

# Americas OTT TV & Video Forecasts

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Published in June 2015, this 118-page PDF and excel report contains comprehensive coverage of the Americas OTT TV & video sector (subscribers/homes, transactions and revenues. SVOD, Ad-supported, rental/pay-per-view and download-to-own/electronic sell-through) for 15 countries, including:

- Executive Summary.
- Mini-profiles for OTT operators – by country.
- Global forecasts summary from 2010 to 2020
- Comparison forecast tables for 15 countries.
- Individual country forecasts for 15 territories.
- Country profiles

### 15 countries covered:

<b>Argentina</b>	<b>Brazil</b>	<b>Canada</b>	<b>Chile</b>
<b>Colombia</b>	<b>Costa Rica</b>	<b>Ecuador</b>	<b>Guatemala</b>
<b>Honduras</b>	<b>Mexico</b>	<b>Peru</b>	<b>Puerto Rico</b>
<b>USA</b>	<b>Uruguay</b>	<b>Venezuela</b>	



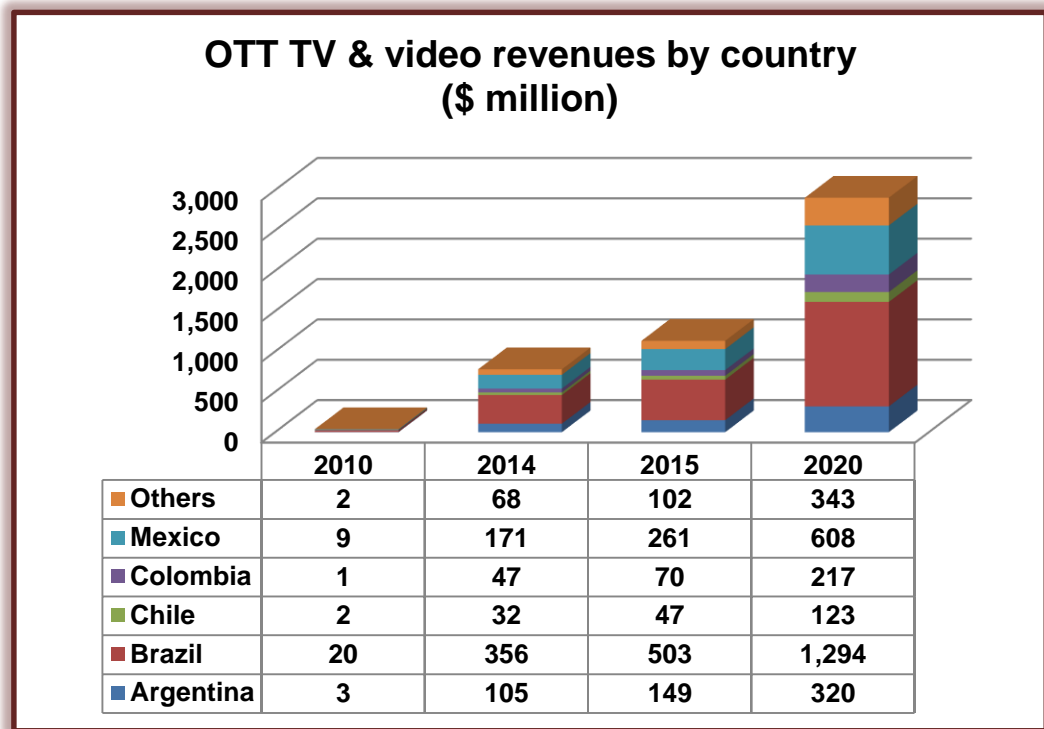
Forecasts (for each year from 2010 to 2020) contain the following detail for each country:

