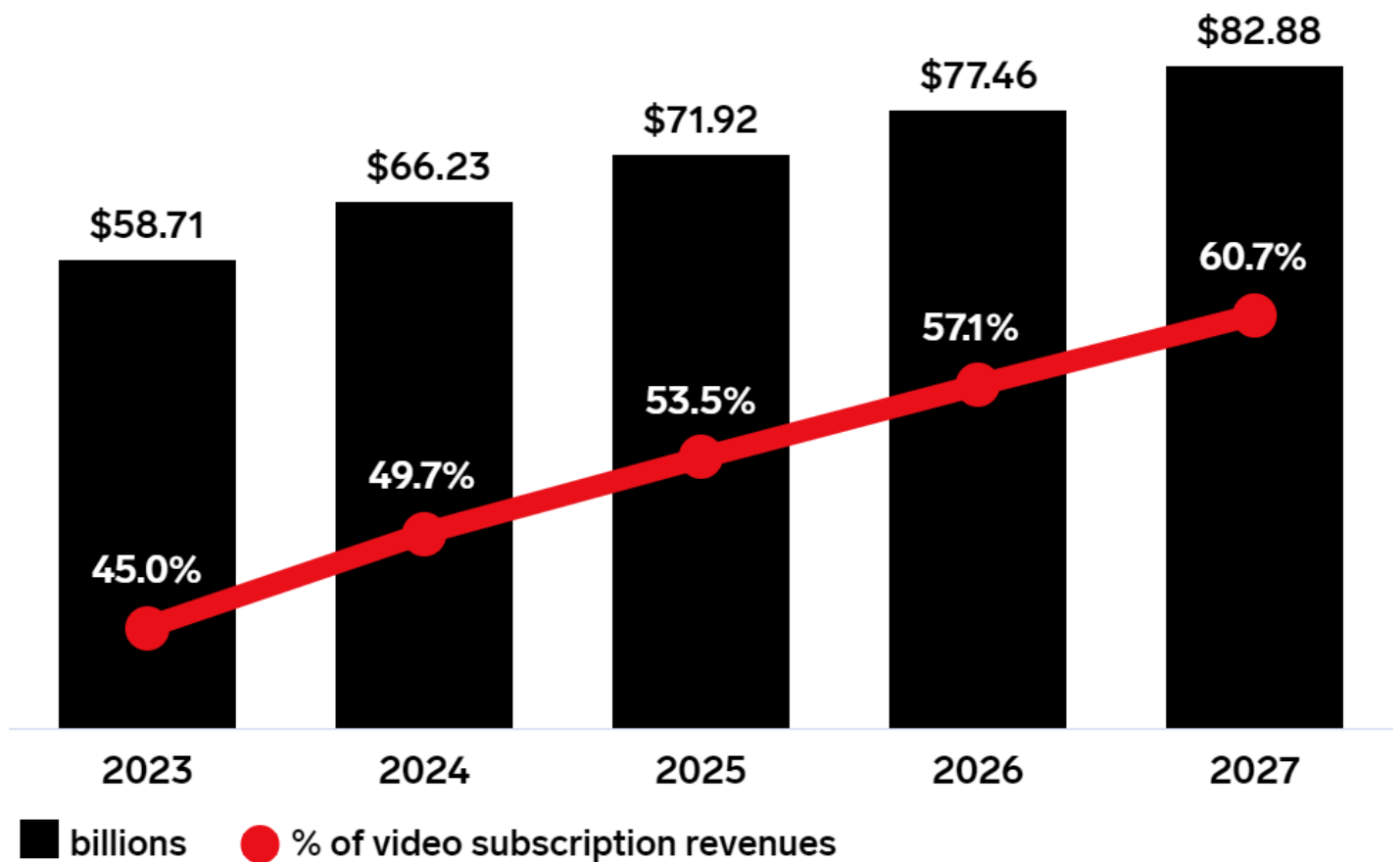


More than half of US video subscription revenues will go to streaming services next year

Article

OTT Subscription Revenues

US, 2023-2027



Note: includes revenues from regularly recurring fees for access to OTT video services charged either directly to consumers or via a third party on a consumer's behalf; third parties can include mobile carriers, pay TV providers, or electronics manufacturers; excludes revenues from advertising, pay-per-view, or other nonrecurring revenue streams; excludes subscription revenues from Amazon Prime; includes subscription revenues for vMVPD services

Source: Insider Intelligence | eMarketer, December 2023

Insider Intelligence | eMarketer

Key stat: OTT will account for more than half (53.5%) of US video subscription revenues by 2025, when it will reach \$71.92 billion, according to our December 2023 forecast.

Beyond the chart:

- US OTT subscription revenues (including digital pay TV services such as YouTube TV and Sling TV) are on track to overtake traditional pay TV subscription revenues in 2025 for the first time, per our forecast.
- Traditional pay TV subscription revenues will continue to decline through the end of our forecast period in 2027.
- OTT subscription revenue growth will slow to single digits next year, as streaming reaches a saturation point, with subscription OTT viewers accounting for nearly three-quarters (73.8%) of internet users this year.

Use this chart:

- Evaluate ad budget between streaming and linear.
- Demonstrate the trend toward streaming.

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- [Why marketers should understand the differences between CTV and OTT](#)
- [Worldwide OTT Video Viewers Forecast 2024 \(EMARKETER subscription required\)](#)
- [Netflix is still king in streaming subscription revenues](#)
- [Where are people streaming video?](#)