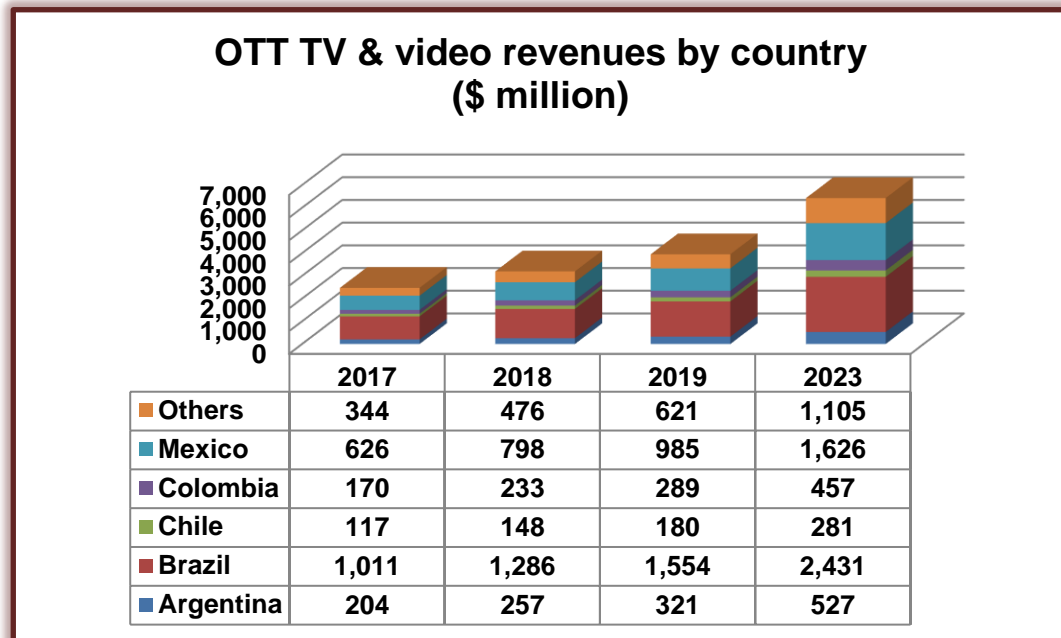


Latin America OTT revenues to climb by \$4 billion

Revenues from OTT TV episodes and movies for 19 Latin American countries will grow by \$4 billion to \$6.43 billion in 2023; up from \$2.47 billion in 2017.



Source: Digital TV Research

According to [the Latin America OTT TV & Video Forecasts report](#), the top five countries will generate \$5.32 billion in revenues by 2023 – or 83% of the regional total. SVOD will remain the region’s largest OTT revenue source; contributing \$4.42 billion by 2023.

Simon Murray, Principal Analyst at Digital TV Research, said: “We forecast 48.24 million SVOD subscribers by 2023; more than double from the 21.14 million recorded at end-2017. By 2023, 28.4% of the region’s TV households will pay for an SVOD package, up from 13.2% by end-2017.”

Murray continued: “Puerto Rico (53.5%) and Mexico (51.8%) will have the highest penetration by 2023. These two countries are the only ones in the region where Amazon Prime operates.”

Benefiting from the availability of Amazon Prime, Mexico will become the SVOD subscriber leader in 2019 despite having 60% of the population of Brazil. Mexico will account for 36% of SVOD subs by 2023, with Brazil bringing in 27%.

Netflix, Amazon Prime Video, Blim, Movistar Play, Claro Video, Crackle and HBO will together account for 91% of the region’s paying SVOD subscribers by end-2023. Netflix will remain the largest pan-regional SVOD platform by some distance, with an expected 23.99 million paying subscribers in 2023 – or half the region’s total (down from a two-thirds share in 2017).

