

# US subscription OTT revenues to pass \$50 billion this year

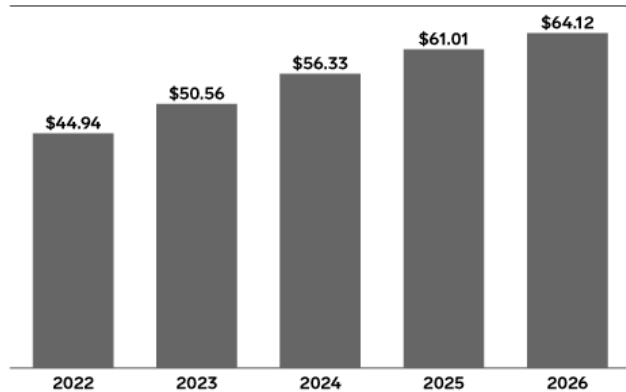
Article

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OTT video subscription revenues will hit \$50.56 billion this year, an increase of 12.5% YoY, according to our forecast. Revenues will climb to \$64.12 billion by the end of 2026.

## US OTT Video Subscription Revenues, 2022-2026

billions



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, Dec 2022

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InsiderIntelligence.com

**Beyond the chart:** Subscription revenues are outpacing viewership for OTT, a result of price increases and existing viewers stacking up on platform subscriptions. **OTT user growth is slowing** because penetration is already so high—nearly two-thirds of the US population are viewers, according to our forecast.

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*Methodology: Estimates are based on the analysis of survey and traffic data from research firms and regulatory agencies, sales projections, historical trends, company-specific data, and demographic and socioeconomic factors.*