

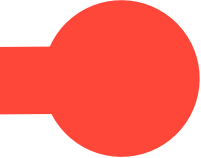
Q1 Report
2021



Global Digital Subscription

Snapshot





Hello and welcome to the first Global Digital Subscription Snapshot of 2021, which we're delighted to bring to you in collaboration with our partners at CeleraOne once again.

Much has changed in our world over the last 12 months – but one thing remains the same, the New York Times continues to dominate the publisher space. A couple of highlights to pick out from their latest data :

- At approaching 7m digital subscribers, their numbers have doubled in just 2 years
- Digital subscriptions revenue overtook print subscriptions for the first time in 2020; it now makes up 34% of NYT's revenue. Advertising is just 22%.

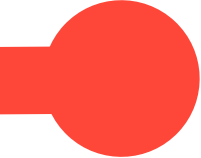
Kopit Levein, NYT's CEO, has just set a new target of achieving 10 million subscribers by 2025. I'm here to tell you that, bearing in mind their long-term rate of growth is actually increasing at the moment, they'll smash that target.

I estimate they'll pass 10m in the middle of next year and that by 2025, they should be aiming for 25m subscribers.

It'll be interesting to see the extent to which NYT see other content types playing a role in fuelling that growth. Pretty much all of it so far comes from traditional words and pictures but will they require greater investment in video and audio to attract – and retain – subscribers as they get beyond their new target?

This report also contains a salutary warning on the dangers of over-reaching. Just 18 months ago De Correspondent were the darlings of the digital subscription start-up space, registering huge success in their home market of The Netherlands, and with ambitious plans to launch in the US. In January of this year, their English-language version, The Correspondent, was gone, with uncertain consequences for the parent organisation.

There's nothing wrong with setting ambitious goals, it's a great way to galvanise growth. Probably the best example is Disney+, which seems to have definitively "won" the streaming wars by achieving its 100m 4-year subscriber target within just 12 months of launch. With a raft of new programming based around popular franchises coming down the track, it won't be long before they overtake Netflix, who are in danger of becoming the Yahoo! of streaming.



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The video streaming market is seeing a boom in new services, with HBO Max announcing new international goals and the re-branding of CBS' service to Paramount+, presumably in the hope of increasing its appeal.

The market feels like it's approaching saturation, with some kind of consolidation inevitable.

Across publishing, video and audio, we will arrive soon at a critical question – if you can't succeed in attracting a viable subscription audience, can you exist as a standalone business? I suspect the answer is no.

In publishing media though, we're still a long way from that point. Across the board, we see outstanding growth rates and new entries to the report, all showing that we are still firmly in the beginning of the boom in digital subscriptions. A few highlights – the outstanding growth of La Nación in Argentina, giving hope to a market whose print industry has been suffering; The Telegraph in the UK, powering ahead with a digital subs strategy that is delivering a consistent growth rate of 18% per quarter, at which rate they will quickly catch The Guardian, having already overtaken The Times; and Wired, providing further evidence to a magazine industry reluctant to take the plunge that substantial growth and audience in this area is possible.

There's hundreds of other stories I could pull out from the report – I haven't even touched on audio and a growth story fuelled by podcasting – I'm sure you'll find many more.

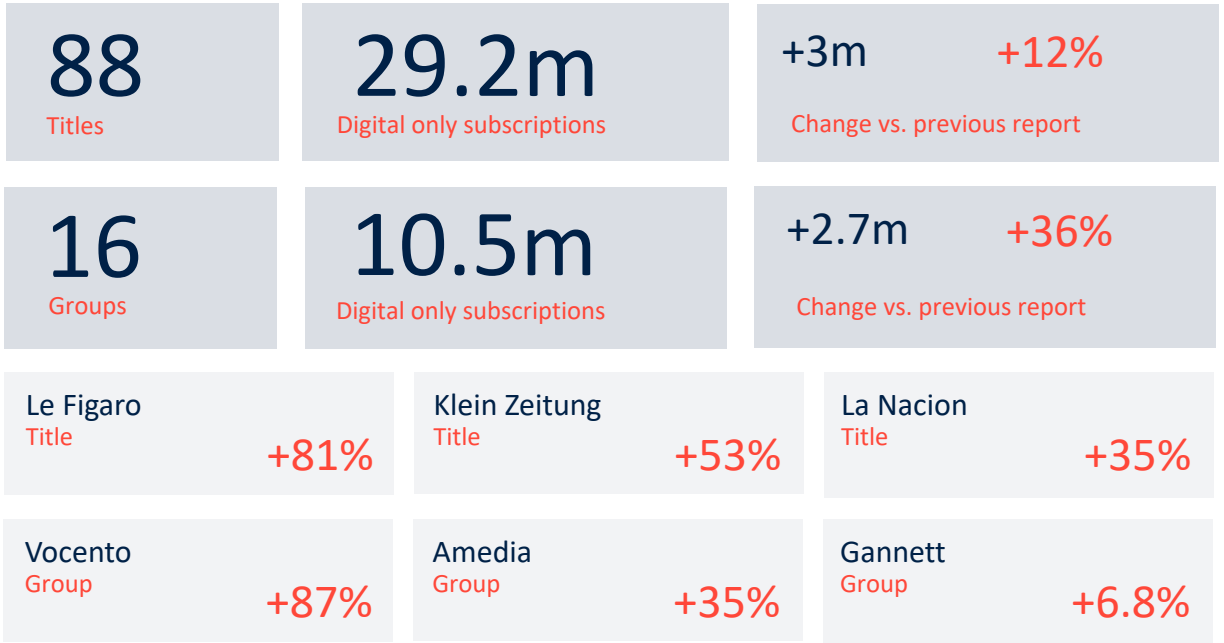
Thanks for reading and I hope you find this report useful.

