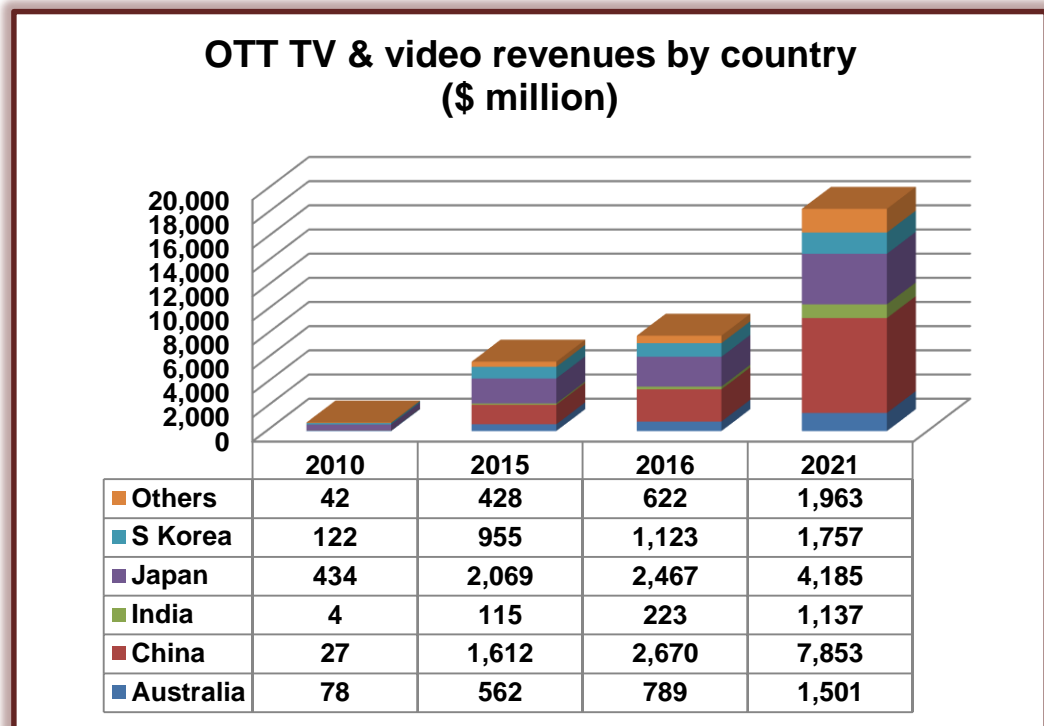


Asia Pacific OTT TV & video revenues to triple

OTT TV and video revenues for 17 countries in the Asia Pacific region will reach \$18,396 million in 2021; up from \$707 million in 2010 and \$5,741 million in 2015. [The Asia Pacific OTT TV & Video Forecasts report](#) estimates that China will overtake Japan in 2016 to become market leader.



Source: Digital TV Research

Simon Murray, Principal Analyst at Digital TV Research, explained: “Smartphone users will continue to drive OTT TV & video audiences. Smartphones are a more important OTT TV reception method than fixed broadband in the Asia Pacific region - with the notable exceptions of Australia and New Zealand.”

Advertising on OTT sites will remain the main revenue source, bringing in \$8,745 million by 2021 – up by \$6 billion from \$2,609 million on 2015. China will supply \$4,911 million of the 2021 total, with Japan providing a further \$1,475 million.

SVOD revenues will rocket from \$1,816 million in 2015 to \$6,439 million in 2021. China will add \$1,838 million in revenues between 2015 and 2021 – nearly sextupling its total.

Download-to-own/electronic sell-through movie and TV revenues are forecast to be \$1,904 million in 2021 (with \$692 million from Japan), up from \$691 million in 2015. OTT TV and video rental will climb to \$1,307 million in 2021.

Murray continued: “Much of the OTT activity in 2015 and 2016 has involved local players establishing themselves in their domestic markets. However, a handful of companies are taking an international approach.

“Although there is substantial demand for foreign fare, local content is necessary in each market to entice subscribers. Furthermore, international players benefit from partnerships with local players to gain from their distribution and retail infrastructure. International players must also adapt their prices to local conditions. With low levels of credit card ownership in most Asia Pacific countries, local payment systems smooth the process.

“Launched in March 2015, Netflix has achieved considerable success in Australia and New Zealand – markets most receptive to predominantly US content. However, its January 2016 launches were conducted with little local content, little local price and payment sensitivity and without local partnerships.

“This may change, of course. For instance, Netflix signed a distribution agreement with Hong Kong’s Now TV in March 2016 and has carriage deals with Singapore’s StarHub and SingTel.

“Netflix’s big splash in January 2016 prompted others to up their game. Netflix may have to adjust its policy rapidly to secure market share before its rivals become too entrenched. Major markets such as China, India, Japan and Korea are already dominated by domestic players. South East Asia provides greater opportunities for international platforms.”

