

Content Delivery Transformation : Trends in the OTT landscape



@maria_aguete

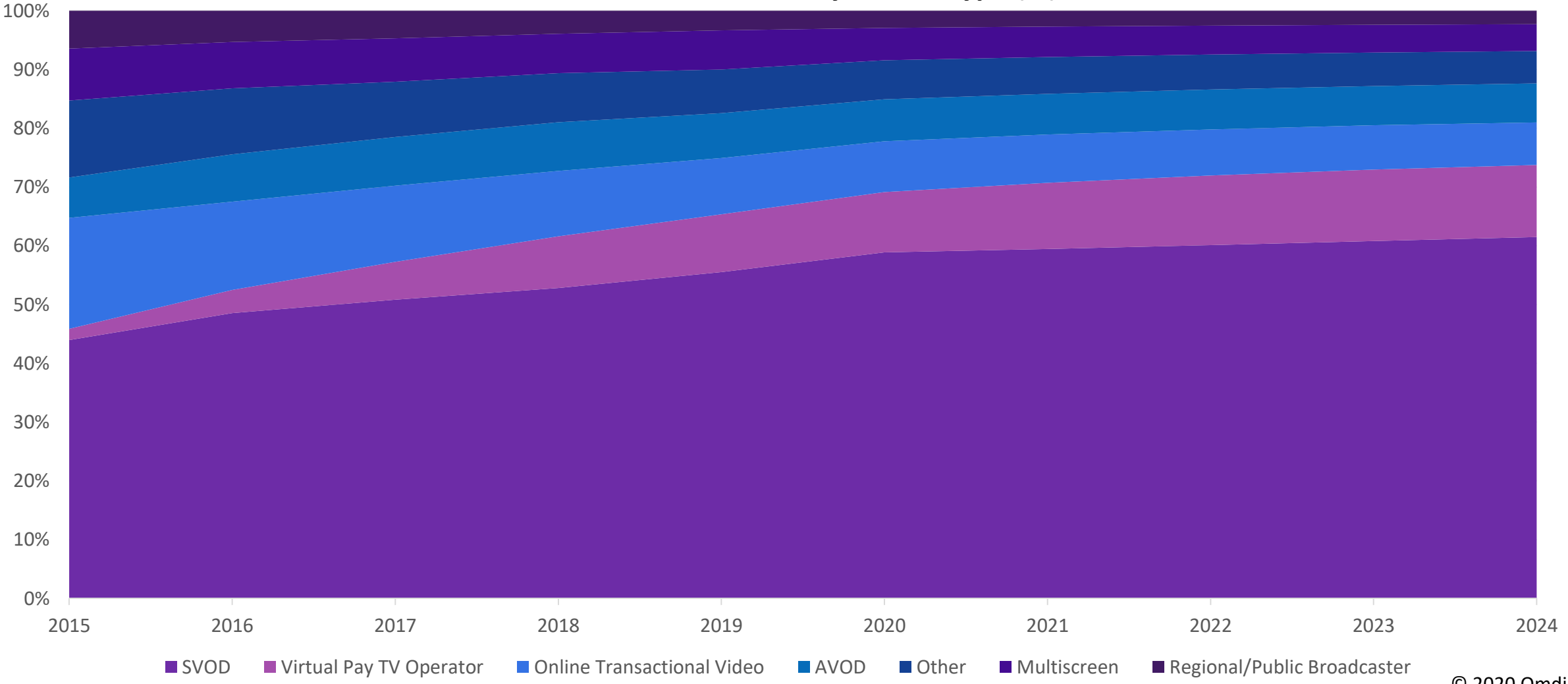
Maria Rua Aguete

Senior Research Director: Video, TV, Advertising

Maria.ruaaguete@Omdia.com

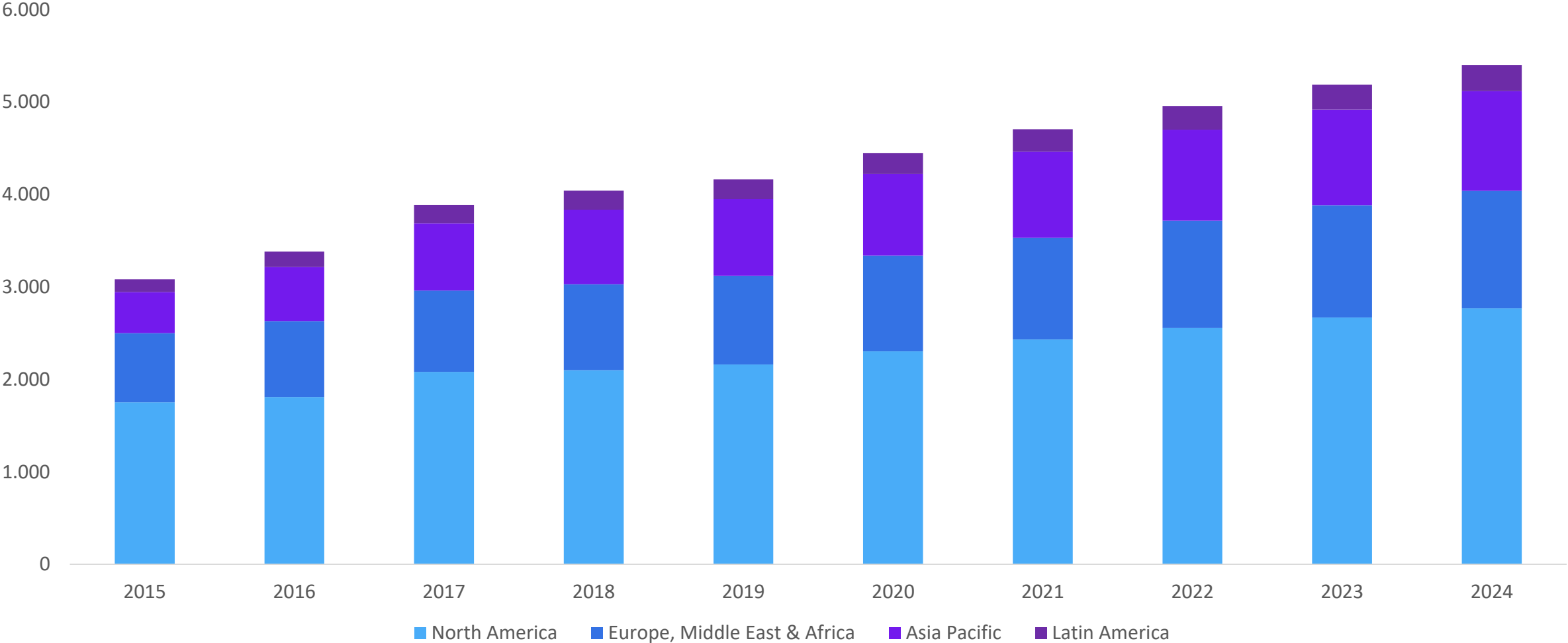
SVoD accounts for 54% of video CDN revenue in 2019

Video CDN market by service type (%)