James Hewes
President and CEO, FIPP

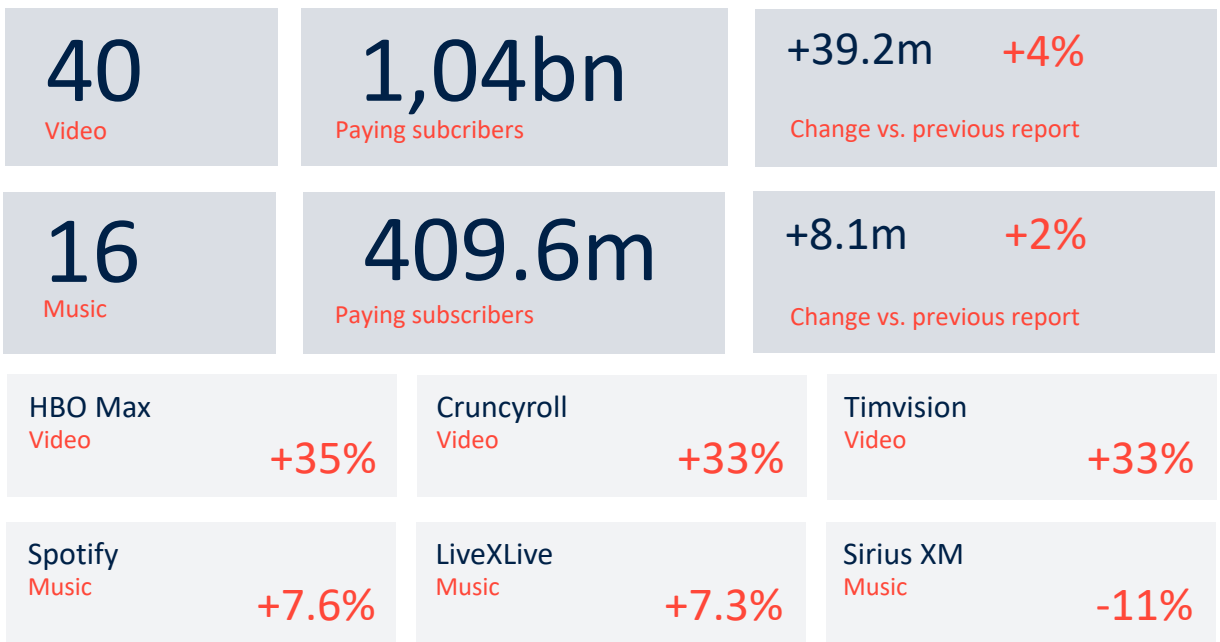


Key Stats

Publishing



Streaming



Figures shown reflect changes since our last report. As not all entities release information periodically, the basis for comparison may span multiple quarters and should not be viewed as a measure on period on period performance.

Publishers Talking Points

New York Times sets sights on 25 million subscribers

The New York Times ended 2020 with more than 7.5 million paying subscribers, 6.7 million of which are digital-only.

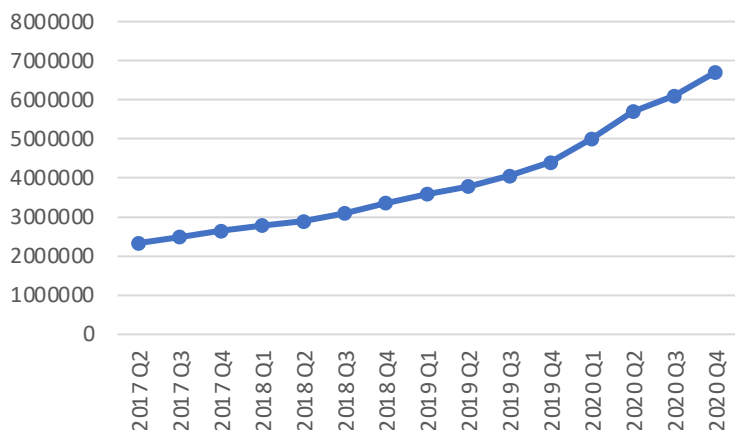
The title's increase of 2.3 million new digital subscribers is more than almost all other news publishers in the world during the same period according to an [article](#) in the FT.