Population (000)	Total households (000)
TV households (000)	Fixed broadband households (000)
Smartphone subscribers (000)	Tablet subscribers (000)
TV HH/Total HH	Fixed broadband HH/Total HH
Smartphone subs/Population	Tablet subs/Population
OTT TV & video households (000)	
OTT TV & video HH/Fixed broadband HH	OTT TV & video HH/TV HH
SVOD homes (000)	
SVOD homes/Fixed broadband HH	SVOD homes/TVHH
Movie rental transactions (000)	TV rental transactions (000)
<i>Total rental transactions (000)</i>	
TV download-to-own transactions (000)	Movie download-to-own transactions (000)
<i>Total download-to-own transactions (000)</i>	
Online advertising total (US\$ mil.)	Online advertising for OTT sites (US\$ mil.)
Download-to-own TV revenues (US\$ mil.)	Download-to-own movie revenues (US\$ mil.)
<i>Download-to-own video revenues (US\$ mil.)</i>	<i>Online rental revenues (US\$ mil.)</i>
Online TV rental revenues (US\$ mil.)	Online movie rental revenues (US\$ mil.)
SVOD revenues (US\$ mil.)	Total OTT TV & video revenues (US\$ mil.)
Online video advertising/BB HH (US\$)	Download-to-own revenues/BB HH (US\$)
Rental revenues/BB HH (US\$)	SVOD revenues/BBHH (US\$)
OTT TV & video revenues/BBHH (US\$)	
OTT TV video advg/OTT TV & video HH (US\$)	Download-to-own revs/OTT TV & video HH (US\$)
SVOD revs/OTT TV & video HH (US\$)	OTT TV & video revs/OTT TV & video HH (US\$)



## Latin America OTT TV & video ready for take-off

OTT TV and video revenues in Latin America [for 13 countries] will reach \$2.91 billion in 2020; up from only \$37 million in 2010 and the \$1.13 billion expected in 2015, according to a new report from Digital TV Research. From the \$2,126 million in revenues to be added between 2014 and 2020, Brazil will contribute \$938 million and Mexico \$437 million.

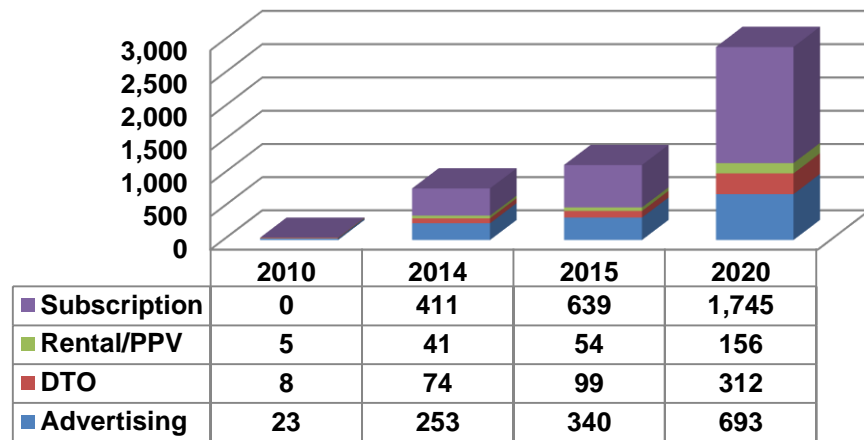


*Source: Digital TV Research*

Simon Murray, Principal Analyst at Digital TV Research, said: “SVOD will remain the region’s largest OTT revenue source; contributing \$1,745 million by 2020 – up from next to nothing in 2010. Pan-regional services such as Netflix, ClaroVideo and Movistar are making an impact and are adding a competitive edge to the SVOD sector.”

The [Americas OTT TV & Video Forecasts](#) report estimates 24.05 million SVOD (subscription video on demand) homes by 2020, up from 10,000 in 2010 and an expected 9.84 million by end-2015. From the 17.38 million SVOD home additions between 2014 and 2020, Brazil will supply 7.24 million and Mexico 3.32 million. Colombia will overtake Argentina to take third place in 2016.

