

# [Latin America OTT TV & Video Forecasts](#)

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Published in August 2017, this 174-page PDF and excel report combines the relevant countries from two of last year's reports: [Latin America OTT TV & Video Forecasts](#) and [Latin America SVOD Forecasts](#) in one convenient place. **Covering movies and TV episodes**, the report covers 19 countries. The report comes in five parts:

- Executive summary and regional forecasts, with handy comparison tables to reveal the best growth prospects;
- Major SVOD platforms, including market share for each;
- Regional forecasts summary from 2010 to 2022 by platform, by household penetration, by SVOD subscribers and by OTT revenues for movies and TV episodes;
- Country profiles for 19 territories;
- Detailed country forecasts for 19 nations.

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## Forecasts for the following 115 platforms across 19 countries:

Country	SVOD ops	SVOD Platforms
Argentina	8	Netflix; Amazon Prime Video; Blim; Claro Video; Telefonica On Video; Arnet Play; HBO; Crackle
Bolivia	5	Netflix; Amazon Prime Video; Blim; HBO; Crackle
Brazil	6	Netflix; Amazon Prime Video; Claro Video; Globo Play; HBO; Crackle
Chile	7	Netflix; Amazon Prime Video; Blim; Claro Video; Movistar Play; HBO; Crackle
Colombia	7	Netflix; Amazon Prime Video; Blim; Claro Video; Movistar Play; HBO; Crackle
Costa Rica	6	Netflix; Amazon Prime Video; Blim; Claro Video; HBO; Crackle
Dominican R	4	Netflix; Amazon Prime Video; Claro Video; HBO
Ecuador	7	Netflix; Amazon Prime Video; Blim; Claro Video; Movistar Play; HBO; Crackle
El Salvador	7	Netflix; Amazon Prime Video; Blim; Claro Video; Movistar Play; HBO; Crackle
Guatemala	7	Netflix; Amazon Prime Video; Blim; Claro Video; Movistar Play; HBO; Crackle
Honduras	6	Netflix; Amazon Prime Video; Blim; Claro Video; HBO; Crackle
Mexico	6	Netflix; Amazon Prime Video; Blim; Claro Video; HBO; Crackle
Nicaragua	6	Netflix; Amazon Prime Video; Blim; Claro Video; Movistar Play; HBO
Panama	7	Netflix; Amazon Prime Video; Blim; Claro Video; Movistar Play; HBO; Crackle
Paraguay	6	Netflix; Amazon Prime Video; Blim; Claro Video; HBO; Crackle
Peru	6	Netflix; Amazon Prime Video; Blim; Claro Video; Movistar Play; HBO
Puerto Rico	3	Netflix; Amazon Prime Video; HBO
Uruguay	7	Netflix; Amazon Prime Video; Blim; Claro Video; Movistar Play; HBO; Crackle
Venezuela	4	Netflix; Amazon Prime Video; Blim; HBO

## SAMPLE: Chile OTT TV & video briefing

- **OTT TV and video revenues** are forecast to grow from in [REDACTED] in 2016 and to [REDACTED] by 2022. Online advertising expenditure on OTT sites will reach [REDACTED] in 2022, up from [REDACTED] in 2016.

Main assumptions behind the forecasts	
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
Source: Digital TV Research	

- **SVOD revenues** will double from [REDACTED] in 2016 to [REDACTED] in 2022. The number of SVOD subscribers will grow from [REDACTED] to [REDACTED].
- **Netflix** began operations in Chile in September 2011, with [REDACTED] subscribers (paying CLP4,190-6,190/month, \$5.89-8.71) by end-2016. Relative market maturity mean that its subs total will reach [REDACTED] in 2022. Following a global deal with Liberty, Netflix is offered by VTR.
- **Amazon Prime Video** started operations in November 2016 as part of its global rollout. Subscriptions are cheaper than Netflix at \$5.99/month, but Amazon offers little original or local content. We forecast [REDACTED] Amazon subs by 2022.
- **HBO Go** started in September 2016 as a free service to its existing premium pay TV subscribers. HBO launched as a standalone SVOD platform (CLP7,700/month, \$11.68 – expensive by local standards) in June 2017. We forecast [REDACTED] subs by 2022. HBO Go provides 2,500 titles and 10 linear channels.
- Owned by Sony Pictures, **Crackle** started in Latin America as an AVOD platform in 2012, but considerably increased its SVOD activity in late 2016. To enhance the SVOD offer, Crackle has signed distribution deals with more than 30 operators in the region. We forecast [REDACTED] subscribers by 2022.
- In February 2016, Televisa announced the launch of its **Blim** SVOD platform (across Spanish-speaking Latin America. Televisa has withdrawn its content from Netflix. The platform provides 21,000 hours of content and has more Latin American content (including 10 originals and 70 content partners) than Netflix. Televisa removed its content from Netflix in October 2016. We forecast [REDACTED] Blim subscribers in Chile by 2022.

