



Live Video Analyst Series

DIGITAL VIDEO 2019

VIEWERSHIP



**VIDEO
PLATFORMS**

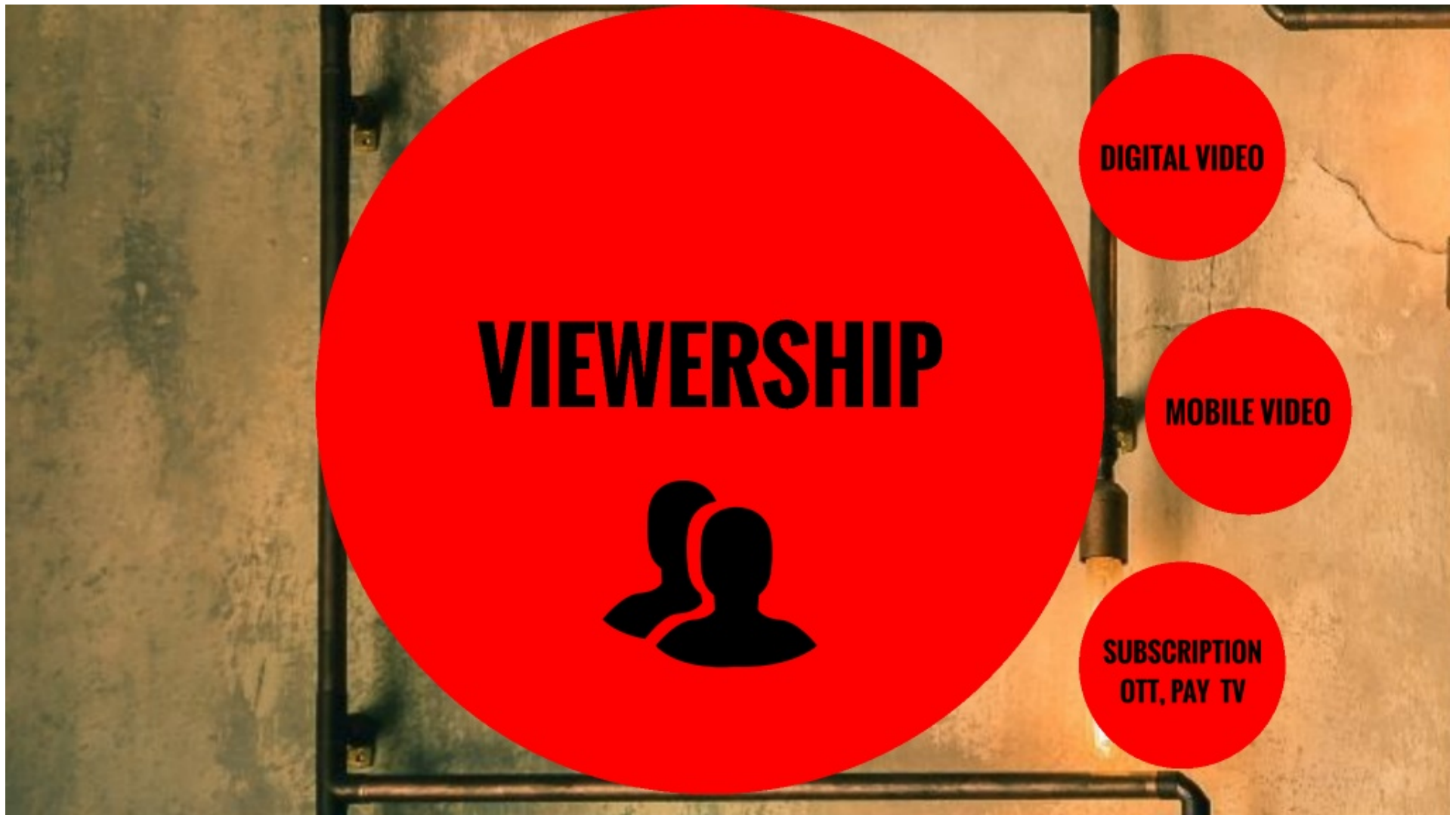


PROGRAMMING



MONETIZATION





WORLDWIDE

Digital Video Viewers Worldwide, by Region, 2019-2023
millions

	2019	2020	2021	2022	2023
Asia-Pacific	1,431.9	1,541.3	1,642.0	1,736.5	1,812.1
Latin America	289.2	298.2	305.9	312.0	317.9
North America	260.2	265.9	271.0	275.8	280.3
Western Europe	254.1	260.0	264.9	269.0	272.8
Central & Eastern Europe	226.6	233.5	239.1	245.5	250.3
Middle East & Africa	170.3	182.7	192.6	200.7	207.8
Worldwide	2,632.2	2,781.6	2,915.5	3,039.5	3,141.2

