

DIGITAL & TRENDS

Video-on-demand in Poland

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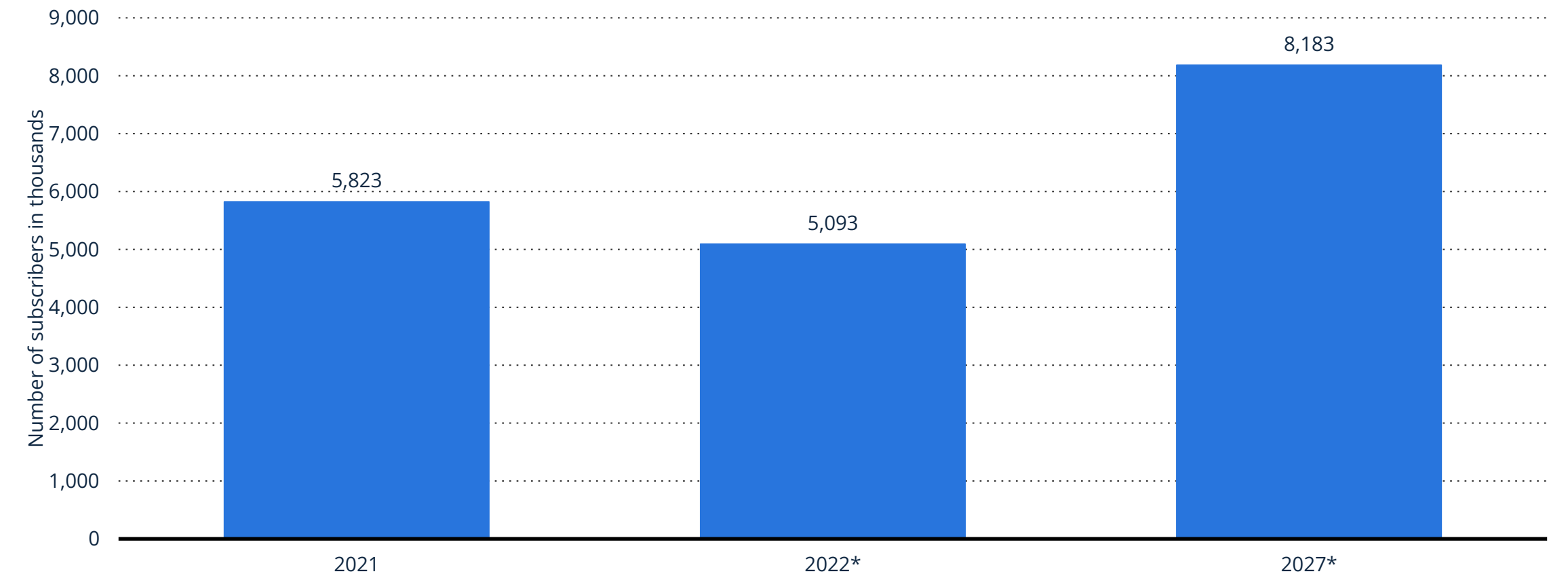
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CHAPTER 01

Overview

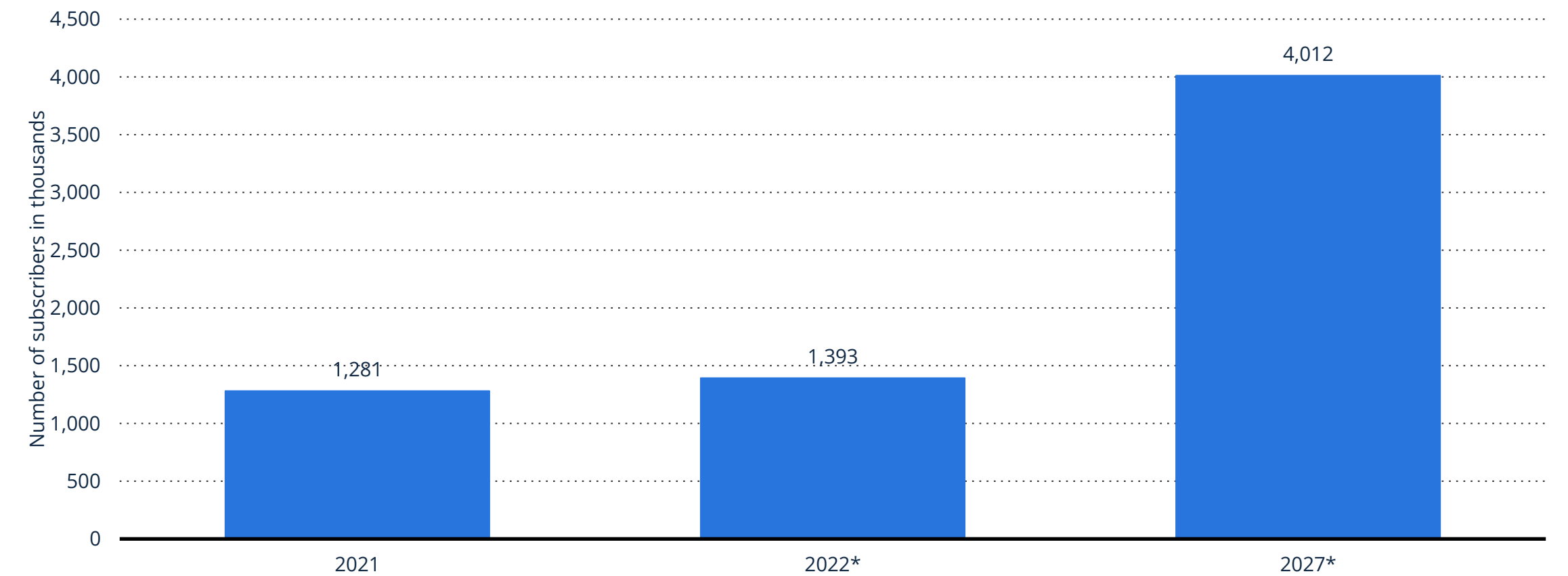
Number of Netflix subscribers in Eastern Europe from 2021 to 2027 (in 1,000s)

