

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%)