CAGR:
6.1%

SHARE:
54.4% -
57.7%

CAGR:
4.5%

Note: internet users of any age who watch streaming or downloaded video content via any device at least once per month
Source: eMarketer, September 2019

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www.eMarketer.com

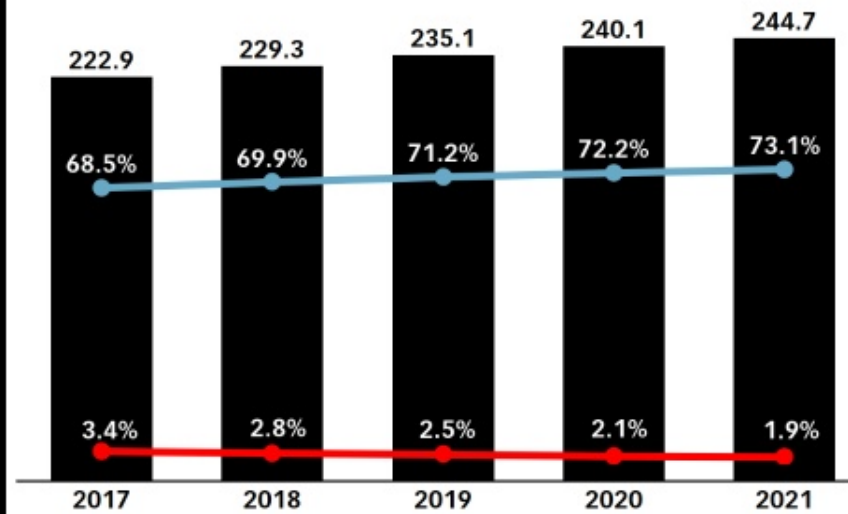
US

EU-5

US

Digital Video Viewers in the US, 2017-2021

millions, % change and % of population



■ Digital video viewers

■ % change

■ % of population

Note: internet users of any age who watch digital video content via any device at least once per month

Source: eMarketer, September 2019

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www.eMarketer.com

EUROPE

Digital Video Viewer Penetration in the EU-5, by Country and Service Type, 2018

% of internet users

	Internet-streamed TV (live or catch-up) from broadcasters	Video-on-demand (VOD) from commercial services (e.g., Netflix, HBO)	Content from sharing services (e.g., YouTube)
UK	64%	53%	71%
Germany	48%	31%	65%
Spain	45%	39%	76%
France	36%	23%	51%
Italy	28%	23%	68%

Note: ages 16-74 who used the internet in the past 3 months

Source: Eurostat, "ICT Usage in Households and by Individuals 2018," Dec 20, 2018

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MOBILE VIDEO

Mobile Phone Video Viewers Worldwide, by Region, 2019-2023

millions

	2019	2020	2021	2022	2023
Asia-Pacific	1,224.2	1,337.9	1,450.4	1,551.5	1,636.9
Latin America	243.9	256.1	265.7	274.0	281.3
North America	208.5	215.5	220.6	224.9	229.1
Western Europe	172.6	178.3	183.1	187.2	190.8
Central & Eastern Europe	157.6	165.0	172.6	176.6	179.1
Middle East & Africa	150.3	168.9	184.1	195.7	202.8
Worldwide	2,157.2	2,321.7	2,476.6	2,609.9	2,720.0

Note: mobile phone users of any age who watch streaming or downloaded video content via mobile phone (browser or app) at least once per month

Source: eMarketer, September 2019

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www.eMarketer.com

SUBSCRIPTION OTT

Subscription Over-the-Top (OTT) Video Viewers Worldwide, by Region, 2019-2023

millions

	2019	2020	2021	2022	2023
Asia-Pacific	639.3	817.6	962.0	1,082.0	1,169.5
North America	201.5	211.5	218.2	223.3	227.5
Western Europe	133.0	142.4	149.4	154.4	158.6
Latin America	88.4	98.7	105.5	110.6	114.5
Central & Eastern Europe	52.7	58.2	63.2	67.6	71.4
Middle East & Africa	34.6	43.9	53.6	63.6	71.4
Worldwide	1,149.4	1,372.4	1,552.0	1,701.5	1,812.9

Note: individuals of any age who watch video via any app or website at least once per month that provides paid subscription access to streaming video content over the internet and bypasses traditional distribution; examples include Amazon Prime Video, HBO Now, Hulu, Netflix, Sling TV and YouTube Red; includes overlap between video services

