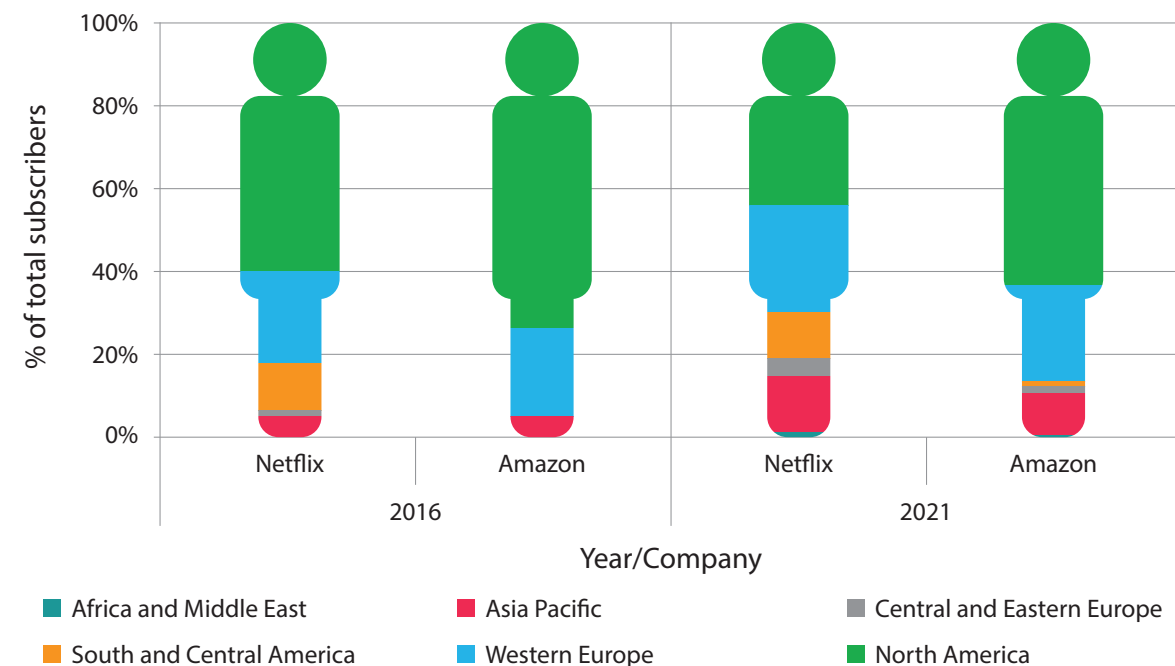


Amazon's video ecosystem extends worldwide

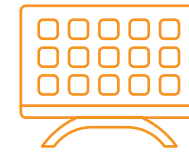
Amazon Prime Video and Netflix subscribers by region



Source: IHS Markit

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E-commerce giant's move into the video space is multi-faceted

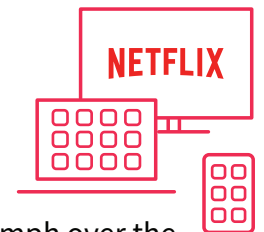


Over the last decade, Amazon has offered every flavour of the Home Entertainment Video Industry, from physical disk retail and rental, to online transactional, subscription, and advertising funded video.



IHS Markit forecasts **44 million** active subscription users for Amazon Prime Video service by year-end 2017 with a little over **30 million** in the USA and **11 million** coming from its next top three country markets.

The Amazon Prime service bundled with video is now available in **16 countries** worldwide. These bundled Prime Video subscription users make up almost **99%** of the total Prime Video subscription user base as international standalone Prime Video struggles to gain similar traction.



Although unable to triumph over the king of subscription video globally, Amazon Prime Video does now surpass Netflix by subscriber count in a few select markets owing to the perceived value of the bundled Prime ecosystem.

To learn more about our new Amazon's video ecosystem extends worldwide – 2018 Report please contact



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