While the company officially has a target to reach 10 million subscribers by 2025, the company's president and chief executive office, Meredith Kopit Levien is quoted as saying that she saw the potential for their current 6.7 million digital subscriber base to increase three or fourfold over time.

Elaborating on the topic, Levien stated: "The last 10 years were about proving our strategy of journalism worth paying for; the next 10 will be about scaling that idea. With a billion people reading digital news, and an expected 100 million willing to pay for it in English, it's not hard to imagine that, over time, The Times's subscriber base could be substantially larger."

The FT articles speculated that with a cash pile of \$882 million and no debt, the company is likely to pursue acquisitions in the audio market to further diversity and fuel its growth.

New York Times digital only subscribers





Publisher Talking Points

Time magazine launches digital paywall

Time magazine [announced](#) in February that the publication will be launching a paywall to Time.com.

In addition to unlimited digital access, subscribers will get access to subscriber-only events, newsletters and exclusive access to their top stories.

Time used to opportunity to emphasis its quality credentials spanning a 100-year commitment to creating high quality, and highly influential content. Introductory pricing for digital-only access starts at £53.99 for one year access in the UK.

Digital growth helps New Statesman hit 40-year subscription high

The New Statesman grew its paid-for digital subscriptions by 75% in 2020 according to a recent [report](#). The publisher currently boasts more subscribers than at any point in the last 40 years.

While no figures are available for digital-only subscribers, the publication now has a 200,000 strong total subscriber base. In June 2020 the publisher removed all programmatic advertising from its site to improve its readers' experience.

Sport illustrated launches metered paywall

Sports Illustrated (SI) is the latest in a long line of publications that have instituted a metered paywall.

Media Post [reported](#) that according to the publisher, a revenue model based solely on advertising exposes their storytelling capabilities to market forces beyond their control.

Sport focussed outlets have been particularly hard hit during the Covid-19 pandemic as sporting events were placed on hold. While a metered paywall has been deployed across its main site, it won't be deployed across its networks which include FanNation and SI Swimsuit posts.



Publisher Talking Points

The Correspondent ceases publication

An early trailblazer of a member-funded business model, De Correspondent [announced](#) that as of 1 January 2021 it will cease publication of its service in English. While all articles will remain available online, no new content will be released, and members will be refunded the remaining portion of their membership.

In a release on their site, the publisher cited the increased cost associated with producing its English language newsroom, and an increasing number of members cancelling memberships due to personal financial hardship as some of the core drivers making its future financially unsustainable.

Pandemic drives a 50% subscription surge for local news outlets

According to an [article](#) published by the Local News Initiative, the Covid pandemic has helped boost digital subscriptions dramatically at local news outlets, with industry analysis putting the overall increase at 50% over the last year.

The article points out that while there is an opportunity for local news outlets to build on these gains into 2021, for many publishers it will involve a precarious balancing act to retain their readers in quieter news cycles, and building out their brands whilst maintaining their newsrooms under challenging financial conditions.

Gannett eyes 10 million subscribers within 5 years

Gannett [reported](#) that it has set itself an ambitious target of reaching 10 million subscribers within 5 years after recently reaching the critical 1 million subscribers milestone across its 260-strong network of local daily news titles.

Gannett has enjoyed a 31% surge in online subscriptions over the last year. CEO Mike Reed is optimistic about growth prospects and has singled out digital subscriber revenue as the company's top priority as it moved away from an ad and print-based business model.



Publisher Talking Points

Bonnier enjoys record profits as it emerges from the pandemic

Swedish publishing house Bonnier has transformed into a digital-first business under the stewardship of CEO Anders Eriksson.

When he took the helm, 90% of the company's revenues were derived from print. Since then, Bonnier implemented a digital strategy that has taken the company to record profit levels while massively expanding its readership according to an [article](#) published by Odgers Berndtson.

In 2016 the company had a digital subscriber base numbering only 50,000, today this figure has swelled to 1,200,000 accounting for more than two-thirds of all subscriptions.

The model has proven more profitable as well thanks to higher margins created by digitising processes and reducing the high operating costs associated with print.

During the pandemic, the company saw a surge in digital subscriptions, while advertising revenues declined steeply. This change led the company to double down on its digital transformation and cut costs more aggressively out of its mature print business.

As a result, its flagship title Dagens Nyheter announced that 2020 was its most profitable year this century.

French publishers double down on digital growth

Publishers in France have seen their efforts to grow their digital subscriber bases pay off handsomely in recent years. Our report now includes 8 French titles which together have a digital-only subscriber base of more than 1.2 million.

An [article](#) published by Twipe suggests that they are growing more confident, and many French publishers have set themselves aggressive targets as they emerge from the pandemic.