Number of Netflix subscribers in Eastern Europe 2021-2027



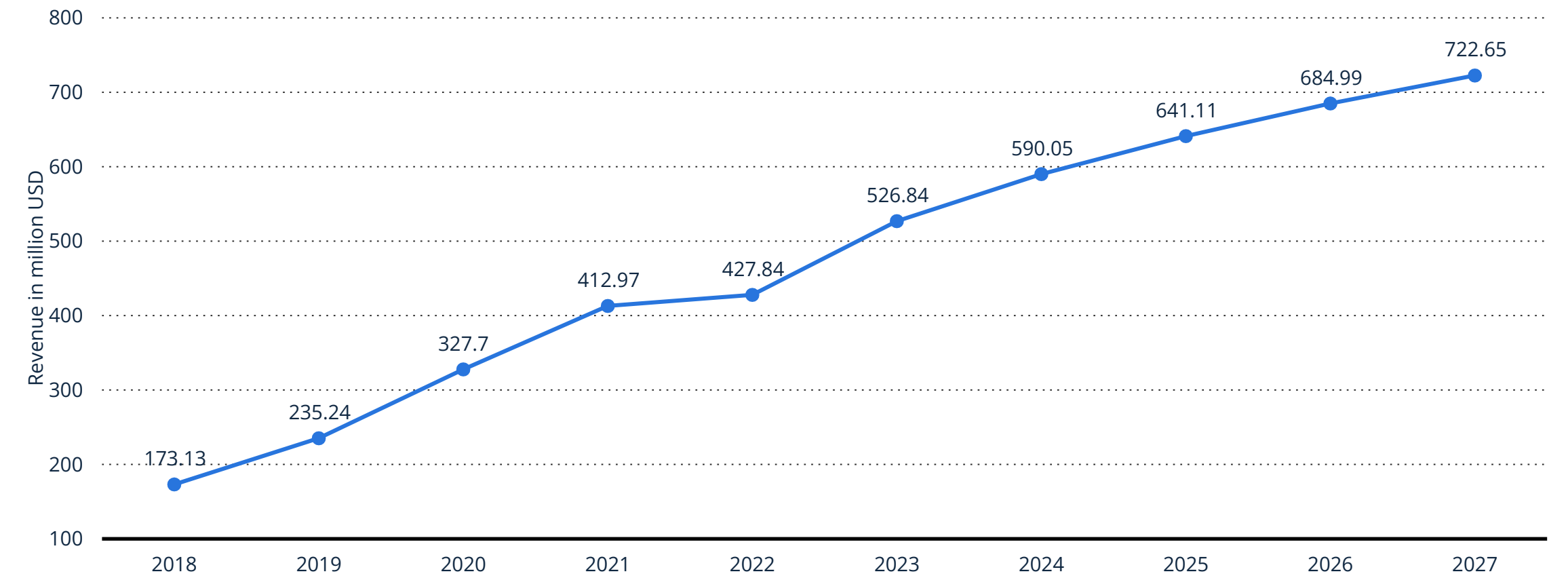
Number of Amazon Video subscribers in Eastern Europe from 2021 to 2027 (in 1,000s)

Number of Amazon Video subscribers in Eastern Europe 2021-2027



Revenue of the video-on-demand market in Poland from 2018 to 2027 (in million U.S. dollars)

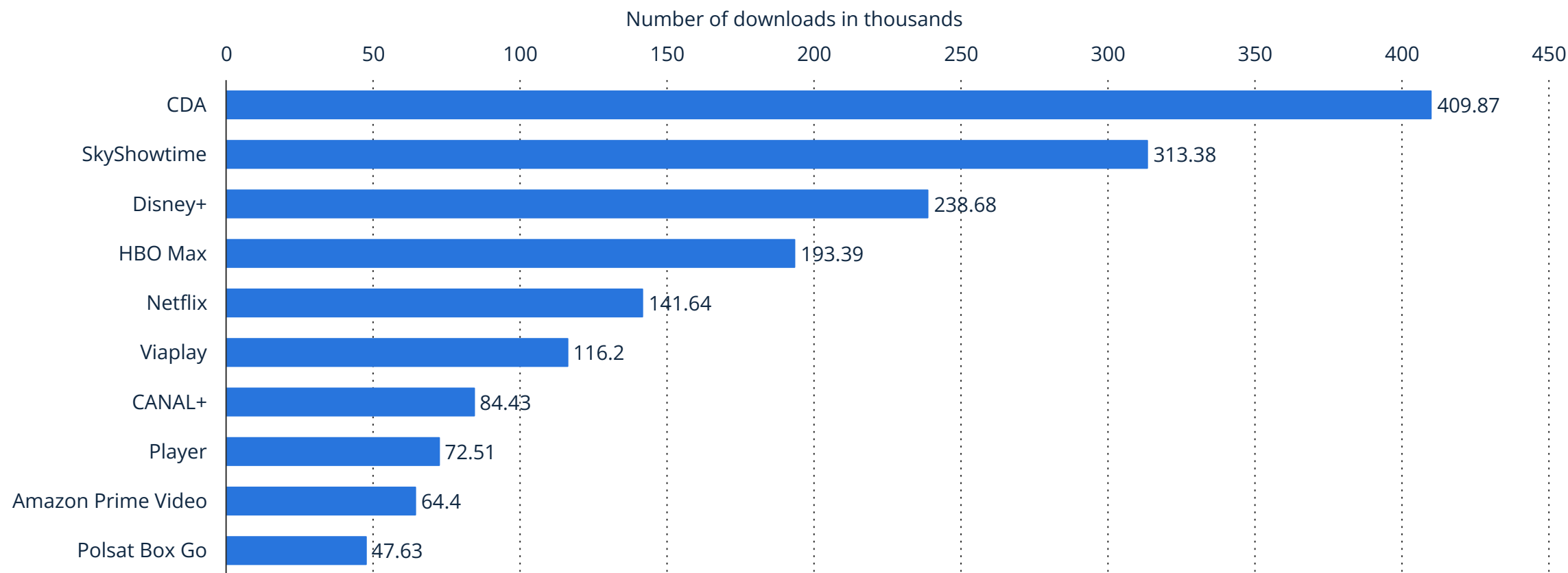
Revenue of the video-on-demand industry in Poland 2018-2027



6 **Description:** The revenue in the 'Video-on-Demand' segment of the digital media market in Poland was forecast to continuously increase between 2023 and 2027 by in total 195.8 million U.S. dollars (+37.16 percent). After the ninth consecutive increasing year, the indicator is estimated to reach 722.65 million U.S. dollars and therefore a new peak in 2027. Notably, the revenue of the 'Video-on-Demand' segment of the digital media market was continuously increasing over the past years. [Read more](#)
Note(s): Poland; 2018 to 2027
Source(s): Digital Market Insights