Latin America OTT TV & Video Forecasts

Table of Contents

Published in August 2018, this 188-page PDF and excel report covers 19 countries. The report comes in three parts:

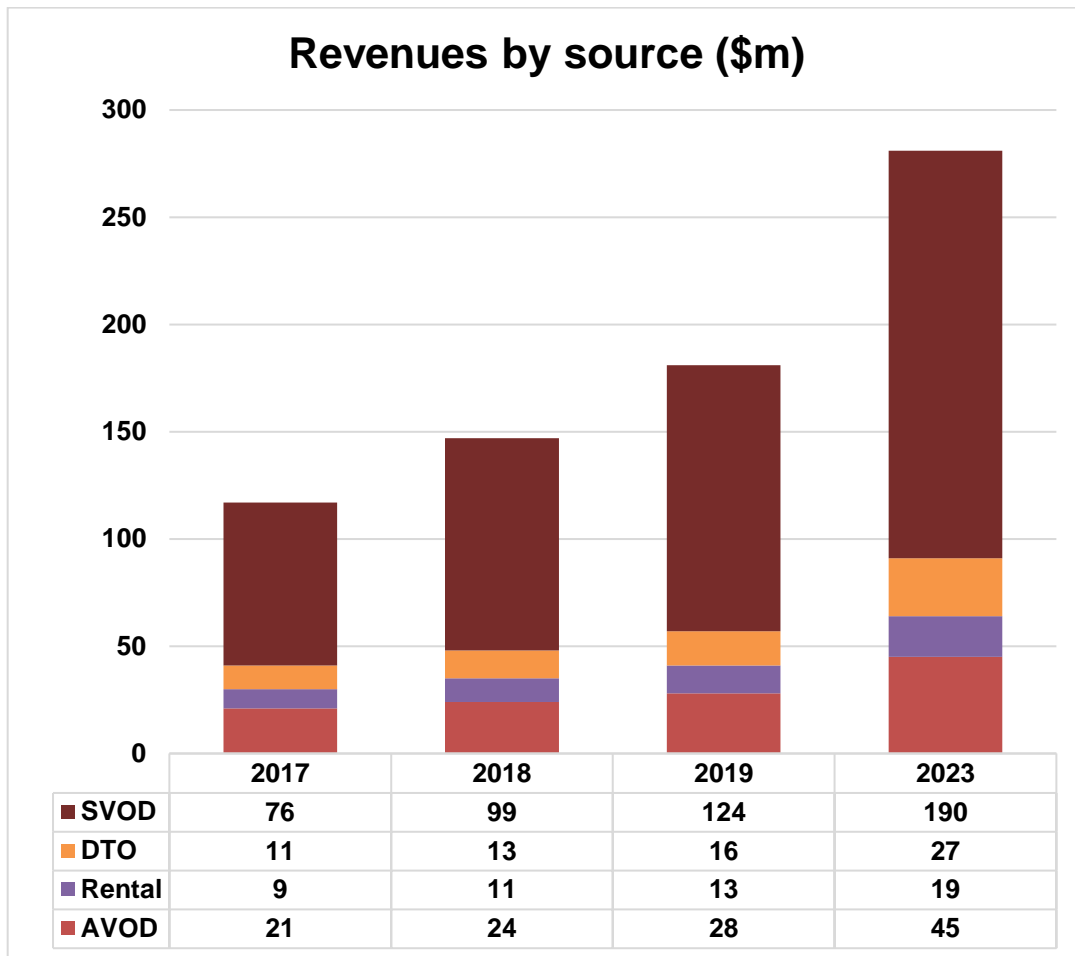
- Outlook: Subscriber forecasts and bullet points for 19 countries in a visually-appealing 64-page PDF document;
- Excel workbook covering each year from 2010 to 2023 for 19 countries by household penetration, by SVOD subscribers and by OTT revenues for movies and TV episodes. As well as summary tables by country and by platform;
- Detailed country-by-country analysis in a 63-page PDF document.

