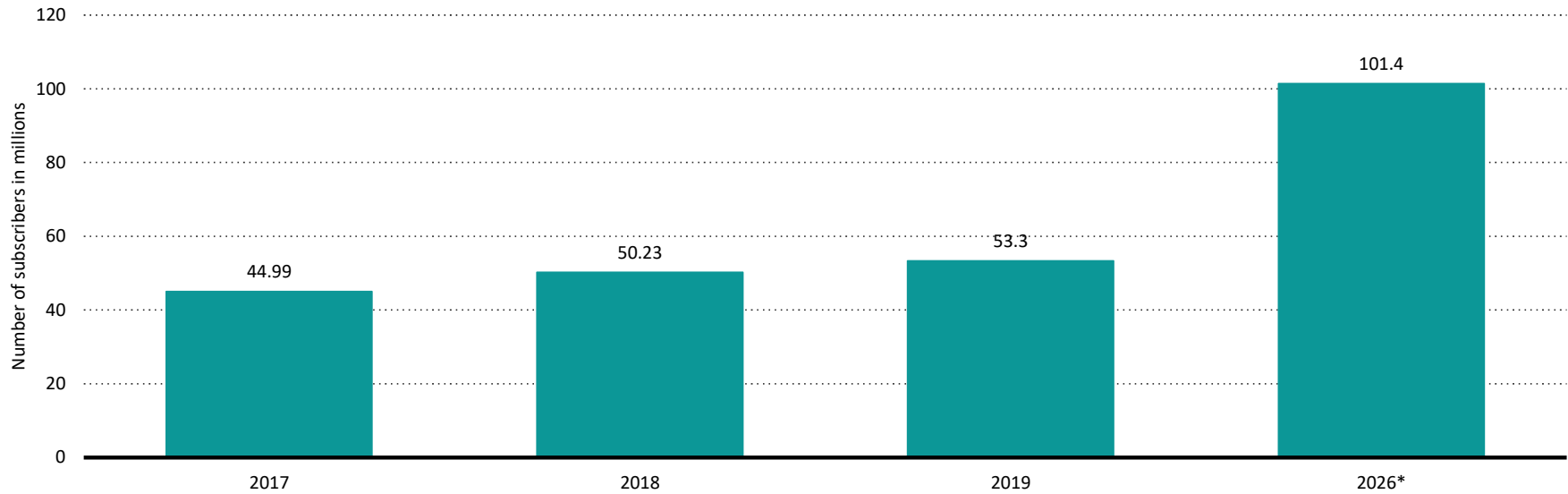
Further information regarding this statistic can be found on [page 68](#).

Source(s): eMarketer; Insider Intelligence [ID 469366](#)



Number of Amazon Video Subscribers in the U.S. 2017-2026

Number of Amazon Video subscribers in the United States from 2017 to 2026 (in millions)



Note(s): United States; 2017 to 2019; forecast from September 2021

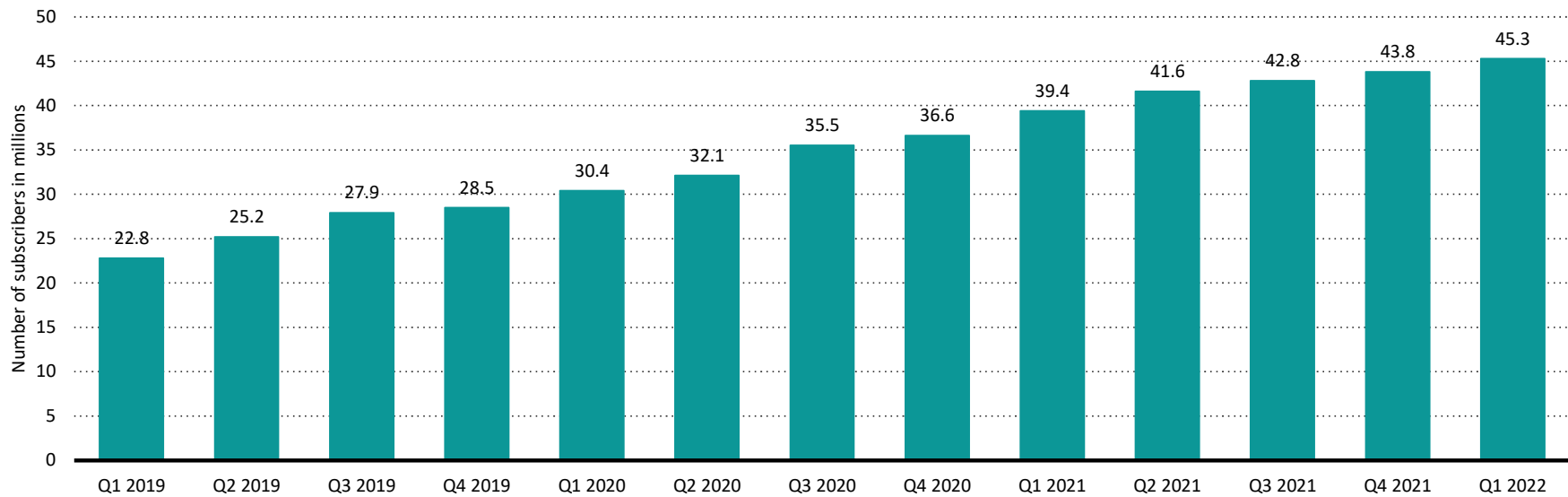
Further information regarding this statistic can be found on [page 69](#).

Source(s): Digital TV Research [ID 648541](#)



Number of Hulu's Paying Subscribers in the U.S. 2019-2022, by quarter

Number of Hulu's paying subscribers in the United States from 1st quarter 2019 to 1st quarter 2022 (in millions)



Note(s): United States; December 2018 to January 1, 2022; fiscal year ends late September/early October of the corresponding calendar year

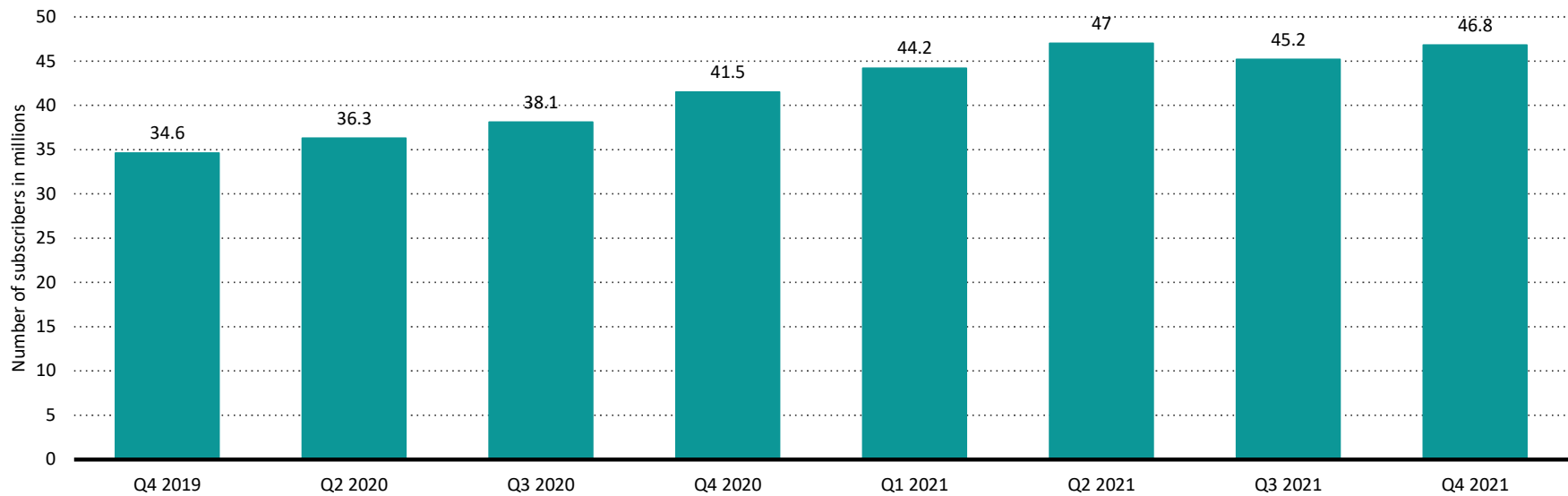
Further information regarding this statistic can be found on [page 70](#).

Source(s): Walt Disney [ID_258014](#)



Number of HBO and HBO Max Subscribers in the U.S. 2019-2021

Number of HBO and HBO Max subscribers in the United States from 4th quarter 2019 to 4th quarter 2021 (in millions)



Note(s): United States; Q4 2019 to Q4 2021

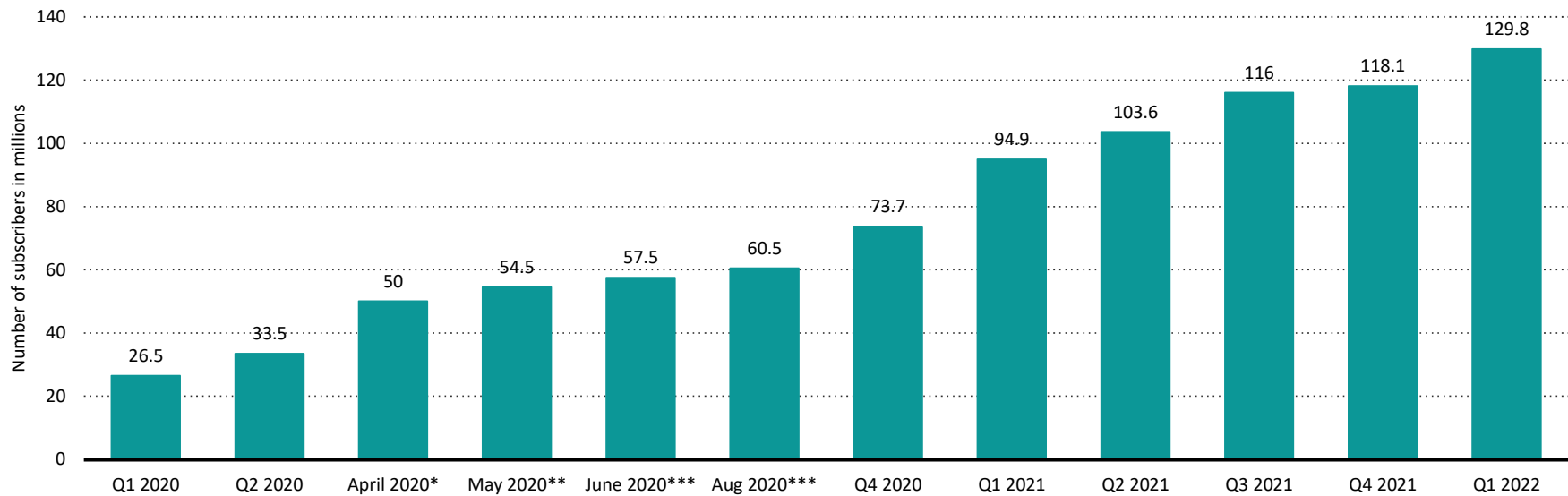
Further information regarding this statistic can be found on [page 71](#).