Source: eMarketer, September 2019

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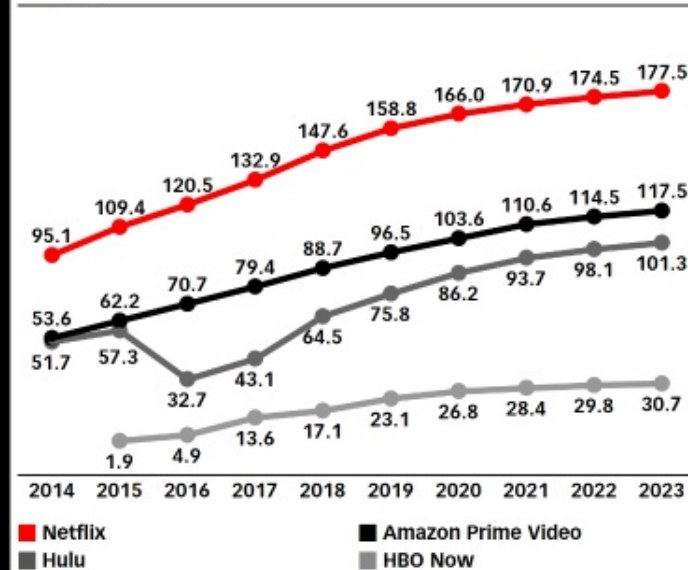
www.eMarketer.com

US

US

Subscription Over-the-Top (OTT) Video Service Users in the US, by Service, 2014-2023

millions



Note: Individuals of any age who watch video via any app or website at least once per month that provides paid subscription access to streaming video content over the internet and bypasses traditional distribution; examples include Amazon Video, HBO Now, Hulu, Netflix, Sling TV and YouTube Red; includes overlap between video services

Source: eMarketer, September 2019

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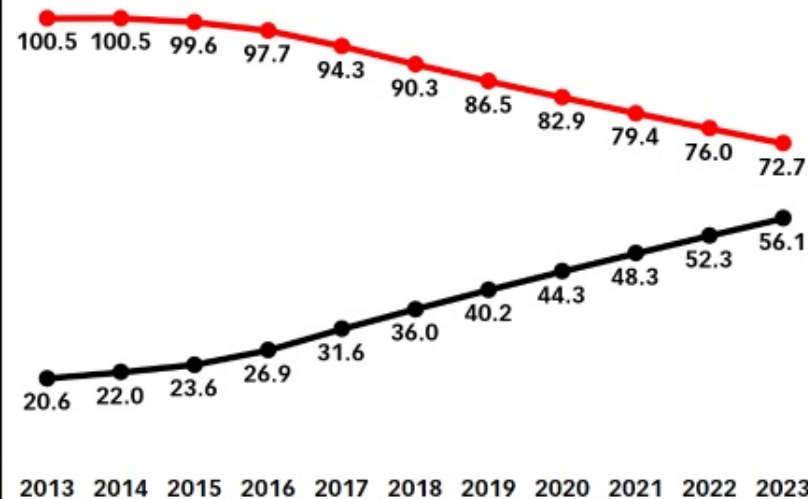
www.eMarketer.com

PAY TV

PAY TV

Pay TV vs. Non-Pay-TV Households in the US, 2013-2023

millions



■ Pay TV households

■ Non-pay-TV households

Note: pay TV households are households with a subscription to traditional pay TV services; includes cable, satellite, telco/fiber operators and multiple system operators (MSOs); excludes IPTV and pure-play online video services (e.g., Hulu, Netflix, YouTube, etc.)

Source: eMarketer, July 2019

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VIDEO PLATFORMS



NETFLIX

AMAZON

YOUTUBE

**'BAT'
COMPANIES**

WORLDWIDE

Netflix Viewers Worldwide, by Region, 2019-2023

millions

	2019	2020	2021	2022	2023
North America	173.3	181.0	186.3	190.2	193.5
Western Europe	98.3	105.8	111.3	115.0	118.3
Latin America	70.1	76.8	80.4	83.3	88.2
Asia-Pacific	59.7	71.8	82.2	90.1	96.7
Central & Eastern Europe	8.6	10.3	11.5	12.3	13.0
Middle East & Africa	5.8	7.6	9.5	11.5	13.5
Worldwide	415.8	453.5	481.2	502.3	523.1

Note: individuals of any age who watch Netflix via app or website at least once per month