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

Forecasts for the following 117 platforms across 19 countries:

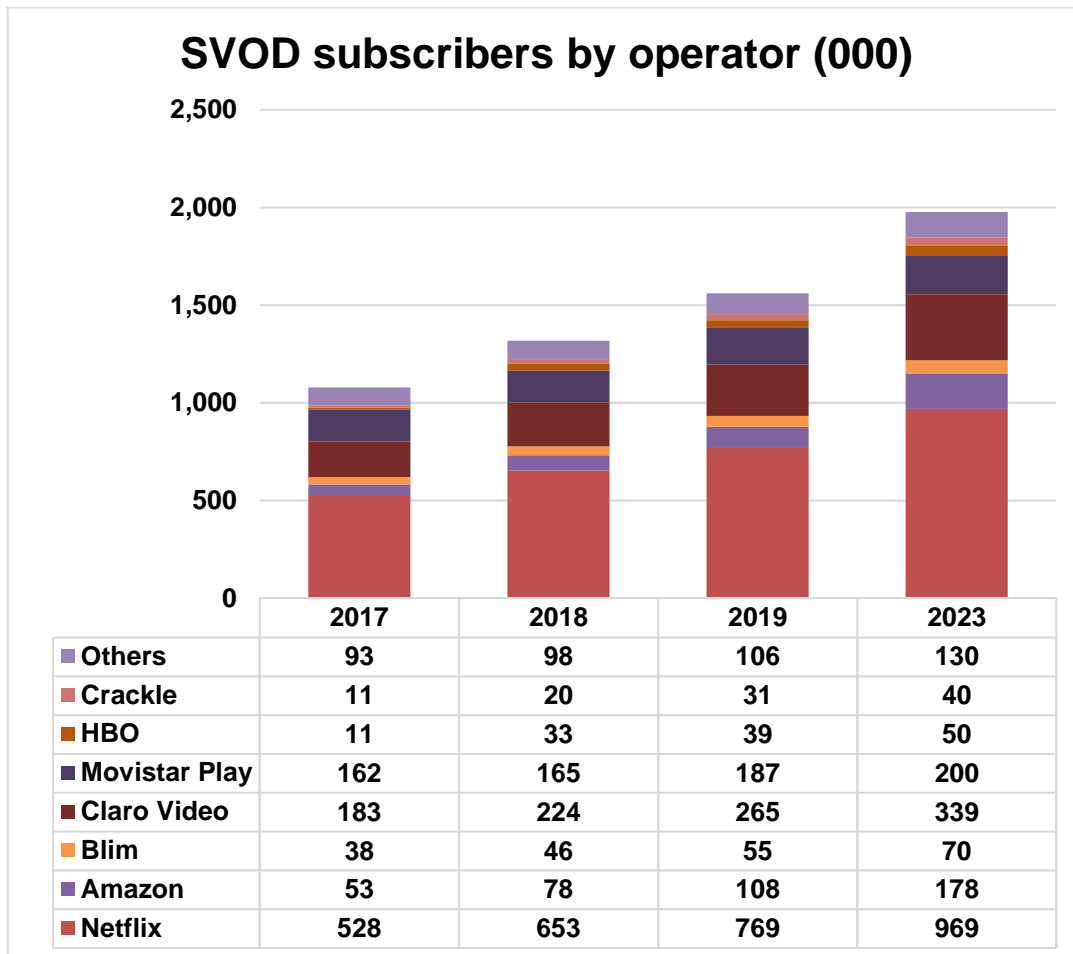
Country	SVOD ops	SVOD Platforms
Argentina	8	Netflix; Amazon Prime Video; Blim; Claro Video; Movistar Play; Arnet Play; HBO; Crackle
Bolivia	5	Netflix; Amazon Prime Video; Blim; HBO; Crackle
Brazil	7	Netflix; Amazon Prime Video; Claro Video; Globo Play; HBO; Crackle; Fox+
Chile	7	Netflix; Amazon Prime 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	5	Netflix; Amazon Prime Video; Claro Video; HBO; Crackle
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; Fox Play; HBO; Crackle
Nicaragua	7	Netflix; Amazon Prime Video; Blim; Claro Video; Movistar Play; HBO; Crackle
Panama	5	Netflix; Amazon Prime Video; Blim; Claro Video; HBO
Paraguay	6	Netflix; Amazon Prime Video; Blim; Claro Video; HBO
Peru	7	Netflix; Amazon Prime Video; Blim; Claro Video; Movistar Play; HBO; Crackle
Puerto Rico	4	Netflix; Amazon Prime Video; HBO; Sling TV
Uruguay	7	Netflix; Amazon Prime Video; Blim; Claro Video; Movistar Play; HBO; Crackle
Venezuela	4	Netflix; Amazon Prime Video; Blim; HBO

