

DIGITAL & TRENDS

# Subscription video-on-demand in Latin America

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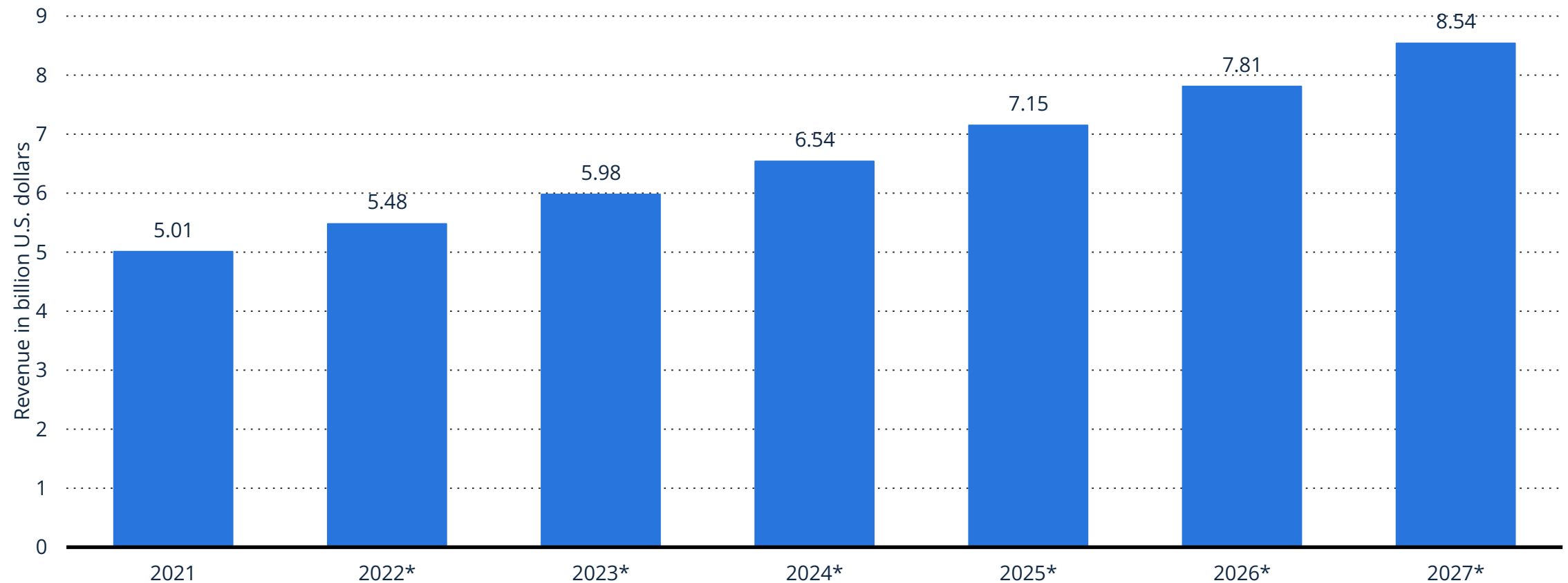
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CHAPTER 01

