

# PAY TV AND VOD MARKET IN POLAND 2020

Reliable, unique compendium of knowledge pertaining to the development and circumstances of players in Poland

## IN THE REPORT:

- Detailed discussion of the **VOD/OTT market situation** and profiles of the main players
- Forecasts for the **development and potential of the pay-TV services market** between 2020 and 2025
- Assessment of the **impact of the pandemic** on the pay TV and VOD market in Poland
- Results of **PMR's own B2C survey on VOD services in Poland**, including the importance of COVID-19 in the context of consumer content consumption
- Number of **unique SVOD subscriptions**



## WHY IT'S WORTH IT:

- Provides PMR hard data on the value and rate of growth of the market
- Assesses market potential
- Provides exclusive knowledge of business opportunities on the VOD/OTT and DVB-T markets
- Allows the assessment of competition and leading players on the pay-TV market

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