

African OTT and SVOD revenues to soar by 2027

African Over the Top (OTT) movie and TV episode revenues will reach \$2bn by 2027 - triple from \$623m in 2021.



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This is according to the *Africa OTT TV and Video Forecasts* report by [Digital TV Research](#).

Together South Africa and Nigeria will account for 56% of the total by 2027, leaving \$896m divided between the other 33 countries. Subscription Video on Demand (SVOD) revenues will reach \$1.66bn by 2027; up from \$476m in 2021.

Digital TV Research forecasts 13.72 million SVOD subscriptions by 2027, up from 4.89 million at end-2021.

Netflix will account for 47% of the region's SVOD subscriptions by 2027.



Why Netflix believes Africa is a good investment

Danette Breitenbach 30 Mar 2022



With no Amazon Prime countries in Africa, Amazon Prime Video is forecast to have 2.18 million paying subscribers by 2027.

Simon Murray, principal analyst at Digital TV Research, says: “Disney+ will only have a limited roll-out: South Africa (2022) and Nigeria (2023). We do not think that Paramount+, HBO Max or Peacock will start as standalone platforms in Africa. HBO will continue its distribution deal with Showmax.”

“Francophone MyCanal started as a free add-on for Canal Plus pay TV subscribers in 2021. In our last forecasts, we expected MyCanal to be a standalone platform. We now do not believe that this will happen. This will stifle SVOD growth in the Francophone countries.”

The report covers movie and TV episode developments with detailed country-by-country analysis and forecasts for 35 countries

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