- Having started in Argentina in 2009, **Qubit** expanded operations to eight markets (Argentina, Chile, Colombia, Ecuador, Guatemala, Paraguay, Peru and Uruguay). Costa Rica and Panama are likely to follow. The company claimed 100,000 subscribers by end-2016 (half of which were in Argentina).
- Launched in May 2017, Qubit wants 100,000 users in Chile after its first year. Subscriptions cost CLP4,000/month (\$6.07). Subscribers gain access to 3,000 titles, half of which are Hollywood and a quarter Latin American.
- Started in September 2013, **Claro Video** had about [REDACTED] paying subscribers in Chile by end-2016, which is expected to grow to [REDACTED] by 2022. Claro Play is free to most higher paying postpaid mobile and broadband subscribers for a year. Providing 34,000 titles, the SVOD package costs CLP3,500/month (\$5.31) to non-Claro mobile and broadband subs or titles can be rented for CLP1,200-1,700/each (\$1.82-2.58).
- Subtel reported that America Movil-owned **Claro** had about 411,814 (cable and satellite TV, but also including OTT) subs by end-2016. The company has been slowly losing subs since end-2013. Claro had 1.25 million fixed broadband and 6.80 million mobile subscribers by June 2017.
- **Movistar Play** started in December 2013, offering more than 5,000 titles for CLP1,490 (for existing Movistar residential broadband subs (CLP3,490/month (\$2.26-5.30) – or blockbuster movies can be rented for CLP2,290-2,990/each (\$3.47-4.54). The company added three ESPN channels in June 2016, bringing the linear total to 18.
- Movistar Play had 100,000 paying subs by end-2015, 110,000 subscribers by early 2016 (half of which were not previously Telefonica clients). We forecast [REDACTED] paying subs by end-2022. At end-2015, 35% of viewing was via PCs, 30% by smart TVs and 27% through mobile phones.
- **Telefonica/Movistar** had 670,000 pay TV accesses by June 2017. Telefonica had 1.16 million fixed broadband and 9.53 million mobile subs by June 2017. Movistar offers subs triple-play bundles, with TV from the satellite TV operation and IPTV. Telefonica/Movistar offers subs triple-play bundles. The company launched an IPTV service in mid-2012.
- VTR had 1.05 million video subscribers at end-2016, of which 92% were digital. The operator has also offered quad-play services since May 2012. However, more subs are taking double-play bundles at the expense of triple-play. VTR also had 166,000 mobile subs by end-2016.
- The company offers 8,000 on-demand titles, of which 6,000 are free to existing subscribers and the rest rented. Go VTR provides linear channels to pay TV subscribers. VTR will include access to Netflix as part of Liberty Global's deal.



- Entel is Chile's largest telco and mobile (9.51 million subs at end-2016) operator. Entel is constructing a national fiber optic network. **Entel** launched a satellite TV platform in December 2012. According to Subtel, Entel had 126,684 TV subscribers by end-2016.
- Subtel reported that Grupo GTD-owned **Telsur** had 102,000 IPTV subscribers by mid-2016. Telesur provides access to eight SVOD platforms, including HBO Go.

Chile: Fixed broadband penetration		
Year	Residential subs (000)	Total Subs(000)
2010	1,584	1,820
2011	1,765	2,025
2012	1,895	2,186
2013	2,007	2,293
2014	2,182	2,501
2015	2,382	2,729
2016	2,577	2,912

*Source: Subtel*

Chile: Mobile subscriptions (000)				
Year	Total	2G	3G	4G
2013	23,661	13,433	9,733	39
2014	23,681	9,698	13,514	469
2015	23,206	7,422	14,684	1,100
2016	23,303			6,291

*Source: Subtel*

Chile: Online advertising expenditure (CLP million)						
	2010	2011	2012	2013	2014	2015
Online	38,571	48,596	60,384	77,110	88,251	109,366
Total	766,752	843,637	834,972	858,649	795,985	800,639

*Source: ACHAP*

## Chile OTT TV & video forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
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 fixed broadband households (000)													
OTT TV & video HH/Fixed broadband HH													
OTT TV & video HH/TV HH													
OTT TV & video smartph subs (000)													
OTT TV & video HH/smartph subs													
OTT TV & video total (000)													
SVOD subscribers (000)													
SVOD/TVHH													
SVOD/Fixed broadband													
SVOD/Smartphone													
TV rental transactions (000)													
Movie rental transactions (000)													
Total rental transactions (000)													
TV download-to-own trans (000)													
Movie download-to-own trans (000)													
Total download-to-own trans (000)													
Online advertising total (US\$ mil.)													
Online advg for OTT sites (US\$ mil.)													
Online TV rental revenues (US\$ mil.)													
Online movie rental revs (US\$ mil.)													
Online rental revenues (US\$ mil.)													
Download-to-own TV revs (US\$ mil.)													
DTO movie revs (US\$ mil.)													
DTO video revs (US\$ mil.)													
SVOD revenues (US\$ mil.)													
OTT TV & video revenues (US\$ mil.)													