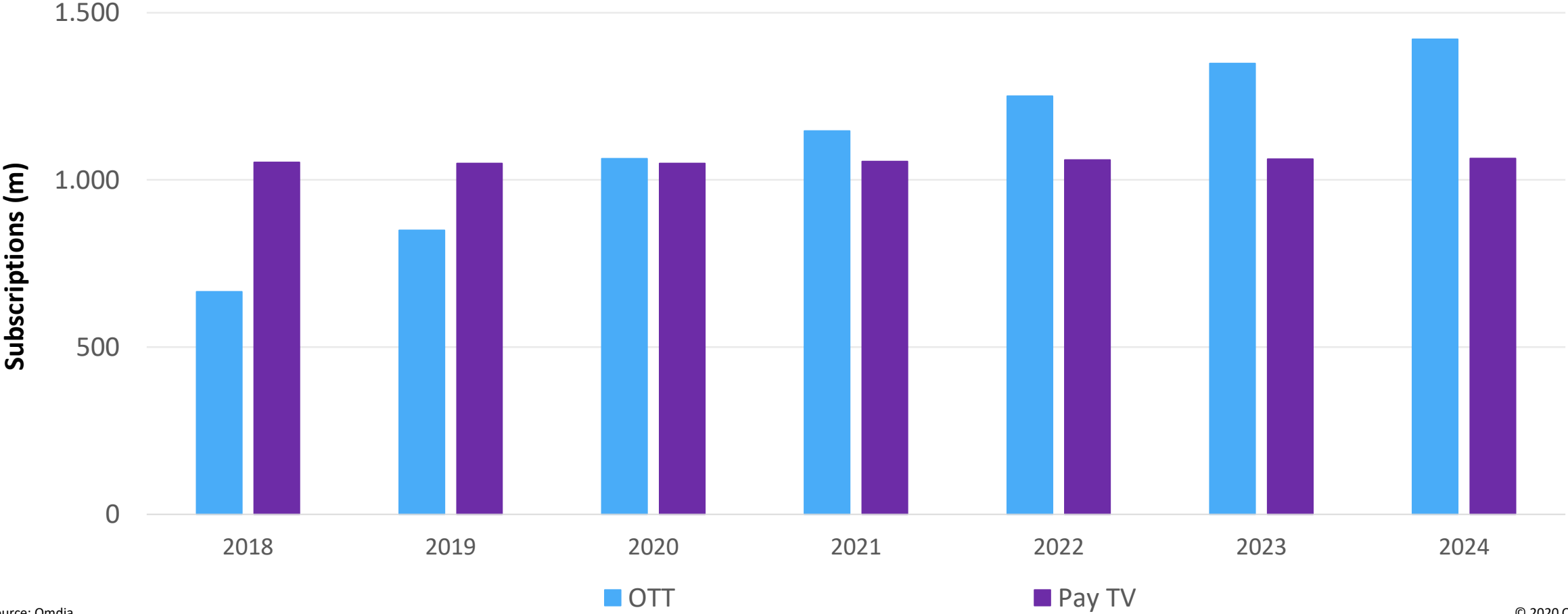
Video CDN market expected to grow at a 5.34% CAGR

Video CDN market size by region in \$m



