

SVOD Subscribers - US Market Performance Report

Overview:

This report analyzes subscriber performance across US SVOD companies using quarterly data. Several metrics were computed to evaluate scale, growth, and stability.

Metrics analyzed:

- Final subscribers (latest subscriber base) – Indicates current market scale

Amazon Prime Video (98,820,754)

- Total absolute growth (net increase) – Measures actual subscriber gains over time

Paramount+ (+32,151,000)

- Total percentage growth (first→last) – Shows relative expansion regardless of size

Vix Premium (3247.7%)

- Volatility (std dev of QoQ % change) – Reflects stability and predictability of growth

Dove Channel (92.3 pp)

- Positive quarters (growth periods) – Indicates consistency of upward momentum

Acorn TV (8)

- Negative quarters (decline periods) – Highlights operational or demand challenges

C Spire (7)

- Best single-quarter growth (highest QoQ %) – Captures strongest short-term spike

Vix Premium (3247.7%)

- Worst single-quarter drop (lowest QoQ %) – Identifies most severe contraction

WOW Presents Plus (-30.0%)