Source(s): AT&T; [Deadline.comID 539290](#)



Disney+ Subscriber Numbers Worldwide 2020-2022

Number of Disney Plus subscribers worldwide from 1st quarter 2020 to 1st quarter 2022 (in millions)



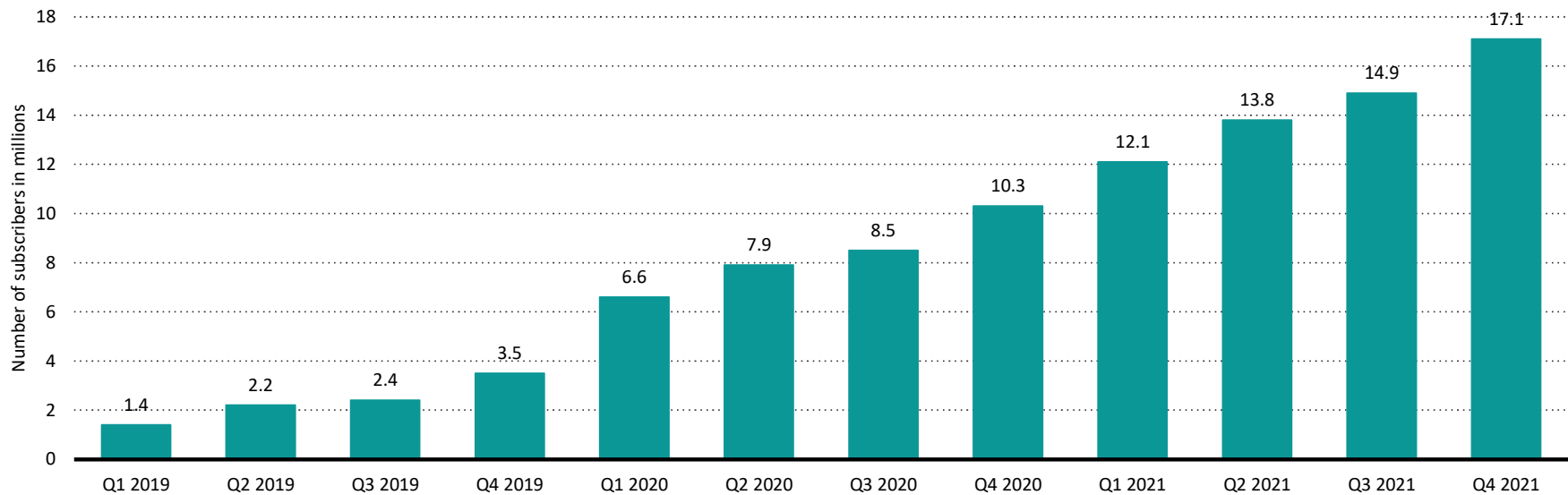
Note(s): Worldwide; December 2019 to January 1, 2022; fiscal year ends late September/early October of the corresponding calendar year

Further information regarding this statistic can be found on [page 72](#).

Source(s): Walt Disney [ID_1095372](#)

ESPN+ Subscriber Numbers in the U.S. 2019-2021

Number of subscribers to ESPN's streaming service ESPN Plus in the United States from 1st quarter 2019 to 4th quarter 2021 (in millions)



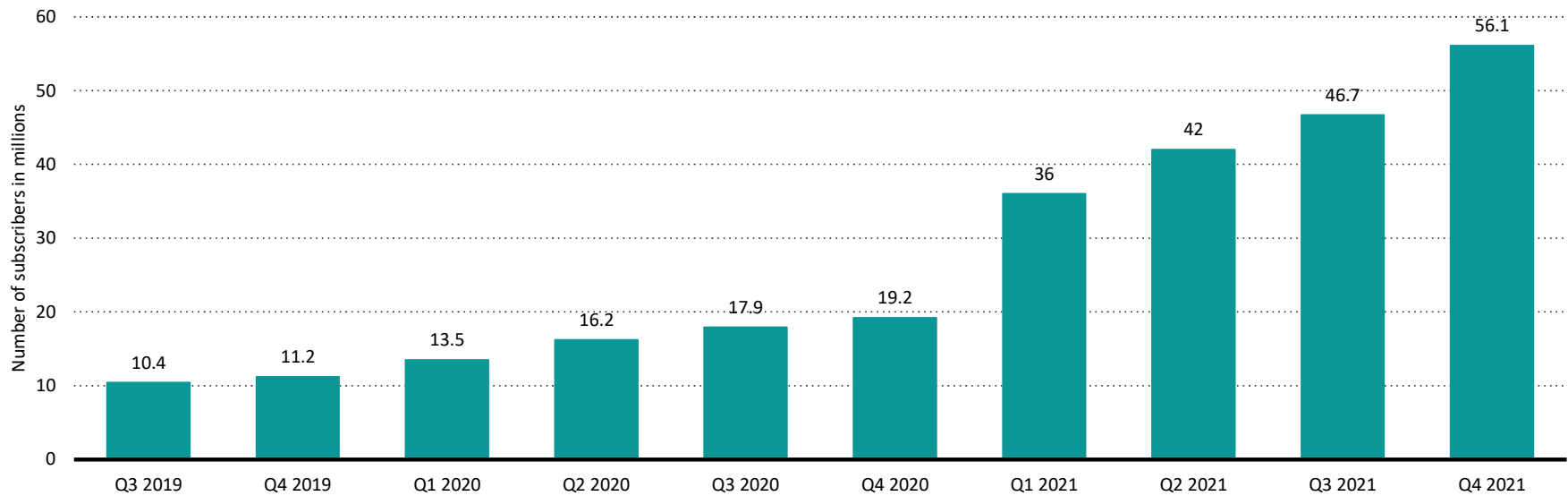
Note(s): United States; December 2018 to October 2, 2021; fiscal year ends late September/early October of the corresponding calendar year

Further information regarding this statistic can be found on [page 73](#).

Source(s): Walt Disney [ID_1054451](#)

Paramount - Number of Subscribers Worldwide 2015-2021

Number of subscribers to Paramount Global (formerly ViacomCBS) streaming services worldwide from 3rd quarter 2019 to 4th quarter 2021 (in millions)



Note(s): Worldwide; Q3 2019 to Q4 2021

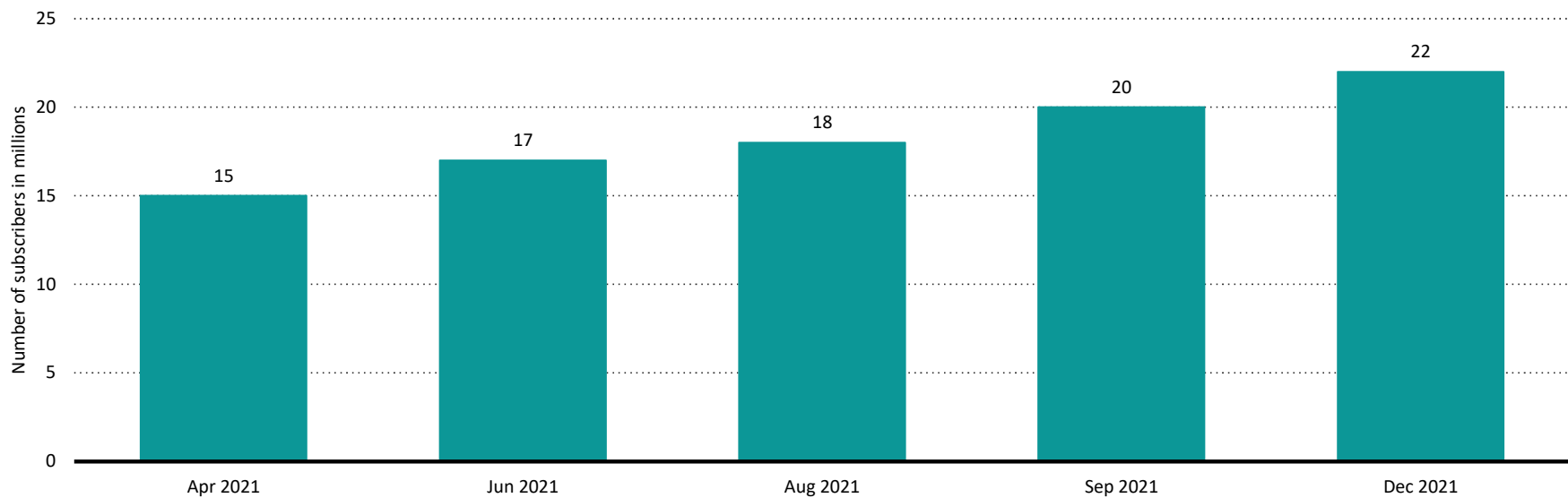
Further information regarding this statistic can be found on [page 74](#).

Source(s): ParamountID [1047393](#)



Global Number of Subscribers to Direct-to-Consumer Video Services of Discovery 2021

Number of subscribers to direct-to-consumer video services of Discovery worldwide from April to December 2021 (in millions)



Note(s): Worldwide; April to December 2021; incl. SVOD service Discovery+

Further information regarding this statistic can be found on [page 75](#).

Source(s): Discovery Communications; Deadline.com|[ID 1272972](#)

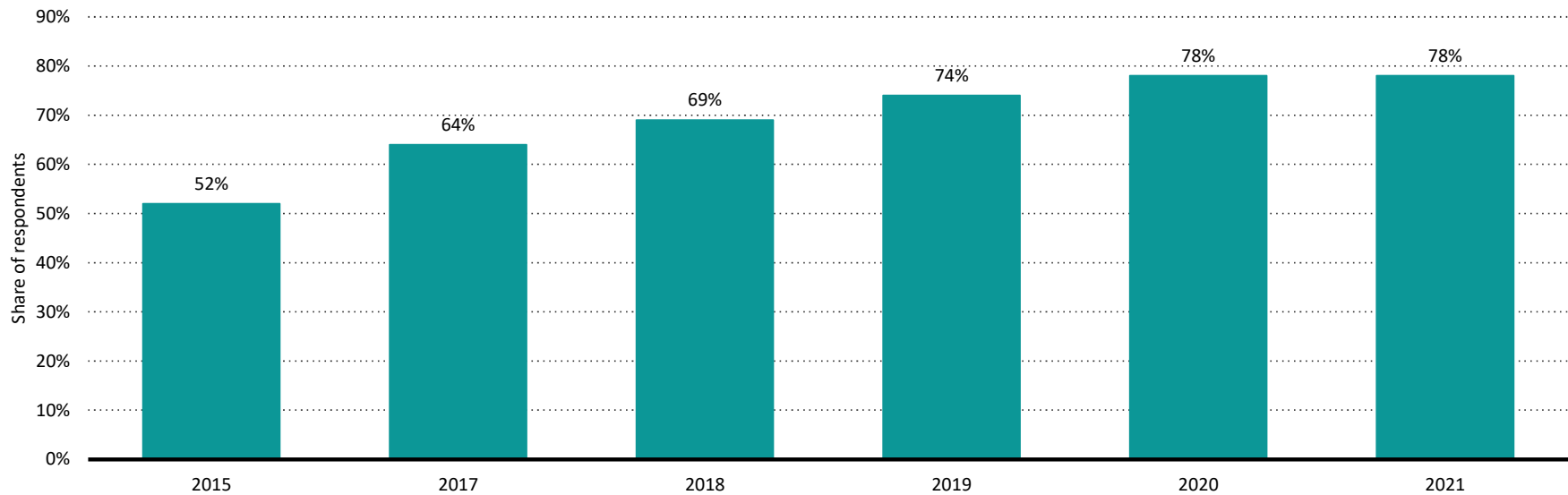


Users and Demographics

Subscription Video-on-Demand Market in the United States

SVOD Service User Shares in the U.S. 2015-2021

Share of consumers who have a subscription video-on-demand (SVOD) service in the United States from 2015 to 2021



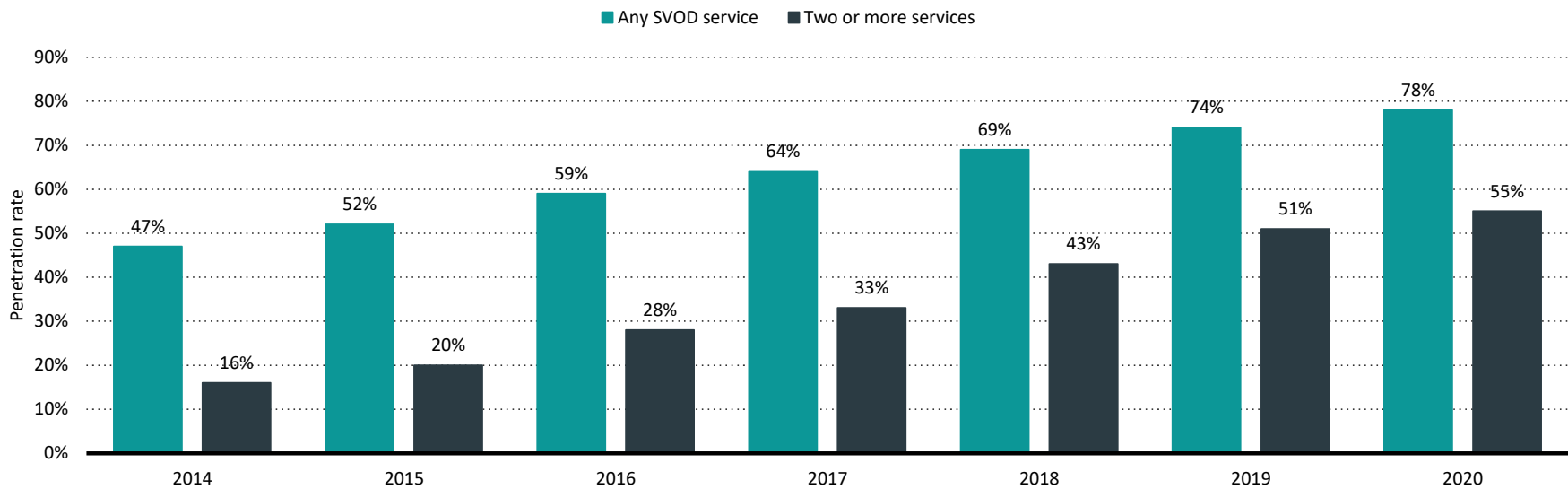
Note(s): United States; 2015 to 2021; 18 years and older; 2,000 respondents; services include Netflix, Amazon Prime, and/or Hulu

Further information regarding this statistic can be found on [page 76](#).

