

The 5-year forecast (2025-2029) of Video On Demand market

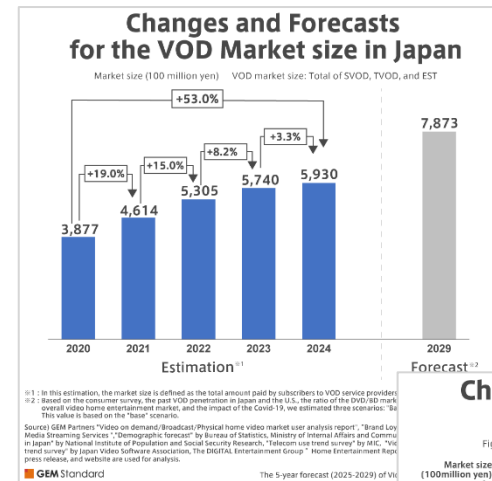
Market forecast per SVOD/TVOD/EST

The report estimates the market size and share of video on demand (VOD) in 2024 by SVOD/TVOD/EST. The report also provides the market size forecast by 2029 under the three scenarios of "Base," "Optimistic," and "Pessimistic" for each SVOD/TVOD/EST as well as the overall market.

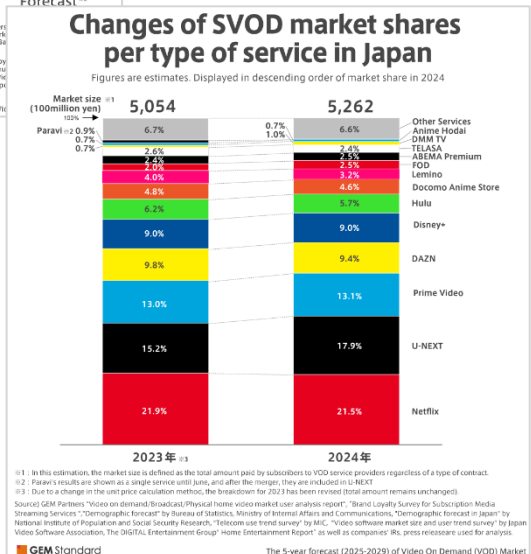
Furthermore, the report provides a detailed description of the estimation logic used in the report, allowing you to confirm the estimation method.

CATS • **BIRDS** • DOGS • PANDA • TIGER

Blu-ray InteRnet DVD Survey For the home entertainment industry.



⁰¹ In this estimation, the market size is defined as the total amount paid by subscribers to VOD service providers.
⁰² Based on the consumer survey, the past VOD penetration in Japan and the U.S., the ratio of the DVD/BD market overall video home entertainment market, and the impact of the Covid-19, we estimated three scenarios: "Base", "Optimistic", and "Pessimistic". This value is based on the "Base" scenario.
 Sources: GEM Partners "Video on demand/Broadcast Physical home video market user analysis report", "Brand Loyalty Media Streaming Services", "Demographic forecast" by Bureau of Statistics, Ministry of Internal Affairs and Communications in Japan; National Institute of Population and Social Security Research, "Telecom use trend survey" by MIC, "VOD trend survey" by Japan Video Software Association, "The DIGITAL Entertainment Group", "Home Entertainment Age" press release, and website are used for analysis.
 GEM Standard The 5-year forecast (2025-2029) of VOD Market



⁰¹ In this estimation, the market size is defined as the total amount paid by subscribers to VOD service providers regardless of a type of content.
⁰² Paravi's results are shown as a single service until June, and after the merger, they are included in U-NEXT.
⁰³ Due to a change in the unit price calculation method, the breakdown for 2023 has been revised (total amount remains unchanged).
 Sources: 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 Age" press release, and website are used for analysis.
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The 5-year forecast (2025-2029) of Video On Demand (VOD) market

The report estimates the market size/share of video on demand (VOD) in 2024 by SVOD/TVOD/EST. It also provides the market size forecast by 2029 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).

