



Global Entertainment & Media Outlook 2023-2027

Custom dataset

	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2023-27 CAGR
OTT video in Denmark (US\$ mn)	426	544	689	859	956	1,021	1,064	1,094	1,120	1,144	2.898%
Subscription VOD (US\$ mn)	400	514	655	825	919	983	1,026	1,057	1,082	1,106	3.010%
Transactional VOD (US\$ mn)	26	30	35	34	37	38	38	37	38	38	-0.151%
OTT video in Norway (US\$ mn)	267	295	321	418	480	535	573	611	651	693	6.713%
Subscription VOD (US\$ mn)	235	261	286	381	441	495	533	570	610	652	7.139%
Transactional VOD (US\$ mn)	32	35	36	36	39	40	40	40	41	41	0.902%
OTT video in Sweden (US\$ mn)	365	418	534	702	766	877	967	1,056	1,133	1,217	8.544%
Subscription VOD (US\$ mn)	331	382	495	661	726	835	924	1,013	1,089	1,174	8.888%
Transactional VOD (US\$ mn)	34	37	39	42	41	42	43	44	44	44	0.911%

Note: Numbers shown are rounded. Totals may not equal the sum of their parts due to rounding.

Sources:

PwC, Omdia