Source: eMarketer, September 2019

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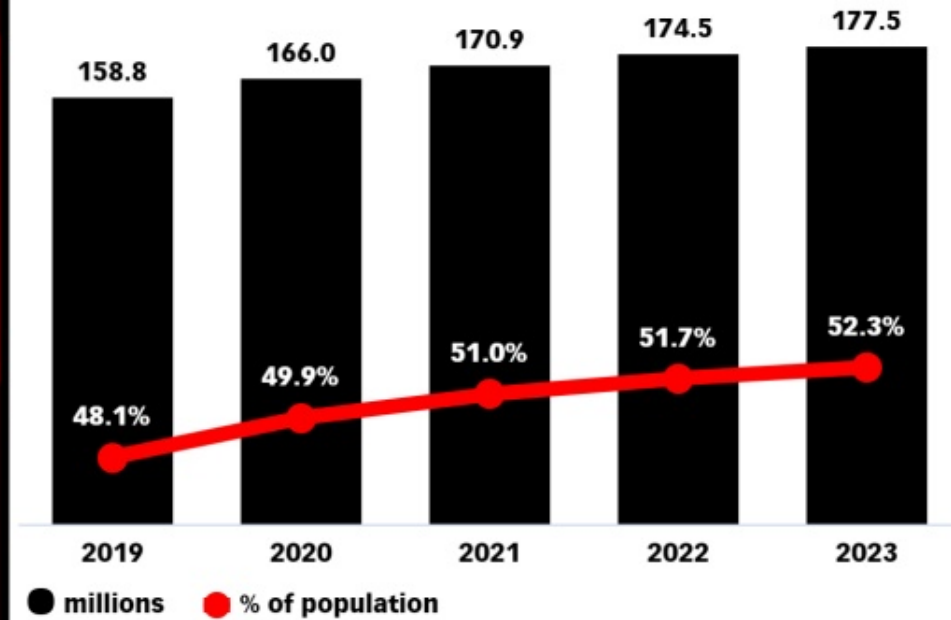
www.eMarketer.com

US

US

Netflix Viewers

US, 2019-2023



Source: eMarketer, August 2019

www.eMarketer.com

To Which Subscription Video-on-Demand (SVOD) Services Do SVOD Users in Germany, Sweden and the UK Currently Subscribe?

% of respondents, March 2019

UK

Netflix	73%
Amazon Prime Video	43%
Now TV	20%
ITV Hub+	8%
Disney Life	6%

Sweden

Netflix	63%
Viaplay	31%
C More	22%
HBO Nordic	20%
Dplay	5%

Germany

Amazon Prime Video	56%
Netflix	51%
Sky Ticket	12%
DAZN	6%
Eurosport	2%

*Note: Germany n=198; Sweden n=268; UK n=258; ages 18+; top 5 services
Source: nScreen Media, "TV Universe—UK, Germany, Sweden: How People Watch Television Today" sponsored by Gracenote, May 15, 2019*

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www.eMarketer.com

YouTube Viewers Worldwide, 2019-2023

	2019	2020	2021	2022	2023
YouTube viewers (billions)	1.76	1.86	1.95	2.03	2.09
—% change	7.2%	5.7%	5.0%	4.0%	3.0%
—% of digital video viewers	66.8%	66.9%	67.0%	66.8%	66.6%
—% of internet users	46.0%	47.0%	47.8%	48.4%	48.7%
—% of population	23.2%	24.3%	25.3%	26.0%	26.5%

Note: individuals of any age who watch video via YouTube app or website at least once per month

Source: eMarketer, September 2019

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www.eMarketer.com

APAC

US

UK

APAC

YouTube Viewers in Asia-Pacific, by Country, 2019-2023 millions

	2019	2020	2021	2022	2023
India	271.9	308.7	342.3	375.5	399.8
Indonesia	69.8	76.0	81.6	86.8	91.1
Japan	63.7	64.4	64.7	65.0	65.3
South Korea	32.8	33.1	33.3	33.5	33.7
Australia	14.1	14.3	14.5	14.7	14.9
Other Asia-Pacific	234.6	259.9	284.0	297.4	309.4
Total	686.8	756.5	820.6	873.0	914.2

Note: individuals of any age who watch video via YouTube app or website at least once per month