Publisher Talking Points

Legislative changes helping publishers unlock more revenue from content

Before the pandemic, Le Monde set itself the target of reaching 1 million subscribers by 2025, driven largely by new digital subscribers. Within a year of the announcement Le Monde has grown its subscription base to 450,000, have now revised its target date for achieving the 1 million subscriber mark by 2023.

After enjoying near 50% growth rates in 2020, Le Figaro has also set itself a target of reaching 200,000 digital subscribers by the end of this year.

Since the first edition of our report, we've seen an increasing number of publishers prioritise reader revenue over advertising revenue. Over the last year new legislation passed by government might help publishers to diversify revenue earned from content further.

Australia's government made waves in February when it passed a new regulation requiring big tech companies to pay publishers for news content hosted on its platforms.

The move prompted Facebook to temporarily remove all news sharing from their platform, but has since backtracked.

The legislations leave it with publishers and tech companies to reach agreement on rate, but the Australian government has created an arbitrator with the power to set rates if no agreement can be reached.

Google has also [reached](#) agreement with an association of 300 French publishers to pay for the reuse of their news content on its platform. This follows changes to national law in France in 2019.

The tech giant originally fought to avoid the regulation, but in April last year, the French competition watchdog quashed its attempts to avoid payments.



Streaming Talking Points

2020 sets a new record for new streaming subscriptions

While it will come as no surprise that the Covid Pandemic has supercharged subscription take-up of video services, [analysis](#) by Strategy Analytics confirmed that global subscriptions to these services increased by 217.6m in Q3 2020 in comparison to the same period the previous year.

The previous record was of 211.7 million was set in Q4 2018. Their analysis shows that during 2019 demand was generally petering out but resumed an upward trend in 2020 as the Covid pandemic forced people to spend more time at home, and several new streaming providers rushed to market.

Netflix targets password sharers as subscribers hit 200 million

In January Netflix announced that it had reached the key milestone of passing the 200 million subscriber mark.

In the final quarter of 2020, the streaming service added 8.5 million net subscribers bringing its total to 203.6 million.

Throughout 2020, paid membership of the service has increased by 37 million despite stiff competition coming from large media conglomerates launching new services during the period.

In an [article](#) published by the verge, the company is quoted as telling shareholders that it no longer needs to raise external finance for its day to day operations as earnings for 2020 hit \$25 billion.

In recent years the service has aggressively invested, often with borrowed money, to expand its production of original content to drive user preference and uptake of its service.

Their strategy seems to be paying off, and recent releases like the Queen's Gambit and Bridgerton attracting record-breaking household viewing figures.



Streaming Talking Points

The shows were watched by 62 million and 63 million households respectively during the first four weeks after release.

In a separate article Wired reported that Netflix is running limited experiments with two-factor authentication.

While two-factor authentication has become commonplace to help make online accounts more secure, some interpret this as a move from Netflix to start cracking down on password and account sharing outside of households.

Depending on the level of subscription, some Netflix packages allow the creation of multiple user accounts and allow the use of the service on multiple devices at the same time.

But according to their terms and conditions, subscriptions are meant to be shared within the same household.

The company has previously acknowledged that users are sharing passwords, but have never crack down on the behaviour.

It seems that those using borrowed password may now be on borrowed time.

Disney + hits its 4-year target of 90 million subscribers in just a year

Disney announced in Q1 2021 that its total number of subscribers had hit a record high of 94.9 million subscribers, smashing its 4-year target of 90 million in just a year.

Their current figure represents a noticeable jump from the 86 million subscribers it reported in Q4 2020 and the figure puts it ahead of Netflix in both percentage increase and numbers of new subscribers added.



Streaming Talking Points

The verge [attributed](#) the surge in subscriber numbers to the holiday release of major new original content offering such as Pixar's Soul and The Mandalorian.

The verge speculated that, at the time of publishing, Disney+ could already be passing the 100 million subscriber mark thanks to interest in new releases like WandaVision.

The performance of its streaming business which is up 73% year on year and is now generating \$3.5 billion will come as welcome relief to the company whose cruises business is still shuttered and with limited capacity open at its resorts owing to Covid.

Disney has now aggressively revised its targets upwards and expects to have more than 230 million subscribers by 2024.

Peacock debuts with 33 million subscribers to its tiered streaming service

NBCUniversal has [launched](#) its new streaming app Peacock, and the service is already boasting 33 million subscribers.

Peacock has introduced its streaming service with 3 different tiers, the first of which is free, in an attempt to lure customers to their service.

The free tier is advertising supported and only allows partial access to its library of content.

Priced at \$5 per month, "Premium" is its second subscription tier which unlocks the full catalogue of content but viewers will still need to contend with advertising as they watch content.

It's only at the third "Premium +" tier that all content is available to view ad-free.



Streaming Talking Points

DAZN goes global despite racking up losses

Sports streaming service DAZN went global by launching into more than 200 new countries and territories at the end of 2020.

The streaming service entered new territories with aggressive pricing for pay per view sporting events starting at £1.99 per event.

Sportpro [reported](#) that the streaming service posted record losses for 2019, the year before the COVID Pandemic started.

