



The Battle for the American Couch Potato: OTT and TV

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Commentary

Since 2003, we have published our Couch Potato Report series every year. **The Battle for the American Couch Potato: OTT and TV, March 2025**, (277 pages), contains detailed analysis of offers (including prices & programming), deals & rights, strategy, subscriber & financial performance metrics (including forecasts) by Company & Market. In addition to Convergence analysis, sources include company interviews, annual/quarterly reports & presentations, US Census.

Commentary, please see Table of Contents for what is included in this Report:

Based on analysis of over 90 OTT services (over 60 providers), led by Netflix, Disney, Amazon, YouTube TV, we estimate 2024 US OTT access (subscription) revenue grew 18% to \$69.5 billion, and forecast 17% growth in 2025 to \$81.5 billion (exceeding 2025 US TV subscription revenue). Based on a number of factors explored in this Report, we expect double digit growth rates will sustain through 2027 (and beyond).

We forecast total US paid OTT subscriptions, which we estimate reached 544 million YE2024, annual rate of growth even with Charter's multiple deals and ESPN OTT will decline from high single to low-mid single digits through 2027. Concurrently we expect US OTT household penetration and subscriptions per household will start to level out. Based on 10 leading OTT providers, the average US price increase across the providers was 14% in 2024 and we forecast 2025 will be similar. That being said OTT offers with advertising represent a significant cost savings (on average 42% less) to similar offers without advertising.

Based on our forecast trajectory, US AVOD (free ad-supported OTT) and SVOD TV (paid OTT subscription with ads) advertising revenue will exceed traditional US TV advertising revenue by X.

We estimate 2024 saw a decline of 6.5 million US Cable, Satellite, Telco TV subscribers, and we forecast a decline of 5.6 million TV subs in 2025; US TV subscribers declined by 12% in 2024 and we forecast on average 12% declines/annum through 2027.

We estimate 2024 US Cable, Satellite, Telco TV access (subscription) revenue declined 10% to \$70 billion and forecast on average 10% declines/annum through 2027, with ARPU growth remaining in the X%/annum range.

As illustrated in our US Cord Cutter/Never Household Model, as of YE2024 we estimate X million US households (64% of HHs) did not have a TV subscription with a Cable, Satellite, or Telco TV access provider, and we forecast a rise to 76% of HHs YE2027.

Extending out forecasts to YE2030 from YE2024, demonstrates a decline of more than X of TV subs and annual TV access revenue, an over X% increase in cord cutter/never households, and more than a doubling of annual OTT access revenue. Net-net traditional TV access is well into becoming a niche product.

As TV access providers are also broadband providers there are benefits to facilitating OTT. Annual residential broadband revenue has more than doubled over the last decade.