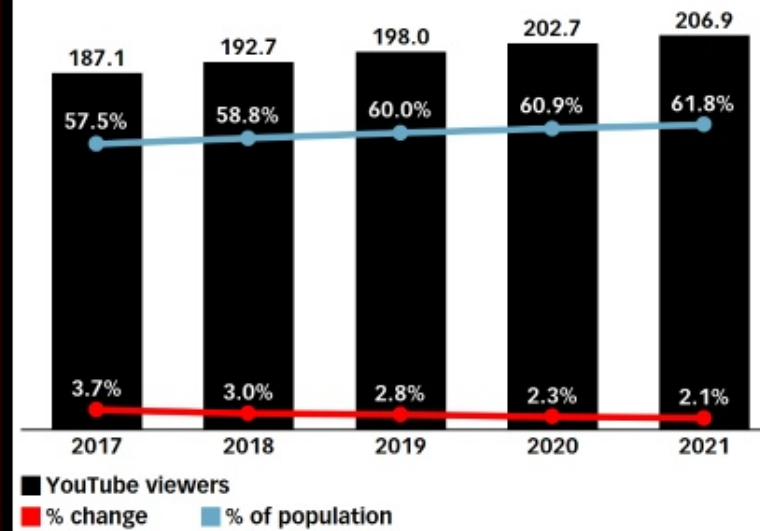
Source: eMarketer, September 2019

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www.eMarketer.com

US

YouTube Viewers in the US, 2017-2021
millions, % change and % of population



Note: individuals of any age who watch video via YouTube app or website at least once per month

Source: eMarketer, September 2019

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www.eMarketer.com

UK

YouTube Viewers in the UK, 2018-2022

	2018	2019	2020	2021	2022
YouTube viewers (millions)	40.2	40.9	41.6	42.1	42.6
—% change	2.3%	1.9%	1.5%	1.3%	1.1%
—% of digital video viewers	90.2%	89.7%	89.1%	88.6%	88.1%
—% of internet users	72.3%	72.7%	73.0%	73.1%	73.1%
—% of population	60.4%	61.2%	61.8%	62.3%	62.6%

Note: individuals of any age who watch video via YouTube app or website at least once per month

Source: eMarketer, September 2019

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'BAT' COMPANIES

Subscription Over-the-Top (OTT) Video Viewer Penetration in China, by Provider, 2019

% of subscription OTT video service users

iQiyi	82.5%
Tencent	67.1%
Youku	46.8%

Note: individuals of any age who watch video via any app or website at least once per month that provides paid subscription access to streaming video content over the internet and bypasses traditional distribution; examples include iQiyi, Tencent Video, Youku Tudou and Sohu Video; includes overlap between video services; excludes Hong Kong

Source: eMarketer, September 2019

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**POPULAR
SHOWS**

**CONTENT
SPENDING**

ORIGINALS AND LICENSED SHOWS



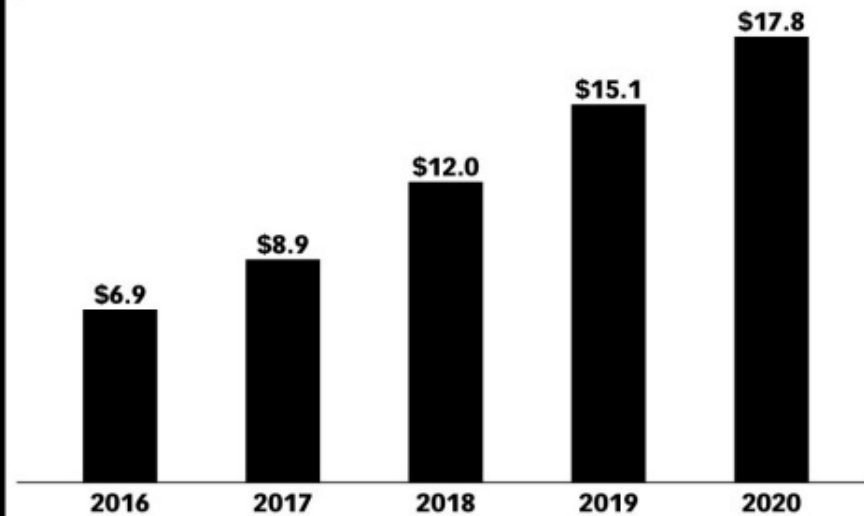
**LOCAL
CONTENT**

LOCAL CONTENT



NETFLIX

Netflix Content Spending Worldwide, 2016-2020
billions



Note: in cash; streaming content only; 2016-2018=Netflix figures; 2019-2020=BMO Capital Markets estimates
Source: Netflix and BMO Capital Markets Corp. (Harris Nesbitt) as cited by Variety; eMarketer calculations, Jan 18, 2019

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IN CHINA...