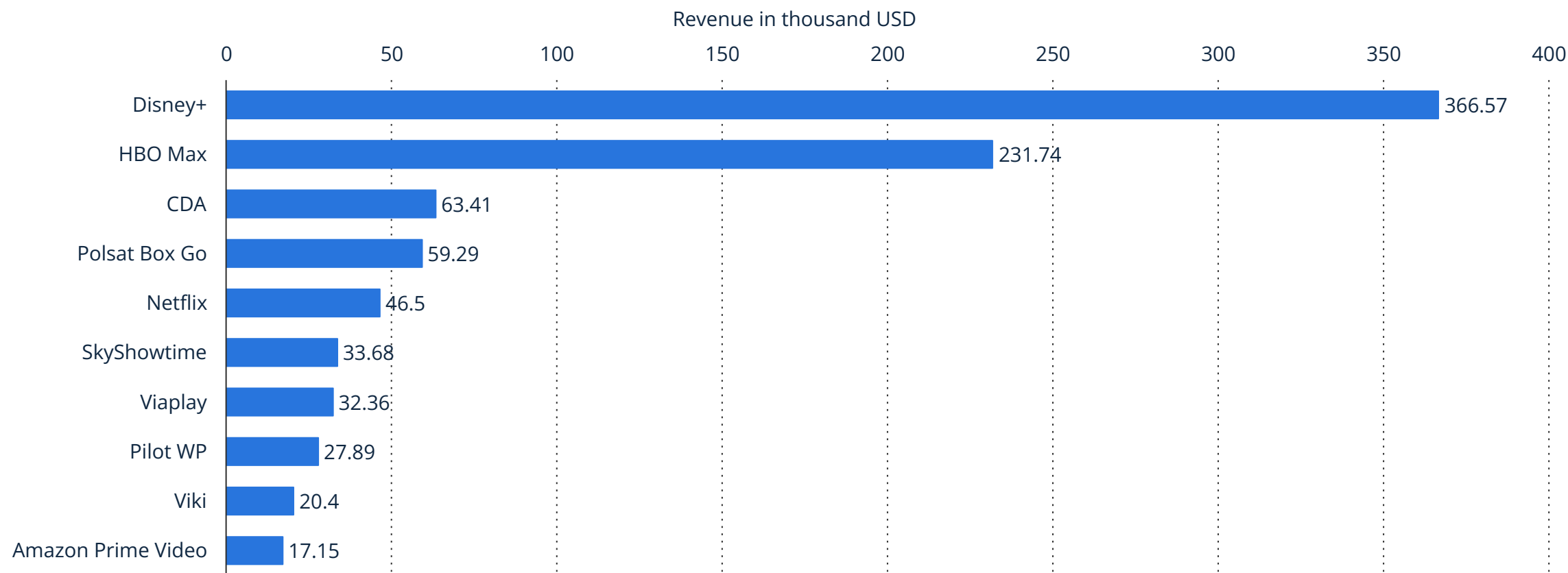
Leading video-on-demand (VOD) apps in Poland in February 2023, by number of downloads (in 1,000s)

Most downloaded VOD apps in Poland 2023



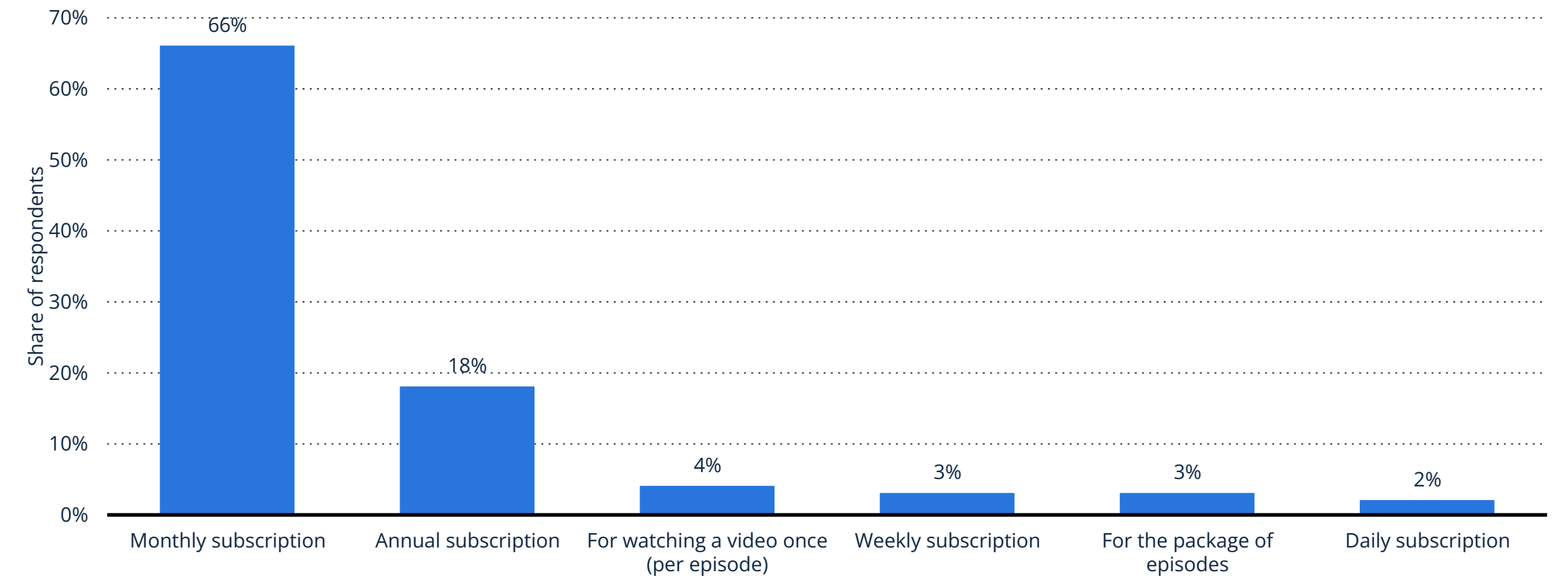
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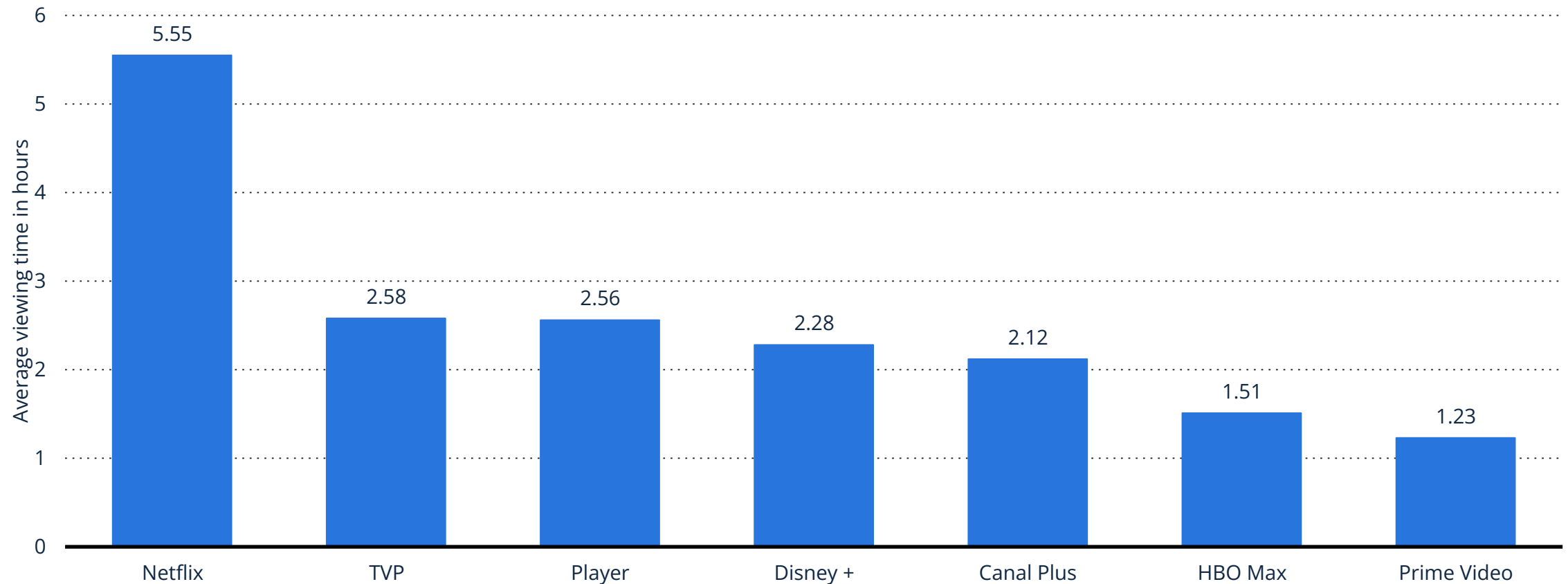
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Preferred VOD payment methods in Poland 2022



