

2 billion people in Asia-Pacific will be digital video viewers by 2022

Article

The forecast: After a higher-than-expected spike in 2020, digital video viewers in Asia-Pacific will rise **6.5%** this year to **1.93 billion**. Digital video viewers will exceed **2 billion** by 2022, a year earlier than previously projected.

Dive deeper:

- **China** has the highest digital video viewer share of internet users among all countries in Asia-Pacific. Penetration will reach **93.4%** in 2022. No other country will hit **90%** within our forecast period through 2025.
- Of the **almost 2 billion** digital video viewers this year, more than half (**53.1%**) will be subscription over-the-top (OTT) video service users. Subscription OTT video service users will surpass **1 billion** in 2021, a year earlier than expected.
- **Australia** still has the highest subscription OTT share of digital video viewers this year at **68.3%**. China, however, will surpass Australia in 2022, hitting **70.1%**, while Australia lingers just below at **69.9%**.

Looking ahead: By year-end 2025, digital video will reach **82.2%** of internet users in Asia-Pacific for a total of **2.20 billion** viewers.