Content Spending of iQiyi* vs. Top 6 Broadcasters** in China, 2010-2018

billions of Chinese yuan renminbi

	iQiyi*	Top 6 broadcasters**
2010	-	5.02
2011	0.05	6.79
2012	0.15	9.30
2013	0.62	10.77
2014	1.49	12.58
2015	3.37	17.16
2016	7.24	18.99
2017	12.64	21.45
2018	21.10	25.55

*Note: *a leading video-on-demand (VOD) service; **CCTV (national TV broadcaster) and top 5 regional broadcasters (Hunan, Zhejiang, Shanghai, Jiangsu, Beijing)*

Source: Ampere Analysis as cited in company blog, April 2, 2019

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MONETIZATION

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AD SPENDING

SUBSCRIPTIONS

US

UK

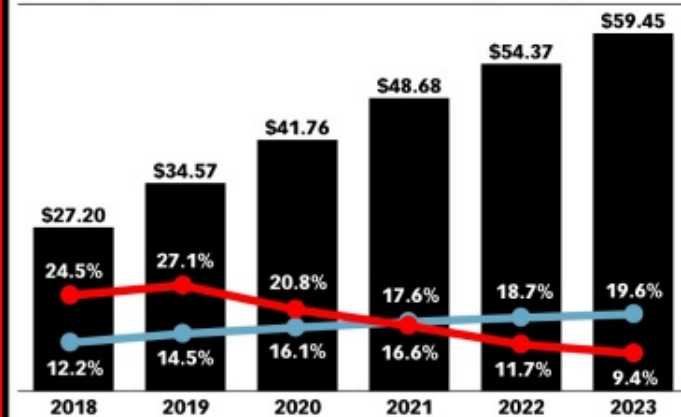
CHINA

CANADA

YOUTUBE

US Digital Video Ad Spending, 2018-2023

billions, % change and % of total media ad spending



■ Digital video ad spending

■ % change

■ % of total media ad spending

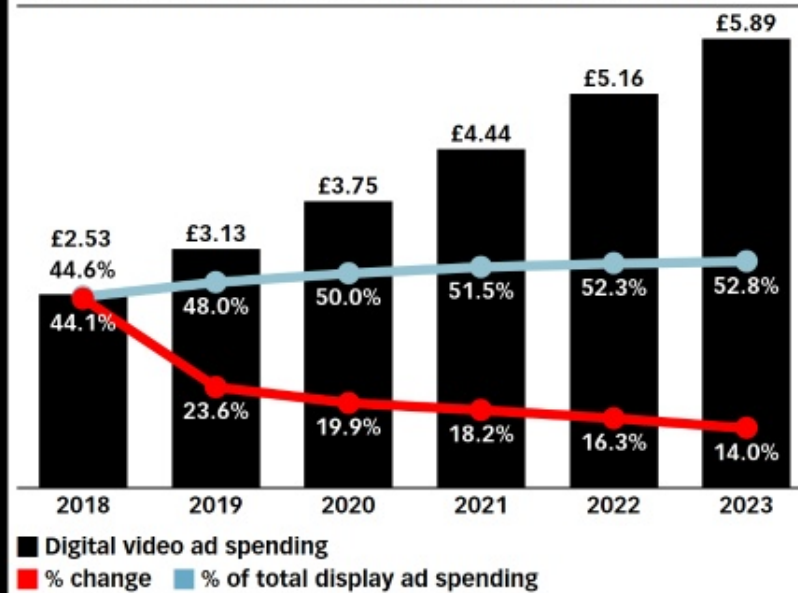
Note: includes in-stream video such as those appearing before, during or after digital video content in a video player (pre-roll, mid-roll, post-roll video ads) and video overlays; includes social network in-stream video advertising in platforms such as Facebook Watch and Snapchat Shows; includes outstream video ads such as native, in-feed (including video ads in Facebook's News Feed and Twitter's Promoted Tweets), in-article, in-banner and interstitial video ads; appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices
Source: eMarketer, Sep 2019

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www.eMarketer.com

Digital Video Ad Spending in the UK, 2018-2023

billions of £, % change and % of total display ad spending



Note: includes in-banner, in-stream and in-text; includes advertising that appears on desktop and laptop computers, as well as mobile phones and tablets

