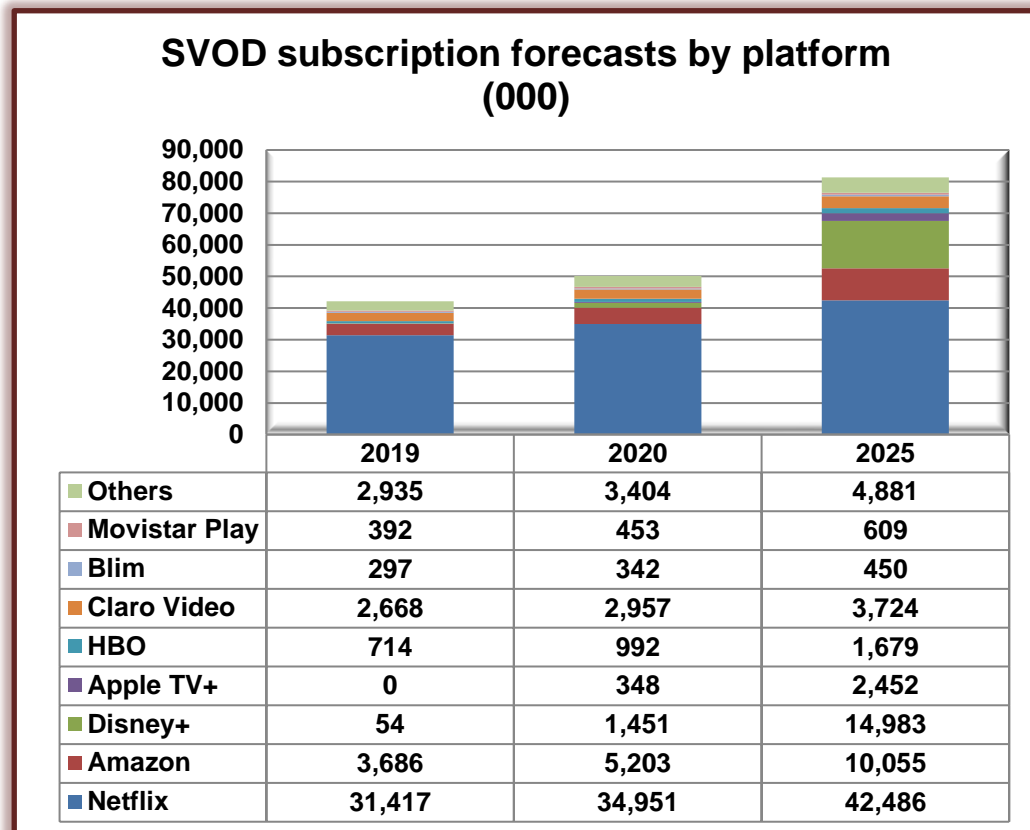


Latin America SVOD subscriptions to double

Latin America will have 81 million SVOD subscriptions by 2025; almost double the 42 million recorded at end-2019. This growth comes despite the recession affecting most countries in the region.



Source: Digital TV Research

Five US-based platforms (Netflix, Amazon Prime Video, Disney+, Apple TV+ and HBO) will account for 88% of the region's paying SVOD subscriptions by end-2025. This proportion was already as high as 85% in 2019 despite Disney+ and Apple TV+ not yet starting operations.

Simon Murray, Principal Analyst at Digital TV Research, said: "These US-based players will grow but the local platforms will stall. Claro Video is often available free to its top spending mobile subscribers. Telefonica/Movistar may sell its remaining non-Brazilian assets."

Long-established Netflix will continue to grow, but its dominance will decline. Netflix will command 52% of SVOD subscriptions by 2025; down from 75% in 2019 despite adding 11 million subscribers over this period.