# Overview

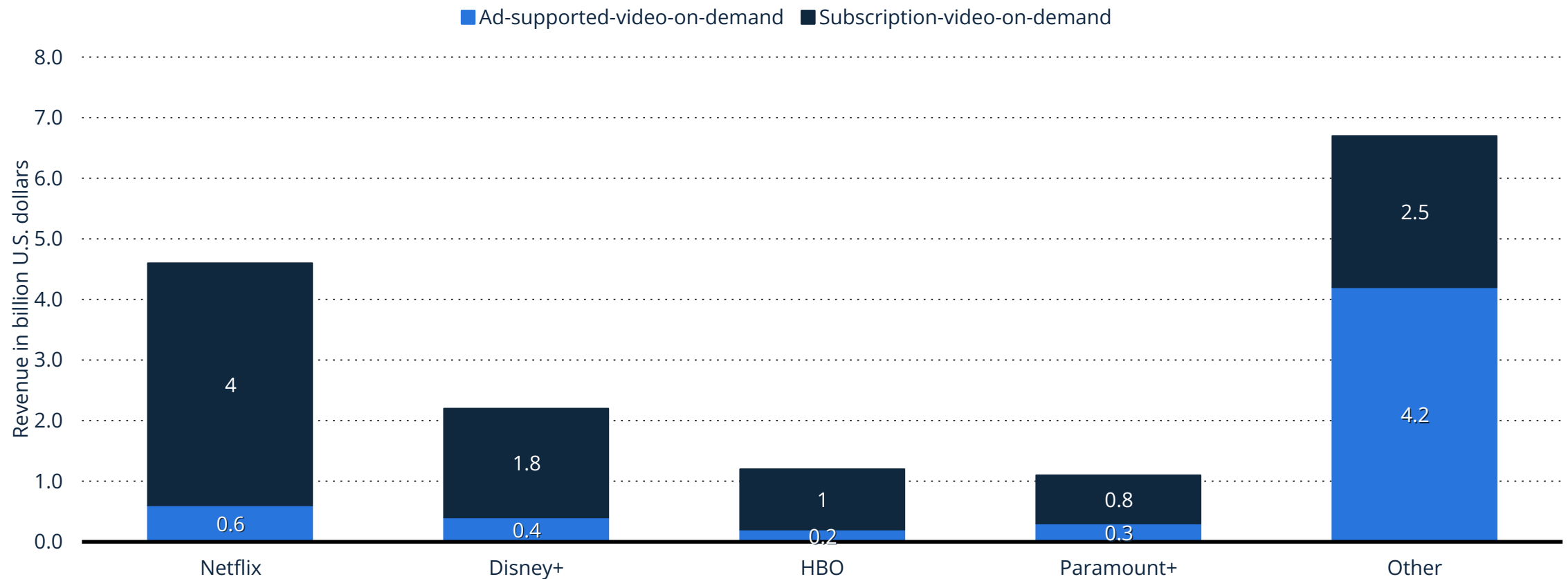
# Estimated subscription video-on-demand (SVOD) revenue in Latin America from 2021 to 2027 (in billion U.S. dollars)

Forecast SVOD revenue in Latin America 2021-2027



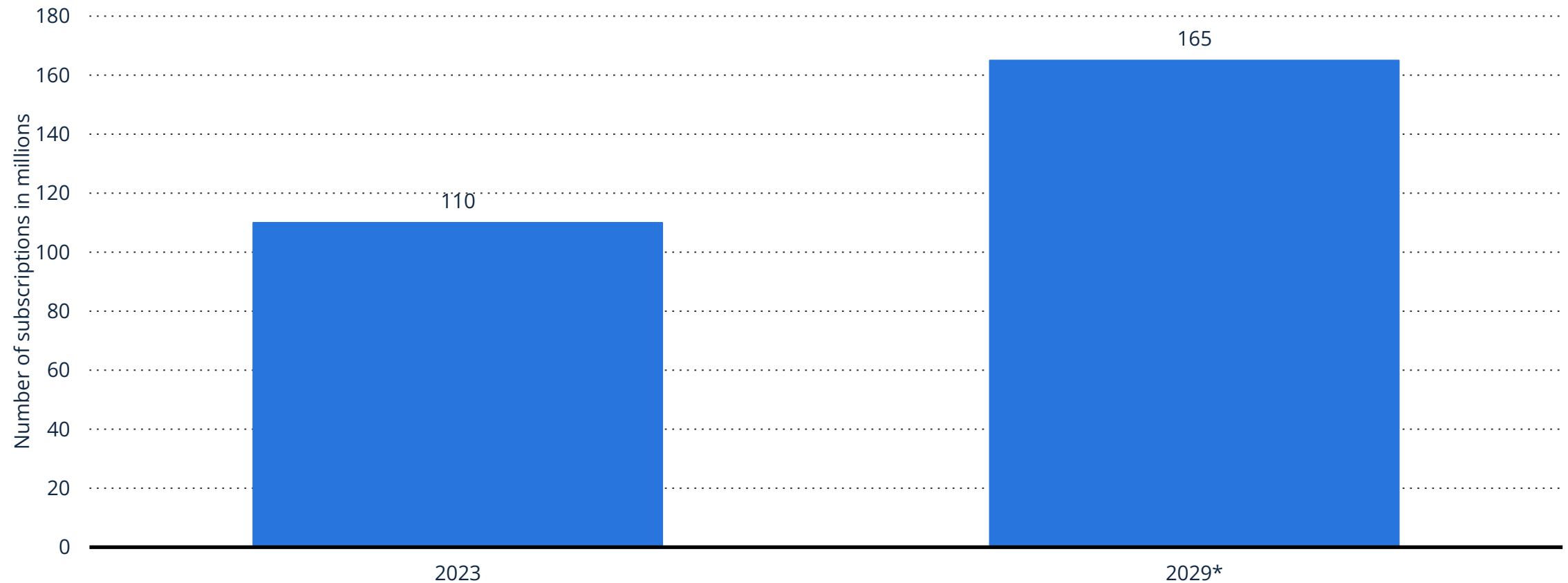
# Video-on-demand revenue in Latin America in 2029, by monetization model (in billion U.S. dollars)