## Chile OTT TV & video forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
<b>SVOD subscribers by operator (000)</b>													
Netflix													
Amazon Prime Video													
Blim													
Claro Video													
Movistar Play													
HBO													
Crackle													
Others													
<b>Share of SVOD subscribers by operator (%)</b>													
Netflix													
Amazon Prime Video													
Blim													
Claro Video													
Movistar Play													
HBO													
Crackle													
Others													
<b>SVOD revenues by operator (US\$ mil.)</b>													
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Amazon Prime Video													
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Claro Video													
Movistar Play													
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<b>Share of SVOD revenues by operator (%)</b>													
Netflix													
Amazon Prime Video													
Blim													
Claro Video													
Movistar Play													
HBO													
Crackle													
Others													
<i>Source: Digital TV Research</i>													

## Digital TV Research publication schedule for 2017

	<b>Title</b>	<b>Publication</b>	<b>Price</b>
1	<a href="#">Sub-Saharan Africa Pay TV Forecasts</a>	January	£1200/€1440/\$1560
2	<a href="#">Middle East &amp; North Africa Pay TV Forecasts</a>	February	£1200/€1440/\$1560
3	<a href="#">Asia Pacific Pay TV Forecasts</a>	March	£1200/€1440/\$1560
4	<a href="#">Latin America Pay TV Forecasts</a>	March	£1200/€1440/\$1560
5	<a href="#">North America Pay TV Forecasts</a>	April	£750/€900/\$975
6	<a href="#">Eastern Europe Pay TV Forecasts</a>	April	£1200/€1440/\$1560
7	<a href="#">Western Europe Pay TV Forecasts</a>	May	£1200/€1440/\$1560
8	<a href="#">Global Pay TV Subscriber Forecasts</a>	May	£1800/€2160/\$2340
9	<a href="#">Global Pay TV Revenue Forecasts</a>	May	£1800/€2160/\$2340
10	<a href="#">Global Pay TV Operator Forecasts</a>	May	£1800/€2160/\$2340
11	<a href="#">Pay TV Country Forecasts</a>	May	£300/€360/\$390
12	<a href="#">Netflix Forecasts</a>	June	£750/€900/\$975
13	<a href="#">Global Pay TV Subscriber Databook</a>	June	£750/€900/\$975
14	<a href="#">Global Pay TV Revenue Databook</a>	June	£750/€900/\$975
15	<a href="#">Global Pay TV Operator Databook</a>	June	£750/€900/\$975
16	<a href="#">Sub-Saharan Africa OTT TV &amp; Video Forecasts</a>	July	£1000/€1200/\$1300
17	<a href="#">Middle East &amp; North Africa OTT TV &amp; Video Forecasts</a>	July	£1000/€1200/\$1300
18	<a href="#">Asia Pacific OTT TV &amp; Video Forecasts</a>	August	£1000/€1200/\$1300
19	<a href="#">Latin America OTT TV &amp; Video Forecasts</a>	August	£1000/€1200/\$1300
20	<a href="#">North America OTT TV &amp; Video Forecasts</a>	September	£750/€900/\$975
21	<a href="#">Eastern Europe OTT TV &amp; Video Forecasts</a>	September	£1000/€1200/\$1300
22	<a href="#">Western Europe OTT TV &amp; Video Forecasts</a>	October	£1000/€1200/\$1300
23	<a href="#">Global OTT TV &amp; Video Forecasts</a>	October	£1800/€2160/\$2340
24	<a href="#">Global AVOD Forecasts</a>	November	£1500/€1800/\$1950
25	<a href="#">Global SVOD Forecasts</a>	November	£1500/€1800/\$1950
26	<a href="#">OTT TV &amp; Video Country Forecasts</a>	November	£300/€360/\$390
27	<a href="#">Mobile OTT TV &amp; Video Forecasts</a>	December	£1500/€1800/\$1950
28	<a href="#">Online TV &amp; Video Sports Forecasts</a>	December	£1500/€1800/\$1950

Please note that the regional Pay TV reports (1-7 above) contain the content from last year's Digital TV series and the Pay TV Operator series – so two reports in one for 2017. Likewise, the regional OTT reports (16-22 above) contain the content from 2016's OTT series as well as the content from 2016's SVOD series.

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