Outlook: Chile OTT TV & video forecasts



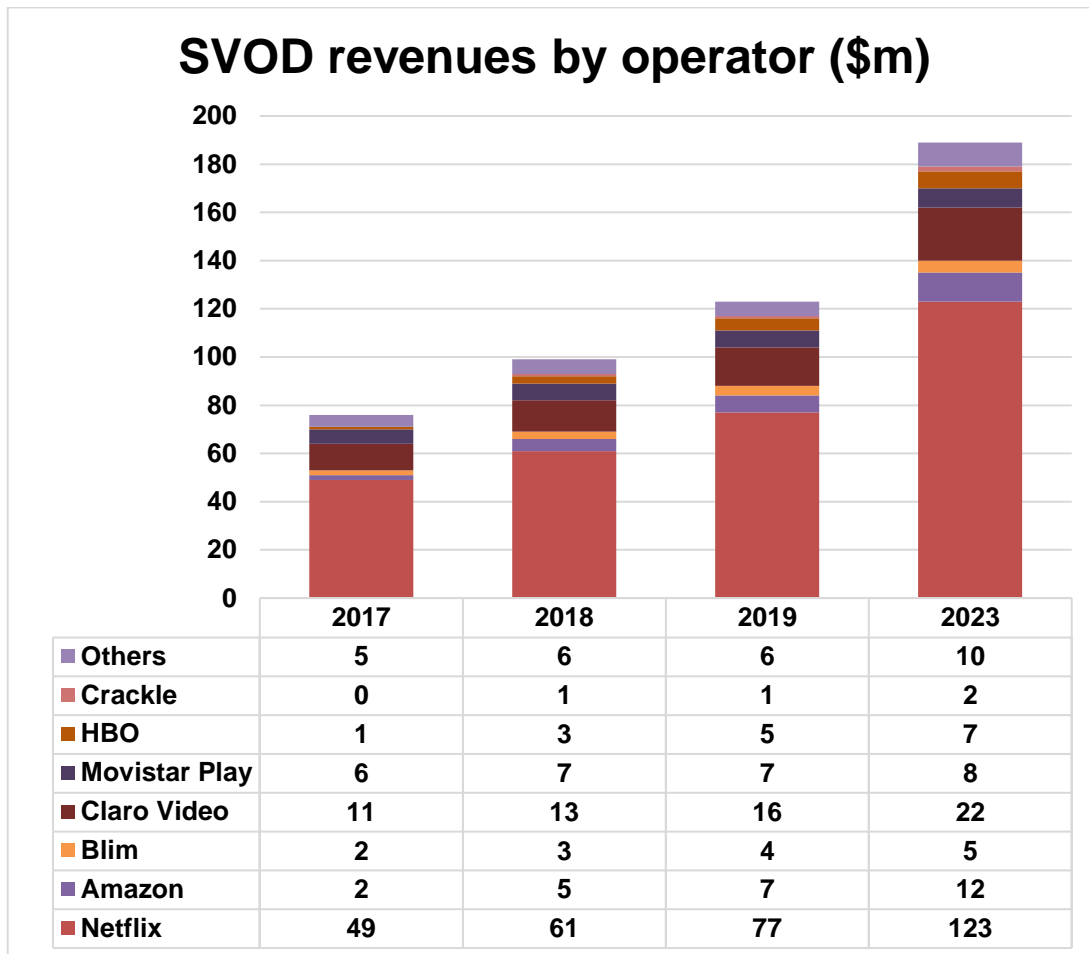
- OTT TV & video revenues will grow from \$117 million in 2017 to \$281 million by 2023.
- SVOD revenues will be \$190 million by 2023 (two-thirds of the total), up from \$76 million in 2017.
- Advertising on OTT sites will provide \$45 million to the 2023 total, double the \$21 million in 2017.
- The government is considering adding VAT to foreign digital platforms.
- The OTT sector is crowded and competitive
- Chile is one of the wealthiest and most stable countries in the region.

