

By Brandon Riney, Researcher, and Brett Sappington, Senior Research Director & Principal Analyst, Parks Associates

<p>Synopsis</p> <p>This report examines the market lifecycle for the global OTT video services industry. It assesses the current state of OTT video service competition and service adoption for the US, each global region, and major national markets around the world. Key themes include the evolution of OTT video services and business models, growth in competition, and the stages that markets are going through. The report includes a five-year forecast of OTT video subscriptions and revenues.</p>	<p>Trends in Services per Household</p> <p>Number of Online Subscription Services: UK vs. Canada vs. US Broadband Households</p> <table border="1"> <caption>Number of Online Subscription Services: UK vs. Canada vs. US (2018)</caption> <thead> <tr> <th>Country</th> <th>1 service</th> <th>2 services</th> <th>3 services</th> <th>4 or more services</th> </tr> </thead> <tbody> <tr> <td>UK in 2018</td> <td>~30%</td> <td>~15%</td> <td>~5%</td> <td>~5%</td> </tr> <tr> <td>Canada in 2018</td> <td>~35%</td> <td>~15%</td> <td>~10%</td> <td>~5%</td> </tr> <tr> <td>US in 2018</td> <td>~30%</td> <td>~15%</td> <td>~15%</td> <td>~10%</td> </tr> </tbody> </table> <p>© Parks Associates</p>	Country	1 service	2 services	3 services	4 or more services	UK in 2018	~30%	~15%	~5%	~5%	Canada in 2018	~35%	~15%	~10%	~5%	US in 2018	~30%	~15%	~15%	~10%
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<p>Publish Date: 4Q 19</p>	<p>“Global expansion from the US spurs competition in international OTT markets, even in regions where markets are underdeveloped for paid services. The threat of Netflix and Amazon dominating local video services has driven companies to launch regional or local OTT offerings,” said Brandon Riney, Researcher, Parks Associates.</p>																				
<p>Contents</p>	<p>The OTT Video Market Lifecycle</p> <ul style="list-style-type: none"> Market lifecycles commonly have four stages Introduction / Market Development Phase Application in the US and European Markets Growth Phase (Early) Growth Phase (Middle/Late) United States OTT Video Services Breakout, 2013-2019 Overall OTT Service Subscriptions (2016 - 2019) United States Streaming Media Player Forecast, 2013-2019 Maturity Phase <p>The Lifecycle in Global Markets</p> <ul style="list-style-type: none"> North America’s OTT market has set the pace for global growth Number of Online Subscription Services: UK vs. Canada vs. US (2018) Global OTT Markets European Markets Latin America and Africa Asia-Pacific OTT Markets OTT Worldwide Markets 																				

	<p>OTT Video Service Market Forecasts Global Forecast: Total OTT Video Subscriptions (2018 - 2024) Global Forecast: OTT Video Service Revenues (2018 - 2024) US Forecast: OTT Households, Subscriptions, and Revenues (2018 - 2024)</p>
<p>Attributes</p> <p>Parks Associates 5080 Spectrum Drive Suite 1000W Addison, TX 75001</p> <p>800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax</p> <p>parksassociates.com sales@ parksassociates.com</p>	<p>Authored by Brandon Riney and Brett Sappington Executive Editor: Tricia Parks Published by Parks Associates</p> <p>© November 2019 Parks Associates Addison, Texas 75001</p> <p>All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.</p> <p>Printed in the United States of America.</p> <p>Disclaimer Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.</p>