

SUBSCRONOMICS, A REAL REVOLUTION FOR ZA USERS

“Subscronomics is a global trend about marketing products with a revenue model based on recurring payments.”

SUBSCRIPTION ECONOMY IN ZA

ACTIVE SUBSCRIPTIONS IN ZA

 = 250.000



+51%
growth

WEIGHT BY SECTORS IN TERMS OF TURNOVER

2021

Subscronomics market in ZA will surpass **\$528M in 2021**



2025

The global turnover of subscription economy in ZA will exceed **\$823M by 2025**

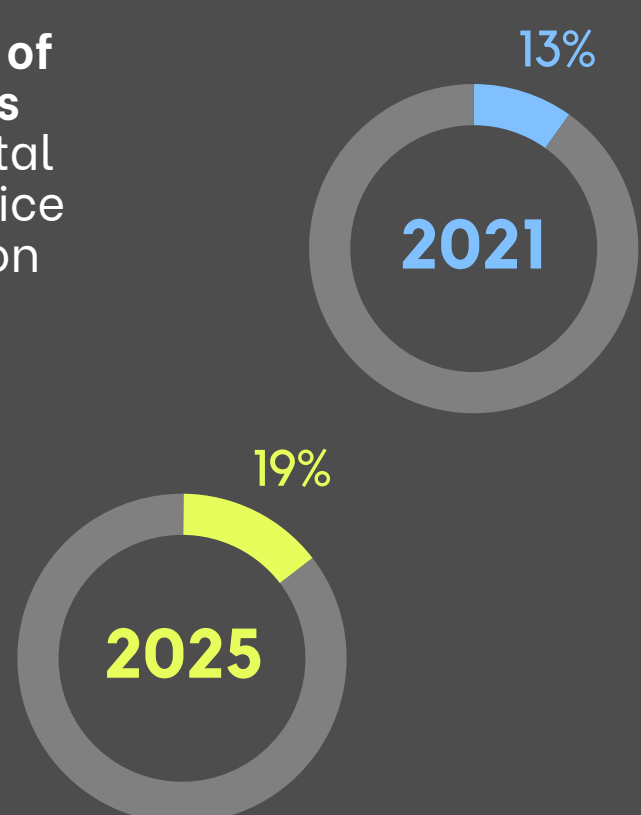


■ Video
 ■ Music
 ■ Multiservices
 ■ Podcast
 ■ Games
 ■ Fitness & Wellness
 ■ Physical Goods

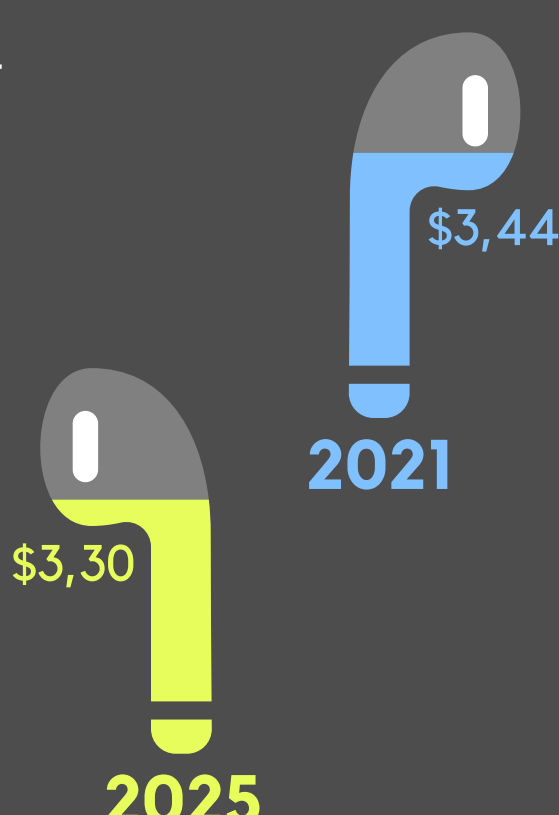
TOP 3 INDUSTRIES FOR SUBSCRONOMICS IN SOUTH AFRICA