AVOD and SVOD revenue in Latin America 2029



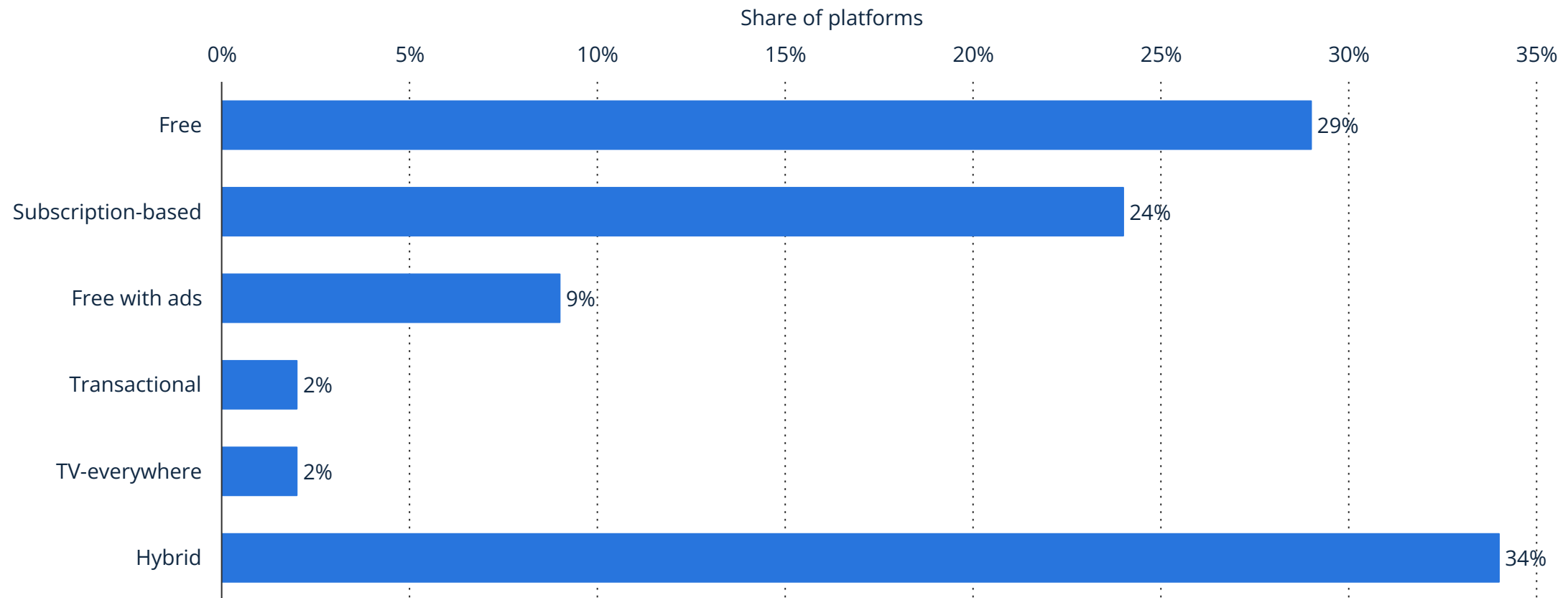
# Number of subscription video-on-demand (SVOD) subscribers in Latin America in 2023 and 2029 (in millions)