### OTT TV & video revenues by source (\$ million)



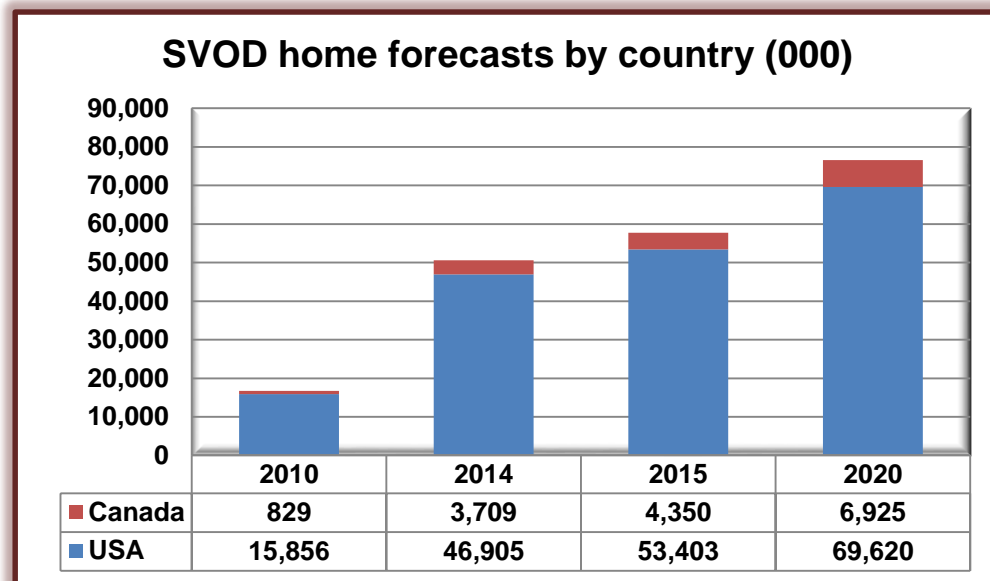
Source: Digital TV Research

By 2020, 15.9% of the region's TV households will subscribe to a SVOD package, up from only 4.8% by end-2014. Puerto Rico (22.5%) and Chile (20.0%) will have the highest penetration by 2020.

For more information [on the Americas OTT TV & Video Forecasts report](#), please contact: Simon Murray, [simon@digitaltvresearch.com](mailto:simon@digitaltvresearch.com), Tel: +44 20 8248 5051

## North American SVOD far from mature

North America already had 50.6 million SVOD homes [for movie and TV services only – excluding sports] by end-2014 – or 38.8% of TV households and 48.1% of fixed broadband homes, according to a new report from Digital TV Research. The [Americas OTT TV & Video Forecasts](#) report estimates that this represents considerable growth since 2010 when there were 16.7 million SVOD homes (13.0% of TV households). Therefore the North American region is the world's most mature for SVOD.



*Source: Digital TV Research*

However, the market is not yet mature. In fact, 7.1 million more SVOD homes will be added in 2015 alone. The total is forecast to climb to 76.5 million by 2020 – up by 26 million on 2014 – giving 57.3% penetration of TV households and 65.2% of fixed broadband homes.

SVOD revenues will soar from \$0.79 billion in 2010 to \$4.46 billion in 2014 and onto \$7.09 billion in 2020. Revenues will grow by 59% between 2014 and 2020.

North American OTT TV and video revenues will reach \$20.5 billion in 2020; up from \$2.6 billion in 2010 and the \$13.2 billion expected in 2015.

Advertising on OTT sites will generate revenues of \$6.0 billion in 2015, quadruple the \$1.4 billion in 2010. Rapid advertising expenditure growth will continue, to reach \$10.3 billion in 2020.

DTO revenues are forecast to be \$2,197 million in 2020, up from \$321 million in 2010 and \$1,218 million in 2014. Movies will contribute two-thirds of DTO revenues by 2020, with TV series providing the rest.

OTT TV and video rental/pay-per-view revenues will expand rapidly, climbing from \$169 million in 2010 on to \$591 million in 2014 and to \$999 million in 2020. Movies will be the main earner; providing \$715 million by 2020. TV box sets becoming a more popular promotional tool than single episodes.

For more information [on the Americas OTT TV & Video Forecasts report](#), please contact: Simon Murray, [simon@digitaltvresearch.com](mailto:simon@digitaltvresearch.com), Tel: +44 20 8248 5051