



GROWTH IN SVOD SECTOR



Global SVOD revenues are forecast to reach \$127 billion by 2029.

This, according to the latest report from Digital TV Research, will be up from the 2023 total of \$107 billion in 2023.

The reports adds that the US and China will account for half of the 2029 total, with the former adding \$2 billion of the \$20 billion extra SVOD revenues between 2023 and 2029. Meanwhile, Brazil, Germany, Japan and South Korea will each be up by \$1 billion.

The six big US-based platforms will add \$12 billion in SVOD revenues between 2023 and 2029 to take their combined total to \$72 billion. Netflix will remain the SVOD revenue winner, with \$34 billion expected by 2029 – more than Disney+, HBO Max and Paramount+ combined.

Commenting on the findings of the report, Simon Murray, Principal Analyst at Digital TV Research, said: “the key metric for the main SVOD platforms has moved away from subscriber growth to profitability”.

DAZN EDGE NEW EXPANSION

Main Streaming is continuing the expansion of the



DAZN Edge platform in DAZN’s core European markets. D A Z N E d g e ,

introduced in 2021, is responsible for the delivery of the majority of DAZN content across its core European markets.

DAZN is not afraid to innovate to deliver the best experience for its viewers. A mission that led to the selection of MainStreaming as a technology and service provider.

DAZN Edge is built with MainStreaming’s proprietary Video Edge technology that has been optimized for broadcast-grade live and VOD streaming at scale. Additionally, the platform incorporates edge computing applications like watermarking and includes machine learning to improve the personalization of the viewer experience.

AMAZON NEW AD STRATEGY

Amazon will introduce ads in Prime Video content in the United States, UK, Germany and Canada in early 2024.



This will be followed by France, Italy, Spain, Mexico and Australia later in

the year.

In its announcement released Friday, Amazon said that it would aim “to have meaningfully fewer ads than linear TV and other streaming TV providers”.

Amazon is the last major streamer to announce plans to run advertising following similar moves from Netflix, Disney+ and Max. However, unlike Netflix which initially introduced a lower priced tier for those willing to accept advertising, Amazon will charge US customers an additional \$2.99 per month not to see the commercials. It will share pricing for other countries at a later date.

In the UK a Prime subscription, which includes free one-day delivery on goods, Deliveroo, as well as access to its streaming service and basic music streaming, costs £8.99 per month, or £95 a year. ■



... You Know What You Are Doing
But Nobody Else Does

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