Number of SVOD subscriptions in Latin America 2023-2029



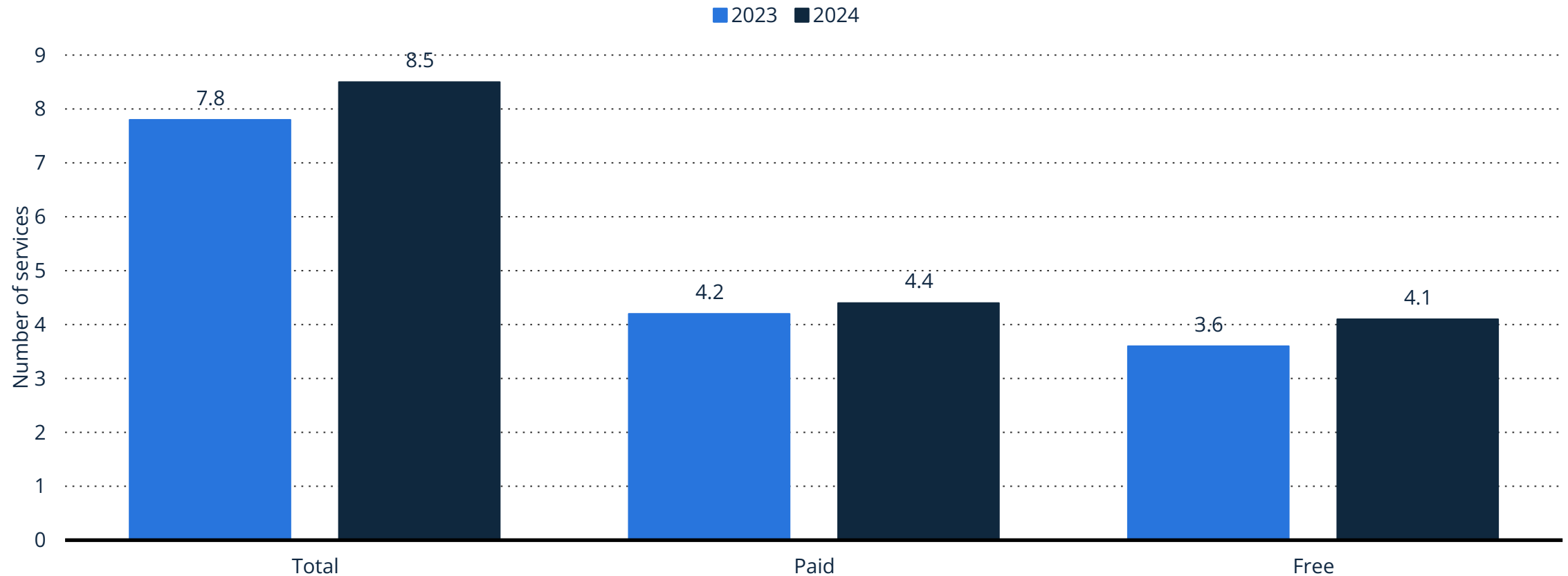
# Distribution of video streaming platforms available in Latin America as of August 2024, by type

Share of streaming platforms available in Latin America 2024, by type



# Average number of video streaming subscriptions in connected TV (CTV) households in Latin America in 2023 and 2024, by type

