

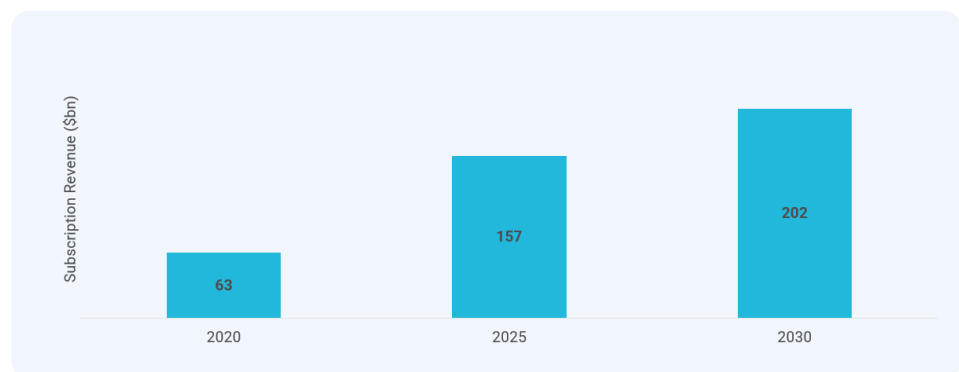
Global streaming revenue surpasses \$150bn

Revenue on track to hit \$200bn by 2030 as streamers shift focus from subscriber growth to price increases and ad-supported tiers

London, 7th April 2026: Global streaming subscription revenue surpassed \$150bn for the first time in 2025, according to new research from Ampere Analysis, marking a major milestone for the subscription OTT market. While international expansion remains an important driver of the market, platforms are increasingly focusing on monetisation through price increases and the rollout of ad-supported tiers, particularly in mature markets. As ad-free subscriber numbers stabilise, hybrid subscription and advertising models are playing an increasingly important role in revenue growth.



Global streaming subscription revenue



Source: Ampere Media Markets - Operators

Key findings

- **Global streaming subscription revenue grew by 14% in 2025 to reach a total of \$157.1bn**, a milestone for the industry. The total has tripled in just five years, surpassing \$50bn in 2020 during the height of the COVID-19 pandemic. The international expansion of global streaming services, the rollout of ad-supported tiers, and consistent price increases across major platforms have contributed to the increase.
- **Subscription revenue is forecast to grow by a further 29% over the next five years, surpassing \$200bn globally by 2030.**
- **The US remains the largest driver of the sector**, accounting for 50% of global streaming subscription revenue in 2025.

- **Netflix is the largest contributor in the US market**, with revenues up by 14% in 2025 following an across-the-board price increase at the start of the year.
- **In more crowded markets such as North America and Western Europe, the next phase of expansion is increasingly driven by ad-tier subscriptions.** Share of total revenue from these tiers has risen rapidly over the past five years, up from less than 5% in 2020 to 28% in 2025. This reflects the ongoing shift toward hybrid subscription and advertising business models.
- Including advertising revenue, streaming services generated \$177bn globally in 2025. As adoption of ad tiers grows and platforms expand their ad loads, **advertising is expected to become an increasingly important revenue stream, adding a further \$42bn in annual revenue by 2030.**

Lauren Liversedge, Senior Analyst at Ampere Analysis, says: “As the streaming market matures, the emphasis is no longer on pure subscriber growth but on extracting greater value from existing audiences. Price optimisation and the rise of ad-supported tiers are driving revenue growth, particularly in the most competitive markets.”

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About Ampere Analysis

Founded in January 2015, Ampere Analysis is a new breed of media analyst firm. The company's experienced team of sector-leading industry analysts specialises in sport, games, pay and multiscreen TV and next-generation content distribution. Our founders have more than 60 years combined experience of providing data, forecasts and consulting to games publishers, the major film studios, telecoms and pay TV operators, technology companies, TV channel groups and investment banks.

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