Despite increasing revenue by 76% to \$878m, the company posted a loss of over \$1.4bn for that year.

In the last year the company has divested aggressively from non-core assets to shore up finances and as it focusses on expanding its streaming service.

Spotify credits podcasts for subscriber growth

Spotify now boasts 155 million paying subscribers and expects to increase this number further to 184 million by the end of 2021.

Advertising income at the company is also up by 29% year on year, and these impressive figures are largely down to the growing use and popularity of its podcasts.

In an [article](#) by the Guardian, founder Daniel Elk states that podcast listening hours has more than double in 2020.

He further confirmed his the company's recent success is down to its strategic shift beyond music.

Over the last two years, Spotify has been on an \$800 million spending spree to acquire podcast companies.



Streaming Talking Points

It also this year announced that it has signed strategic partnerships with companies like UK-based Archewell Audio to help expand its library of content.

Their efforts seem to be paying off with the number of podcasts available on the service growing from 700,000 to 2.2 million over the last year.

Spotify users are making full use of this expanded library and in the final quarter of 2020, more than a quarter of users engaged with podcast content on the site.

But their success hasn't gone unnoticed. Amazon has recently closed its \$300 million acquisition of podcast company Wondery.

When announcing the deal Amazon stated: "This is a pivotal moment to expand the Amazon Music offering beyond music as listener habits evolve."

Publisher Title Data 1/5

Country	Title	Subscribers	Reported	Source	Change*	Cost
USA	New York Times	6,690,000	2021 Q1	Source	9.67%	USD 17 / 4 weeks
USA	Washington Post	3,000,000	2020 Q4	Source	No change	USD 10 / 4 weeks
USA	Wall Street Journal	2,350,000	2020 Q4	Source	No change	USD 38.99 / month
USA	The Informer	2,100,000	2019 Q3	Source	No change	USD 19.99 / year
UK	Financial Times	1,300,000	2020 Q1	Source	18.18%	GBP 33 / month
USA	The Athletic	1,000,000	2020 Q3	Source	No change	GBR 7.99 / month
UK	Guardian (members + subs)	900,000	2020 Q4	Source	13.92%	Not applicable
Japan	Nikkei.com	767,978	2020 Q2	Source	No change	JPY 4277 / month
Germany	Bildplus**	515,276	2021 Q1	Source	4.38%	EUR 7.99 / month
China	Caixin	510,000	2020 H1	Publisher	No change	RMB 58 / month
UK/Global	Economist App *** (legacy + new)	506,867	2020 H2	Source	-1.71%	GBR 55 / quarter
USA	Barrons	458,000	2020 Q1	Source	New entry	USD 83 / 12 weeks
USA	The Atlantic **	400,000	2020 Q4	Source	33.33%	USD 49.99 / year
France	Le Monde	364,000	2020 Q4	Source	21.33%	EUR 9.99/month
UK	The Guardian (subscribers)	352,000	2020 Q4	Source	32.83%	£11.99 / month
Argentina	La Nación	350,000	2020 Q4	Source	34.62%	ARS 370 / month
UK	The Telegraph	348,904	2020 Q4	Source	9.03%	GBP 8.67 / month
UK	The Times/Sunday	337,000	2020 Q4	Source	No change	GBP 26 / month
Italy	Corriere della Sera	300,000	2020 Q1	Source	No change	EUR 13.99 / month
France	L'Equipe	300,000	2020 Q4	Source	15.91%	EUR 9.99 / month

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* Illustrates change since last reported figure, not period on period change

** Not directly comparable Includes some digital bundled with print

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**** Not directly comparable, includes free membership tier

Publisher Title Data 2/5

Country	Title	Subscribers	Reported	Source	%Change*	Cost
India	MoneyControl Pro	300,000	2021 Q1	Publisher	New entry	INR 199 / month
Argentina	Clarín	260,000	2020 Q2	Source	No change	ARS 390 / month
USA	LA Times	257,000	2020 Q4	Source	1.58%	USD 116 / year
Sweden	Aftonbladet	250,000	2018 Q4	Source	No change	SEK 99 / month
Poland	Gazeta Wyborcza	250,000	2021 Q1	Source	4.17%	PLN 19.99 / month
USA	Business Insider	250,000	2021 Q1	Source	25%	USD 12.95 / month
USA	Bloomberg.com	250,000	2020 Q4	Source	New entry	USD 34.99 / month
USA	The New Yorker	242,000	2020 Q4	Source	0.83%	USD 99.99 / year
Brazil	Folha de São Paulo	236,000	2020 Q1	Source	No change	BRL 19,90 / month
USA	Boston Globe**	220,000	2020 Q4	Source	No change	USD 27.72 / 4 week
Sweden	Dagens Nyheter	208,000	2020 Q4	Source	No change	SEK 119 / month
France	Le Figaro	200,000	2020 Q4	pv digest	81.82%	EUR 9.90 / month
Australia	The Australian	200,000	2020 Q3	pv digest	New entry	USD 40 / 4 weeks
France	Mediapart	170,000	2020 Q1	Source	No change	EUR 11 / month
Norway	Verdens Gang (VG)	150,000	2020 Q1	Source	No change	NOK 39 / week
Germany	Weltplus**	142,510	2021 Q1	Source	8.18%	EUR 9.99 / month
USA	Wired	142000	2020 Q4	Source	No change	GBP 1.99 / month
Canada	The Globe and Mail	139,000	2020 Q2	pv digest	No change	CAD 6.99 / month
Norway	Aftenposten	130,000	2020 Q4	Source	9.24%	NOK 279 / month
Japan	NewsPicks	110,000	2019 Q4	Source	11.86%	JPY 1500 / month