Number of free vs. paid video services per CTV home in Latin America 2023-2024



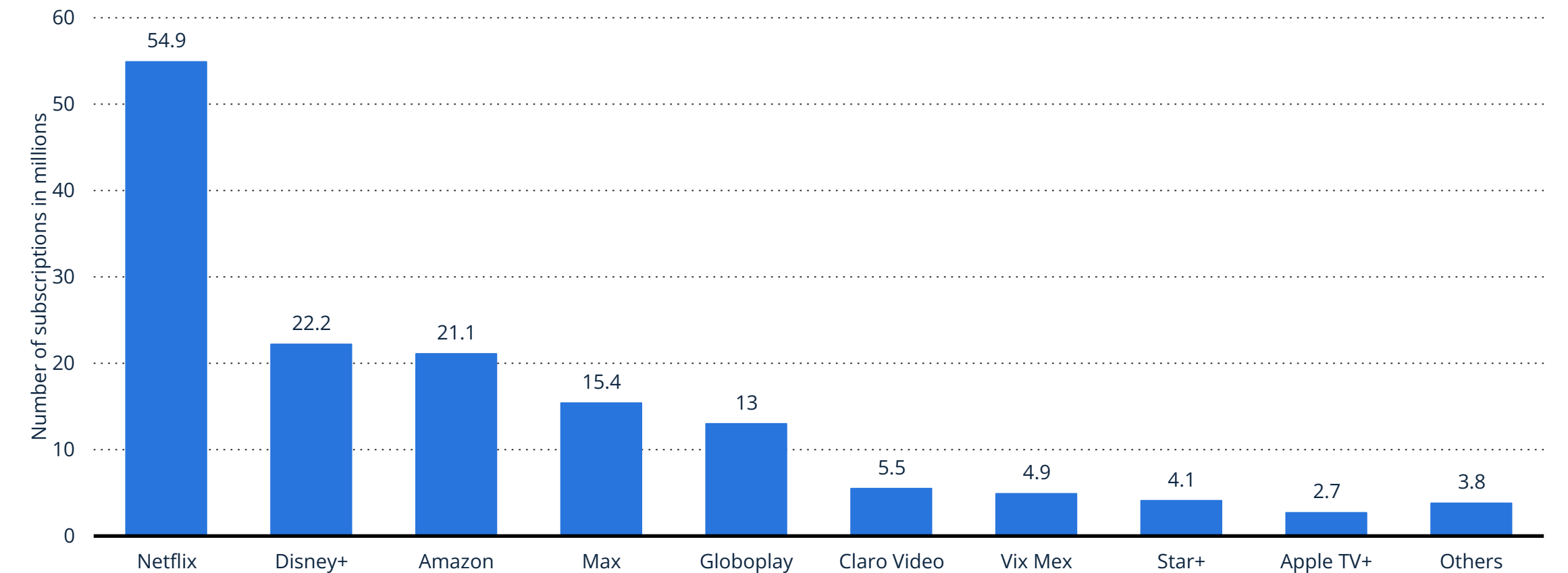


CHAPTER 02

# Companies

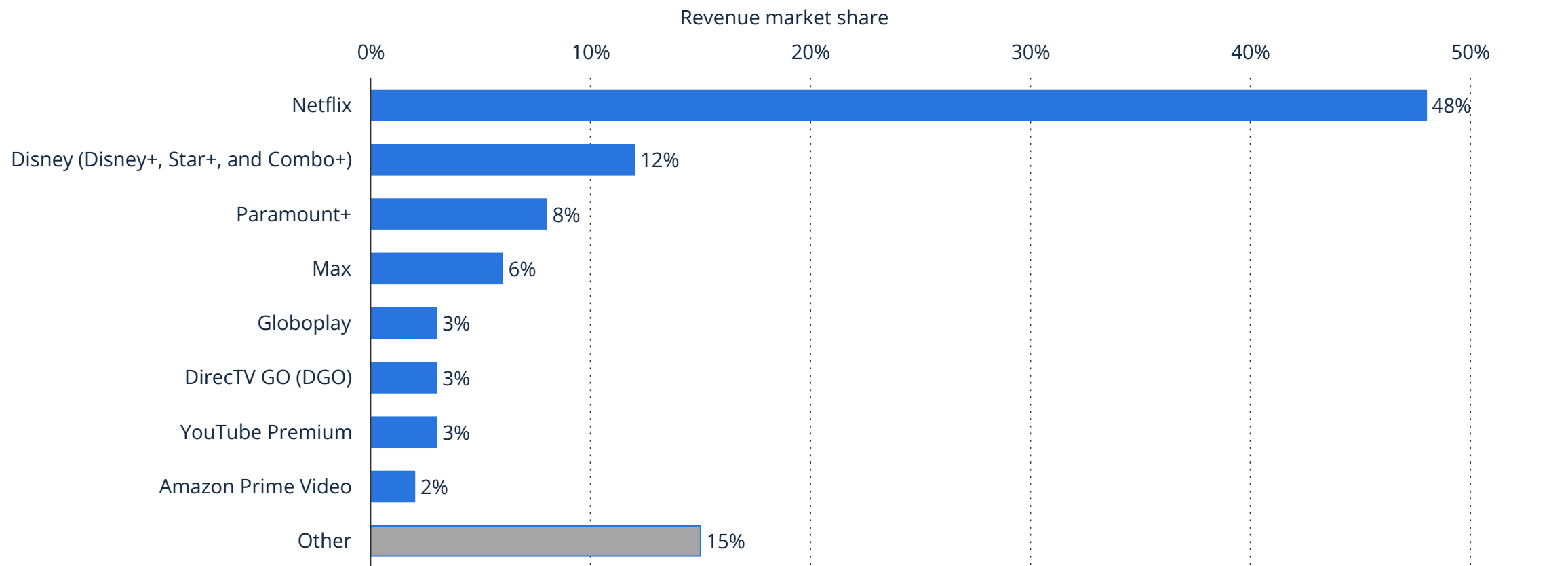
# Number of subscription video-on-demand (SVOD) subscriptions in Latin America in 2029, by platform (in millions)