Source(s): Leichtman Research Group [ID 318778](#)

SVOD Penetration Rate in U.S. Homes 2014-2020

Share of subscription video-on-demand (SVOD) users in the United States from 2014 to 2020



Note(s): United States; 2014 to 2020; 18 years and older; 1,990*

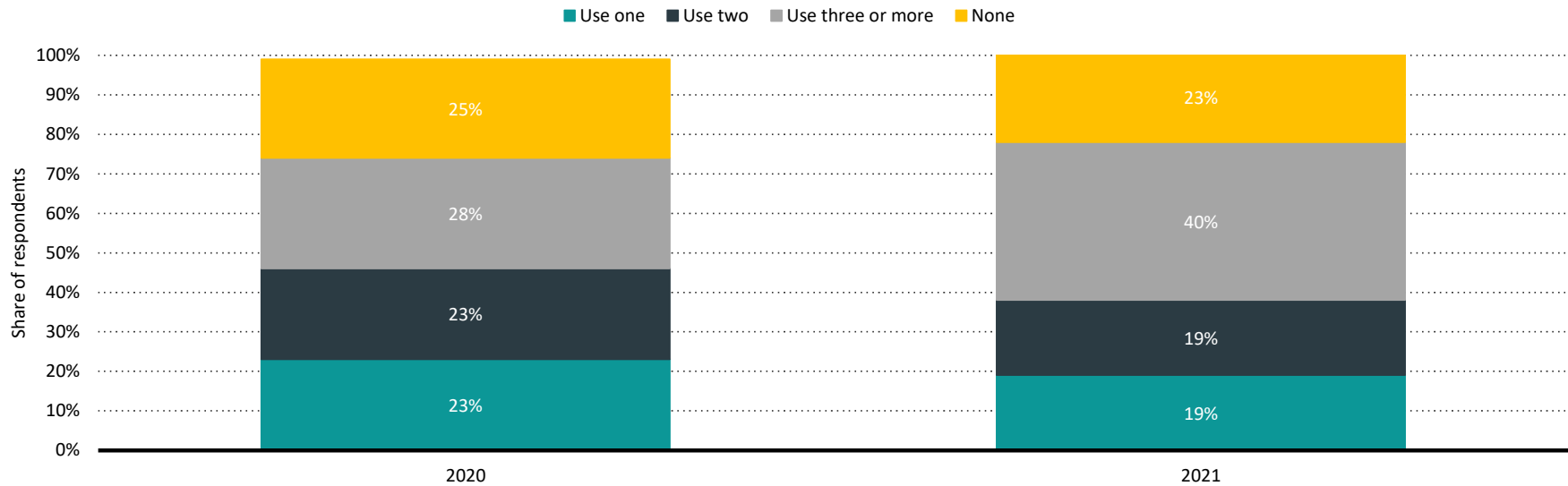
Further information regarding this statistic can be found on [page 77](#).

Source(s): Leichtman Research Group; nScreenMediaID 1200101



Distribution of SVOD Viewers in the U.S. 2020-2021, by number of services

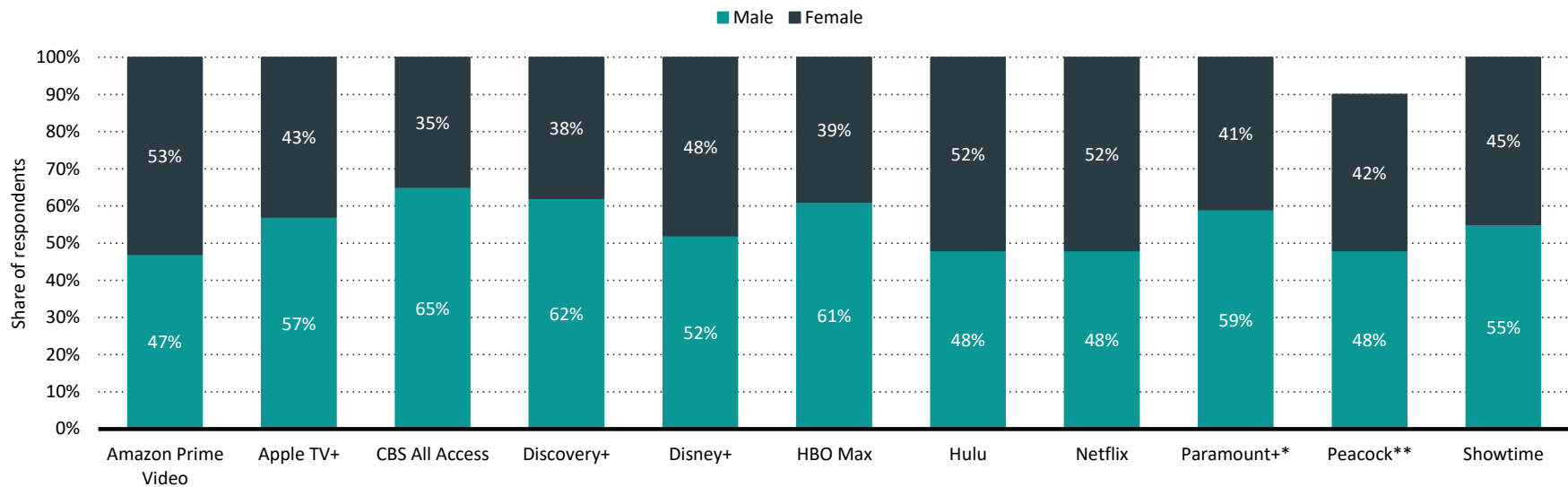
Distribution of subscription video-on-demand (SVOD) viewers in the United States in 2020 and 2021, by number of services used



Note(s): United States; 2020 and 2021; 16-74 years old; 1600 respondents; TV consumers watching at least 1 hour of TV per week & have broadband at home. SVoDs used: Netflix, Hulu, Amazon, Disney+ & HBO Max. Further information regarding this statistic can be found on [page 78](#).
Source(s): Hub Entertainment Research [ID 1243805](#)

Distribution of VOD Subscribers in the U.S. 2021, by gender

Distribution of video-on-demand subscribers in the United States as of February 2021, by gender



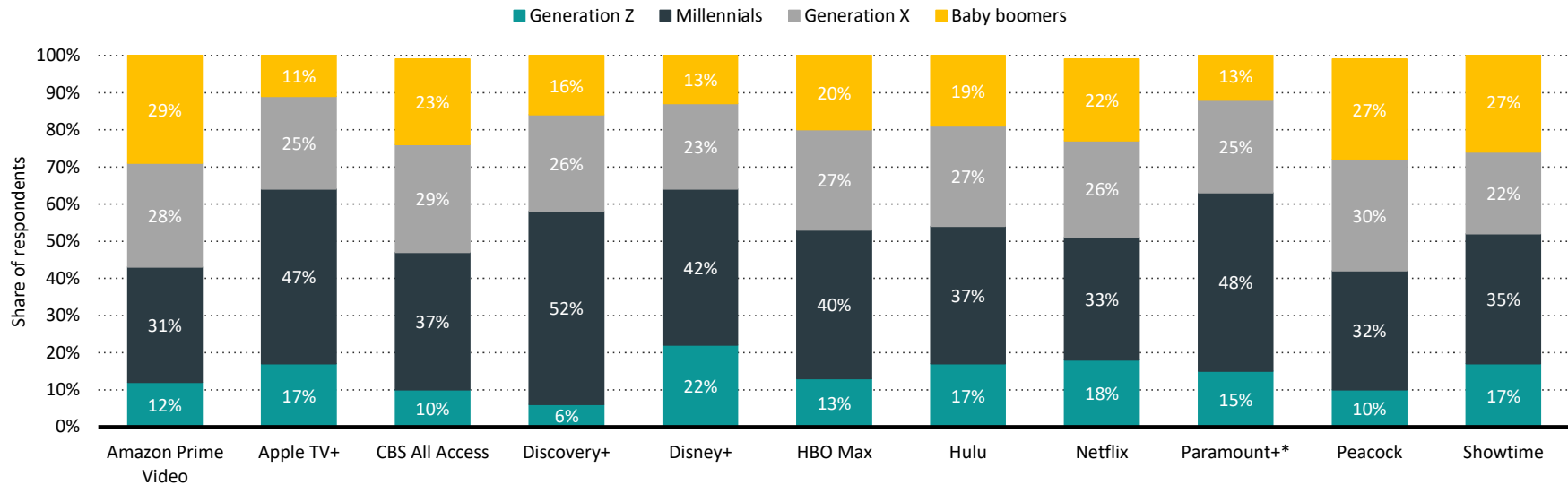
Note(s): United States; February 18 to 21, 2021; 18 years and older; 192-1,205; respondents who subscribe to each platform

Further information regarding this statistic can be found on [page 79](#).

Source(s): Morning Consult; The Hollywood Reporter [ID 1221510](#)

Distribution of VOD Subscribers in the U.S. 2021, by generation

Distribution of video-on-demand subscribers in the United States as of February 2021, by generation



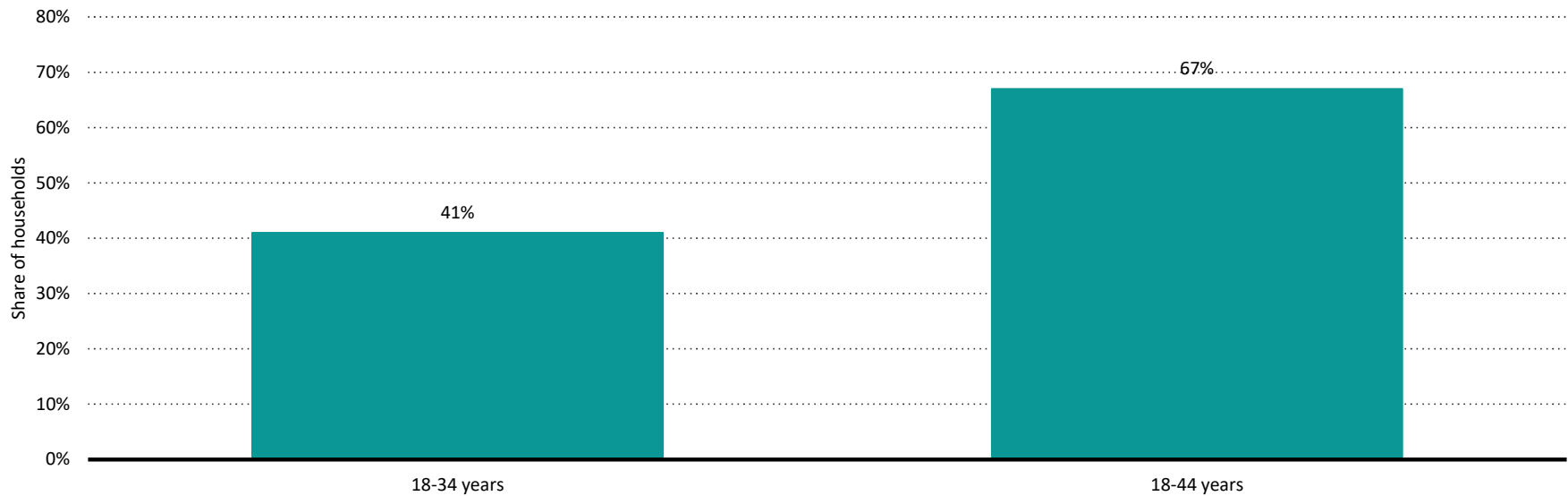
Note(s): 18 years and older; 192-1,205; respondents who subscribe to each platform

Further information regarding this statistic can be found on [page 80](#).

Source(s): Morning Consult; The Hollywood Reporter [ID 1221521](#)

Share of Households Streaming SVOD Daily in the U.S. 2021, by age group

Share of households streaming an SVOD service daily in the United States as of July 2021, by age group



Note(s): United States; June to July 2021; 18 years and older; 2000 respondents

Further information regarding this statistic can be found on [page 81](#).