For more information [on the Asia Pacific OTT TV and Video Forecasts report](#), please contact: Simon Murray, simon@digitaltvresearch.com, Tel: +44 20 8248 5051

Asia Pacific OTT TV & Video Forecasts

Table of Contents

Published in June 2016, this 146-page PDF and excel report contains comprehensive coverage of the Asia Pacific OTT TV & video sector (subscribers/homes, transactions and revenues. SVOD, Ad-supported, rental/pay-per-view and download-to-own/electronic sell-through) for 17 countries, including:

- Executive Summary.
- Global forecasts summary from 2010 to 2021
- Comparison forecast tables for 17 countries.
- Individual country forecasts for 17 territories.
- Country profiles

17 countries covered:

Australia	China
Hong Kong	India
Indonesia	Japan
Malaysia	Nepal
New Zealand	Pakistan
Philippines	Singapore
South Korea	Sri Lanka
Taiwan	Thailand
Vietnam	



Forecasts (for each year from 2010 to 2021) contain the following detail for 17 countries:

Australia OTT TV & video forecasts
Population (000)
Total households (000)
TV households (000)
Fixed broadband households (000)
Smartphone subscribers (000)
Tablet subscribers (000)
TV HH/Total HH
Fixed broadband HH/Total HH
Smartphone subs/Population
Tablet subs/Population
OTT TV & video fixed broadband households (000)
OTT TV & video HH/Fixed broadband HH
OTT TV & video HH/TV HH
OTT TV & video smartphone subs (000)
OTT TV & video HH/smartphone subs
OTT TV & video total (000)
SVOD total subscribers (000)
TV rental transactions (000)
Movie rental transactions (000)
<i>Total rental transactions (000)</i>
TV download-to-own transactions (000)
Movie download-to-own transactions (000)
<i>Total download-to-own transactions (000)</i>
Online advertising total (US\$ mil.)
Online advertising for OTT sites (US\$ mil.)
Online TV rental revenues (US\$ mil.)
Online movie rental revenues (US\$ mil.)
<i>Online rental revenues (US\$ mil.)</i>
Download-to-own TV revenues (US\$ mil.)
Download-to-own movie revs (US\$ mil.)
<i>Download-to-own video revs (US\$ mil.)</i>
SVOD revenues (US\$ mil.)
Total OTT TV & video revenues (US\$ mil.)

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	Title	Publication Date	Price
1	Digital TV Sub-Saharan Africa Forecasts	January	£900/\$1350/€1125
2	Digital TV Middle East & North Africa Forecasts	January	£900/\$1350/€1125
3	Digital TV Asia Pacific Forecasts	March	£900/\$1350/€1125
4	Digital TV Latin America Forecasts	March	£900/\$1350/€1125
5	Digital TV North America Forecasts	March	£500/\$750/€625
6	Digital TV Eastern Europe Forecasts	April	£900/\$1350/€1125
7	Digital TV Western Europe Forecasts	April	£900/\$1350/€1125
8	Digital TV World Household Forecasts	April	£1300/\$1950/€1625
9	Digital TV World Revenue Forecasts	May	£1300/\$1950/€1625
10	Digital TV World Databook	May	£800/\$1200/€1000
11	Middle East & Africa OTT TV & Video Forecasts	May	£900/\$1350/€1125
12	Asia Pacific OTT TV & Video Forecasts	June	£900/\$1350/€1125
13	Latin America OTT TV & Video Forecasts	June	£900/\$1350/€1125
14	North America OTT TV & Video Forecasts	June	£500/\$750/€625
15	Eastern Europe OTT TV & Video Forecasts	July	£900/\$1350/€1125
16	Western Europe OTT TV & Video Forecasts	July	£900/\$1350/€1125
17	Global OTT TV & Video Forecasts	July	£1500/\$2250/€1875
18	Asia Pacific Pay TV Operator Forecasts	August	£900/\$1350/€1125
19	Middle East & Africa Pay TV Operator Forecasts	August	£900/\$1350/€1125
20	Latin America Pay TV Operator Forecasts	August	£900/\$1350/€1125
21	North America Pay TV Operator Forecasts	September	£500/\$750/€625
22	Eastern Europe Pay TV Operator Forecasts	September	£900/\$1350/€1125
23	Western Europe Pay TV Operator Forecasts	September	£900/\$1350/€1125
24	Global Pay TV Operator Forecasts	October	£1500/\$2250/€1875
25	Middle East & Africa SVOD Forecasts	October	£900/\$1350/€1125
26	Asia Pacific SVOD Forecasts	October	£900/\$1350/€1125
27	Latin America SVOD Forecasts	November	£900/\$1350/€1125
28	North America SVOD Forecasts	November	£500/\$750/€625
29	Eastern Europe SVOD Forecasts	November	£900/\$1350/€1125
30	Western Europe SVOD Forecasts	December	£900/\$1350/€1125
31	Global SVOD Forecasts	December	£1500/\$2250/€1875

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Eastern Europe, Middle East & Africa Pay TV Operator Forecasts	September	£900/\$1350/€1125
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