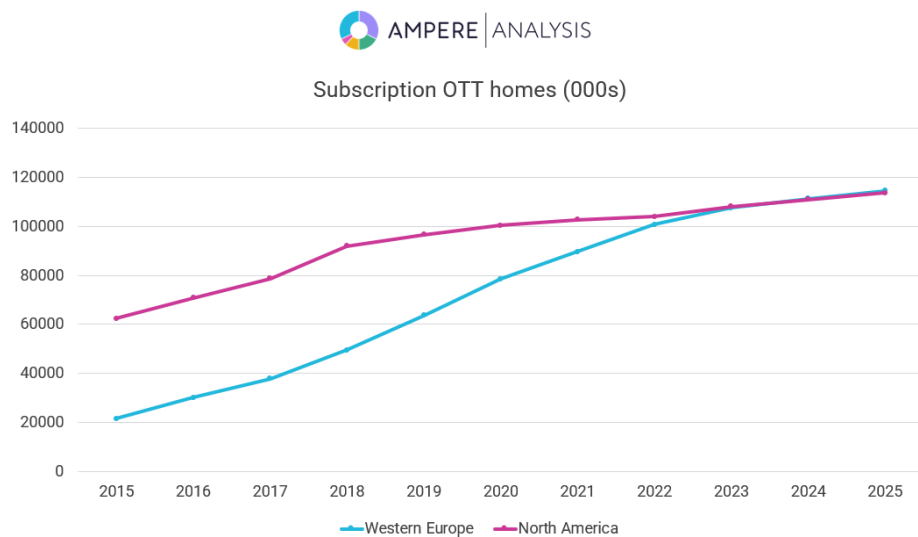


Streaming homes in Western Europe set to overtake North America in 2024

Region will also fall below 50% of global streaming revenue for the first time

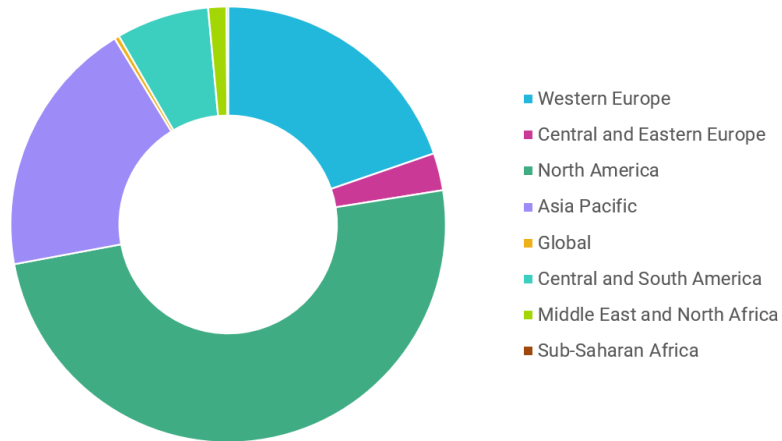
Los Angeles, 7th September 2023: The latest research from Ampere Analysis shows that the number of households taking at least one subscription OTT service in Western Europe is set to surpass North America next year, with the UK and Germany driving much of this growth. North America (USA plus Canada) will fall to the world's third-largest geographic region for streaming homes after Asia, and now Western Europe.



Source: Ampere Markets - Operators

With countries outside of North America forecast to drive streaming growth, the region will also no longer account for the majority of streaming revenue, falling below 50% of global revenue in 2024.

Share of streaming revenue, by region (2024)



Source: Ampere Markets - Operators

Where viewers and revenue go, investment follows

The implications for content investment are significant. Global streamers have been increasingly targeting international markets for production to satisfy the demands of audiences outside the US and bolster further growth in regions with the most potential for new customer acquisition. Already only 43% of Netflix’s upcoming series are being made in the USA and other streamers are following suit. Amazon Prime and Disney+ also now make fewer than 50% of their upcoming shows in the USA and Paramount+ is rapidly heading the same way.

With Asia holding the crown as the fastest-growing and largest region for streaming, it is likely to see the biggest increase in focus for content investment with a knock-on effect for viewers who will see more and more Asian-origin content on their streaming platforms. Western Europe, too, will become increasingly influential as a source of content on streaming as, moving forward, it is set to remain the second strongest region for streaming customers.

Guy Bisson, Executive Director at Ampere Analysis says: “Streaming saturation in North America is the primary driver for reduced growth. Other world regions still have headroom for new customers, both in terms of customers entirely new to streaming and in the number of services taken in each home. North America also losing its place as the largest revenue generating region can only accelerate the existing trend for focusing content investment on key growth markets having long-term implications for the US production sectors and for inward investment into Asia and Europe.”

Ends

Notes to Editors:

Western Europe includes Norway, Denmark, Germany, Sweden, UK, Netherlands, Finland, Italy, France, Spain, Ireland, Austria, Switzerland, Belgium, Luxembourg, Portugal, Iceland, Malta, Greece and Cyprus. North America includes USA and Canada.

For more information, please contact Greenfields Communications:

Corinna Staedel: corinna@greenfieldscommunications.com +1 912 506 5674

Lucy Green lgreen@greenfieldscommunications.com T: 0208 778 3784/07817 698366

Ampere Analysis

Roya Sanei T: 020 3848 6400 roya.sanei@ampereanalysis.com

Dan Stevenson T: 020 3848 6400/07973 157317 dan.stevenson@ampereanalysis.com

About Ampere Analysis

Founded in January 2015, Ampere Analysis is a new breed of media analyst firm. The company's experienced team of sector-leading industry analysts specialises in sport, games, pay and multiscreen TV and next-generation content distribution. Our founders have more than 60 years combined experience of providing data, forecasts and consulting to the major film studios, telecoms and pay TV operators, technology companies, TV channel groups and investment banks. www.ampereanalysis.com