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Publisher Title Data 3/5

Country	Title	Subscribers	Reported	Source	%Change*	Cost
USA	Minneapolis Star Tribune	102,000	2020 Q4	Source	2%	USD 3.79 / week
USA	Chicago Tribune	100,000	2019 Q2	Source	No change	USD 3.99 / week
Norway	Dagbladet Pluss	100,000	2020 Q1	Source	No change	NOK 55 / week
Finland	Helsingin Sanomat	100,000	2019 Q3	Source	No change	EUR 17.99 / month
USA	Vanity Fair	96000	2020 Q4	Source	No change	USD 29.99 / year
Sweden	Expressen	90,000	2020 Q2	Source	No change	SEK 69 / month
Spain	El Pais	90,000	2021 Q1	Source	40.63%	EUR 10 / month
New Zealand	New Zealand Herald	82,000	2020 Q4	Source	No change	NZD 5 / week
UK	Mail+	80,000	2020 Q1	Source	No change	GBP 7.99 / month
UK	Tortoise	80,000	2021 Q1	Source	29.03%	GBR 80 / year
Germany	SZ Plus	78,183	2021 Q1	Source	16.88%	EUR 9.99 / month
Sweden	Svenska Dagbladet	77,000	2019 Q2	Source	No change	SEK 199 / month
USA	Seattle Times	71,000	2020 Q4	Source	No change	USD 3.99 / week
Netherlands	De Correspondent	70,000	2021 Q1	Source	16.66%	User defined
Slovakia	Dennik N	65,000	2021 Q1	Source	8.33%	EUR 4.99 / month
France	Les Echos	63,000	2020 Q4	pv digest	24.75%	EUR 18 / month
Germany	FAZ+	61,954	2020 Q3	Source	-0.07%	EUR 4.95 / week
USA	Slate+	60,000	2020 Q1	Source	No change	USD 59.99 / year
Spain	El Diario	60,000	2020 Q4	Source	7.14%	EUR 8 / month
Spain	El Mundo	50,000	2020 Q3	Source	No change	EUR 69 / year

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Publisher Title Data 4/5

Country	Title	Subscribers	Reported	Source	%Change*	Cost
Austria	Kleine Zeitung	50,000	2020 Q4	Source	52.91%	EUR 18.99 / month
USA	Dallas Morning News	40,000	2020 Q1	Source	No change	USD 3.99 / week
Spain	ARA	40,000	2021 Q4	Source	-11.11%	EUR 9.99 / month
France	Le Parisian	40,000	2020 Q4	Source	New entry	EUR 7.99 / month
France	Libération	40,000	2020 Q3	Source	New entry	EUR 14.90 / month
Switzerland	Neue Zürcher Zeitung	39,000	2019 Q3	Source	No change	EUR 24 / month
Argentina	La Voz del Interior	38,744	2020 Q1	Publisher	No change	ARS 305 / month
Portugal	PÚBLICO	35,000	2020 Q3	Source	New entry	EUR 62 / month
Canada	Toronto Star	32,000	2020 Q2	Source	No change	CAD 19.99 / month
Austria	Die Presse	32,000	2020 Q4	Source	No change	EUR 24 / quarter
Japan	Nikkei Asia Review	30,556	2020 Q4	Publisher	8.66%	USD 13.99 / month
Sweden	The Local	30,000	2020 Q4	Source	No change	SEK 49 / month
Norway	Stavanger Aftenbladet	30,000	2020 Q4	Source	New entry	DDK 299 / month
Germany	Heise+	29,000	2020 Q2	pv digest	No change	EUR 12.95 / month
Switzerland	Republik	28,000	2021 Q1	pv digest	7.69%	CHF 240 / year
France	La Croix	24,000	2020 Q4	Source	New entry	EUR 14.99 / month
Germany	RP +	22,313	2021 Q1	Source	New entry	EUR 7.99 / month
USA	Quartz	21,000	2020 Q3	Source	No change	USD 99.99 / year
Germany	KN Mobil	20,802	2021 Q1	Source	5.52%	EUR 2.49 / week
Spain	La Voz de Galicia **	20,000	2020 Q4	Source	17.65%	EUR 6.95 / month