Outlook: Chile OTT TV & video forecasts



- There were 1.08 million SVOD homes by end-2017, with this total growing to 2.00 million in 2023.
- SVOD penetration of TV households will climb from 20% in 2017 to 35% by 2023
- Netflix will account for about half the total SVOD subscribers.
- Netflix is offered by VTR
- Claro Video will remain in second place, followed by Movistar Play and Amazon Prime Video.
- HBO launched as a standalone SVOD platform in June 2017.

Outlook: Chile OTT TV & video forecasts



- SVOD revenues will be \$190 million by 2023, up from \$76 million in 2017.
- Netflix dominates SVOD revenues and will take two-thirds of the 2023 total.
- Claro Video, its nearest rival, will remain a long way behind.

Chile OTT TV & video forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
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	2023
SVOD subscribers by operator (000)														
Netflix														
Amazon Prime Video														
Blim														
Claro Video														
Movistar Play														
HBO														
Crackle														
Others														
Share of SVOD subscribers by operator (%)														
Netflix														
Amazon Prime Video														
Blim														
Claro Video														
Movistar Play														
HBO														
Crackle														
Others														
SVOD revenues by operator (US\$ mil.)														
Netflix														
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Claro Video														
Movistar Play														
HBO														
Crackle														
Others														
<i>Source: Digital TV Research</i>														

SAMPLE: Chile OTT TV & video insight

- **OTT TV and video revenues** are forecast to grow from in \$117 million in 2017 and to \$281 million by 2023. Online advertising expenditure on OTT sites [AVOD] will reach \$45 million in 2023, up from \$21 million in 2017. The government is considering adding VAT to foreign digital platforms.

Main assumptions behind the forecasts

- The OTT sector is crowded and competitive.
- Chile is one of the wealthiest and most stable countries in the region.

Source: Digital TV Research

- **SVOD revenues** will double from \$76 million in 2017 to \$190 million in 2023. The number of SVOD subscribers will double from 1.08 million at end-2017 to 2.00 million in 2023.
- **Netflix** has operated in Chile since September 2011, with 528,000 subscribers by end-2017. Its subs total will reach 989,000 in 2023. Following a global deal with Liberty, Netflix is offered by VTR. There is plenty of competition.
- **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 178,000 Amazon subs by 2023.
- **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, \$11.99 – expensive by local standards) in June 2017. We forecast 50,000 subs by 2023. HBO Go provides 2,500 titles and 10 linear channels. Local original titles include *Profugos*.
- Owned by Sony Pictures, **Crackle** started in Latin America as an AVOD platform in 2012. It considerably increased its SVOD activity in late 2016. To enhance the SVOD offer, Crackle has signed more than 100 distribution deals in the region, including Claro Video. We forecast 40,000 subscribers by 2023.
- 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 70,000 Blim subscribers in Chile by 2023.
- 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 wanted 100,000 users in Chile after its first year. Subscriptions cost CLP4,000/month (\$6.23). Subscribers gain access to 3,000 titles, half of which are Hollywood and a quarter Latin American.
- Started in September 2013, **Claro Video** had 183,000 paying subscribers in Chile by end-2017, which is expected to grow to 339,000 by 2023. Claro Play is free to most higher paying postpaid mobile and broadband subscribers for a year.
- Providing 30,000 titles, the SVOD package costs CLP3,500/month (\$5.45) to non-Claro mobile and broadband subs or titles can be rented for CLP1,200-1,700/each (\$1.87-2.65). Crackle was added in March 2018.
- Subtel reported that America Movil-owned **Claro** had 393,390 (cable and satellite TV, but also including OTT) subs by March 2018. The company has been slowly losing subscribers since end-2013. Claro also had 6.99 million mobile subscribers by June 2018.
- Started in December 2013, **Movistar Play** offers more than 10,000 titles and 71 linear channels. It is free to top-paying residential broadband and mobile subs, but others have to pay for it. Blockbuster movies can be rented for CLP2,290-2,990/each (\$3.57-4.66). Access to Netflix will be added in late 2018.
- 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 200,000 paying subs by end-2023.
- **Telefonica/Movistar** had 679,000 pay TV accesses by mid-2018. Movistar offers subs triple-play bundles, with TV from the satellite TV operation and IPTV. Telefonica had 1.10 million fixed broadband and 8.78 million mobile subscribers by mid-2018.
- **VTR** had 1.07 million video subscribers at March 2018, of which 94% were digital. The operator has offered quad-play services since May 2012. VTR had 223,700 mobile subs by March 2018. More subs are taking double-play bundles at the expense of triple-play.
- Available only to VTR pay TV subscribers, **VTR Play** offers 8,000 on-demand titles, of which 5,000 are free to existing subscribers and the rest rented, and 64 linear channels. Go VTR provides linear channels to pay TV subscribers. VTR will include access to Netflix as part of Liberty Global's deal.
- **Entel** began offering IPTV and fiber services in October 2017. Entel reported 139,000 TV subs at end-2017. Netflix is also available. Entel is Chile's largest telco and mobile (9.27 million subs at March 2018) operator. Entel is constructing a national fiber optic network (up to 300Mbps).

