**US Will Add 40M SVOD Subscriptions This Year**

US subscription streaming video services will add 40 million customers collectively in 2023, the Omdia research firm predicts, citing the popularity of ad-based tiers and new content coming down the pike. Price increases might be the largest obstacle to continued growth, Omdia's Rue Aguete says.

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[*https://www.mediaplaynews.com/omdia-u-s-to-add-40-million-svod-subscriptions-this-year/*](https://www.mediaplaynews.com/omdia-u-s-to-add-40-million-svod-subscriptions-this-year/)

*Image credit:*

[*https://dano.com.ng/wp-content/uploads/2019/09/family-watching-tv-together.jpg*](https://dano.com.ng/wp-content/uploads/2019/09/family-watching-tv-together.jpg)