

The 5-year forecast (2023-2027) of Video On Demand (VOD) market

The report estimates the market size/share of video on demand (VOD) in 2022 by SVOD/TVOD/EST. It also provides the market size forecast by 2027 under the three scenarios of "Base," "Optimistic," and "Pessimistic" for each SVOD/TVOD/EST as well as the overall market. Furthermore, It provides a detailed description of the estimation logic used in the report, allowing you to confirm the estimation method.

Estimated market size/share by contract type (SVOD/TVOD/EST).

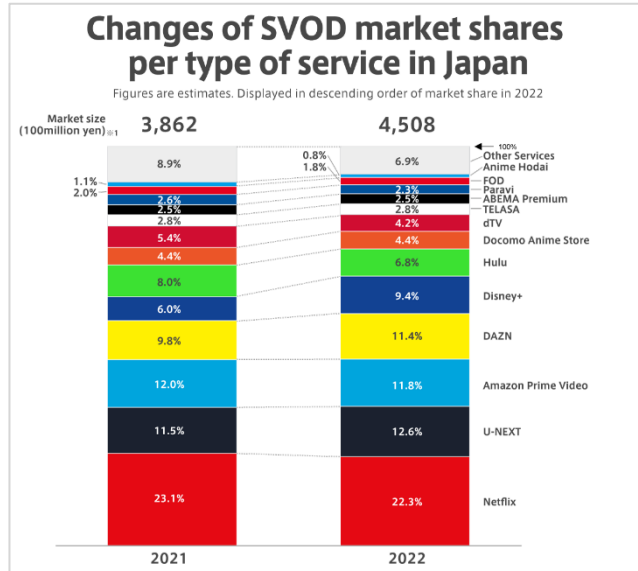
Using our own consumer research, we have estimated market share/size in 2022 by SVOD (subscription video on demand), TVOD (transactional video on demand) and EST (Electric Sell Through).

Base, Optimistic and Pessimistic scenario design

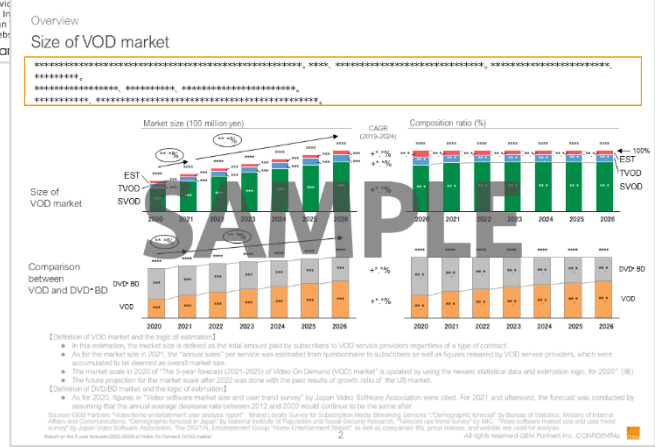
Based on the track record of video on demand in Japan and the U.S. to date, we have set three scenarios (Base, Optimistic and Pessimistic) and forecasted the market size until 2027.

Sharing of estimation logic and results

In addition to our own consumer research, we have used public statistics and published figures from video on demand service providers to create our estimates for this report. In the report, the estimation logic is also described in detail.



Source: GEM Partners "Video on demand/Broadcast/Physical home video market user analysis report", "Brand Loyalty Survey for Subscription Media Streaming Service in Japan" by National Int trend survey* by Japan press release, and web*
 *GEM Standard



Price

Japanese Ver. (PDF+Excel) : ¥330,000

Japanese Ver. (PDF+Excel) +English Ver.(PDF+Excel) : ¥550,000

*All prices are tax included.

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Survey overview

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Survey method	GEM Partners "Video on demand/Broadcast/Physical home video market user analysis report", "Brand Loyalty Survey for Subscription Media Streaming Services ", "Demographic forecast" by Bureau of Statistics, Ministry of Internal Affairs and Communications, "Demographic forecast in Japan" by National Institute of Population and Social Security Research, "Telecom use trend survey" by MIC, "Video software market size and user trend survey" by Japan Video Software Association, The DIGITAL Entertainment Group "Home Entertainment Report" as well as companies' IRs, press release, and website are used for analysis.
The total number of pages	26 pages
Language	English / Japanese
Deliverable Option	Report (PDF), Aggregate data(Excel)
Published Date	February 17, 2022

GEM Standard

Product and service overview

Product and service

Tracking Report

Providing industry indexes and demand forecasts.

For production companies, exhibitors, distributors and marketing companies in the movie theater industry.



Cinema Analytical Tracking Survey

For the home entertainment industry.



Blu-ray InteRnet DVD Survey

Custom Marketing Research

Providing insights from quantitative and qualitative research to guide marketing strategy that maximizes the value of entertainment brands.

For all brand marketers in the entertainment industry.



Demand & Opportunity Generating Survey

Digital Marketing

Planning, executing and analyzing digital marketing for entertainment brands based on proprietary data and insights.

For all brand marketers in the entertainment industry.



Programmatic advertising AND Analytics

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