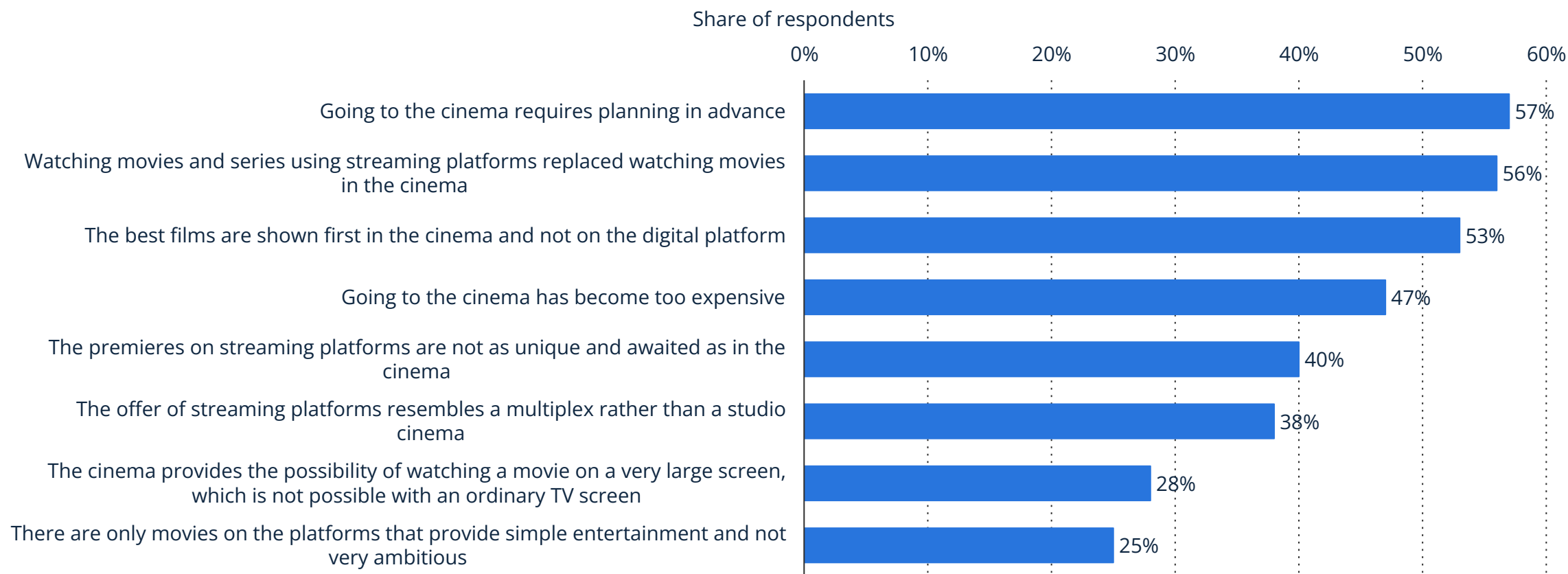
Average viewing time of leading VoD and OTT platforms in Poland in 2022 (in hours)