Pay TV and OTT subscriptions will now converge this year

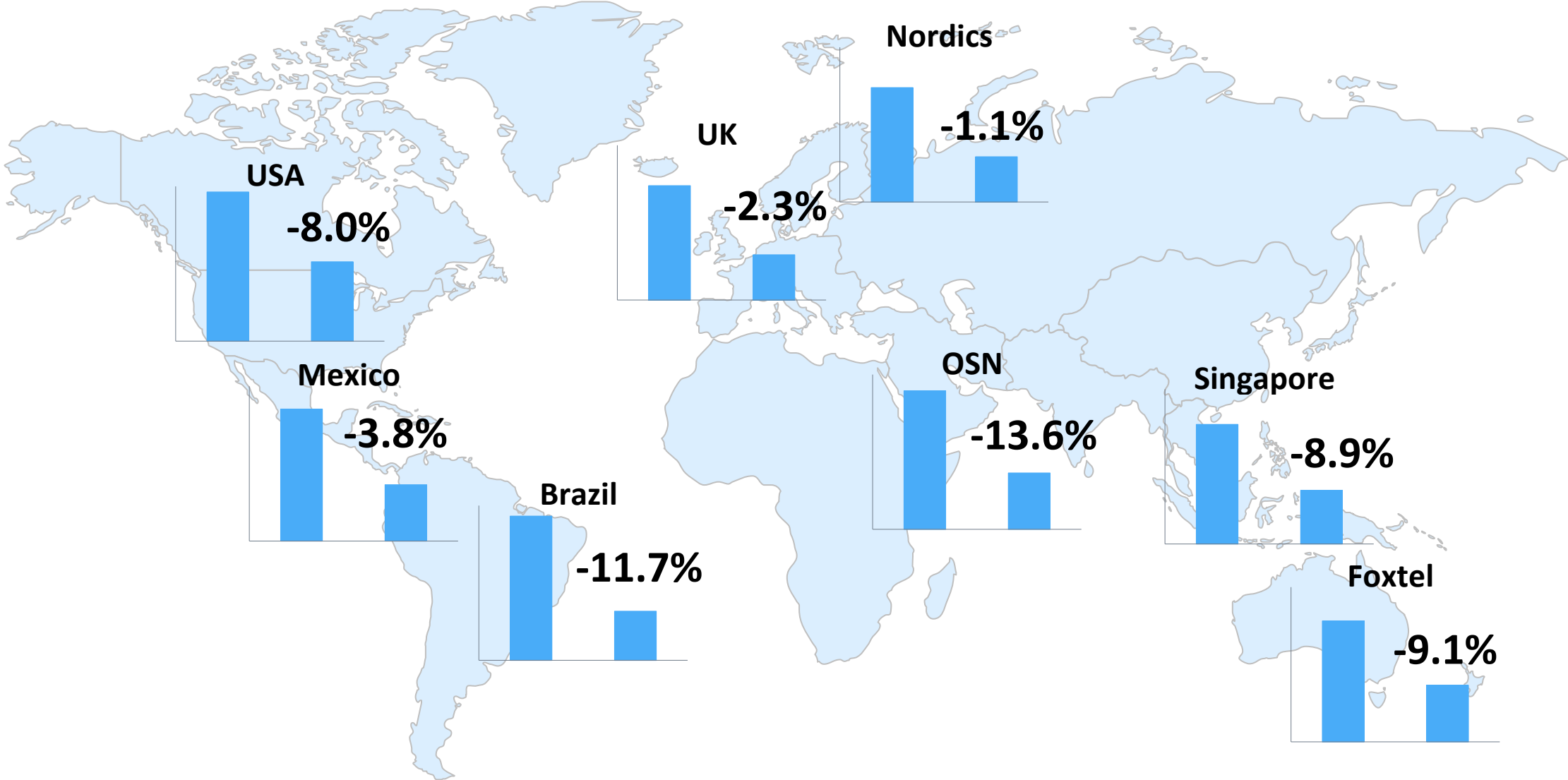
Global: Pay TV and OTT video subscriptions by sector, 2018-24