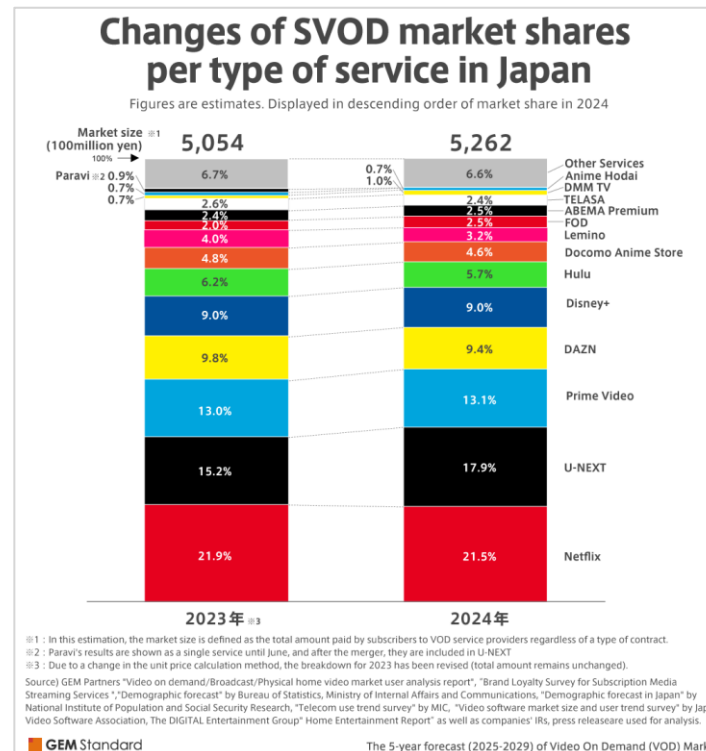
Using our own consumer research, we have estimated market share/size in 2024 by SVOD (subscription video on demand), TVOD (transactional video on demand) and EST (Electric Sell Through).

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 2029.

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.

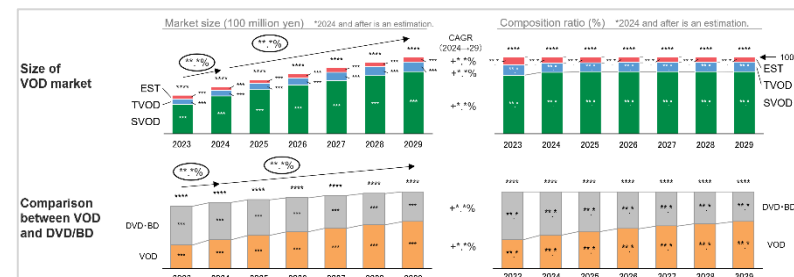


Price

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*All prices are tax included.



Contents

Overview	(P.02)	3:Reference	(P.20)
1:Estimation results	(P.04)	1) Estimation of shares per content type/ content holder in 2024	(P.21)
1) Estimation results for overall VOD market	(P.05)	• Shares per content type in 2024 (estimation)	(P.21)
2) Comparison of VOD market with DVD/BD market	(P.06)	• Shares per content holder of movies in 2024 (estimation)	(P.22)
3) Shares per type of service	(P.08)	2) Changes of market size/shares per type of service	(P.23)
2:Estimation logic	(P.09)	• SVOD	(P.23)
Overall picture of estimation logic	(P.10)	• TVOD	(P.24)
Step1 Estimation of market size in 2024	(P.11)	• EST	(P.25)
• Parameter values used in 2024 estimation	(P.11)	3) SVOD users unit value	(P.26)
Step2 Estimation of market size in and after 2025	(P.12)	4) Video content viewing patterns and trends by content genre (2024) *Additional survey in 2025	(P.28)
• Method of forecasting subscription percentage in and after 2025	(P.12)		
• Correlation between the number of users and its growing rate	(P.13)	※ Definition of a term	
• The concept of setting up VOD market growth rate in Japan for each scenario	(P.14)	VOD : V ideo on D emand	
• (Reference) Comparison of share of VOD between Japan and the US	(P.15)	SVOD: S ubscription V OD	
• Changes of parameters used in estimation (Base scenario)	(P.16)	TVOD: T ransactional V OD	
• [A1] Changes of internet population and shares per gender/generation	(P.17)	EST: E lectronic S ell T hrough	
• [A2] (Total)Changes of subscription percentage	(P.18)		
• [A] (Total)Changes of the number of users	(P.19)		

Survey overview

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<p>Survey method</p>	<p>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 are used for analysis.</p>
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Product and service overview

Product and service

Tracking Report/Data

Providing industry indexes and demand forecasts.

**A data service that provides standard of value
for entertainment brands..**



Tracking and Insight Generator for Entertainment Research

**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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