Latin America OTT TV & Video Forecasts

Table of Contents

Published in March 2020, this 188-page PDF, PowerPoint and excel report covers 19 countries. The report comes in three parts:

- Outlook: Subscriber forecasts and bullet points for 19 countries in a visually-appealing 43-page PowerPoint document;
- Forecasts: Excel workbook covering each year from 2010 to 2025 for 19 countries by household penetration, by SVOD subscribers and by OTT revenues for movies and TV episodes. As well as summary tables by country and by platform;
- Insights: Detailed country-by-country analysis in a 64-page PDF document.

For more information, [please click here](#) or contact lydia@digitaltvresearch.com

Forecasts for the following 137 platforms across 19 countries:

Country	SVOD ops	SVOD Platforms
Argentina	9	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; Claro Video; Movistar Play; Flow fixed; HBO
Bolivia	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; HBO
Brazil	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; Globo Play; HBO; Telecine
Chile	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; Claro Video; Movistar Play; HBO
Colombia	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; Claro Video; Movistar Play; HBO
Costa Rica	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; Claro Video; HBO
Dominican R	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO
Ecuador	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; Claro Video; Movistar Play; HBO
El Salvador	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; Claro Video; HBO
Guatemala	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; Claro Video; HBO
Honduras	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; Claro Video; HBO
Mexico	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; Claro Video; Movistar Play; HBO
Nicaragua	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; Claro Video; HBO
Panama	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; Claro Video; HBO
Paraguay	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; Claro Video; HBO
Peru	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; Claro Video; Movistar Play; HBO
Puerto Rico	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Sling TV
Uruguay	7	Netflix; Amazon Prime Video; Disney+; Blim; Claro Video; Movistar Play; HBO
Venezuela	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; HBO

SAMPLE: Costa Rica OTT TV & video insight

- **OTT TV and video revenues are forecast** to reach \$66 million in 2025 – up from \$36 million in 2019. SVOD will supply \$49 million of the 2025 total, up from \$28 million in 2019. Gross SVOD penetration will reach 37.9% of TV households by 2025, up from 22.5% in 2019 – or 595,000 SVOD subscriptions by 2025 and 328,000 in 2019.

Main assumptions behind the forecasts
<ul style="list-style-type: none">• The OTT sector is rapidly becoming very competitive, which is likely to force down monthly fees.
<ul style="list-style-type: none">• There are plenty of free platforms available to pay TV and mobile subs
<ul style="list-style-type: none">• It is one of the wealthiest countries in Central America.
<i>Source: Digital TV Research</i>

- **Piracy** (including underreporting of subs numbers by the legitimate operators) remains a major problem, even though Costa Rica is one of the wealthiest countries in Central America.
- **Netflix** launched in September 2011. We estimate that Netflix had 242,000 subscribers in Costa Rica by end-2019, rising to 329,000 in 2025. Netflix has a distribution deal with Tigo. The one-month free trial was dropped in March 2019.
- **Amazon Prime Video** started operations in November 2016 as part of its global rollout. Subscriptions are cheaper than Netflix at COL3,600/month (\$6.08), but Amazon offers little original or local content. Tigo carries the platform. We forecast 26,000 Amazon Prime Video subscribers by 2025.
- **Disney+** outlined its plans to enter Latin America between October and December 2020. It will be cheaper than Netflix at US\$6.99/month. We believe that this will be the most successful of the new platform launches, with 115,000 subscribers by 2025.
- Targeting families, Disney+ will offer 7,500 TV episodes (including National Geographic and all 30 seasons of *The Simpsons*) and more than 400 library movies (including the whole Disney range – for the first time, Star Wars, Pixar and Marvel). The platform will also include original and non-Disney content.
- **Apple TV+** (\$4.99/month) launched in 100 countries in November 2019. The ad-free platform will offer original content, with an annual production budget exceeding the original target of \$2 billion. We forecast 19,000 subs by 2025.
- **HBO Go** launched as a standalone platform in June 2017. HBO is more expensive than its rivals at \$10/month. HBO Go offers 2,500 titles. We expect 15,000 paying subscribers by 2025.