Number of SVOD subscriptions in Latin America 2029, by platform



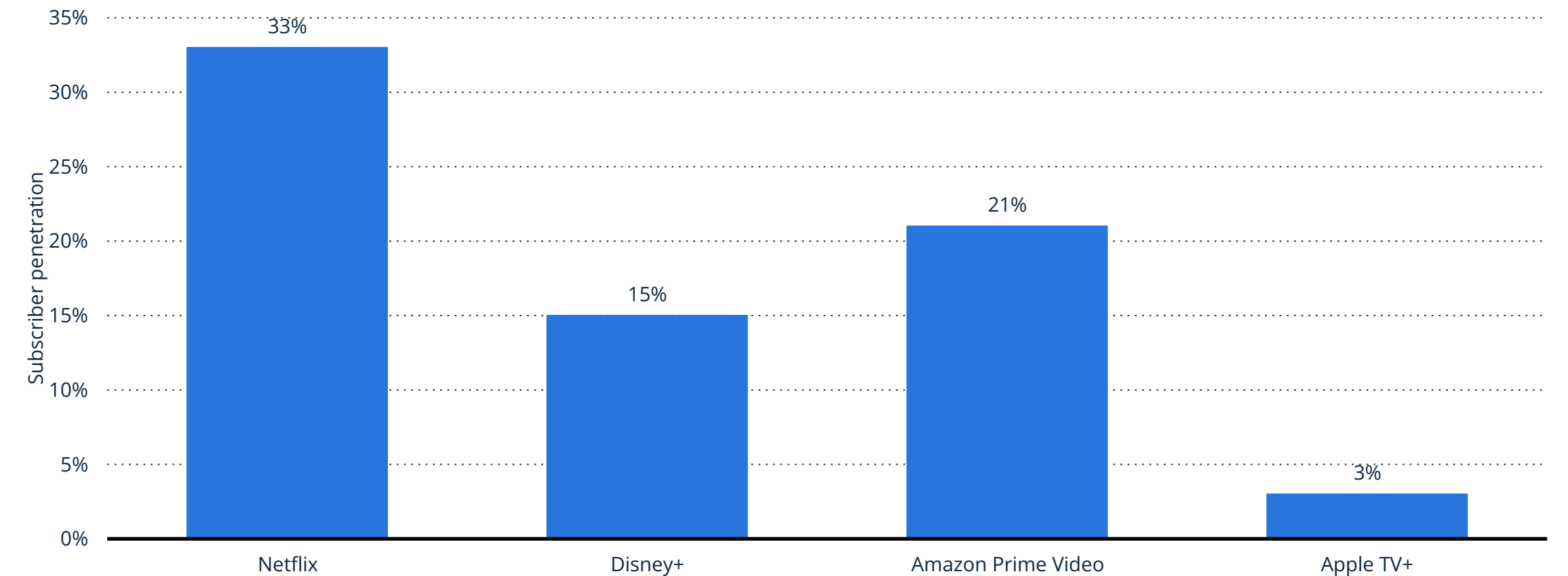
# Revenue market share of selected subscription video-on-demand (SVOD) platforms in Latin America in 2024

