

Latin America SVOD Forecasts

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Published in November 2016, this 134-page PDF and excel report contains comprehensive coverage of the SVOD sector for 18 countries. The report comprises:

- Executive Summary.
- Major SVOD players, including subscriber estimates by country (2010 to 2021) for the major platforms.
- Country-by-country forecasts from 2010 to 2021
- Country profiles

18 countries and 69 platforms covered:

Country	No of ops	Operators
Argentina	6	Netflix; Blim; Claro Video; Telefonica On Video; Arnet Play; HBO
Bolivia	2	Netflix; Blim
Brazil	5	Netflix; Globo Play; Claro Video; Sky; HBO
Chile	5	Netflix; Blim; Claro Video; Movistar Play; HBO
Colombia	5	Netflix; Blim; Claro Video; Movistar Play; HBO
Costa Rica	4	Netflix; Blim; Claro Video; Movistar Play
Ecuador	4	Netflix; Blim; Claro Video; Movistar Play
El Salvador	4	Netflix; Blim; Claro Video; Movistar Play
Guatemala	4	Netflix; Blim; Claro Video; Movistar Play
Honduras	3	Netflix; Blim; Claro Video
Mexico	4	Netflix; Blim; Claro Video; HBO
Nicaragua	4	Netflix; Blim; Claro Video; Movistar Play
Panama	4	Netflix; Blim; Claro Video; Movistar Play
Paraguay	3	Netflix; Blim; Claro Video
Peru	3	Netflix; Blim; Claro Video
Puerto Rico	2	Netflix; HBO
Uruguay	5	Netflix; Blim; Claro Video; Movistar Play; HBO
Venezuela	2	Netflix; Blim

Forecasts (for each year from 2010 to 2021) contain this detail for 18 countries (as well as subscriber and revenue market shares by operator)

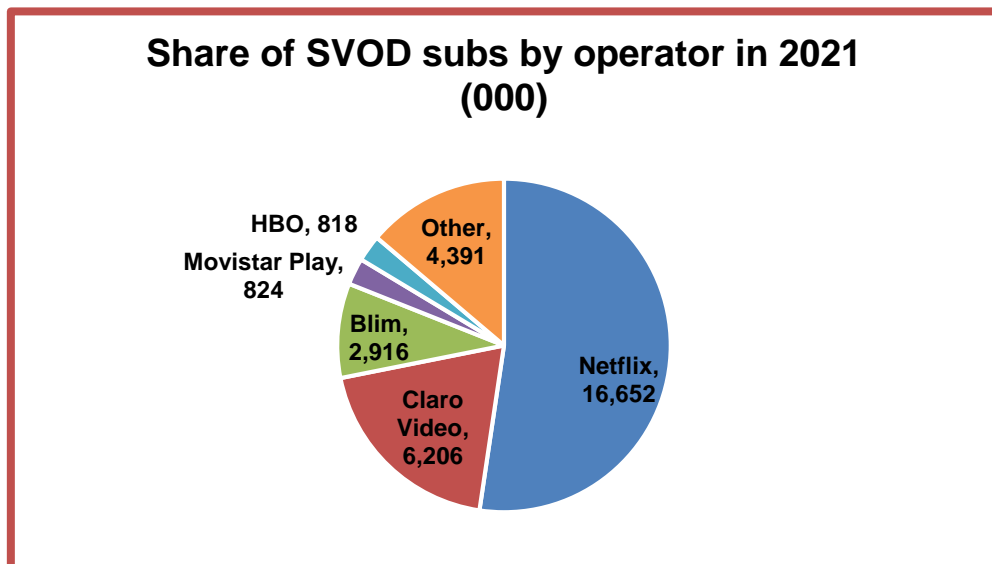
Honduras SVOD forecasts												
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Population (000)												
Total households (000)												
TV households (000)												
Fixed broadband households (000)												
Smartphone subscribers (000)												
Tablet subscribers (000)												
TV HH/Total HH												
Fixed broadband HH/Total HH												
Smartphone subs/Population												
Tablet subs/Population												
SVOD total subscribers (000)												
SVOD homes/TVHH												
SVOD homes/Fixed broadband HH												
SVOD homes/smartphone subs												
SVOD subscribers by operator (000)												
Netflix												
Blim												
Claro Video												
Others												
Share of SVOD subscribers by operator (%)												
Netflix												
Blim												
Claro Video												
Others												
SVOD revenues (US\$ mil.)												
SVOD revenues by operator (US\$ mil.)												
Netflix												
Blim												
Claro Video												
Others												
Share of SVOD revenues by operator (%)												
Netflix												
Blim												
Claro Video												
Others												
SVOD ARPU by operator (\$)												
Netflix												
Blim												
Claro Video												
Source: Digital TV Research												

A fifth of LatAm homes to pay for SVOD

Nearly a fifth of Latin America's TV households will pay for an SVOD [subscription video on demand] package by 2021, up from 10.9% by end-2016. Mexico (28.3%), Chile (23.9%) and Argentina (23.5%) will have the highest penetration rates by 2021. However, penetration will only be 12.0% in Venezuela by 2021 – reflecting the country's economic and political woes.

The [Latin America SVOD Forecasts](#) report (covering 18 countries) estimates 31.81 million SVOD subscribers by 2021, up from 12.19 million in 2015.

Simon Murray, Principal Analyst at Digital TV Research, said: "Brazil will account for 36% of the region's SVOD subs by 2021, with Mexico bringing in a further 26%. So, these two heavyweights will contribute nearly two-thirds of the SVOD subs by 2021."



Source: Digital TV Research

Murray continued: "Despite losing market share, Netflix will still account for more than half of Latin America's SVOD subscribers by 2021. Demonstrating rapid growth, Claro Video will bring almost another fifth – so Netflix and Claro Video together will account for 70% of the 2021 total."

For more information [on the Latin America SVOD Forecasts report](#), please contact: Simon Murray, simon@digitaltvresearch.com, Tel: +44 20 8248 5051

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1 Digital TV Sub-Saharan Africa Forecasts	January	£900/\$1350/€1125
2 Digital TV Middle East & North Africa Forecasts	January	£900/\$1350/€1125
3 Digital TV Asia Pacific Forecasts	March	£900/\$1350/€1125
4 Digital TV Latin America Forecasts	March	£900/\$1350/€1125
5 Digital TV North America Forecasts	March	£500/\$750/€625
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7 Digital TV Western Europe Forecasts	April	£900/\$1350/€1125
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27 Latin America SVOD Forecasts	November	£900/\$1350/€1125
28 North America SVOD Forecasts	November	£500/\$750/€625
29 Eastern Europe SVOD Forecasts	November	£900/\$1350/€1125
30 Western Europe SVOD Forecasts	December	£900/\$1350/€1125
31 Global SVOD Forecasts	December	£1500/\$2250/€1875

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