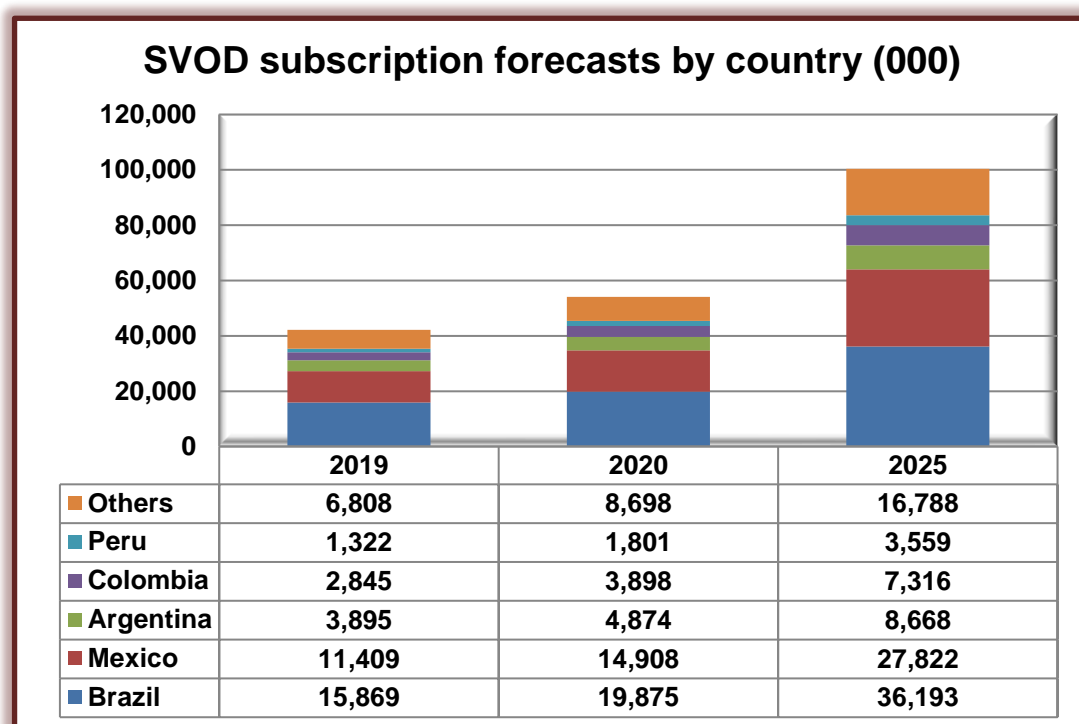


Latin America to top 100 million SVOD subscriptions

Latin America will have 100.35 million SVOD subscriptions by 2025; more than double the 42.15 million recorded at end-2019.

Simon Murray, Principal Analyst at Digital TV Research, said: “Latin America will enjoy a wave of US-based platform launches over the next year. Disney+ will start in November. Hulu, HBO Max and ViacomCBS are all expected to start during 2021. These launches come despite poor economic conditions.”



Source: Digital TV Research

Brazil will remain the market leader, with 36 million SVOD subscriptions forecast by 2025 – up by 20 million on 2019. Mexico will have 28 million gross SVOD subs by 2025, up by 16 million on 2019.

Long-established Netflix will continue to grow, but its dominance will decline. Netflix will have 47.4 million subscriptions by 2025; up from 31.4 million in 2019. Disney+ will grow rapidly following its November 2020 launch, with 25 million subs by 2025.

Latin America SVOD Forecasts

Table of Contents

Published in September 2020, this 98-page PDF and excel report covers 19 countries. The report comes in two parts:

- Insights: Detailed country analysis for Argentina, Brazil, Chile, Colombia, Costa Rica, Mexico, Peru and Puerto Rico in a 37-page PDF document.
- Forecasts: Excel workbook covering each year from 2010 to 2025 for 19 countries by household penetration, by SVOD subscribers and revenues for movies and TV episodes. As well as summary tables by country and by platform.

