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

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.