Viewing time of VoD and OTT platforms in Poland 2022



Difference between cinema and streaming platforms in Poland in 2022

Cinema versus streaming platforms in Poland 2022

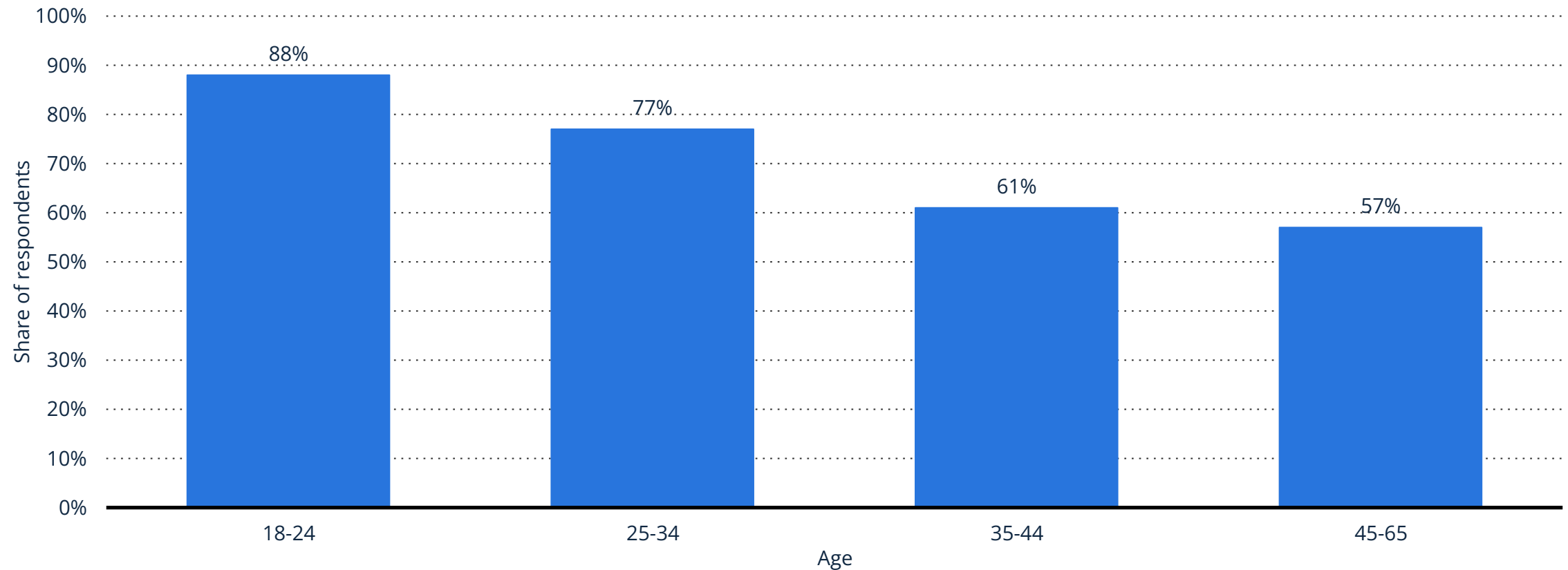


CHAPTER 02

Users and demographics

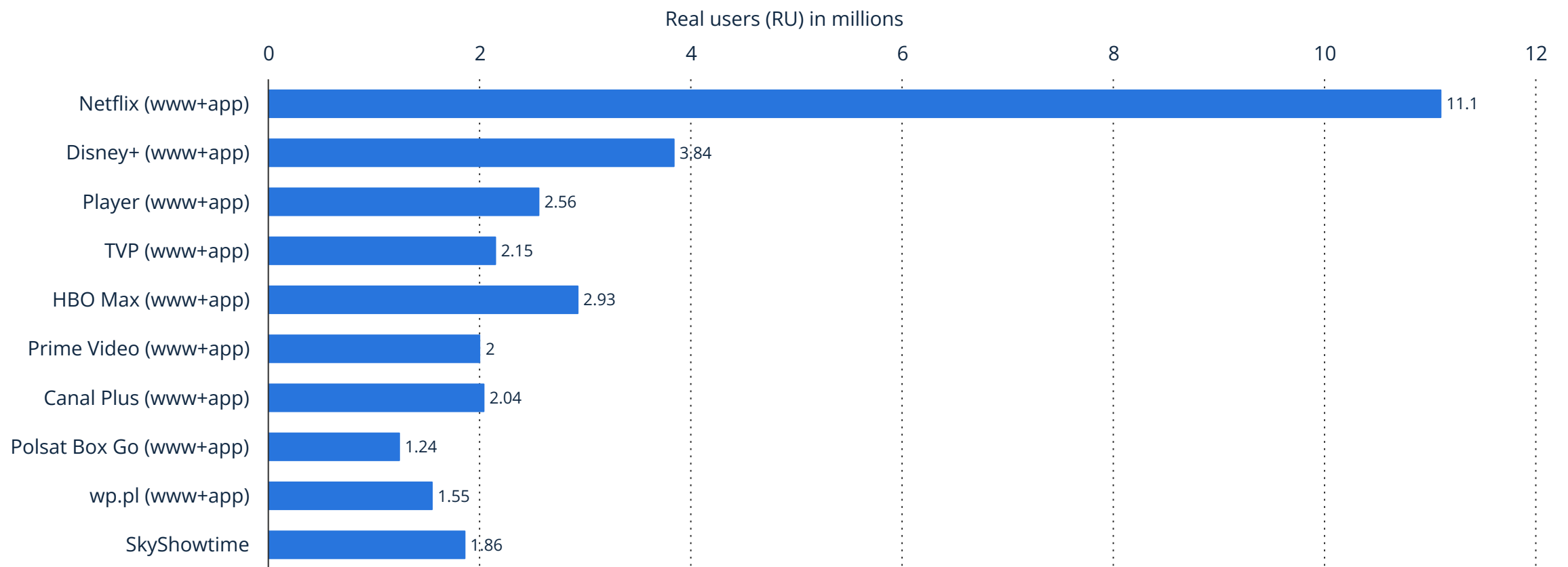
Share of people using streaming platforms in Poland in 2022, by age group

Use of streaming platforms in Poland 2022, by age



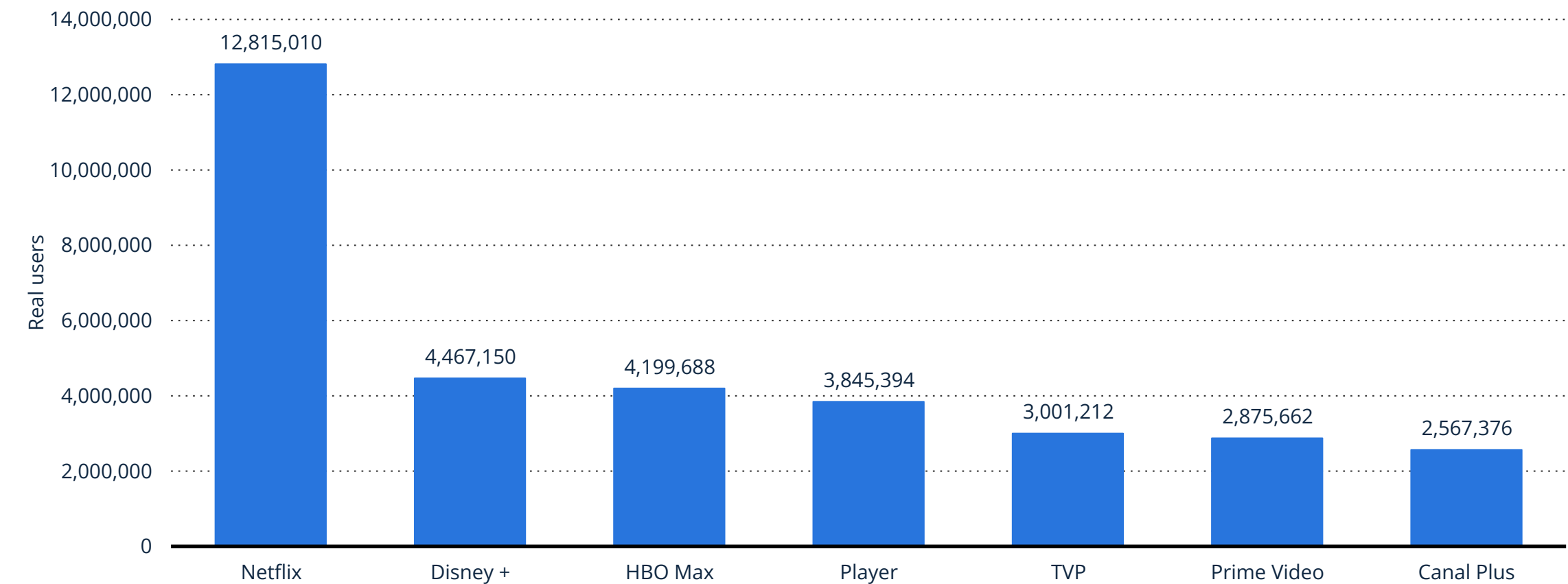
Leading video-on-demand (VOD) services in Poland in June 2023, by number of real users (in millions)