Source(s): Leichtman Research GroupID [911746](#)



User Behavior

Subscription Video-on-Demand Market in the United States

SVOD Service Multiple Subscriptions in the U.S. 2020

Share of subscription video-on-demand (SVOD) subscribers who also subscribe to other services in the United States as of December 2020, by service

	also subscribe to Netflix	also subscribe to Peacock Premium	also subscribe to HBO Max	also subscribe to Amazon Prime Video
Netflix	0%	6%	20%	63%
Peacock Premium	90%	0%	80%	94%
HBO Max	90%	22%	0%	89%
Amazon Prime Video	84%	8%	27%	0%
Disney+	87%	10%	31%	82.48%
Hulu	85%	10%	32%	79%
Apple TV+	92%	17%	46%	91%

 **Cropped Version**
Double click to open excel file with complete data

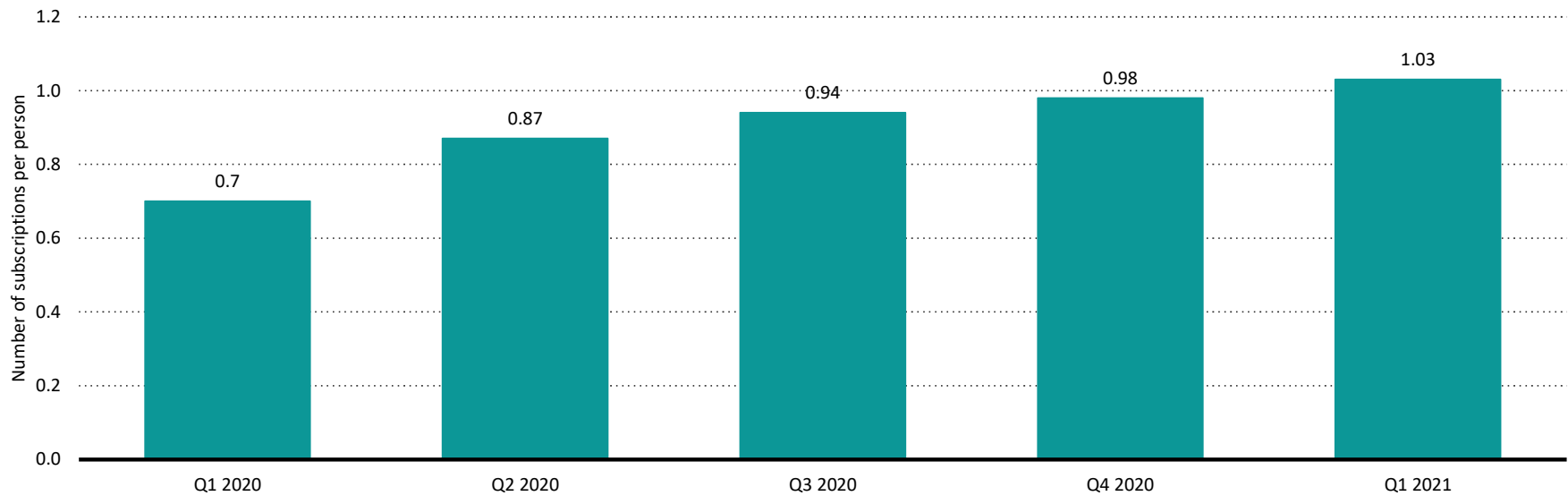
Note(s): United States; December 31, 2020

Further information regarding this statistic can be found on [page 82](#).

Source(s): ReelgoodID [778912](#)

Quarterly OTT Subscriptions per Person in the U.S. 2020-2021

Over-the-top (OTT) subscriptions per person in the United States from 1st quarter 2020 to 1st quarter 2021



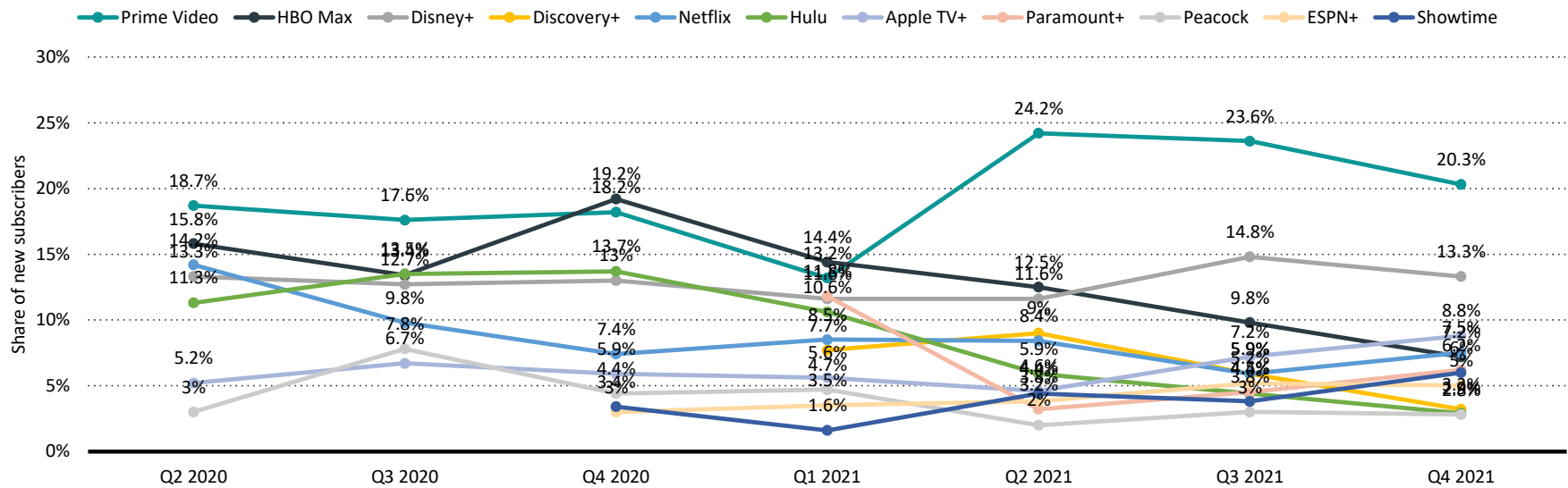
Note(s): United States; Q1 2020 to Q1 2021

Further information regarding this statistic can be found on [page 83](#).

Source(s): nScreenMedia; Ampere AnalysisID [1235760](#)

New SVOD Subscribers in the U.S. 2020-2021, by platform

Share of new subscription video-on-demand subscribers in the United States from 2nd quarter 2020 to 4th quarter 2021, by platform

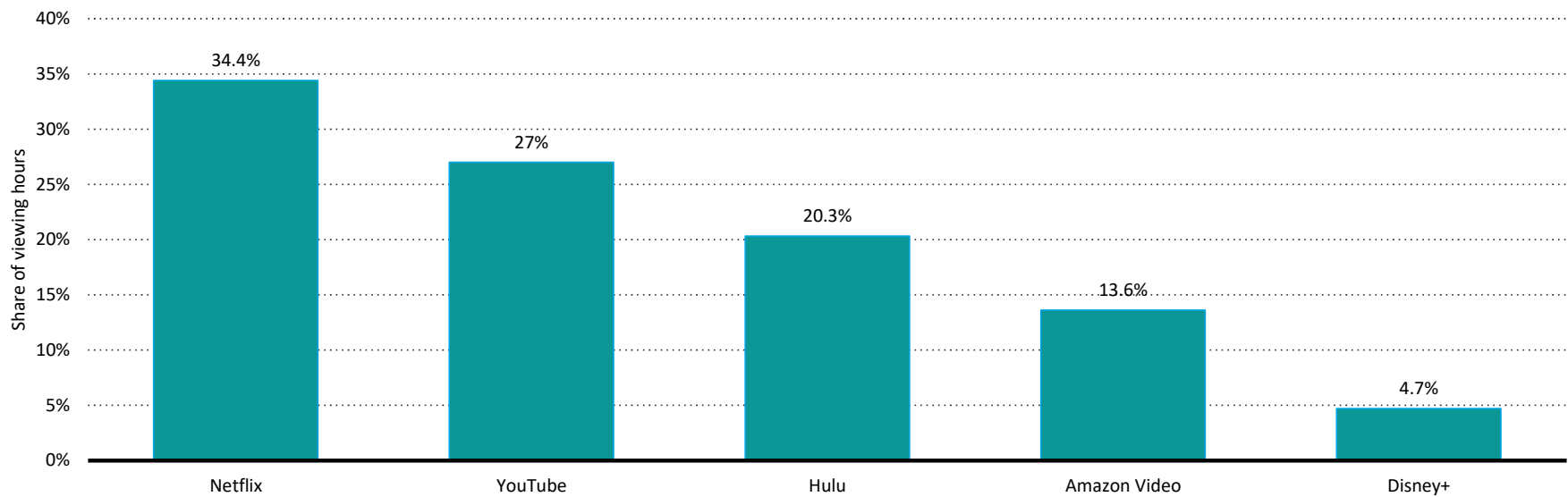


Note(s): United States; Q2 2020 to Q4 2021; excl. free ad-supported services; incl. activated bundle deals
 Further information regarding this statistic can be found on [page 84](#).
Source(s): Kantar [ID 958094](#)



Streaming Services Share of Total OTT Viewing in the U.S. 2021

Share of total OTT viewing hours in the United States as of January 2021, by streaming service



Note(s): United States; January 2021

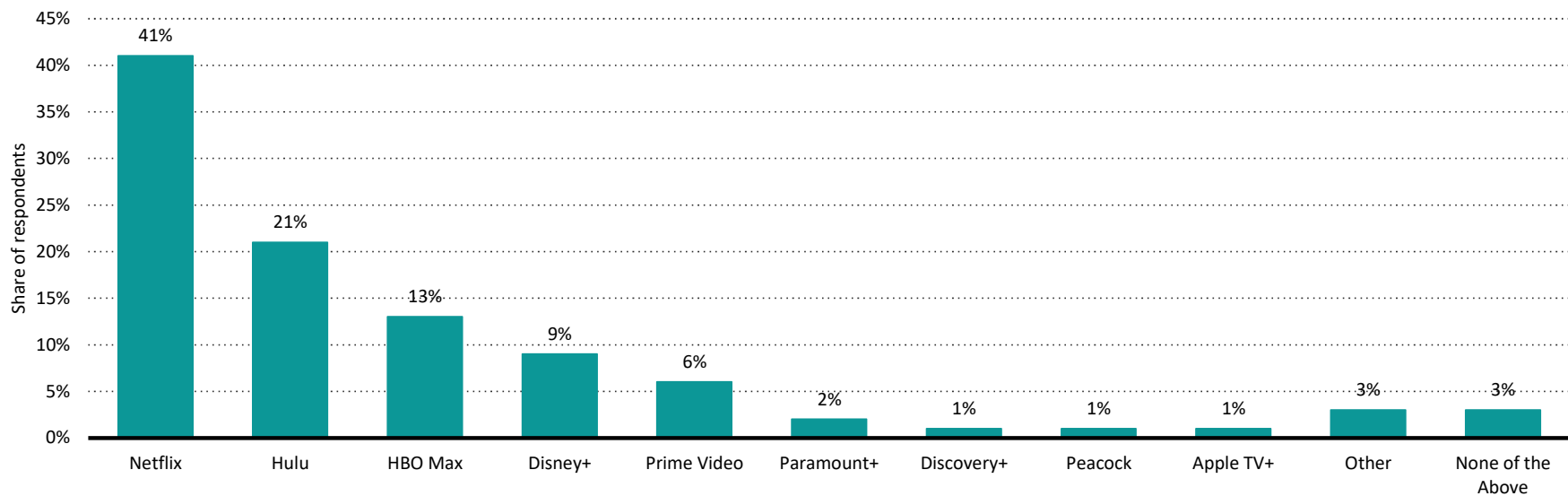
Further information regarding this statistic can be found on [page 85](#).