Revenue market share of selected SVOD platforms in Latin America 2024



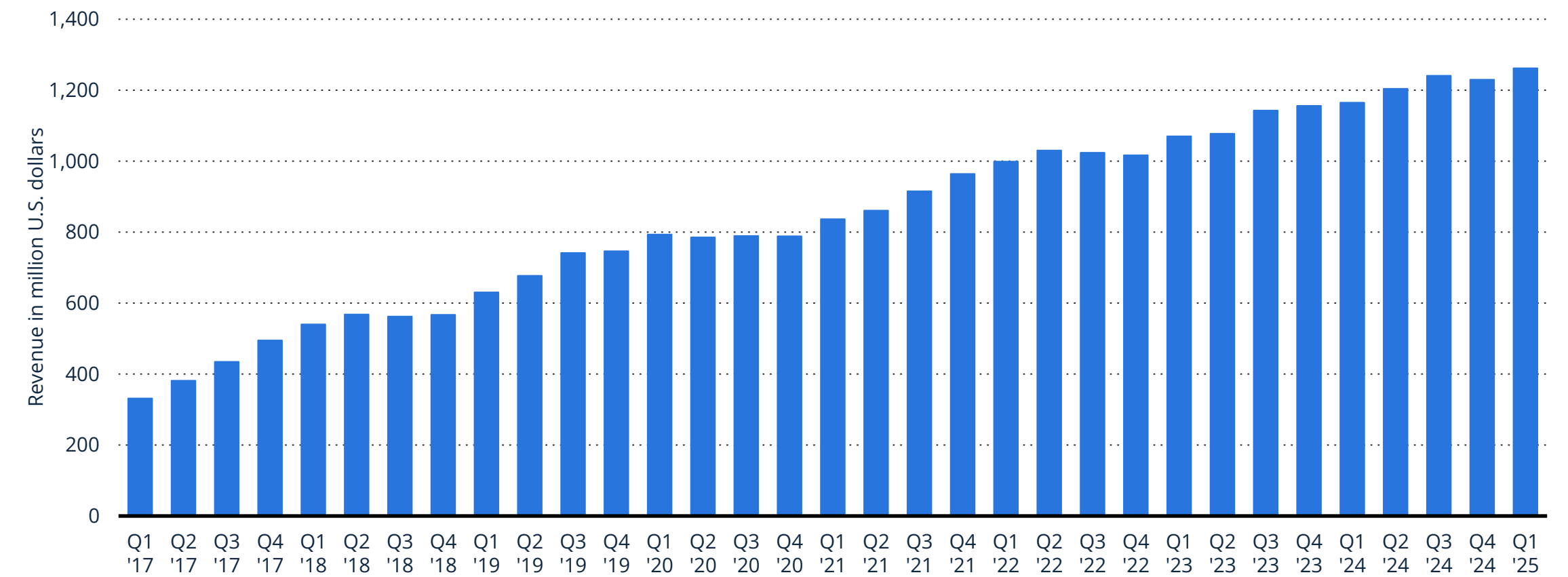
# Penetration rate of selected subscription video-on-demand platforms in Latin America in 1st quarter 2024

Reach of selected SVOD platforms in Latin America 2024



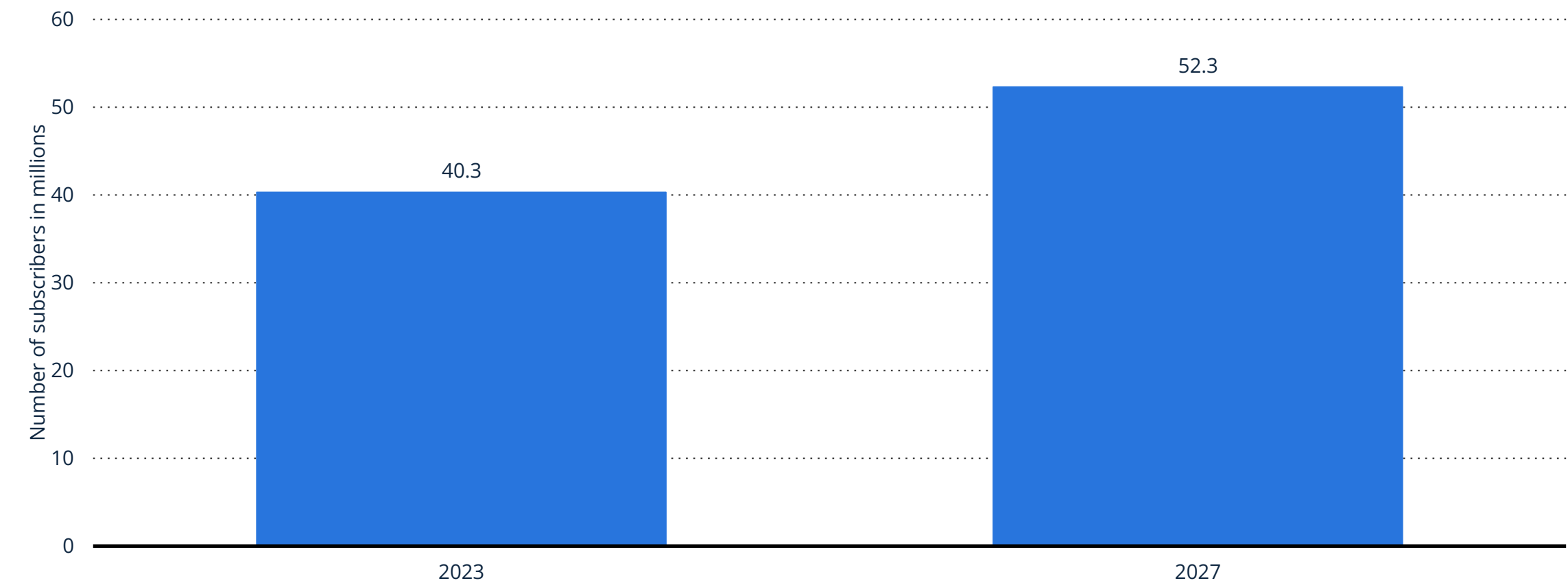
# Netflix's revenue in Latin America from 1st quarter 2017 to 1st quarter 2025 (in million U.S. dollars)

