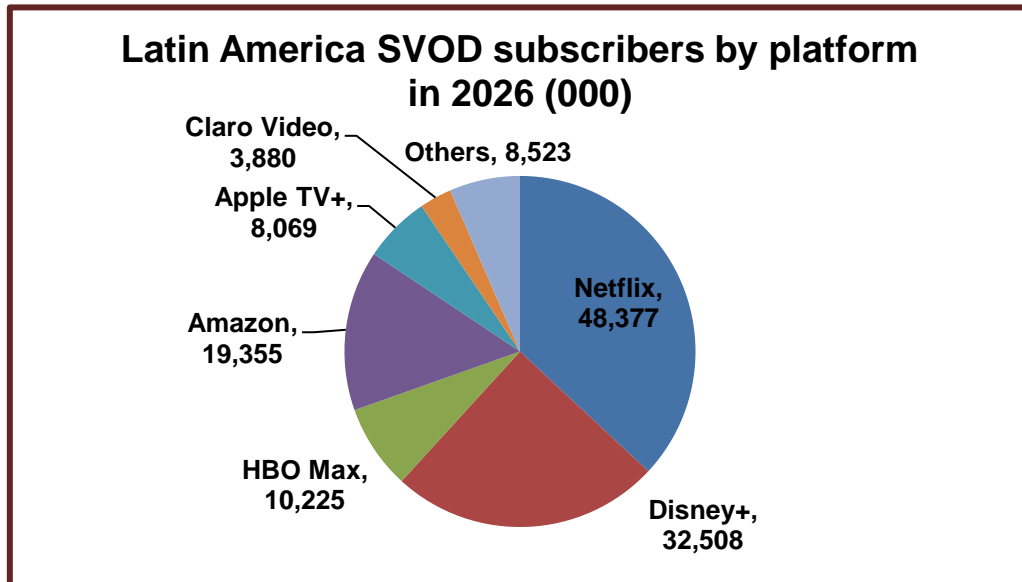


## Latin America to have 131 million SVOD subscriptions

Despite several poor economies, Latin America will have 131 million SVOD subscriptions by 2026; up from 76 million at end-2021. Brazil will remain the market leader, with 49 million subscriptions by 2026. Mexico will bring in another 32 million.



Simon Murray, Principal Analyst at Digital TV Research, said: “Five US-based platforms [Netflix, Amazon Prime Video, Disney+, Apple TV+ and HBO] will account for 91% of the region’s paying SVOD subscriptions by end-2026.”

Long-established Netflix will continue to lead the market, but its market share will fall. Disney+ will have 33 million subscribers by 2026, with HBO Max boasting another 10 million.

There was a wave of international SVOD platform launches during 2021. Paramount+ started in March, followed by HBO Max in June and Disney’s Star+ in August. Discovery+ will also expand in the region.

# Latin America SVOD Forecasts

## Table of Contents

Published in September 2021, this 60-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 39-page PDF document.
- Forecasts: Excel workbook covering each year from 2010 to 2026 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](mailto:lydia@digitaltvresearch.com)

## 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 OTT TV & video forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Population (000)																	
Total households (000)																	
TV households (000)																	
Fixed broadband hholds (000)																	
Smartphone subscribers (000)																	
Tablet subscribers (000)																	
<i>TV HH/Total HH</i>																	
<i>Fixed broadband HH/Total HH</i>																	
<i>Smartphone subs/Population</i>																	
<i>Tablet subs/Population</i>																	
SVOD revenues (US\$ mil.)																	
SVOD revenues/Population \$																	
SVOD revenues/SVOD subscriber \$																	
Net SVOD homes (000)																	
<i>SVOD homes/TVHH</i>																	
<i>SVOD homes/Fixed bband HH</i>																	
<i>SVOD subscriptions/SVOD homes</i>																	
Gross SVOD subscriptions (000)																	
<i>SVOD subs/TVHH</i>																	
<i>SVOD subs/Fixed bband HH</i>																	
<i>SVOD subs/Smartphone users</i>																	
SVOD subscribers 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 OTT TV & video forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
<b>SVOD revenues by operator (US\$ mil.)</b>																	
Netflix																	
Amazon Prime Video																	
Disney+																	
Apple TV+																	
Claro Video																	
HBO																	
Others																	
<b>Share of SVOD revenues by operator (%)</b>																	
Netflix																	
Amazon Prime Video																	
Disney+																	
Apple TV+																	
Claro Video																	
HBO																	
Others																	
<b>SVOD ARPU by operator (\$)</b>																	
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 2021