Source(s): comScore [ID 861015](#)



Most Indispensable SVOD Platforms in the U.S. 2021

Most indispensable subscription video-on-demand (SVOD) platforms in the United States as of June 2021



Note(s): United States; June 9 to 13, 2021; 13-54 years; 3960 respondents; respondents use the TV time app

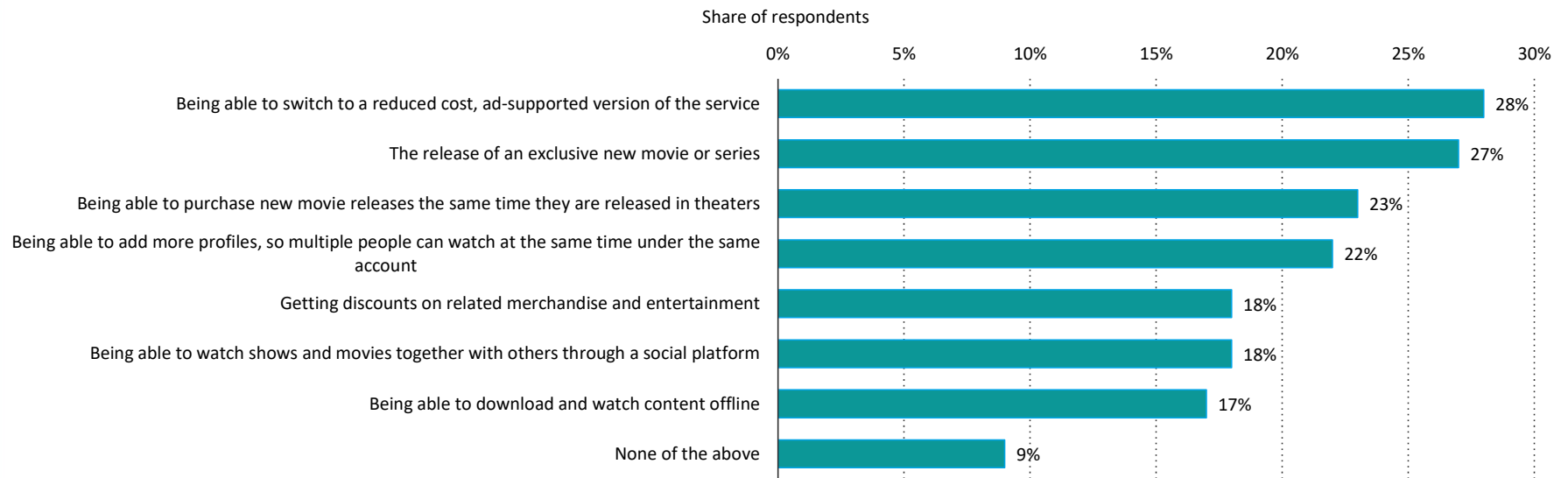
Further information regarding this statistic can be found on [page 86](#).

Source(s): Whip Media; Media Play NewsID [1270868](#)



Most Likely Incentives to Keep Video Streaming Service Subscribers in the U.S. 2020

Most powerful incentives to retain video streaming service customers in the United States in 2020



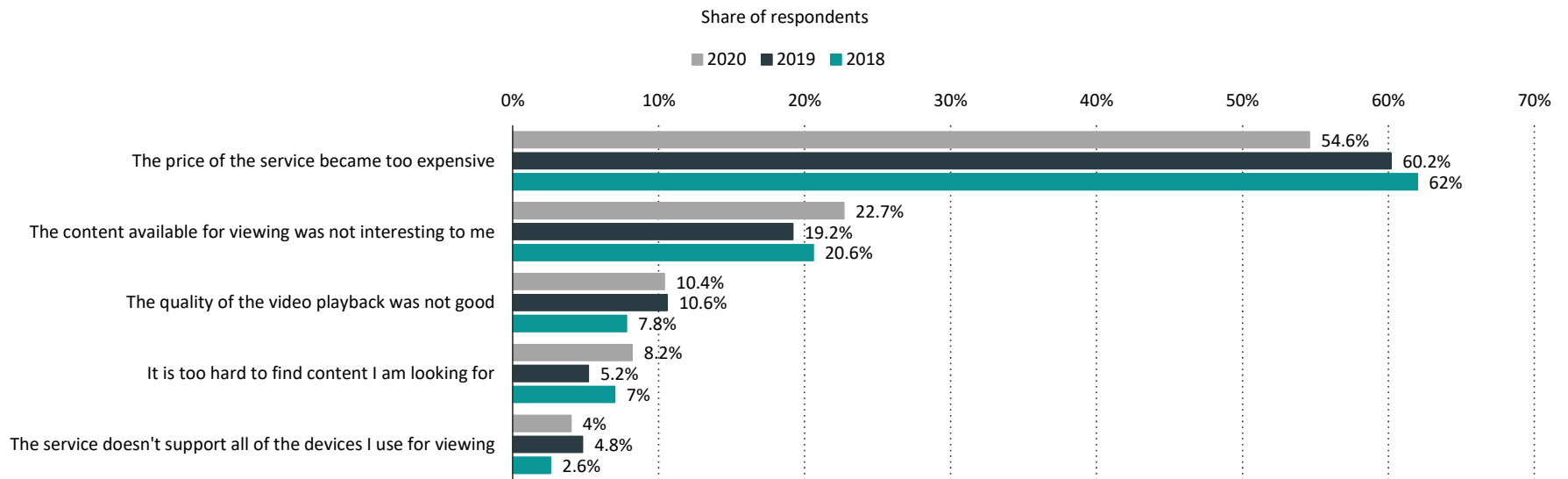
Note(s): United States; October 2020; 419 respondents; respondents who canceled a service during the pandemic

Further information regarding this statistic can be found on [page 87](#).

Source(s): Deloitte|D 1238301

Reasons for Canceling Online Streaming Service Subscriptions in the U.S. 2018-2020

Most common reasons for canceling online streaming service subscriptions according to online users the United States from 2018 to 2020



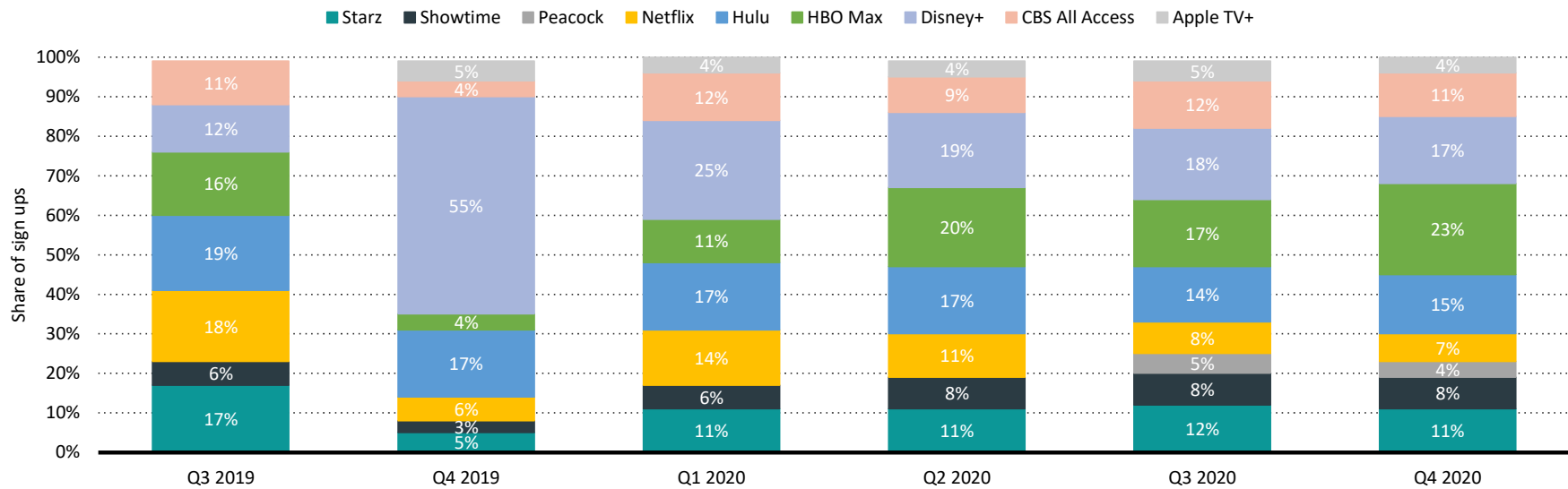
Note(s): United States; August 1 to 12, 2018, August 1 to 12, 2019, August 1 to 12, 2020; 18 years and older; 500 respondents

Further information regarding this statistic can be found on [page 88](#).

Source(s): Limelight Networks [ID 785635](#)

Share of premium SVOD sign-ups in the U.S. Q3 2019-Q4 2020, by platform

Distribution of premium subscription video-on-demand (SVOD) sign-ups in the United States from 3rd quarter 2019 to 4th quarter 2020, by platform



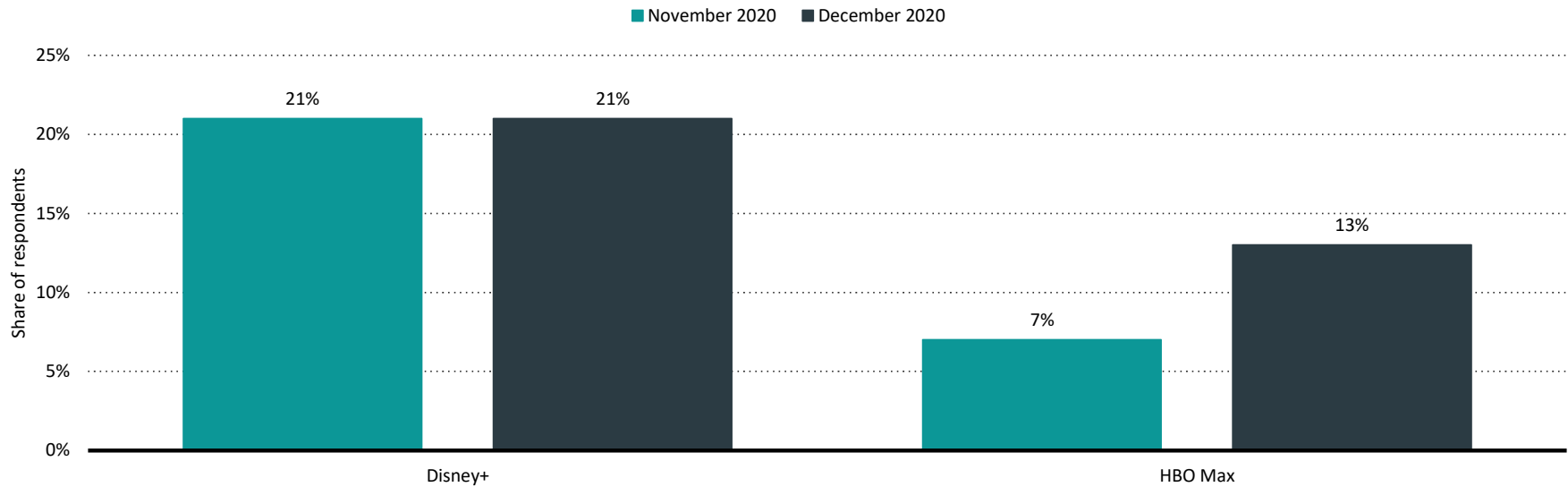
Note(s): United States; Q3 2019 to Q4 2020

Further information regarding this statistic can be found on [page 89](#).

Source(s): Medium; Antennas Direct | [ID 1273121](#)

Share of new Disney+ and HBO Max subscriptions in the U.S. 2020

Share of consumers adding a new Disney Plus or HBO Max subscription in the United States in November and December 2020



Note(s): United States; November and December 2020; 16-74 years; 1606 respondents; viewers watched a minimum of one hour of TV per week.

Further information regarding this statistic can be found on [page 90](#).

