

PAY TV AND VOD MARKET IN POLAND 2021

Market analysis and development forecasts for 2021-2026

IN THE REPORT:

- Situation on the VOD/OTT market and **profiles of major players**
- **Major trends** on the VOD/SVOD and pay-TV market
- Analysis of VOD and OTT offer and **service portfolio** of pay-TV operators
- The **number of subscribers** to pay-TV / VOD services in Poland
- Analysis of the competitiveness of VOD services
- Assessment of **the impact of a pandemic** on the pay TV and VOD/SVOD market in Poland.
- **Results of PMR's proprietary B2C research**



WHY IT'S WORTH IT:

- Market analysis and forecasts for the development and potential of the pay-TV services market in 2021-2026
- Areas of potential and major threats in the industry
- International benchmarks, allowing to relate the situation in Poland to global and regional trends

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