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Publisher Title Data 5/5

Country	Title	Subscribers	Reported	Source	%Change*	Cost
Spain	El Confidencial	20,000	2020 Q4	Source	New entry	EUR 9 / month
Germany	Algemene Zeitung +	18,876	2021 Q1	Source	23.49%	EUR 9.99 / month
Denmark	Zetland	18,500	2020 Q4	Source	-7.50%	DKK 10 / week
Spain	El Español	15,000	2020 Q3	Source	New entry	EUR 2 / week
Poland	Puls Biznesu	14,976	2020 Q4	Publisher	New entry	PLN 129 / month
Spain	Infolibre	12,000	2020 Q3	Source	No change	EUR 6.95 / month
Spain	ABC	10,000	2020 Q4	Source	New entry	EUR 9.99 / month
Switzerland	Le Temps	6,900	2019 Q3	Publisher	No change	CHF 27 / month

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Publisher Group Data

Country	Title	Subscribers	Reported	Source	%Change*	Cost
USA	Dow Jones	2,500,000	2020 Q2	Source	No change	USA
Japan	Nikkei	1,822,828	2020 Q4	Publisher	See note 1	Japan
Sweden	Bonnier	1,200,000	2020 Q4	Source	New entry	Sweden
USA	Gannett	1,100,000	2020 Q4	Source	6.80%	USA
Norway	Schibsted	830,000	2020 Q4	Source	No change	Norway
Australia	NewsCorp Australia	685,200	2020 Q4	Source	No change	Australia
Germany	Axel Springer	657,786	2021 Q1	Source	5.18%	Germany
USA	Tribune	436,000	2021 Q1	Source	2.11%	USA
Norway	Amedia	350,000	2020 Q4	Source	35.66%	Norway
USA	McClatchy	299,000	2020 Q4	Source	New entry	USA
France	Groupe Figaro	175,000	2020 Q2	pv digest	No change	France
Switzerland	Tamedia	125,000	2020 Q4	Publisher	4.17%	Switzerland
Sweden	MittMedia	95,000	2020 Q2	pv digest	No change	Sweden
Spain	Vocento	75,000	2021 Q1	pv digest	87.50%	Spain
UK	Immediate Media	63,201	2020 Q1	Source	No change	UK

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** Figures shown in the % Change columns is based on updated data provided by the publisher for the previous period:

Dec '19 = 80,000

Note 3 – Previous report included figures for both print and digital subscription. Current report updated to show only digital subscriptions and is not directly comparable.

Note 4 – Previous report included Caixin at title level, publisher has now moved to reporting at group level

Video Streaming Data 1/2

Country	Title	Subscribers	Reported	Source	%Change*	Cost
Global	Netflix	203,600,000	2021 Q1	Source	4.30%	USD 8.99 / month
Global	Amazon Prime Video **	150,000,000	2020 Q2	Source	No change	USD 8.99 / month
China	Tencent Video	120,000,000	2020 Q4	Source	No change	RMB 20 / month
China	iQiyi	101,000,000	2020 Q2	Source	-15.13%	RMB 25 / Month
USA	Disney+	94,900,000	2021 Q1	Source	29.47%	USD 6.99 / month
China	Youku	90,000,000	2020 Q2	Source	No change	RMB 15 / month
USA	Hulu	39,400,000	2021 Q1	Source	7.65%	USD 5.99 / month
India	Eros Now	36,200,000	2020 Q4	Source	No change	INR 99 / month
USA	Peacock TV ***	33,000,000	2021 Q1	Source	New entry	Tiered
USA	Youtube Premium	30,000,000	2020 Q4	Source	No change	USD 9.99 / month
USA	CBS All Access	17,900,000	2020 Q4	Source	No change	USD 9.99 / month
USA	HBO Max	17,200,000	2021 Q1	Source	35.43%	USD 14.99 / month
USA	Starz/Play/Pantaya	13,700,000	2020 Q4	Source	No change	Varies (Group)
USA	ESPN+	12,100,000	2021 Q1	Source	17.48%	USD 5.99 / month
USA	Discovery +	11,000,000	2021 Q1	Source	New entry	USD 4.99 / month
US	Apple TV	10,000,000	2020Q2	Source	No change	USD 4.99 / month
Global	DAZN	8,000,000	2020 Q1	Source	No change	USD 20 / month
USA	AMC Networks	6,000,000	2021 Q1	Source	New entry	USD 8.99 / month
SE Asia	Viu	5,300,000	2021 Q1	Source	See notes ***	INR 99 / month
Global	Crunchyroll	4,000,000	2021 Q1	Source	33.33%	USD 7.99 / month

Prices exclude promotional offers as far as possible, and were obtained in the UK using a VPN. Due to geo-blocking, dynamic pricing, and regional pricing variances, pricing shown in your local area and currency may differ.