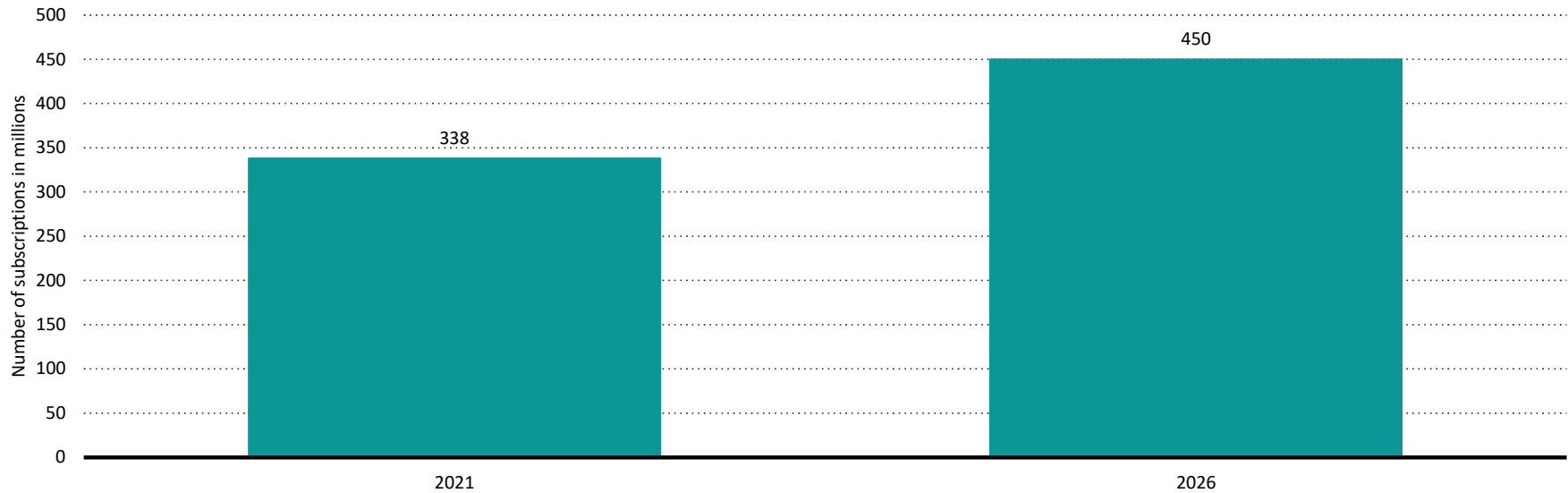
Source(s): Hub Entertainment Research; nScreenMediaID [1273164](#)

Forecasts

Subscription Video-on-Demand Market in the United States

Number of SVOD Subscriptions in the U.S. 2021-2026

Number of subscription video-on-demand (SVOD) subscriptions in the United States in 2021 and 2026 (in millions)



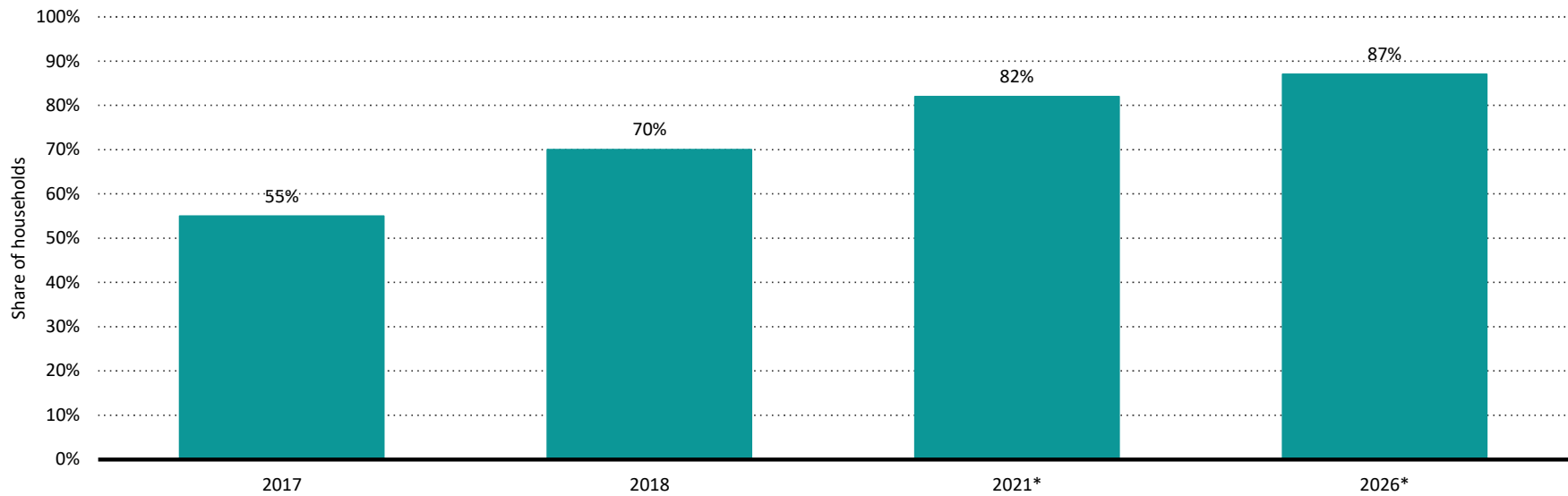
Note(s): United States; September 2021; gross svod subscriptions; forecast

Further information regarding this statistic can be found on [page 91](#).

Source(s): Digital TV Research [ID 482973](#)

SVOD Penetration Rate in the U.S. 2017-2026

Subscription video-on-demand (SVOD) penetration rate in the United States from 2017 to 2026



Note(s): United States; 2017 to September 2021; subscription to at least one SVoD platform

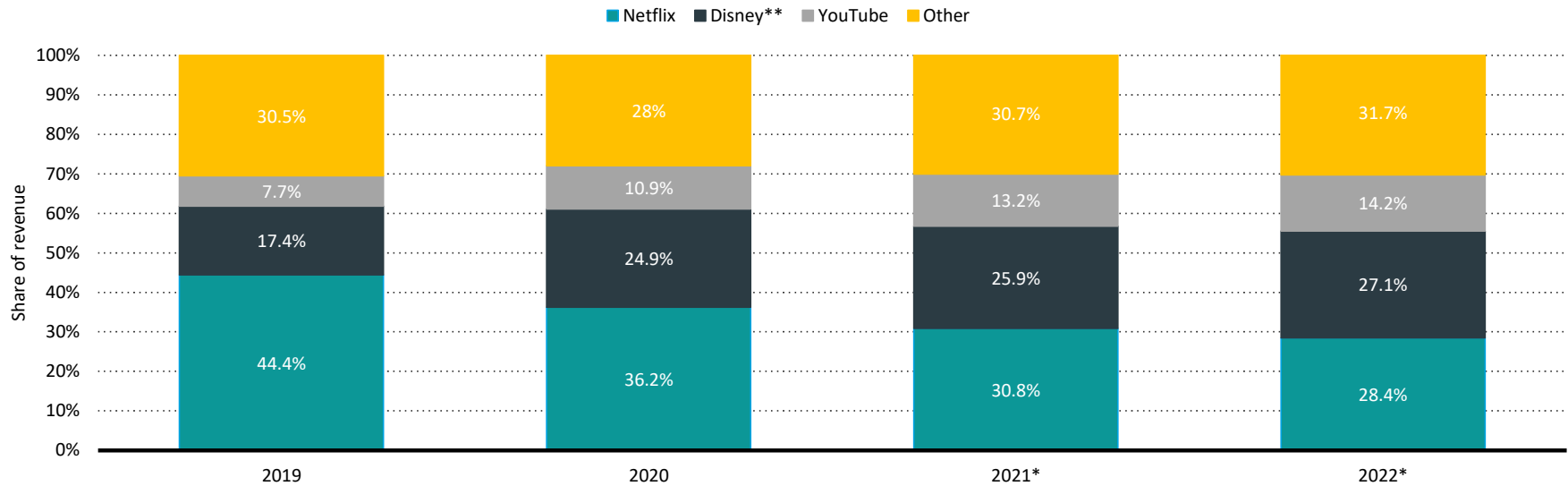
Further information regarding this statistic can be found on [page 92](#).

Source(s): Digital TV Research [ID 321611](#)



Share of OTT Video Subscription Revenue in the U.S. 2019-2022, by company

Distribution of over-the-top (OTT) video subscription revenue in the United States from 2019 to 2022, by company



Note(s): United States; 2019 to 2020; forecast data was conducted in December 2020

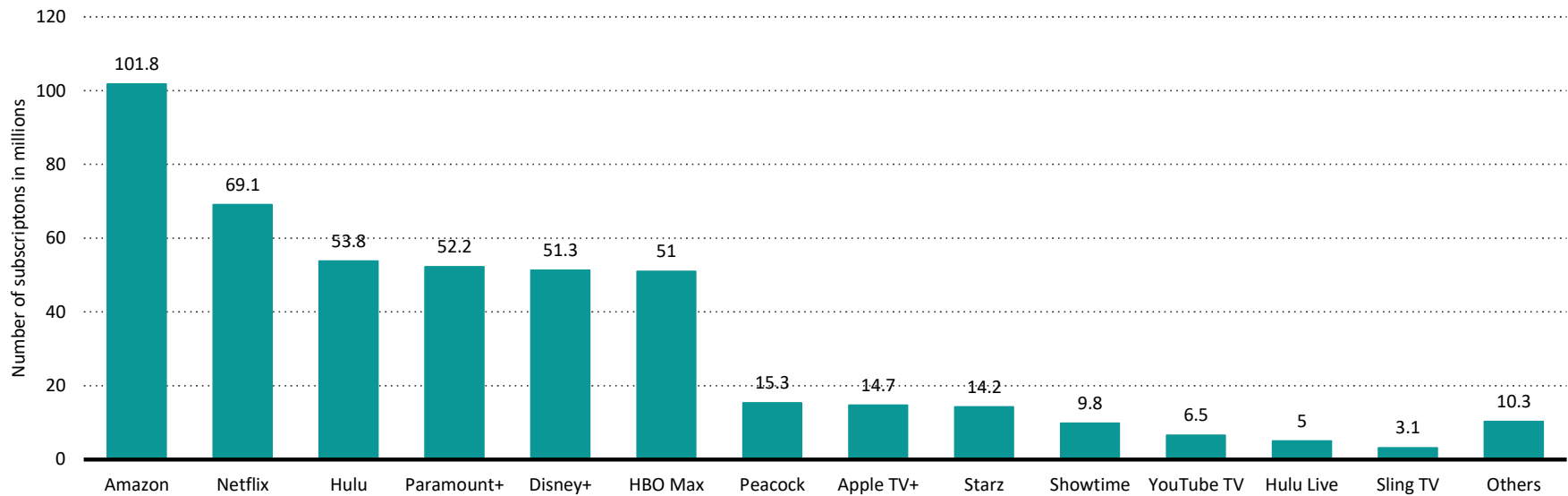
Further information regarding this statistic can be found on [page 93](#).

Source(s): eMarketerID [1273787](#)



Subscriptions to SVOD Services in the U.S. 2027, by provider

Number of subscriptions to selected subscription video-on-demand (SVOD) services in the United States in 2027, by provider (in millions)



Note(s): United States; February 2022; forecast; gross number of subscriptions for movies, linear channels, and TV episodes; excl. platforms such as sports

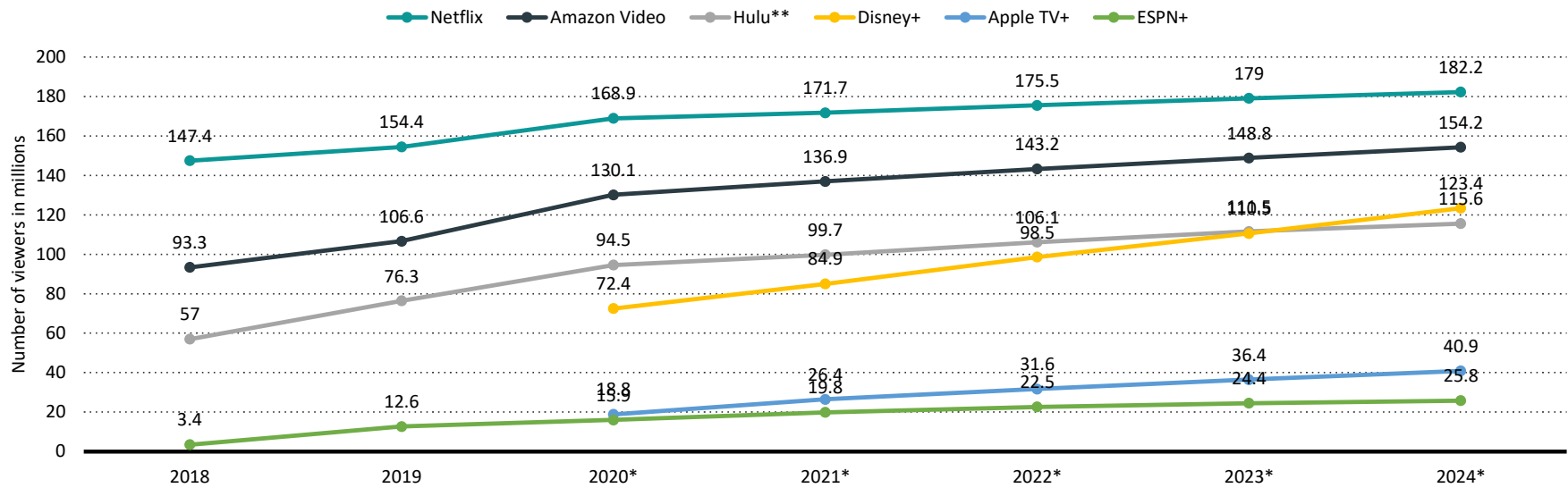
Further information regarding this statistic can be found on [page 94](#).