- In February 2016, Televisa announced the launch of its **Blim** SVOD platform across Spanish-speaking Latin America. Televisa has withdrawn its content from Netflix. Blim provides 32,000 hours of content. We expect 8,000 subscribers by 2025.
- **Claro Video** (COL3,000/month (\$5.07)) started in Costa Rica in April 2014. We expect 58,000 subscribers by 2025. For its top paying subs, **Claro Play** offers free on-demand as well as access to SVOD platforms such as ESPN Play and Fox Play.
- **Claro TV** won a 15-year satellite TV license in Costa Rica in January 2013. We estimate that Claro had 150,000 pay TV subs by end-2017. The company launched fiber broadband and voice services in April 2015, with IPTV packages announced in January 2016 as part of a triple-play bundle.
- SVOD aggregator **Tigo Play** started in September 2016, giving access to Amazon Prime Video, Crackle, HBO Go, Fox Play, ESPN, Netflix and others. On-demand services started in July 2012, with 3,000 movies on offer. Its One TV platform started in April 2018, providing linear channels and on-demand titles
- Owned by Millicom, we estimate that **Tigo** had 216,000 pay TV subscribers in Costa Rica by end-2019. Tigo introduced triple-play bundles into Costa Rica in September 2011 – the first operator to do so in the country.
- After a brief flirtation with selling its assets to Liberty Global, Millicom acquired Telefonica's assets in Panama, Nicaragua and Costa Rica in February 2019. Telefonica's **Movistar** began satellite TV operations in January 2018. Telefonica has 12.5 million mobile subscribers in Central America, including 2.4 million in Costa Rica.
- Millicom acquired **TeleCable** Economico in December 2014. However, SUTEL refused to allow the deal to go through in May 2015 as it would push Tigo over the 35% limit for any one company in the pay TV sector.
- **Cabletica** is one of the longest established cable operators. Lilac/Liberty Global took an 80% stake in the operator in February 2018. Cabletica had Cabletica had 207,000 pay TV subs by end-2019. Its fiber optic network launched in March 2017 (up to 100Mbps). Cabletica Play provides 5,000 on-demand titles.



Fixed broadband subscribers (000)				
	Cable modem	DSL	Fiber	Total fixed broadband
2013	225	248	2	484
2014				516
2015	53.5%	45.3%	1.2%	559
2016	56.1%	42.1%	1.8%	636
2017	446	271	18	744
2018	63.9%	33.0%	2.4%	835
<i>Source: Sutel</i>				

Costa Rica OTT TV & video forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Population (000)																
Total households (000)																
TV households (000)																
Fixed broadband hholds (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 bband HH																
OTT TV & video HH/TV HH																
OTT TV & video smartphone subs (000)																
OTT TV video HH/smartph subs																
OTT TV & video total (000)																
Gross SVOD subscriptions (000)																
SVOD subs/TVHH																
SVOD subs/Fixed bband HH																
SVOD subs/Smartphone users																
Net SVOD homes (000)																
SVOD homes/TVHH																
SVOD homes/Fixed bband HH																
SVOD subscriptns/SVOD homes																
TV rental transactions (000)																
Movie rental transactions (000)																
Total rental transactions (000)																
TV DTO transactions (000)																
Movie DTO transactions (000)																
Total DTO transactions (000)																
Online advg total (US\$ mil.)																



Costa Rica OTT TV & video forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
AVOD (US\$ mil.)																
Online TV rental revs (US\$ mil.)																
Online movie rent revs (US\$ mil.)																
<i>Online rental revs (US\$ mil.)</i>																
DTO TV revenues (US\$ mil.)																
DTO movie revenues (US\$ mil.)																
<i>DTO video revenues (US\$ mil.)</i>																
SVOD revenues (US\$ mil.)																
OTT TV & video revs (US\$ mil.)																
SVOD subscribers by operator (000)																
Netflix																
Amazon Prime Video																
Disney+																
Apple TV+																
Blim																
Claro Video																
HBO																
Others																
Share of SVOD subscribers by operator (%)																
Netflix																
Amazon Prime Video																
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Others																
SVOD revenues by operator (US\$ mil.)																
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HBO																
Others																