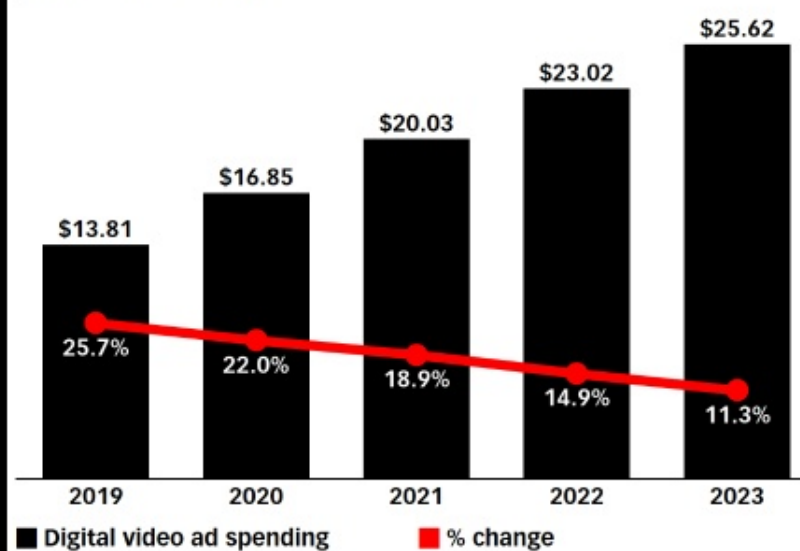
Source: eMarketer, February 2019

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www.eMarketer.com

Digital Video Ad Spending in China, 2019-2023

billions and % change



Note: includes in-banner, in-stream and in-text; includes advertising that appears on desktop and laptop computers, as well as mobile phones and tablets; converted at the exchange rate of US\$1=RMB6.62; excludes Hong Kong

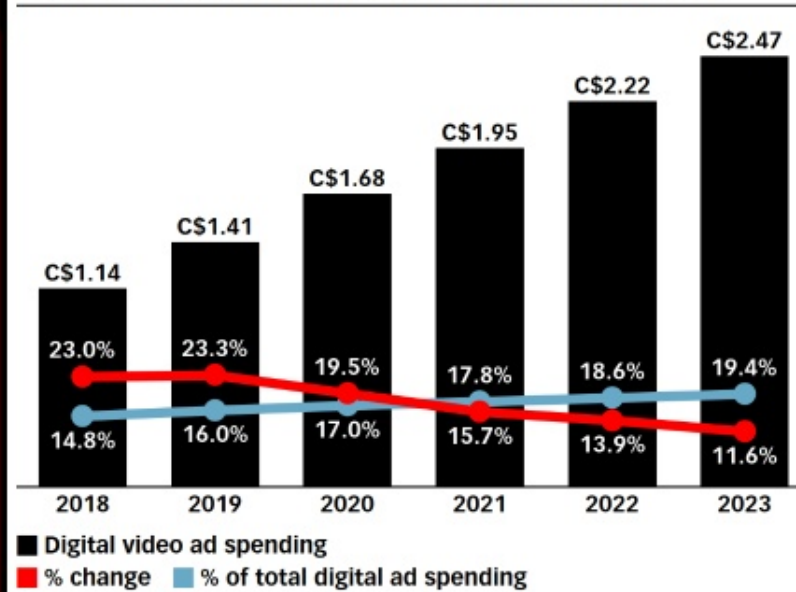
Source: eMarketer, February 2019

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www.eMarketer.com

Digital Video Ad Spending in Canada, 2018-2023

billions of C\$, % change and % of total digital ad spending



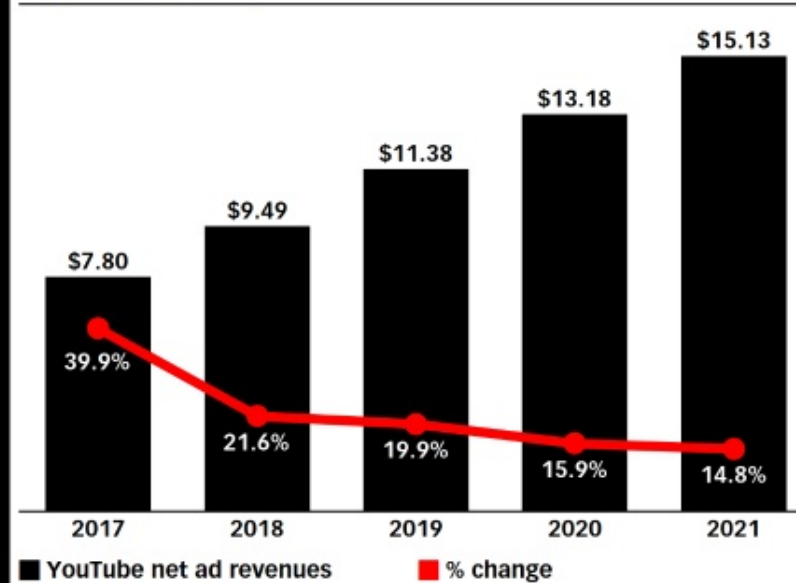
Note: includes in-banner, in-stream and in-text; includes advertising that appears on desktop and laptop computers, as well as mobile phones and tablets