Source: Omdia

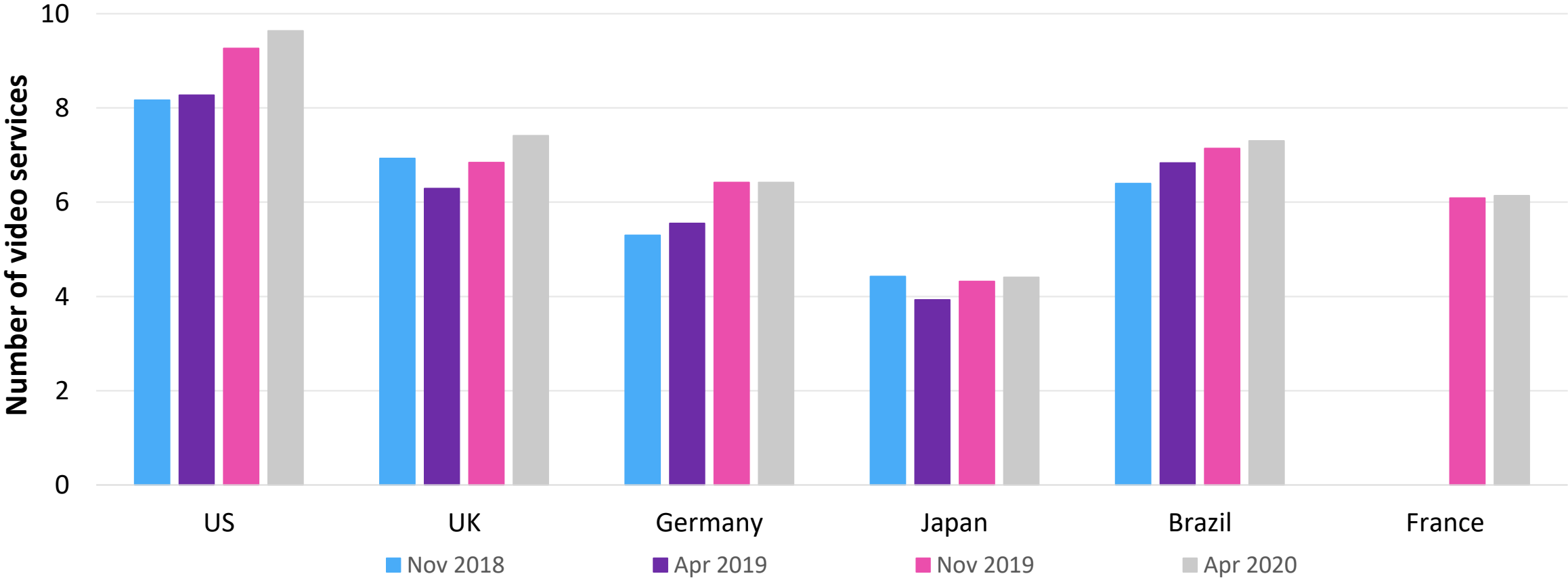
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Cord cutting is no longer a US only phenomena