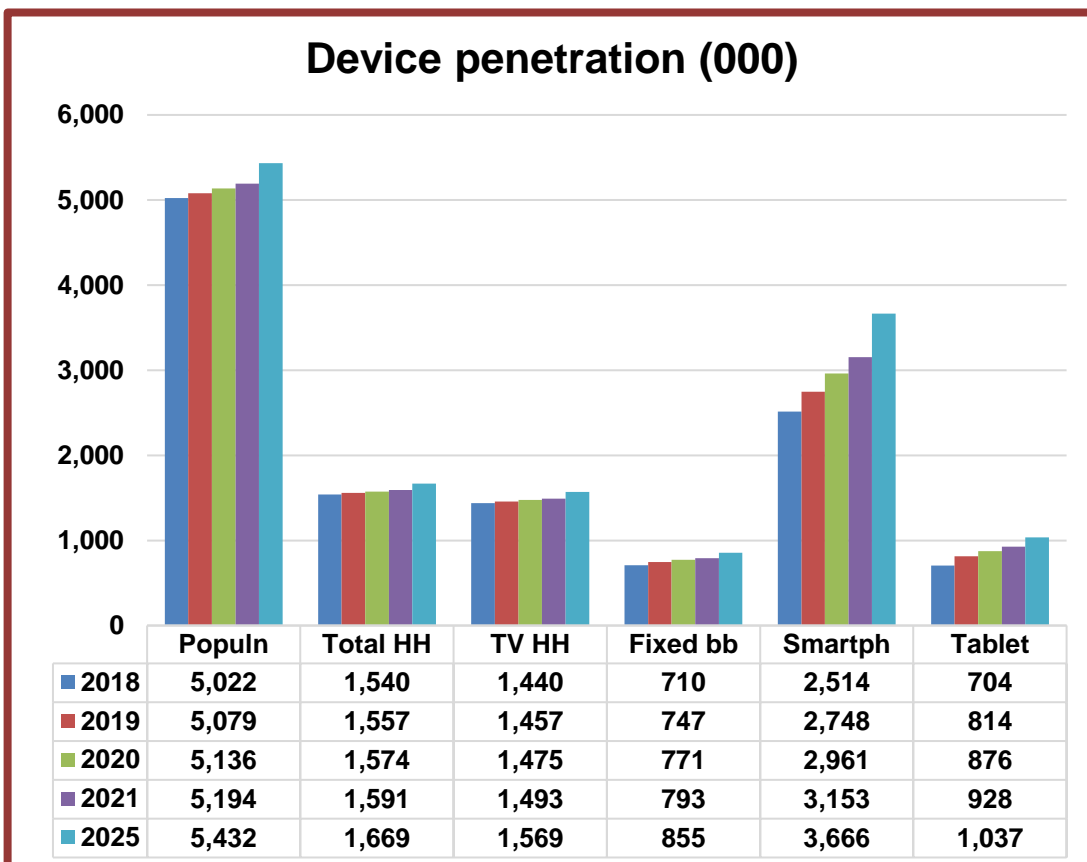
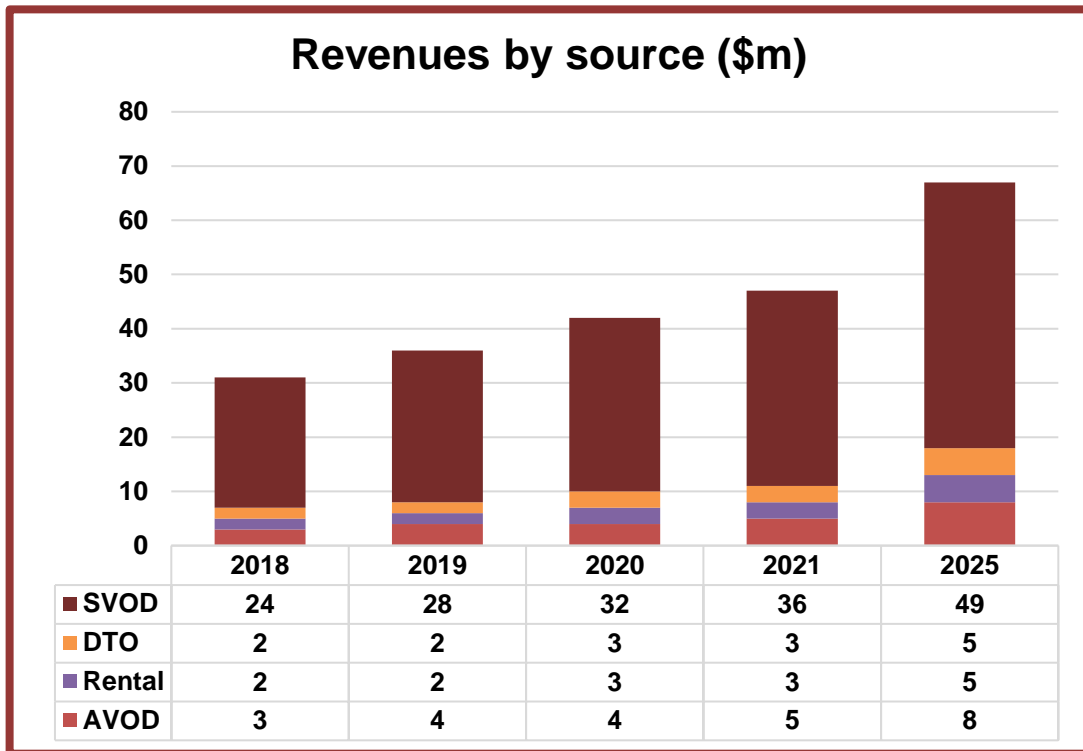


