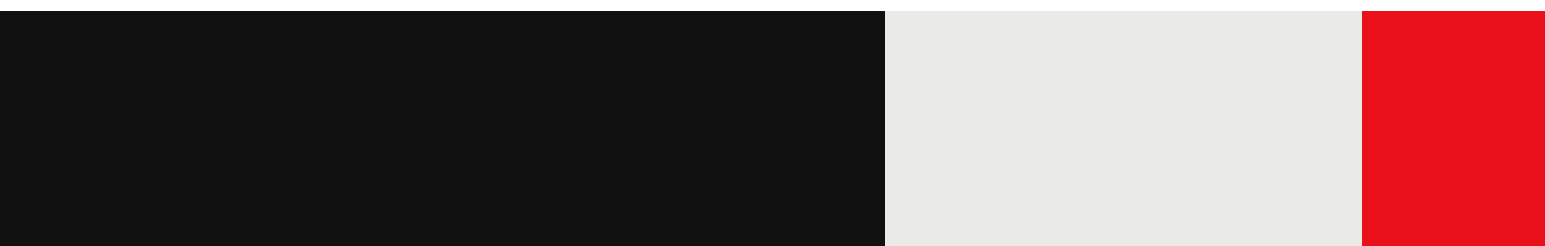


Over 3 billion people worldwide are now digital video viewers

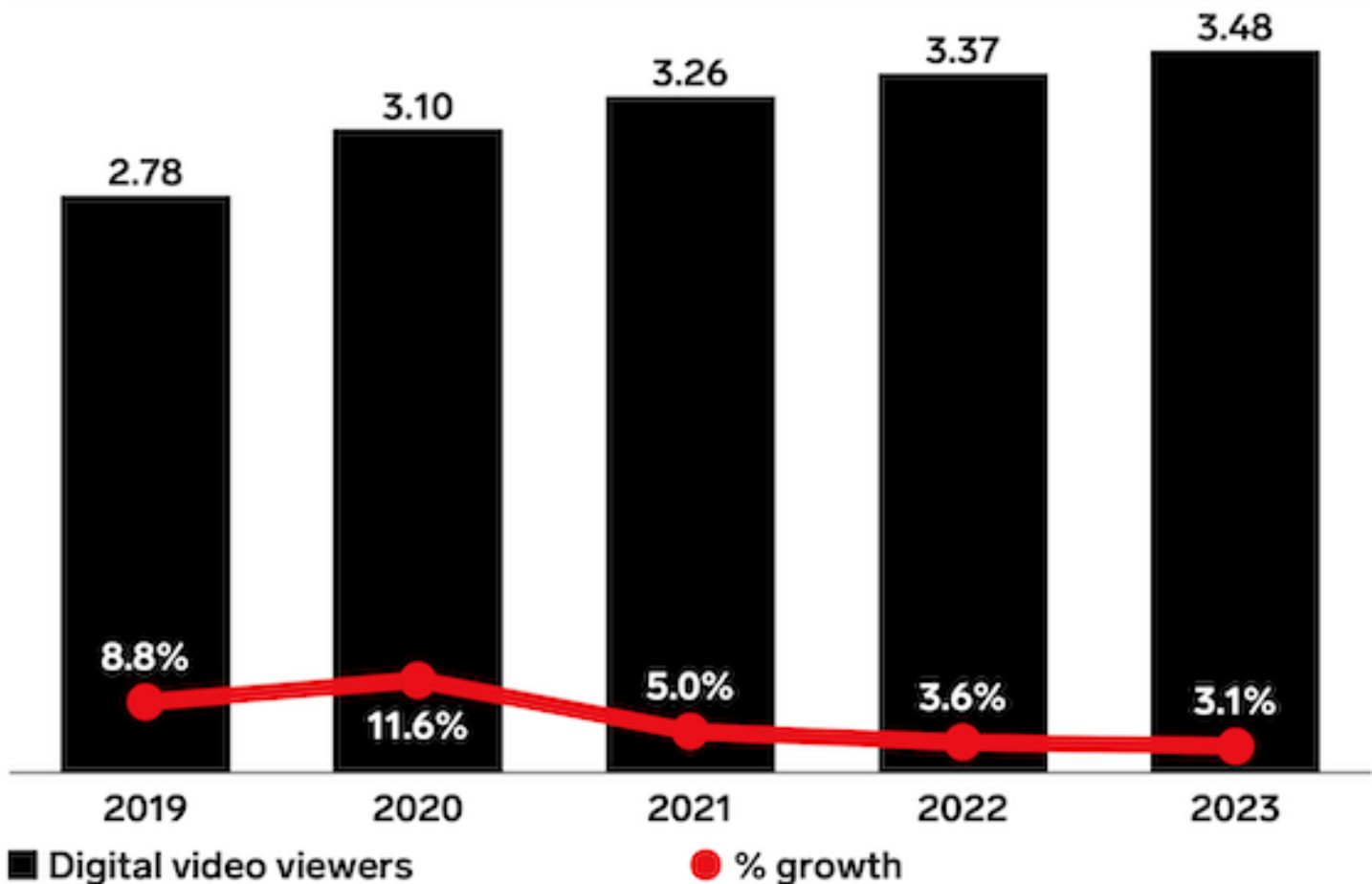
Article



The forecast: Digital video viewership passed **3 billion people worldwide** in 2020 as growth outpaced pre-pandemic expectations. By year-end 2021, that number will hit **3.26 billion**, but growth is expected to slow.

Worldwide Digital Video Viewers, 2019-2023

billions and % growth



Note: internet users of any age who watch streaming or downloaded video content via any device at least once per month
Source: eMarketer, Aug 2021

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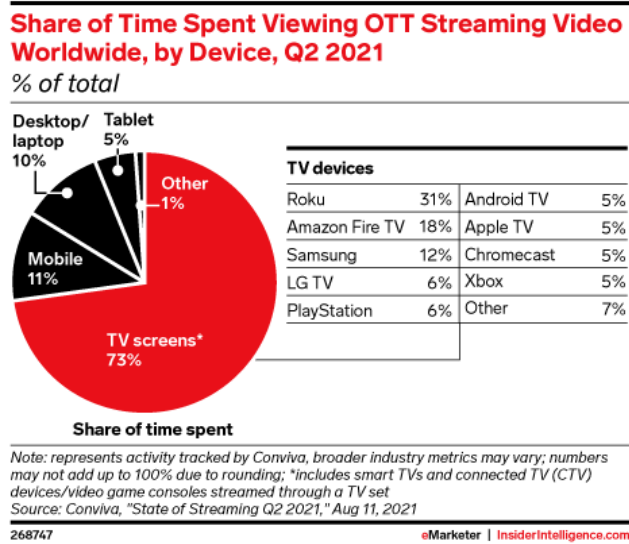
InsiderIntelligence.com

Dive deeper:

- Among the over 3 billion digital video viewers, **three out of four internet users** and **over 40% of the global population** now watch streaming or downloaded video at least once per month in some capacity.
- Among all countries we cover, **China** has the highest digital video viewer share of internet users. That's not surprising given the high adoption of short-form video sites and the

popularity of livestreaming in the country.

- Subscription OTT video service user growth in particular saw a spike in 2020, exceeding **1.5 billion users**. This number will pass **2 billion** in 2024.
- Share of time spent viewing OTT streaming video is varied across devices, as **73% of viewing worldwide** happened on TV screens in Q2 2021.



Looking ahead: We project digital video viewership worldwide will hit **3.64 billion people** in 2025, when OTT viewership will hit **2.15 billion people**.