Source(s): Digital TV Research [ID 706267](#)



Viewer Numbers for Selected OTT Services in the U.S. 2018-2024

Number of over-the-top (OTT) video viewers in the United States from 2018 to 2024, by provider (in millions)



Note(s): United States; 2018 to August 2020; individuals of any age who watch Netflix via the app or website at least once per month

Further information regarding this statistic can be found on [page 95](#).

Source(s): eMarketerID 1046737



References

Subscription Video-on-Demand market in the United States

Forecast of Video-on-Demand users by segment in the World 2017-2025

Forecast of Video-on-Demand users by segment in the World from 2017 to 2025 (in million)

Source and methodology information

Source(s)	Statista Digital Market Outlook
Conducted by	Statista Digital Market Outlook
Survey period	2020
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	June 2021
Original source	Digital Market Outlook
Website URL	visit the website

Notes:

Video-on-Demand is defined as premium over-the-top Video-on-Demand (VoD) content, distributed over the internet. This includes three fee-based business models: firstly, rentals as a single transaction or pay-per-view (Transactional-VoD or TVoD), second, rentals as subscription-based services (Subscr

SVOD revenue worldwide 2016-2026

Subscription video-on-demand (SVOD) revenue worldwide from 2016 to 2026 (in billion U.S. dollars)

Source and methodology information

Source(s)	Digital TV Research
Conducted by	Digital TV Research
Survey period	2016 to 2020
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Digital TV Research
Publication date	February 2021
Original source	digitaltvresearch.com
Website URL	visit the website

Notes:

* Forecast. Figures have been rounded. Data other than for the years 2018, 2019, and 2024 come from separate reports.

Digital Market Outlook: Video-on-Demand revenue in the U.S. 2017-2025, by type

Video-on-Demand revenue in the United States from 2017 to 2025, by type (in million U.S. dollars)

Source and methodology information

Source(s)	Statista; Statista Digital Market Outlook
Conducted by	Statista Digital Market Outlook
Survey period	2017 to 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	October 2021
Original source	Digital Market Outlook
Website URL	visit the website

Notes:

* Forecast - data as of October 2021. Video-on-Demand is defined as premium over-the-top Video-on-Demand (VoD) content, distributed over the internet. This includes three fee-based business models: firstly, rentals as a single transaction or pay-per-view (Transactional-VoD or TVoD), second, rentals

Digital Market Outlook: users of Video-on-Demand in the U.S. 2017-2025, by type

Number of video-on-demand users in the United States from 2017 to 2025, by type (in millions)

Source and methodology information

Source(s)	Statista; Statista Digital Market Outlook
Conducted by	Statista Digital Market Outlook
Survey period	2017 to 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	October 2021
Original source	Digital Market Outlook
Website URL	visit the website

Notes:

* Forecast - data as of October 2021. Video-on-Demand is defined as premium over-the-top Video-on-Demand (VoD) content, distributed over the internet. This includes three fee-based business models: firstly, rentals as a single transaction or pay-per-view (Transactional-VoD or TVoD), second, rentals

SVOD revenue in the U.S. 2011-2021

Subscription video-on-demand (SVOD) revenue in the United States from 2011 to 2021 (in billion U.S. dollars)

Source and methodology information

Source(s)	Digital Entertainment Group
Conducted by	Digital Entertainment Group
Survey period	2011 to 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Digital Entertainment Group
Publication date	February 2022
Original source	degonline.org
Website URL	visit the website

Notes:

The figures have been taken from several publications. Figures have been rounded.

Number of paid SVOD services used in the U.S. 2016-2021

Number of paid SVOD services subscribed to by users in the United States from 2016 to 2021

Source and methodology information

Source(s)	Activate; Digital TV Research; Hulu; Netflix
Conducted by	Activate; Digital TV Research; Hulu; Netflix
Survey period	2016 to 2021
Region(s)	United States
Number of respondents	2016 n=4,000; 2017 n=4,047; 2018 n=4,000; 2019 n=4,006; 2020 n=4,003; 2021 n=4,018
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Activate
Publication date	October 2021
Original source	Tech and Media Outlook 2022, page 125
Website URL	visit the website

Notes:

n.a.

SVoD services monthly basic plan subscription price in the U.S. 2020

Monthly costs of streaming services most basic plan in the United States as of December 2020, by service

Source and methodology information

Source(s)	Reelgood
Conducted by	Reelgood
Survey period	December 31, 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Reelgood
Publication date	January 2021
Original source	reelgood.com
Website URL	visit the website

Notes:

Monthly costs correspond to the most basic monthly plan of each service in the United States as of December 31, 2020.

Market share of SVOD platforms in the U.S. 2020

Market shares of selected subscription video-on-demand (SVOD) services in the United States in 2020

Source and methodology information

Source(s)	Media Play News; TheWrap; Ampere Analysis
Conducted by	Ampere Analysis
Survey period	2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	based on subscriptions
Published by	Media Play News
Publication date	April 2021
Original source	mediaplaynews.com
Website URL	visit the website

Notes:

n.a.

Amount of content subscribers get per dollar on major SVOD services in the U.S. 2020

Number of movies and TV shows subscribers get per dollar on major SVOD platforms in the United States as of December 2020

Source and methodology information

Source(s)	Reelgood
Conducted by	Reelgood
Survey period	December 31, 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Reelgood
Publication date	January 2021
Original source	reelgood.com
Website URL	visit the website

Notes:

The amount of content per dollar was calculated with the most basic monthly plan of the given service in the United States and represents a catalog snapshot taken on December 31, 2020. All figures rounded off to the nearest ten except for Apple TV+.

Number of movies and TV shows on VOD platforms in the U.S. 2021

Content available on major video streaming platforms in the United States as of August 2021, by service

Source and methodology information

Source(s)	Ampere Analysis; Variety
Conducted by	Ampere Analysis
Survey period	August 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Variety
Publication date	October 2021
Original source	twitter.com
Website URL	visit the website

Notes:

n.a.

Most in-demand digital original shows in the U.S. March 2022

Most popular digital original television shows based on audience demand in the United States from March 8 to 14, 2022, by difference from market average

Source and methodology information

Source(s)	Parrot Analytics
Conducted by	Parrot Analytics
Survey period	March 8 to 14, 2022
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Parrot Analytics
Publication date	March 2022
Original source	parrotanalytics.com
Website URL	visit the website

Notes:

The source adds the following information: "The total audience demand being expressed for a title, within a market. Audience demand reflects the desire, engagement and viewership, weighted by importance; so a stream/download is a higher expression of demand than a 'like'/comment. In this dataset we

Leading original TV series on SVOD services in the U.S. 2021, by minutes streamed

Minutes streamed of original TV series on subscription video streaming services in the United States in 2021 (in billions)

Source and methodology information

Source(s)	Rapid TV News; Nielsen
Conducted by	Nielsen
Survey period	December 28, 2020 to December 26, 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	2 years and older
Special characteristics	Nielsen SVOD Content Ratings (Netflix, Amazon Prime, Disney+, Apple TV+, and Hulu), Nielsen National TV Panel, U.S. Viewing through Television
Published by	Rapid TV News
Publication date	January 2022
Original source	rapidtvnews.com
Website URL	visit the website

Notes:

* Program originally aired on another network/distributor. ** Incl. viewing to both English and Korean versions. Figures have been rounded.

Original TV shows available on selected SVOD services in the U.S. 2020-2021

Number of original TV shows available on selected subscription video-on-demand (SVOD) services in the United States as of January 2020 and January 2021

Source and methodology information

Source(s)	Business Insider; Reelgood
Conducted by	Reelgood
Survey period	January 15, 2020 and January 15, 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Business Insider
Publication date	February 2021
Original source	businessinsider.com
Website URL	visit the website

Notes:

*HBO Max includes HBO originals.

Demand for SVOD platforms in the U.S. 2021, by type of series

Demand for selected subscription video-on-demand (SVOD) platforms in the United States in 2nd quarter 2021, by type of series

Source and methodology information

Source(s)	Media Play News; Parrot Analytics
Conducted by	Parrot Analytics
Survey period	Q2 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	indexed to the highest value in the data range
Published by	Media Play News
Publication date	August 2021
Original source	mediaplaynews.com
Website URL	visit the website

Notes:

Demand expressions measure demand for TV content in a given market through a wide variety of data sources, including video streaming, social media activity, photo sharing, blogging, commenting on fan and critic rating platforms, and downloading and streaming via peer-to-peer protocols and file shari

Online TV shows shared with other SVOD services in the U.S. 2021, by platform

Share of TV shows on selected subscription video-on-demand (SVOD) platforms shared with other services in the United States as of September 2021

Source and methodology information

Source(s)	Reelgood ; nScreenMedia
Conducted by	Reelgood
Survey period	September 13, 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	nScreenMedia
Publication date	September 2021
Original source	nscreenmedia.com
Website URL	visit the website

Notes:

n.a.

Movies shared with other SVOD services in the U.S. 2021, by platform

Share of movies on selected subscription video-on-demand (SVOD) platforms shared with other services in the United States as of September 2021

Source and methodology information

Source(s)	Reelgood ; Cord Cutters News
Conducted by	Reelgood
Survey period	September 13, 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Cord Cutters News
Publication date	September 2021
Original source	cordcuttersnews.com
Website URL	visit the website

Notes:

n.a.

Netflix viewers in the U.S. 2021-2025

Number of Netflix viewers in the United States from 2021 to 2025 (in millions)

Source and methodology information

Source(s)	eMarketer; Insider Intelligence
Conducted by	eMarketer
Survey period	February 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	forecast; individuals of any age who watch Netflix via the app or website at least once per month
Published by	Insider Intelligence
Publication date	July 2021
Original source	insiderintelligence.com
Website URL	visit the website

Notes:

* Forecast.

Number of Amazon Video subscribers in the U.S. 2017-2026

Number of Amazon Video subscribers in the United States from 2017 to 2026 (in millions)

Source and methodology information

Source(s)	Digital TV Research
Conducted by	Digital TV Research
Survey period	2017 to 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	forecast from September 2021
Published by	Digital TV Research
Publication date	September 2021
Original source	digitaltvresearch.com
Website URL	visit the website

Notes:

*Forecast. Data for 2017 to 2019 come from previous reports. Figures have been rounded.

Number of Hulu's paying subscribers in the U.S. 2019-2022, by quarter

Number of Hulu's paying subscribers in the United States from 1st quarter 2019 to 1st quarter 2022 (in millions)

Source and methodology information

Source(s)	Walt Disney
Conducted by	Walt Disney
Survey period	December 2018 to Januar 1, 2022
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	fiscal year ends late September/early October of the corresponding calendar year
Published by	Walt Disney
Publication date	February 2022
Original source	The Walt Disney Company Q1 2022 Results, page 5
Website URL	visit the website

Notes:

Results for prior to Q1 2019 have not yet been included in The Walt Disney Company's financial reporting. Please see the XLS archive file for figures running back to Q4 2010, which were reported previously and by different sources,

Number of HBO and HBO Max subscribers in the U.S. 2019-2021

Number of HBO and HBO Max subscribers in the United States from 4th quarter 2019 to 4th quarter 2021 (in millions)

Source and methodology information

Source(s)	AT&T; Deadline.com
Conducted by	AT&T
Survey period	Q4 2019 to Q4 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Deadline.com
Publication date	January 2022
Original source	deadline.com
Website URL	visit the website

Notes:

Figures for HBO only from December 2015 to February 2019 can be found in the Excel download file.

Disney+ subscriber numbers worldwide 2020-2022

Number of Disney Plus subscribers worldwide from 1st quarter 2020 to 1st quarter 2022 (in millions)

Source and methodology information

Source(s)	Walt Disney
Conducted by	Walt Disney
Survey period	December 2019 to January 1, 2022
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	fiscal year ends late September/early October of the corresponding calendar year
Published by	Walt Disney
Publication date	February 2022
Original source	The Walt Disney Company Q1 2022 Results, page 5
Website URL	visit the website

Notes:

*As of April 8, 2020, when the company announced that Disney+ had surpassed 50 million subscribers. **As reported in a conference call by the company on May 5, 2020. Number includes eight million subscribers to Indian streaming service HotStar, which Disney acquired through its purchase of the forme

ESPN+ subscriber numbers in the U.S. 2019-2021

Number of subscribers to ESPN's streaming service ESPN Plus in the United States from 1st quarter 2019 to 4th quarter 2021 (in millions)

Source and methodology information

Source(s)	Walt Disney
Conducted by	Walt Disney
Survey period	December 2018 to October 2, 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	fiscal year ends late September/early October of the corresponding calendar year
Published by	Walt Disney
Publication date	November 2021
Original source	The Walt Disney Company Q4 2021 Results, page 6
Website URL	visit the website

Notes:

n.a.