Costa Rica OTT TV & video forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Share of SVOD revenues by operator (%)																
Netflix																
Amazon Prime Video																
Disney+																
Apple TV+																
Blim																
Claro Video																
HBO																
Others																
SVOD ARPU by operator (\$)																
Netflix																
Amazon Prime Video																
Disney+																
Apple TV+																
Blim																
Claro Video																
HBO																
AVOD revenues by platform (\$ million)																
YouTube																
Facebook/Instagram																
Other social media sites																
FTA broadcasters																
Pay TV broadcasters																
AVOD platforms																
Other																
<i>Source: Digital TV Research. Revenues from professionally-made TV shows and movies - so not, for example, sports or UGC.</i>																

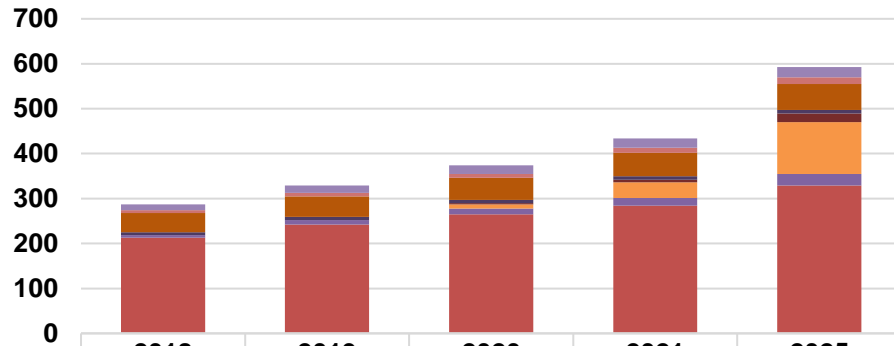


Costa Rica OTT TV & video outlook



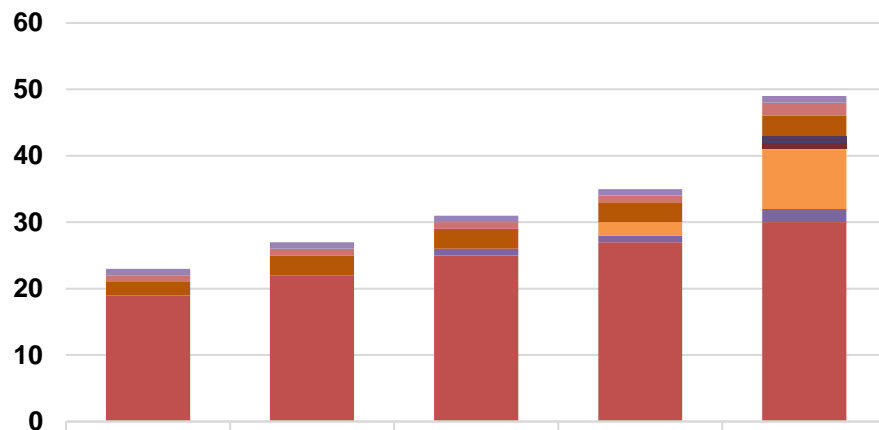
Costa Rica SVOD outlook

SVOD subscribers by operator (000)



	2018	2019	2020	2021	2025
Others	13	16	19	21	23
HBO	6	8	9	11	15
Claro Video	43	46	49	52	58
Blim	6	7	7	8	8
Apple TV+	0	0	3	6	19
Disney+	0	0	9	35	115
Amazon	6	10	13	17	26
Netflix	213	242	265	284	329

SVOD revenues by operator (\$m)



	2018	2019	2020	2021	2025
Others	1	1	1	1	1
HBO	1	1	1	1	2
Claro Video	2	3	3	3	3
Blim	0	0	0	0	1
Apple TV+	0	0	0	0	1
Disney+	0	0	0	2	9
Amazon	0	0	1	1	2
Netflix	19	22	25	27	30



Digital TV Research publication schedule

Title	Publication	Price
2020		