Title	Publication	Price
1 <a href="#">Africa Pay TV Forecasts</a>	January	£1200/€1320/\$1440
2 <a href="#">Africa OTT TV and Video Forecasts</a>	January	£1200/€1320/\$1440
3 <a href="#">Middle East &amp; North Africa Pay TV Forecasts</a>	January	£1200/€1320/\$1440
4 <a href="#">Middle East &amp; North Africa OTT TV and Video Forecasts</a>	February	£1200/€1320/\$1440
5 <a href="#">SVOD Platform Forecasts Update</a>	February	£800/€880/\$960
6 <a href="#">North America Pay TV Forecasts</a>	February	£600/€660/\$720
7 <a href="#">North America OTT TV and Video Forecasts</a>	February	£600/€660/\$720
8 <a href="#">Latin America Pay TV Forecasts</a>	March	£1200/€1320/\$1440
9 <a href="#">Latin America OTT TV and Video Forecasts</a>	March	£1200/€1320/\$1440
10 <a href="#">Asia Pacific Pay TV Forecasts</a>	March	£1200/€1320/\$1440
11 <a href="#">Asia Pacific OTT TV and Video Forecasts</a>	March	£1200/€1320/\$1440
12 <a href="#">Eastern Europe Pay TV Forecasts</a>	April	£1200/€1320/\$1440
13 <a href="#">Eastern Europe OTT TV and Video Forecasts</a>	April	£1200/€1320/\$1440
14 <a href="#">Western Europe Pay TV Forecasts</a>	April	£1200/€1320/\$1440
15 <a href="#">Western Europe OTT TV and Video Forecasts</a>	April	£1200/€1320/\$1440
16 <a href="#">Global OTT TV &amp; Video Forecasts</a>	May	£1800/€1980/\$2160
17 <a href="#">Global SVOD Forecasts</a>	May	£1600/€1760/\$1920
18 <a href="#">Global Pay TV Subscriber Forecasts</a>	May	£1600/€1760/\$1920
19 <a href="#">Global Pay TV Revenue Forecasts</a>	May	£1600/€1760/\$1920
20 <a href="#">Global Pay TV Operator Forecasts</a>	June	£1600/€1760/\$1920
21 <a href="#">Global AVOD Forecasts</a>	June	£1600/€1760/\$1920
22 <a href="#">Africa SVOD Forecasts</a>	August	£1000/€1200/\$1300
23 <a href="#">Middle East &amp; North Africa SVOD Forecasts</a>	August	£1000/€1200/\$1300
24 <a href="#">Asia Pacific SVOD Forecasts</a>	September	£1000/€1200/\$1300
25 <a href="#">Latin America SVOD Forecasts</a>	September	£1000/€1200/\$1300
26 <a href="#">North America SVOD Forecasts</a>	September	£500/€600/\$650
27 <a href="#">Eastern Europe SVOD Forecasts</a>	September	£1000/€1200/\$1300
28 <a href="#">Western Europe SVOD Forecasts</a>	October	£1000/€1200/\$1300
29 <a href="#">SVOD Forecasts Update</a>	October	£1600/€1760/\$1920
30 <a href="#">Pay TV Forecasts Update</a>	November	£1600/€1760/\$1920
31 <a href="#">SVOD Platform Forecasts Update</a>	December	£800/€880/\$960

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