Source: eMarketer, February 2019

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www.eMarketer.com

YouTube Net Digital Ad Revenues Worldwide, 2017-2021
billions and % change



Note: includes banners, rich media, search and video ads; net ad revenues after company pays traffic acquisition costs (TAC) and content acquisition costs (CAC) to partner sites

Source: eMarketer, February 2019

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US

US Subscription Video Services Revenue Estimates, 2018

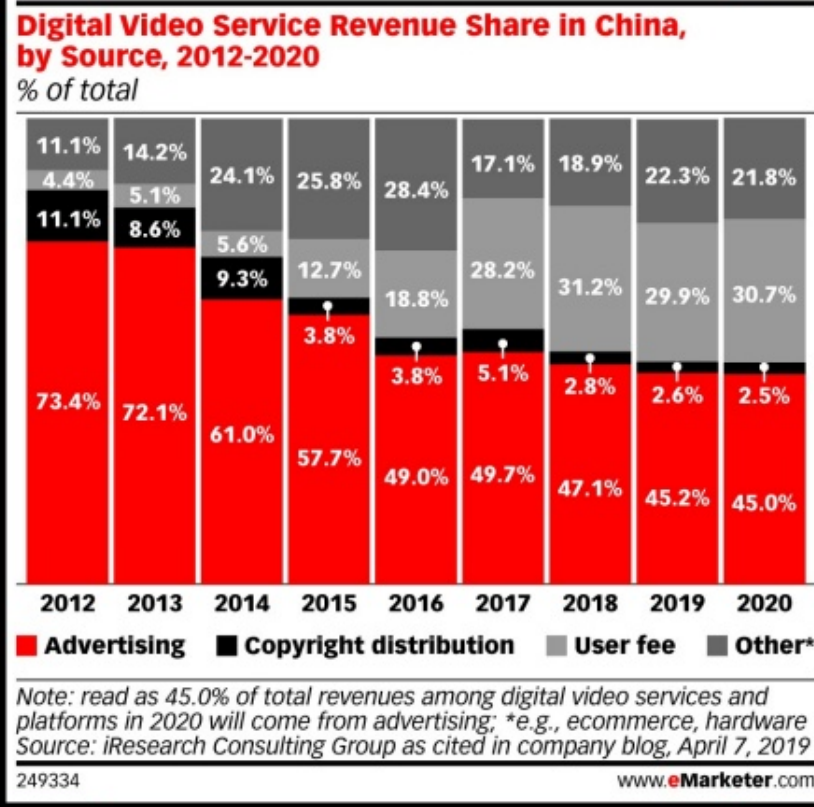
	Subscribers (millions)	Average monthly cost ⁽¹⁾	Annual cost ⁽²⁾	Annual subscription revenues (millions) ⁽³⁾
Netflix	60.2	\$12.66 ⁽²⁾	\$151.92	\$7,646.6 ⁽⁴⁾
Hulu	26.8	\$8.99 ⁽²⁾	\$107.88	\$2,891.2
Amazon Prime Video	26.0	\$8.99	\$107.88	\$2,804.9
HBO Now	5.0	\$14.99	\$179.88	\$899.4
CBS All Access	4.0	\$7.99 ⁽²⁾	\$95.88	\$383.5
Showtime	4.0	\$10.99	\$131.88	\$527.5
Starz	3.0	\$8.99	\$107.88	\$323.6
Sling TV	2.4	\$30.00 ⁽²⁾	\$360.00	\$871.2
Hulu with Live TV	2.0	\$44.99	\$539.88	\$1,079.8
DirecTV Now	1.5	\$52.50 ⁽²⁾	\$630.00	\$945.0
YouTube Premium	1.5	\$11.99	\$143.88	\$215.8
YouTube TV	1.0	\$49.99	\$599.88	\$599.9
PlayStation Vue	0.8	\$57.50 ⁽²⁾	\$690.00	\$517.5
fuboTV	0.3	\$66.24 ⁽²⁾	\$794.88	\$198.7
Total	-	-	-	\$19,904.7

Note: excludes advertising revenues; (1) cost does not take into account trial periods, introductory offers, special promotions or pricing plans for longer than one month; (2) average cost of different pricing plans; (3) eMarketer calculations excluding Netflix; (4) company reports
Source: company reports; eMarketer calculations, May 2, 2019

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CHINA





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