<u>Latin America OTT TV and Video Forecasts</u>	March	£1200/€1340/\$1440
<u>Latin America Pay TV Forecasts</u>	March	£1200/€1340/\$1440
<u>North America OTT TV and Video Forecasts</u>	March	£600/€660/\$720
<u>North America Pay TV Forecasts</u>	February	£600/€660/\$720
<u>SVOD Platform Forecasts</u>	February	£800/€880/\$960
<u>Africa Pay TV Forecasts</u>	January	£1200/€1340/\$1440
<u>Africa OTT TV and Video Forecasts</u>	January	£1200/€1340/\$1440
<u>Middle East & North Africa Pay TV Forecasts</u>	January	£1200/€1340/\$1440
<u>Middle East & North Africa OTT TV and Video Forecasts</u>	January	£1200/€1340/\$1440
2019		
<u>Pay TV Forecasts Update</u>	September	£1000/€1200/\$1300
<u>SVOD Forecasts Update</u>	September	£1000/€1200/\$1300
<u>OTT TV and Video Databook</u>	September	£750/€900/\$975
<u>SVOD Databook</u>	September	£750/€900/\$975
<u>Pay TV Databook</u>	September	£750/€900/\$975
<u>Global OTT TV & Video Forecasts</u>	June	£1800/€2160/\$2340
<u>Global SVOD Forecasts</u>	June	£1500/€1800/\$1950
<u>Global Pay TV Subscriber Forecasts</u>	June	£1500/€1800/\$1950
<u>Global Pay TV Revenue Forecasts</u>	June	£1500/€1800/\$1950
<u>Global Pay TV Operator Forecasts</u>	June	£1500/€1800/\$1950
<u>Global AVOD Forecasts</u>	June	£750/€900/\$975
<u>Western Europe Pay TV Forecasts</u>	June	£1000/€1200/\$1300
<u>Western Europe OTT TV and Video Forecasts</u>	June	£1000/€1200/\$1300
<u>Eastern Europe Pay TV Forecasts</u>	May	£1000/€1200/\$1300
<u>Eastern Europe OTT TV and Video Forecasts</u>	May	£1000/€1200/\$1300
<u>Asia Pacific Pay TV Forecasts</u>	March	£1000/€1200/\$1300
<u>Asia Pacific OTT TV and Video Forecasts</u>	March	£1000/€1200/\$1300

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