Leading VOD services in Poland 2023, by users



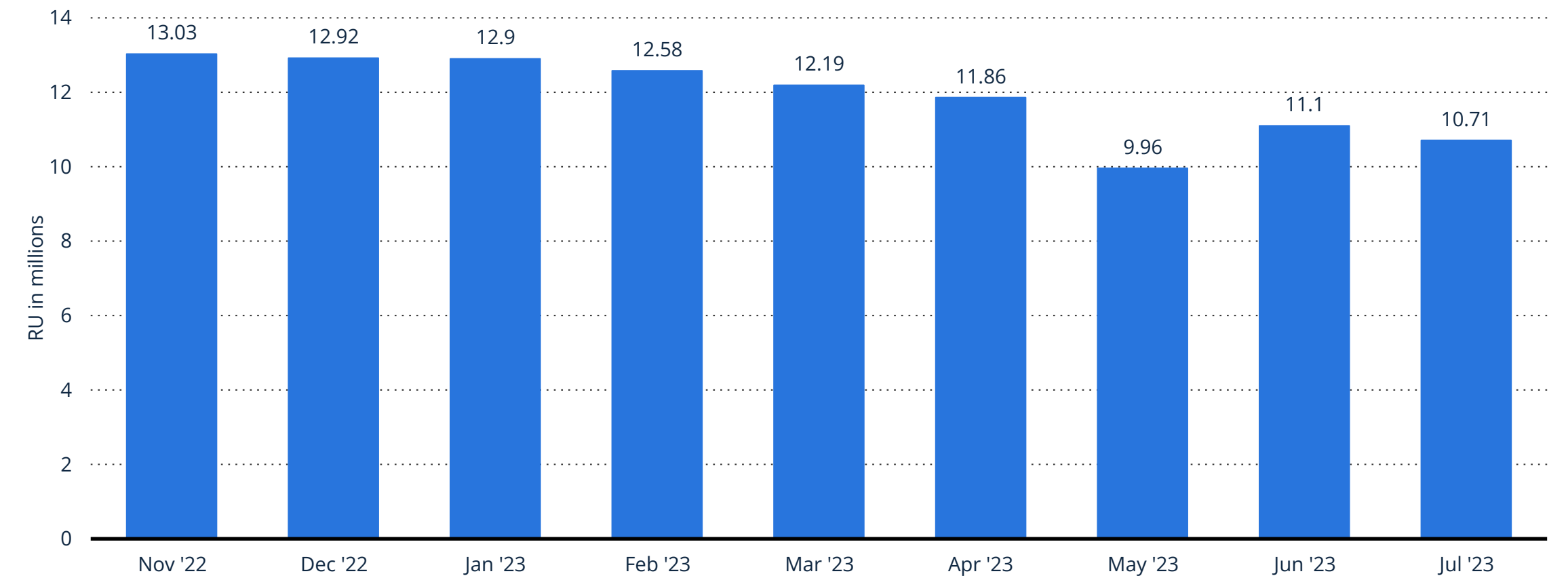
Real users of leading VoD and OTT platforms in Poland in 2022

Real users of VoD and OTT platforms in Poland 2022



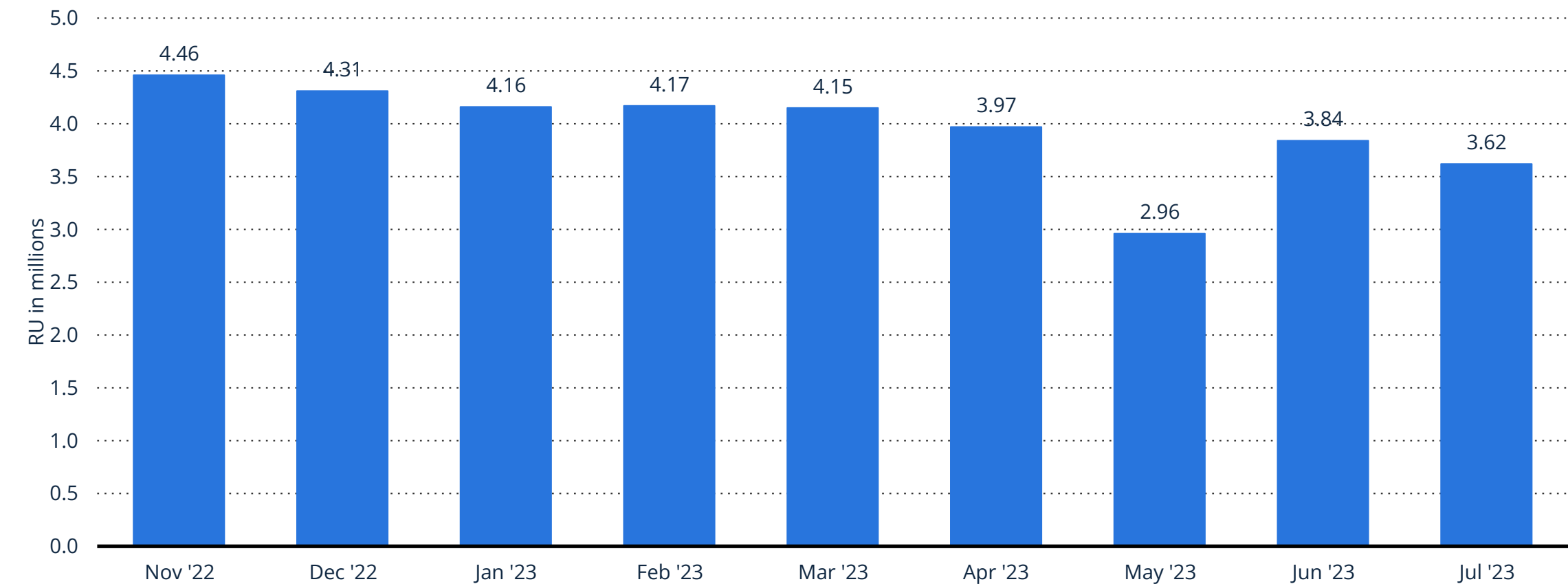
Number of Netflix real users (RU) in Poland from 2022 to 2023 (in millions)

Number of Netflix real users in Poland 2022-2023



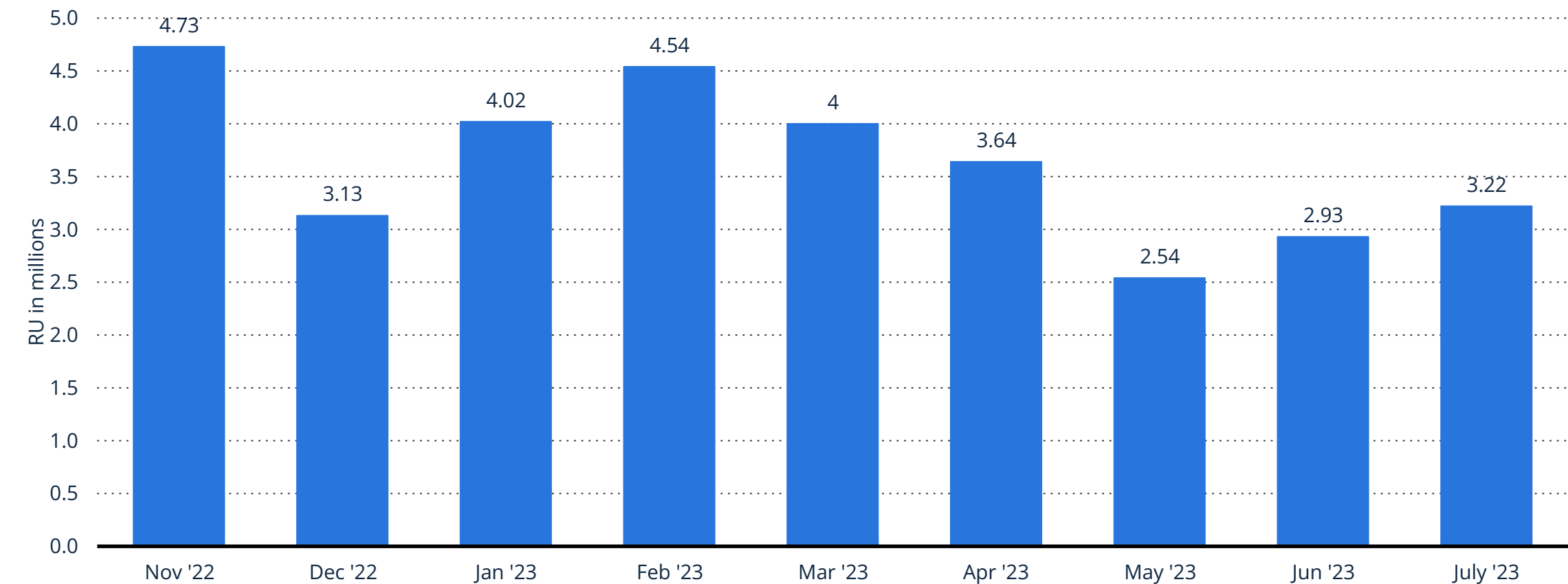
Number of Disney+ real users (RU) in Poland from 2022 to 2023 (in millions)