MUSIC

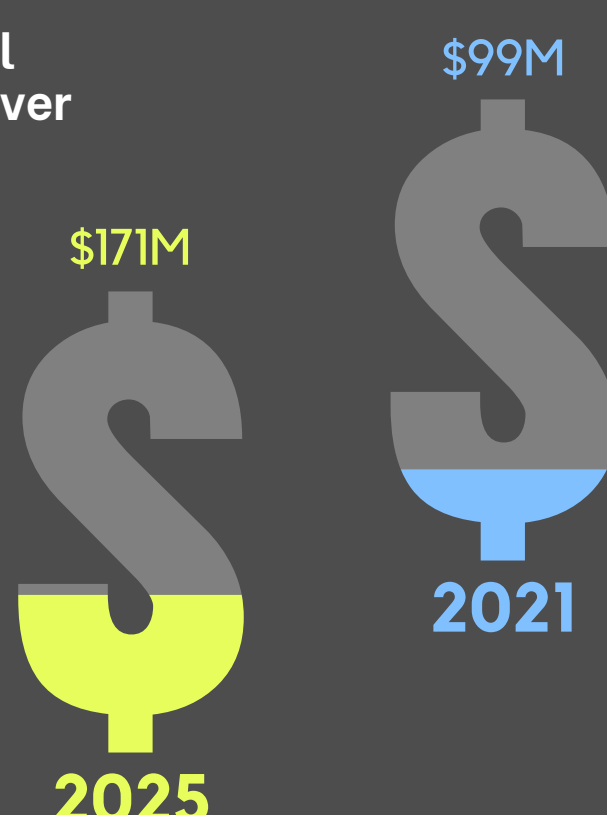
Proportion of Households with a Digital Music Service Subscription



Average Digital Music monthly price per Subscription



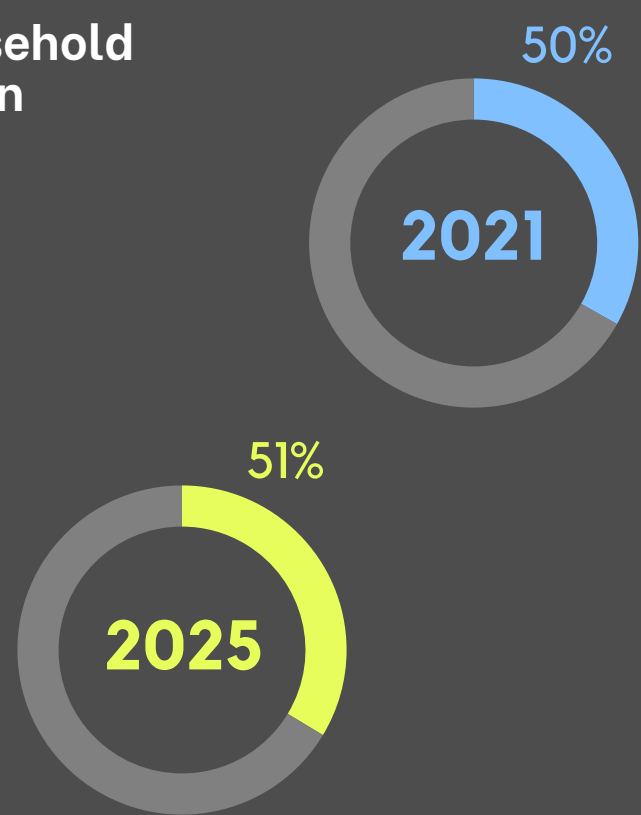
Total Digital Music turnover per annum



Music, a cheap service in ZA, represents 19% of the global subscriptions economy of the region.