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



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Forecasts for the following 115 platforms across 19 countries:

Country	SVOD ops	SVOD Platforms
Argentina	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; Flow fixed; HBO
Bolivia	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO
Brazil	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; Globo Play; HBO; Telecine
Chile	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO
Colombia	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO
Costa Rica	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO
Dominican R	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO
Ecuador	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO
El Salvador	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO
Guatemala	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO
Honduras	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO
Mexico	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; Claro Video; HBO
Nicaragua	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO
Panama	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO
Paraguay	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO
Peru	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO
Puerto Rico	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Sling TV
Uruguay	5	Netflix; Amazon Prime Video; Disney+; Claro Video; HBO
Venezuela	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO



SAMPLE: Costa Rica SVOD 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																
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 subscrips/SVOD homes																
SVOD revenues (US\$ mil.)																
SVOD subs by operator (000)																
Netflix																
Amazon Prime Video																
Disney+																
Apple TV+																
Claro Video																
HBO																
Others																
Share of SVOD subscribers by operator (%)																
Netflix																
Amazon Prime Video																
Disney+																
Apple TV+																
Claro Video																
HBO																
Others																



SAMPLE: Costa Rica SVOD forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SVOD revenues by operator (US\$ mil.)																
Netflix																
Amazon Prime Video																
Disney+																
Apple TV+																
Claro Video																
HBO																
Others																
Share of SVOD revenues by operator (%)																
Netflix																
Amazon Prime Video																
Disney+																
Apple TV+																
Claro Video																
HBO																
Others																
SVOD ARPU by operator (\$)																
Netflix																
Amazon Prime Video																
Disney+																
Apple TV+																
Claro Video																
HBO																
<i>Source: Digital TV Research. Revenues from professionally-made TV shows and movies - so not, for example, sports or UGC.</i>																



Digital TV Research publication schedule for 2020

	Title	Publication	Price
1	Africa Pay TV Forecasts	January	£1200/€1320/\$1440
2	Africa OTT TV and Video Forecasts	January	£1200/€1320/\$1440
3	Middle East & North Africa Pay TV Forecasts	January	£1200/€1320/\$1440
4	Middle East & North Africa OTT TV and Video Forecasts	February	£1200/€1320/\$1440
5	SVOD Platform Forecasts	February	£800/€880/\$960
6	North America Pay TV Forecasts	February	£600/€660/\$720
7	North America OTT TV and Video Forecasts	March	£600/€660/\$720
8	Asia Pacific Pay TV Forecasts	March	£1200/€1320/\$1440
9	Asia Pacific OTT TV and Video Forecasts	March	£1200/€1320/\$1440
10	Latin America Pay TV Forecasts	March	£1200/€1320/\$1440
11	Latin America OTT TV and Video Forecasts	March	£1200/€1320/\$1440
12	Eastern Europe Pay TV Forecasts	April	£1200/€1320/\$1440
13	Eastern Europe OTT TV and Video Forecasts	April	£1200/€1320/\$1440
14	Western Europe Pay TV Forecasts	April	£1200/€1320/\$1440
15	Western Europe OTT TV and Video Forecasts	April	£1200/€1320/\$1440
16	Global OTT TV & Video Forecasts	May	£1800/€1980/\$2160
17	Global SVOD Forecasts	May	£1600/€1760/\$1920
18	Global Pay TV Subscriber Forecasts	May	£1600/€1760/\$1920
19	Global Pay TV Revenue Forecasts	May	£1600/€1760/\$1920
20	Global Pay TV Operator Forecasts	June	£1600/€1760/\$1920
21	Global AVOD Forecasts	June	£1600/€1760/\$1920
22	Smartphone SVOD Forecasts	June	£1000/€1200/\$1300
23	SVOD Forecasts by Vendor	July	£1200/€1320/\$1440
24	OTT TV and Video Databook	August	£800/€880/\$960
25	SVOD Databook	August	£800/€880/\$960
26	Pay TV Databook	August	£800/€880/\$960
27	Eastern Europe SVOD Forecasts	September	£1000/€1200/\$1300
28	Western Europe SVOD Forecasts	September	£1000/€1200/\$1300
29	North America SVOD Forecasts	September	£600/€660/\$720
30	Latin America SVOD Forecasts	September	£1000/€1200/\$1300
31	Asia Pacific SVOD Forecasts	September	£1000/€1200/\$1300
32	Middle East & North Africa SVOD Forecasts	October	£1000/€1200/\$1300
33	Africa SVOD Forecasts	October	£1000/€1200/\$1300
34	SVOD Forecasts Update	October	£1600/€1760/\$1920
35	Pay TV Forecasts Update	December	£1200/€1320/\$1440
36	SVOD Platform Forecasts	December	£800/€880/\$960

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