Number of Disney+ real users in Poland 2022-2023



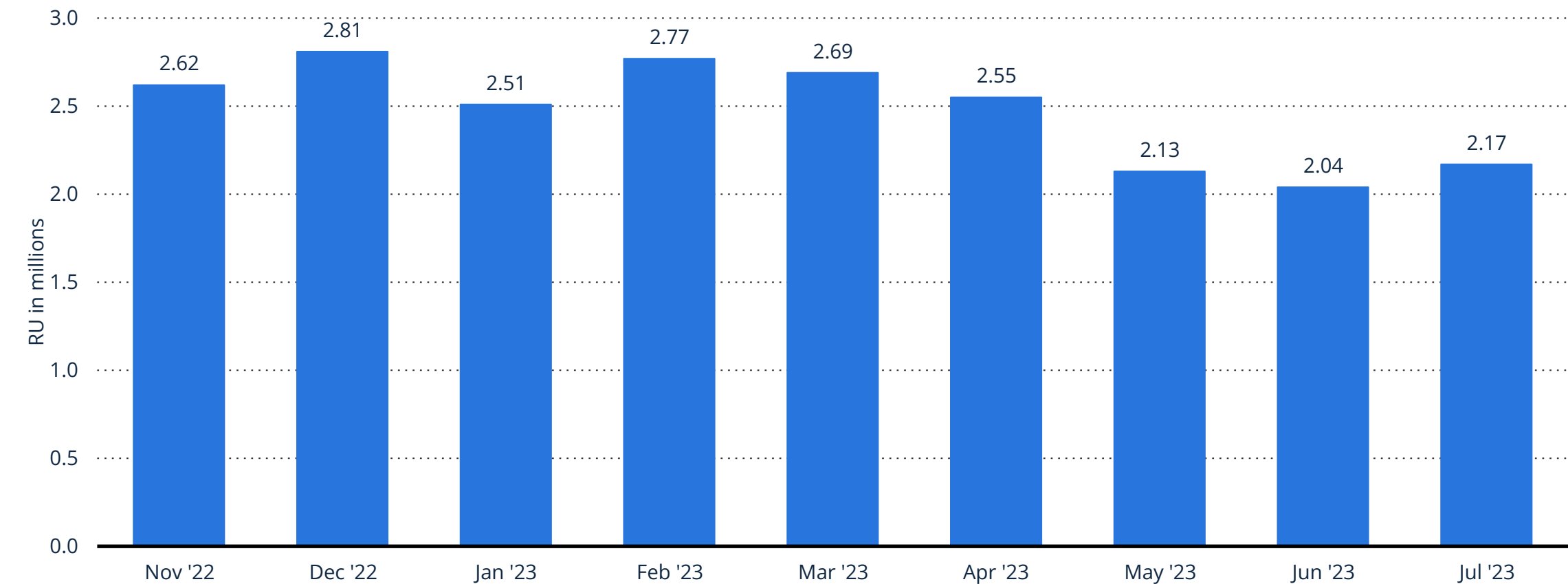
Number of HBO Max real users (RU) in Poland from 2022 to 2023 (in millions)

Number of HBO Max real users in Poland 2022-2023



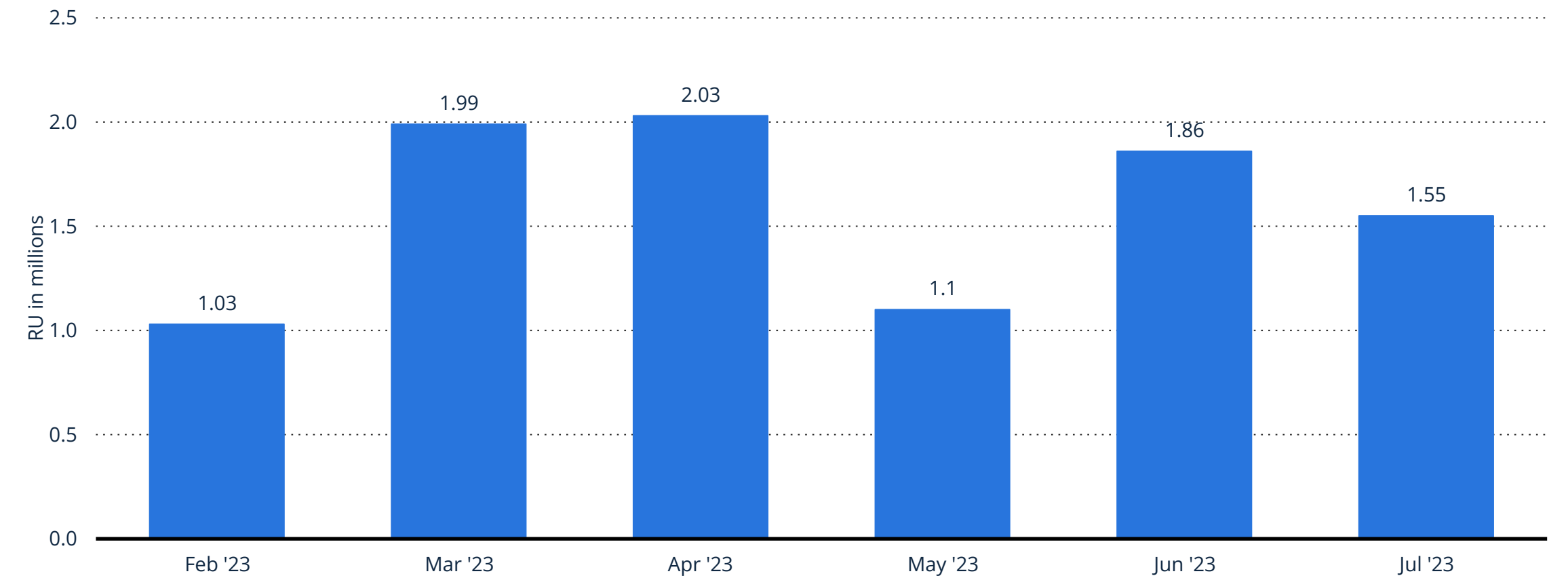
Number of Canal Plus real users (RU) in Poland from 2022 to 2023 (in millions)