VIDEO

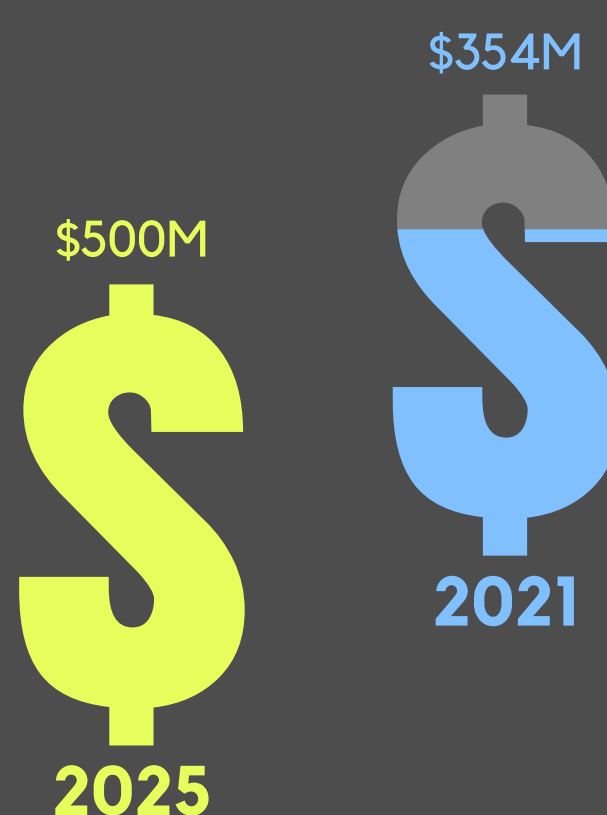
SVOD Household Penetration



Average SVOD monthly price per Subscription



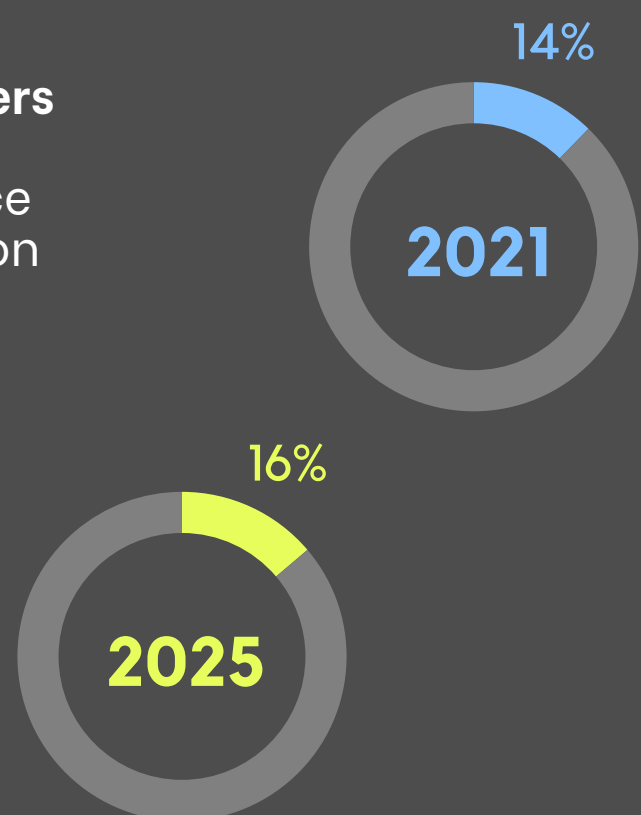
Total SVOD turnover per annum



Nearly 1 in 2 South African households is subscribed to a video-on-demand service.

MULTISERVICES

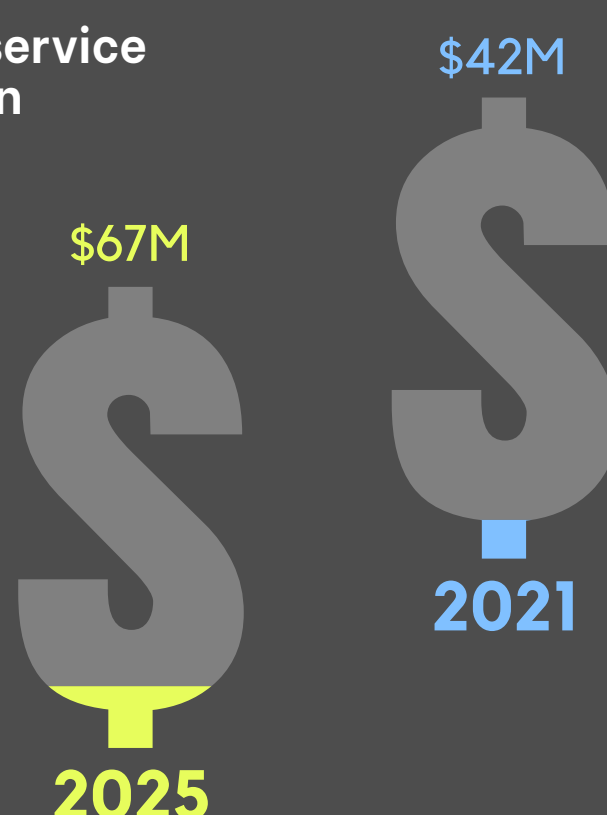
Proportion of eShoppers with a Multiservice Subscription



Average Multiservice monthly price per Subscription



Total Multiservice Subscription Revenue per annum



Multiservice subscriptions are very popular among ZA e-Shoppers: The penetration (14%) is almost 3 points over the WW figure (11%).