* Illustrates change since last reported figure, may span over multiple period

** Figure shown is for Amazon Prime, standalone figures for Amazon Prime Video not available

*** Illustrates change since last reported figure, may span over multiple period

**** Includes a free tier/free promotion

***** Figure previous reported included free/ad supported/cable subscribers

Video Streaming Data 2/2

Country	Title	Subscribers	Reported	Source	%Change*	Cost
India	Alt Balaji	4,000,000	2020 Q4	Source	See ***	INR 99 / month
S. Korea	Pooq	4,000,000	2019 Q1	Source	No change	USD 6.99 / month
Nordic	Viaplay	3,020,000	2021 Q1	Source	11.19%	DDK 89 / month
Taiwan	Catchplay	3,000,000	2019 Q2	Source	No change	IDR 45,000 / mo.
Canada	Crave	2,800,000	2020 Q3	Source	No change	CAD 9.99 / month
Latam	Claro video	2,670,000	2019	Source	No change	MXN 69 / month
USA	Sling TV	2,470,000	2021 Q1	Source	0.41%	USD 35 / month
Australia	Stan	2,200,000	2020 Q4	Source	No change	AUD 14.00 / month
Italy	Timvision	2,000,000	2020 Q4	Source	33.33%	EUR 5 / month
UK	Now TV	2,000,000	2019 Q3	Source	No change	GBP 11.99 / month
Ger/Neth	RTL	1,790,000	2020 Q2	Source	No change	Varies
USA/UK	Britbox	1,500,000	2020 Q4	Source	No change	USD 6.99 / month
Spain/Latam	Telefonica/Movistar	1,400,000	2020 Q3	Source	No change	varies
Mexico	Blim	900,000	2019	Source	No change	MXN 109 / month
Australia	Fetch	760,000	2019 Q4	Source	No change	AUD 6.00 / month
Australia	Kayo	624,000	2021 Q1	Source	New entry	AUD 25 / month
Turkey	BluTV	500,000	2019 Q4	Source	No change	EUR 5.90 / month
Australia	Binge	431,000	2021 Q1	Source	New entry	AUD 10 / month
UK	ITV Hub Premium	400,000	2020 Q1	Source	No change	GBP 3.99 / month
Australia	Foxtel Now	258,000	2021 Q1	Source	See notes ****	AUD 25.00 / month

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*** Illustrates change since last reported figure, may span over multiple period

**** Includes a free tier/free promotion

***** Figure previous reported included free/ad supported/cable subscribers

Music Streaming Data

Country	Title	Subscribers	Reported	Source	%Change*	Cost
Global	Spotify	155,000,000	2021 Q1	Source	7.64%	GBR 9.99 / month
Global	Apple Music	68,000,000	2020 Q2	Source	No change	USD 9.99 / month
Global	Amazon Prime Music	55,000,000	2020 Q1	Source	No change	USD 9.99 / month
China	Tencent Music (Group)	51,700,000	2020 Q4	Source	No change	Varies
USA	Sirius Xm	30,470,000	2021 Q1	Source	-11.42%	USD 13 / month
Global	Youtube Music Premium	30,000,000	2020 Q4	Source	No change	USD 11.99 / month
Global	Deezer	7,000,000	2018	Source	No change	USD 9.99 / month
USA	Pandora	6,300,000	2020 Q3	Source	No change	USD 9.99 / month
Global	Tidal	3,000,000	2017	Source	No change	USD 9.99 / month
MENA	Anghami	1,000,000	2019 Q3	Source	No change	USD 4.99 / month
N. America	LiveXLive	1,000,000	2020 Q4	Source	7.30%	USD 3.99 / month
India	Gaana	1,000,000	2020 Q1	Source	New entry	INR 99 / month
Global	Soundcloud Go	100,000	2019	Source	No change	USD 4.99 / month

Prices exclude promotional offers as far as possible, and were obtained in the UK using a VPN. Due to geo-blocking, dynamic pricing, and regional pricing variances, pricing shown in your local area and currency may differ.

* Illustrates change since last reported figure, may span over multiple period



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With special thanks to Markus Schöberl of [pv-digest](#) for his assistance with compiling data for this report.

Methodology

How was the data collected?

FIPP used a combination of publicly available data and data supplied by publishers to compile this report. Due to the use of publicly available sources, we cannot guarantee the accuracy or recency of the figures reported. The sources of our data is specified within the tables. Prices shown may be influenced by geolocation and dynamic pricing practices.

Why is my title, group or country not included?

We have tried to be as comprehensive as possible in sourcing data, but due to our reliance on publicly available data, this report should not be viewed as an exhaustive list. Should you wish to be included in future reports, please register your interest by e-mail Sylkia@fipp.com.

Why did you not include print and digital combinations?

We are aware that many publishers are enjoying tremendous success with packages which include both print and digital subscriptions. Owing to a lack of reporting on print and digital subscription bundles in the market, limited data is available for publication. Should you wish to submit such data for inclusion in future reports you are welcome to do so, please register your interest by e-mail Sylkia@fipp.com.