Number of Canal Plus real users in Poland 2022-2023



Number of SkyShowtime real users (RU) in Poland from 2022 to 2023 (in millions)

Number of SkyShowtime real users in Poland 2022-2023

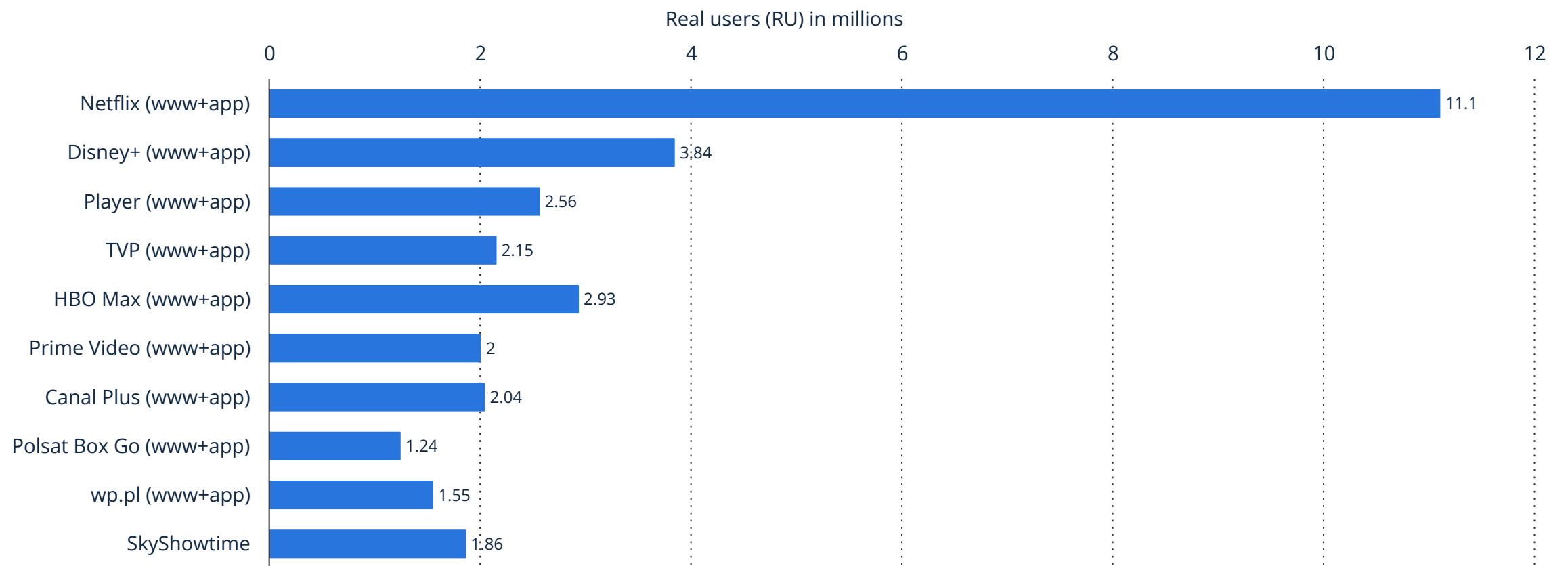


CHAPTER 03

Platforms and revenue

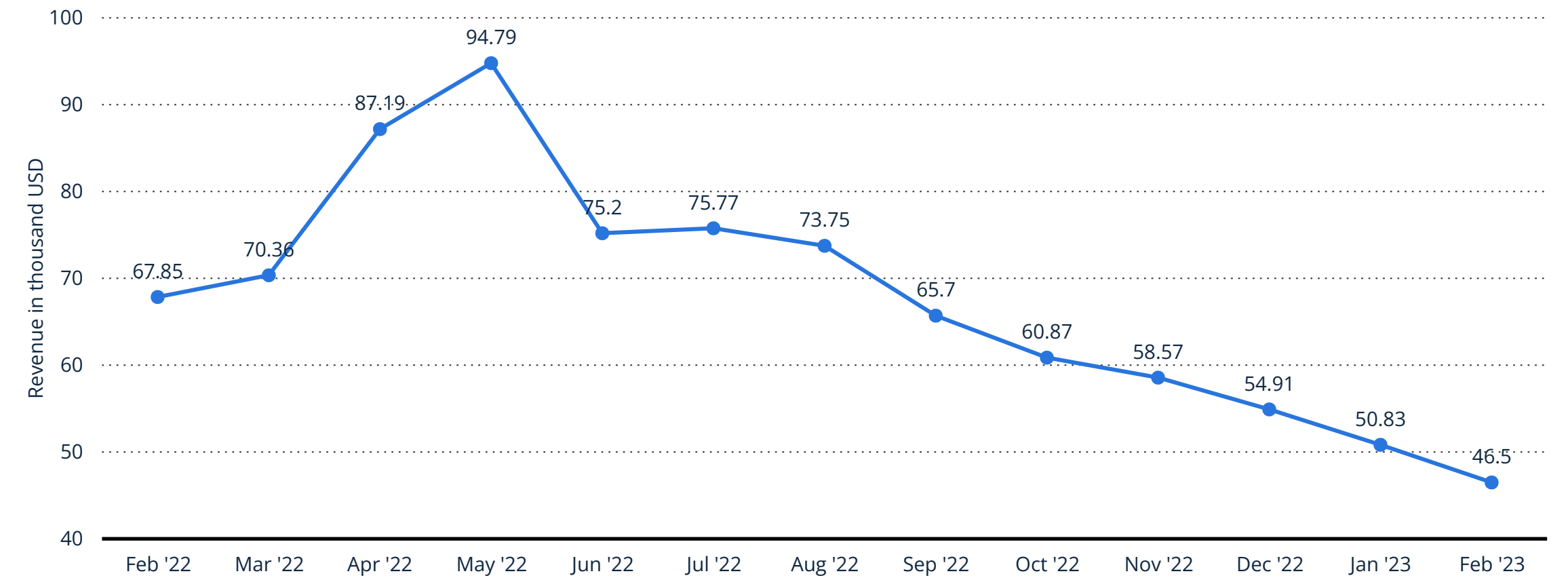
Leading video-on-demand (VOD) services in Poland in June 2023, by number of real users (in millions)

Leading VOD services in Poland 2023, by users



Monthly revenue of Netflix app in Poland from February 2022 to February 2023 (in 1,000 U.S. dollars)

Monthly Netflix revenue in Poland 2022-2023



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