Paramount - number of subscribers worldwide 2015-2021

Number of subscribers to Paramount Global (formerly ViacomCBS) streaming services worldwide from 3rd quarter 2019 to 4th quarter 2021 (in millions)

Source and methodology information

Source(s)	Paramount
Conducted by	Paramount
Survey period	Q3 2019 to Q4 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Paramount
Publication date	February 2022
Original source	Paramount Investor Presentation Q4 2021, page 4
Website URL	visit the website

Notes:

n.a.

Global number of subscribers to direct-to-consumer video services of Discovery 2021

Number of subscribers to direct-to-consumer video services of Discovery worldwide from April to December 2021 (in millions)

Source and methodology information

Source(s)	Discovery Communications; Deadline.com
Conducted by	Discovery Communications
Survey period	April to December 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	incl. SVOD service Discovery+
Published by	Deadline.com
Publication date	February 2022
Original source	deadline.com
Website URL	visit the website

Notes:

Some figures have been taken from previous publications.

SVOD service user shares in the U.S. 2015-2021

Share of consumers who have a subscription video-on-demand (SVOD) service in the United States from 2015 to 2021

Source and methodology information

Source(s)	Leichtman Research Group
Conducted by	Leichtman Research Group
Survey period	2015 to 2021
Region(s)	United States
Number of respondents	2,000
Age group	18 years and older
Special characteristics	services include Netflix, Amazon Prime, and/or Hulu
Published by	Leichtman Research Group
Publication date	August 2021
Original source	leichtmanresearch.com
Website URL	visit the website

Notes:

n.a.

SVOD penetration rate in U.S. homes 2014-2020

Share of subscription video-on-demand (SVOD) users in the United States from 2014 to 2020

Source and methodology information

Source(s)	Leichtman Research Group; nScreenMedia
Conducted by	Leichtman Research Group; nScreenMedia
Survey period	2014 to 2020
Region(s)	United States
Number of respondents	1,990*
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	nScreenMedia
Publication date	December 2020
Original source	nscreenmedia.com
Website URL	visit the website

Notes:

*The number of respondents refer to the survey period in 2020.

Distribution of SVOD viewers in the U.S. 2020-2021, by number of services

Distribution of subscription video-on-demand (SVOD) viewers in the United States in 2020 and 2021, by number of services used

Source and methodology information

Source(s)	Hub Entertainment Research
Conducted by	Hub Entertainment Research
Survey period	2020 and 2021
Region(s)	United States
Number of respondents	1600
Age group	16-74 years old
Special characteristics	TV consumers watching at least 1 hour of TV per week & have broadband at home. SVoDs used: Netflix, Hulu, Amazon, Disney+ & HBO Max.
Published by	Hub Entertainment Research
Publication date	May 2021
Original source	The best bundle, page 9
Website URL	visit the website

Notes:

Missing percentage points to 100 percent are probably due to rounding. Percentage points exceeding 100 percent are probably due to rounding.

Distribution of VOD subscribers in the U.S. 2021, by gender

Distribution of video-on-demand subscribers in the United States as of February 2021, by gender

Source and methodology information

Source(s)	Morning Consult; The Hollywood Reporter
Conducted by	Morning Consult
Survey period	February 18 to 21, 2021
Region(s)	United States
Number of respondents	192-1,205
Age group	18 years and older
Special characteristics	respondents who subscribe to each platform
Published by	Morning Consult
Publication date	March 2021
Original source	morningconsult.com
Website URL	visit the website

Notes:

* Paramount+ subscribers stated that they are likely to subscribe. ** The source does not provide any information regarding missing percentage points to 100 percent.

Distribution of VOD subscribers in the U.S. 2021, by generation

Distribution of video-on-demand subscribers in the United States as of February 2021, by generation

Source and methodology information

Source(s)	Morning Consult; The Hollywood Reporter
Conducted by	Morning Consult
Survey period	February 18 to 21, 2021
Region(s)	United States
Number of respondents	192-1,205
Age group	18 years and older
Special characteristics	respondents who subscribe to each platform
Published by	Morning Consult
Publication date	March 2021
Original source	morningconsult.com
Website URL	visit the website

Notes:

* Paramount+ subscribers stated that they are likely to subscribe. Missing percentage points to 100 percent are probably due to rounding. Percentage points exceeding 100 percent are probably due to rounding.

Share of households streaming SVOD daily in the U.S. 2021, by age group

Share of households streaming an SVOD service daily in the United States as of July 2021, by age group

Source and methodology information

Source(s)	Leichtman Research Group
Conducted by	Leichtman Research Group
Survey period	June to July 2021
Region(s)	United States
Number of respondents	2000
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Leichtman Research Group
Publication date	August 2021
Original source	leichtmanresearch.com
Website URL	visit the website

Notes:

n.a.

SVOD service multiple subscriptions in the U.S. 2020

Share of subscription video-on-demand (SVOD) subscribers who also subscribe to other services in the United States as of December 2020, by service

Source and methodology information

Source(s)	Reelgood
Conducted by	Reelgood
Survey period	December 31, 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Reelgood
Publication date	January 2021
Original source	reelgood.com
Website URL	visit the website

Notes:

n.a.

Quarterly OTT subscriptions per person in the U.S. 2020-2021

Over-the-top (OTT) subscriptions per person in the United States from 1st quarter 2020 to 1st quarter 2021

Source and methodology information

Source(s)	nScreenMedia; Ampere Analysis
Conducted by	Ampere Analysis
Survey period	Q1 2020 to Q1 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	nScreenMedia
Publication date	April 2021
Original source	nscreenmedia.com
Website URL	visit the website

Notes:

n.a.

New SVOD subscribers in the U.S. 2020-2021, by platform

Share of new subscription video-on-demand subscribers in the United States from 2nd quarter 2020 to 4th quarter 2021, by platform

Source and methodology information

Source(s)	Kantar
Conducted by	Kantar
Survey period	Q2 2020 to Q4 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	excl. free ad-supported services; incl. activated bundle deals
Published by	Kantar
Publication date	January 2022
Original source	kantar.com
Website URL	visit the website

Notes:

n.a.

Streaming services share of total OTT viewing in the U.S. 2021

Share of total OTT viewing hours in the United States as of January 2021, by streaming service

Source and methodology information

Source(s)	comScore
Conducted by	comScore
Survey period	January 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	comScore
Publication date	April 2021
Original source	comscore.com
Website URL	visit the website

Notes:

n.a.

Most indispensable SVOD platforms in the U.S. 2021

Most indispensable subscription video-on-demand (SVOD) platforms in the United States as of June 2021

Source and methodology information

Source(s)	Whip Media; Media Play News
Conducted by	Whip Media
Survey period	June 9 to 13, 2021
Region(s)	United States
Number of respondents	3960
Age group	13-54 years
Special characteristics	respondents use the TV time app
Published by	Media Play News
Publication date	September 2021
Original source	mediaplaynews.com
Website URL	visit the website

Notes:

Original question: "If you could only keep one, which one?"

Most likely incentives to keep video streaming service subscribers in the U.S. 2020

Most powerful incentives to retain video streaming service customers in the United States in 2020

Source and methodology information

Source(s)	Deloitte
Conducted by	Deloitte
Survey period	October 2020
Region(s)	United States
Number of respondents	419
Age group	<i>n.a.</i>
Special characteristics	respondents who canceled a service during the pandemic
Published by	Deloitte
Publication date	December 2020
Original source	deloitte.com
Website URL	visit the website

Notes:

Respondents could select up to two responses.

Reasons for canceling online streaming service subscriptions in the U.S. 2018-2020

Most common reasons for canceling online streaming service subscriptions according to online users the United States from 2018 to 2020

Source and methodology information

Source(s)	Limelight Networks
Conducted by	Limelight Networks
Survey period	August 1 to 12, 2018, August 1 to 12, 2019, August 1 to 12, 2020
Region(s)	United States
Number of respondents	500
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Limelight Networks
Publication date	October 2020
Original source	The State of Online Video 2020, page 14
Website URL	visit the website

Notes:

This survey was fielded by a third-party company with access to consumer panels in France, Germany, India, Italy, Japan, Philippines, Singapore, South Korea, the UK and the United States. 500 responses were collected from each country for a total of 5,000 global responses. Original question: Which o

Share of premium SVOD sign-ups in the U.S. Q3 2019-Q4 2020, by platform

Distribution of premium subscription video-on-demand (SVOD) sign-ups in the United States from 3rd quarter 2019 to 4th quarter 2020, by platform

Source and methodology information

Source(s)	Medium; Antennas Direct
Conducted by	Antennas Direct
Survey period	Q3 2019 to Q4 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Medium
Publication date	January 2021
Original source	medium.com
Website URL	visit the website

Notes:

ANTENNA data does not currently include: Free Tier Subscribers, MVPD + Telcon Distribution, select Bundle (e.g. Hulu/Spotify), and vMVPD add-ons. HBO Max refers to i) HBO Max subscribers via Amazon Fire TV, Direct, iTunes, Roku; ii) HBO subscribers via Amazon channels; iii) former HBO Now subscriber

Share of new Disney+ and HBO Max subscriptions in the U.S. 2020

Share of consumers adding a new Disney Plus or HBO Max subscription in the United States in November and December 2020

Source and methodology information

Source(s)	Hub Entertainment Research; nScreenMedia
Conducted by	Hub Entertainment Research
Survey period	November and December 2020
Region(s)	United States
Number of respondents	1606
Age group	16-74 years
Special characteristics	viewers watched a minimum of one hour of TV per week.
Published by	nScreenMedia
Publication date	February 2021
Original source	nscreenmedia.com
Website URL	visit the website

Notes:

Original question: "Which TV subscriptions have you added in the past 30 days?"

Number of SVOD subscriptions in the U.S. 2021-2026

Number of subscription video-on-demand (SVOD) subscriptions in the United States in 2021 and 2026 (in millions)

Source and methodology information

Source(s)	Digital TV Research
Conducted by	Digital TV Research
Survey period	September 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	gross svod subscriptions; forecast
Published by	Digital TV Research
Publication date	September 2021
Original source	digitaltvresearch.com
Website URL	visit the website

Notes:

*Forecast.

SVOD penetration rate in the U.S. 2017-2026

Subscription video-on-demand (SVOD) penetration rate in the United States from 2017 to 2026

Source and methodology information

Source(s)	Digital TV Research
Conducted by	Digital TV Research
Survey period	2017 to September 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	subscription to at least one SVoD platform
Published by	Digital TV Research
Publication date	September 2021
Original source	digitaltvresearch.com
Website URL	visit the website

Notes:

n.a.

Share of OTT video subscription revenue in the U.S. 2019-2022, by company

Distribution of over-the-top (OTT) video subscription revenue in the United States from 2019 to 2022, by company

Source and methodology information

Source(s)	eMarketer
Conducted by	eMarketer
Survey period	2019 to 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	forecast data was conducted in December 2020
Published by	eMarketer
Publication date	March 2021
Original source	emarketer.com
Website URL	visit the website

Notes:

*Forecast **Includes subscription revenues for Disney+, ESPN+, and Hulu. The source adds the following information: "Includes revenues from regularly recurring fees for access to OTT video services charged either directly to customers or via third party on a consumer's behalf; third parties can incl

Subscriptions to SVOD services in the U.S. 2027, by provider

Number of subscriptions to selected subscription video-on-demand (SVOD) services in the United States in 2027, by provider (in millions)

Source and methodology information

Source(s)	Digital TV Research
Conducted by	Digital TV Research
Survey period	February 2022
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	forecast; gross number of subscriptions for movies, linear channels, and TV episodes; excl. platforms such as sports
Published by	Digital TV Research
Publication date	February 2022
Original source	digitaltvresearch.com
Website URL	visit the website

Notes:

n.a.

Viewer numbers for selected OTT services in the U.S. 2018-2024

Number of over-the-top (OTT) video viewers in the United States from 2018 to 2024, by provider (in millions)

Source and methodology information

Source(s)	eMarketer
Conducted by	eMarketer
Survey period	2018 to August 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	individuals of any age who watch Netflix via the app or website at least once per month
Published by	eMarketer
Publication date	December 2020
Original source	emarketer.com
Website URL	visit the website

Notes:

*Forecast. **Excludes content viewed on non-Hulu properties (e.g. Yahoo View).