- Subtel reported that Grupo GTD-owned **Telsur** had 105,585 IPTV subscribers by March 2018. Telesur provides access to eight SVOD platforms, including AXN Play, Fox Play and 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
2017	2,711	3,065

Source: Subtel

Chile: Mobile subscriptions (000)				
Year	Total	2G	3G	4G
2010	19,852	3,810	1,446	
2011	22,315	4,803	3,155	
2012	23,941	3,989	4,984	
2013	23,661	3,445	6,366	
2014	23,681	1,744	8,610	545
2015	23,206	1,271	7,886	2,398
2016	23,303	730	6,924	6,291
2017	23,013	368	5,555	10,768

Source: Subtel

Chile: Online advertising expenditure (CLP million)		
	Online	Total
2010	39,413	783,297
2011	49,657	862,067
2012	61,703	853,213
2013	78,795	877,406
2014	90,179	813,373
2015	111,756	818,129
2016	136,342	809,760
2017	157,444	800,083

Source: ACHAP

Digital TV Research publication schedule for 2018

	Title	Publication	Price
1	Sub-Saharan Africa Pay TV Forecasts	January	£1200/€1440/\$1560
2	Middle East & North Africa Pay TV Forecasts	January	£1200/€1440/\$1560
3	Asia Pacific Pay TV Forecasts	April	£1200/€1440/\$1560
4	Latin America Pay TV Forecasts	March	£1200/€1440/\$1560
5	North America Pay TV Forecasts	March	£500/€600/\$650
6	Eastern Europe Pay TV Forecasts	March	£1200/€1440/\$1560
7	Western Europe Pay TV Forecasts	March	£1200/€1440/\$1560
8	Global Pay TV Subscriber Forecasts	April	£1500/€1800/\$1950
9	Global Pay TV Revenue Forecasts	April	£1500/€1800/\$1950
10	Global Pay TV Operator Forecasts	April	£1500/€1800/\$1950
11	Pay TV Subscriber Prospects	May	£800/€960/\$1040
12	Pay TV Revenue Prospects	May	£800/€960/\$1040
13	vMVPD and D2C TV Forecasts	May	£900/€1080/\$1170
14	Netflix Forecasts	May	£700/€840/\$910
15	Sub-Saharan Africa OTT TV & Video Forecasts	June	£1000/€1200/\$1300
16	Middle East & North Africa OTT TV & Video Forecasts	July	£1000/€1200/\$1300
17	Asia Pacific OTT TV & Video Forecasts	July	£1000/€1200/\$1300
18	Latin America OTT TV & Video Forecasts	August	£1000/€1200/\$1300
19	North America OTT TV & Video Forecasts	September	£500/€600/\$650
20	Eastern Europe OTT TV & Video Forecasts	October	£1000/€1200/\$1300
21	Western Europe OTT TV & Video Forecasts	October	£1000/€1200/\$1300
22	Global OTT TV & Video Forecasts	October	£1800/€2160/\$2340
23	Global SVOD Forecasts	November	£1500/€1800/\$1950
24	OTT TV & Video Prospects	November	£1000/€1200/\$1300
25	SVOD Prospects	December	£900/€1080/\$1170

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