Across all business models, consumer appetite for video content is growing

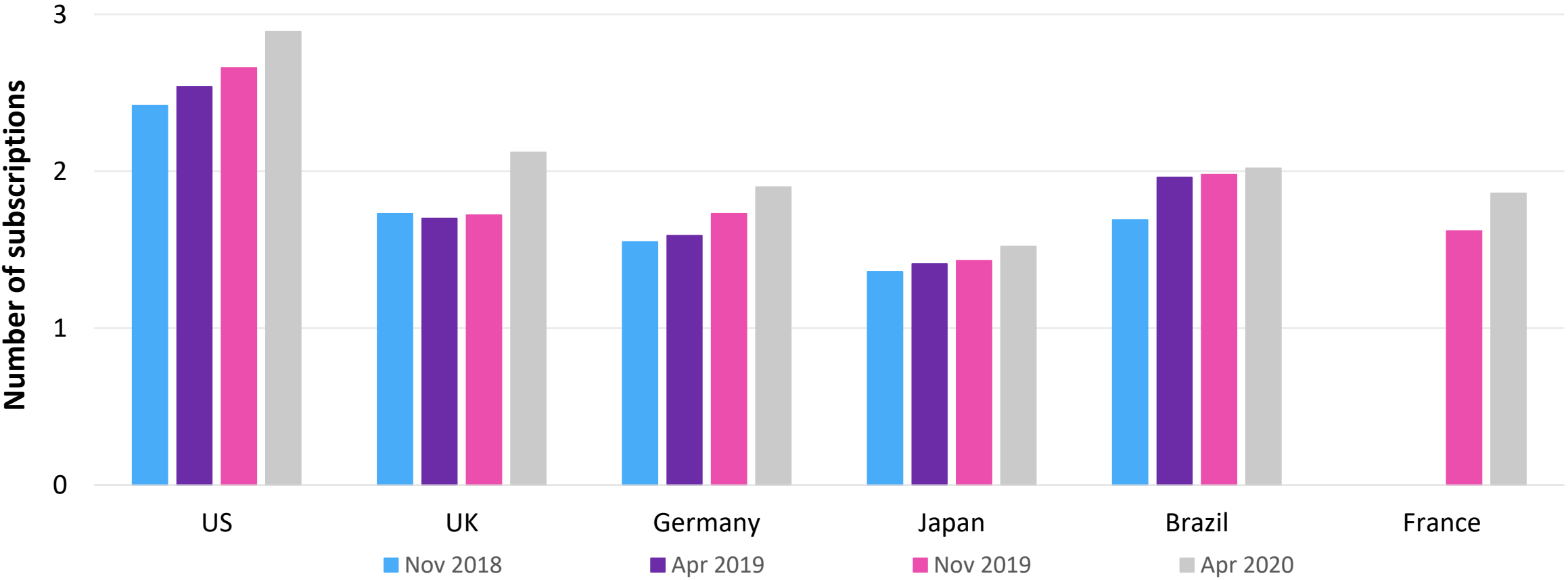
Average number of video services used per video user*, 2018-20



Notes: *includes free, subscription and transactional video services
 Source: Omdia Consumer Research - Devices, Media & Usage Intelligence Service – Premium

OTT subscription stacking is a key part of this upward trend

Average number of paid OTT subscriptions per OTT household, 2018-20



Source: Omdia Consumer Research - Devices, Media & Usage Intelligence Service - Premium

Thank You

Maria Rua Aguete
Executive Director, Media & Entertainment

Maria.ruaaguete@Omdia.com

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