Netflix's quarterly revenue in Latin America 2017-2025



# Number of Netflix streaming subscribers in Latin America in 2023 and 2027 (in millions)

Latin America: number of Netflix subscribers 2023-2027

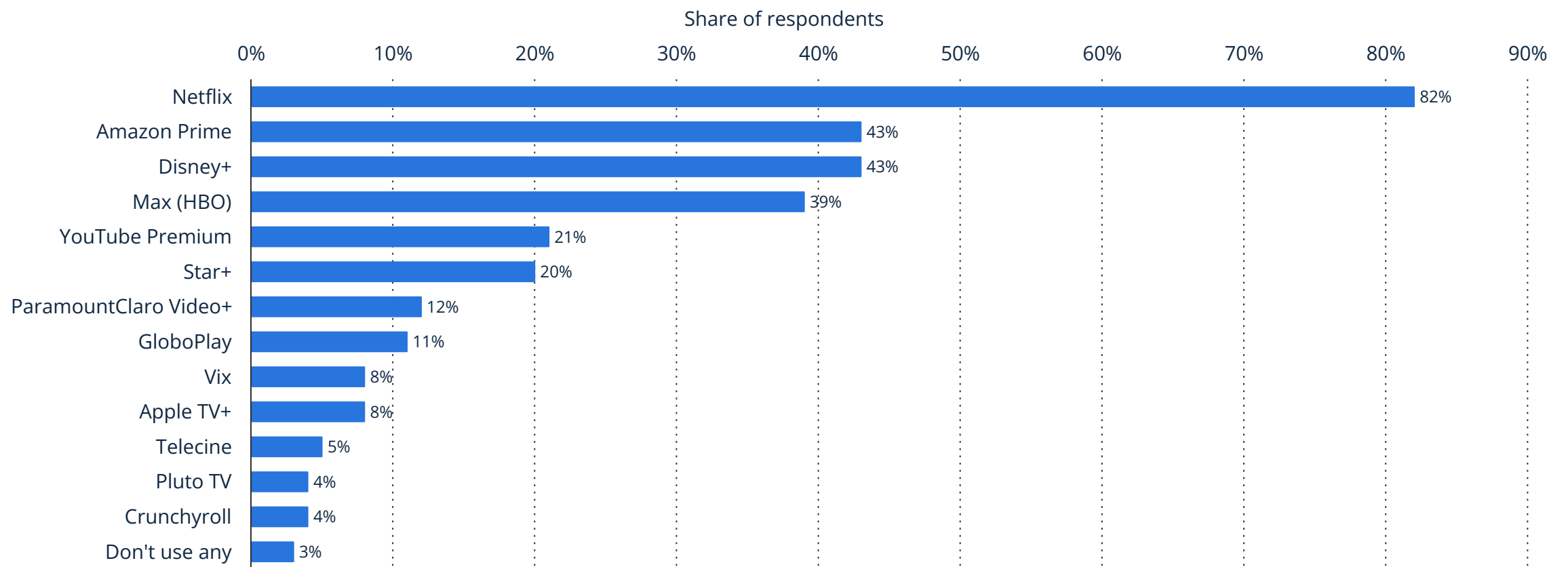


## CHAPTER 03

# Content and consumer behavior

# Leading video streaming platforms used to watch TV shows and movies in Latin America as of April 2024

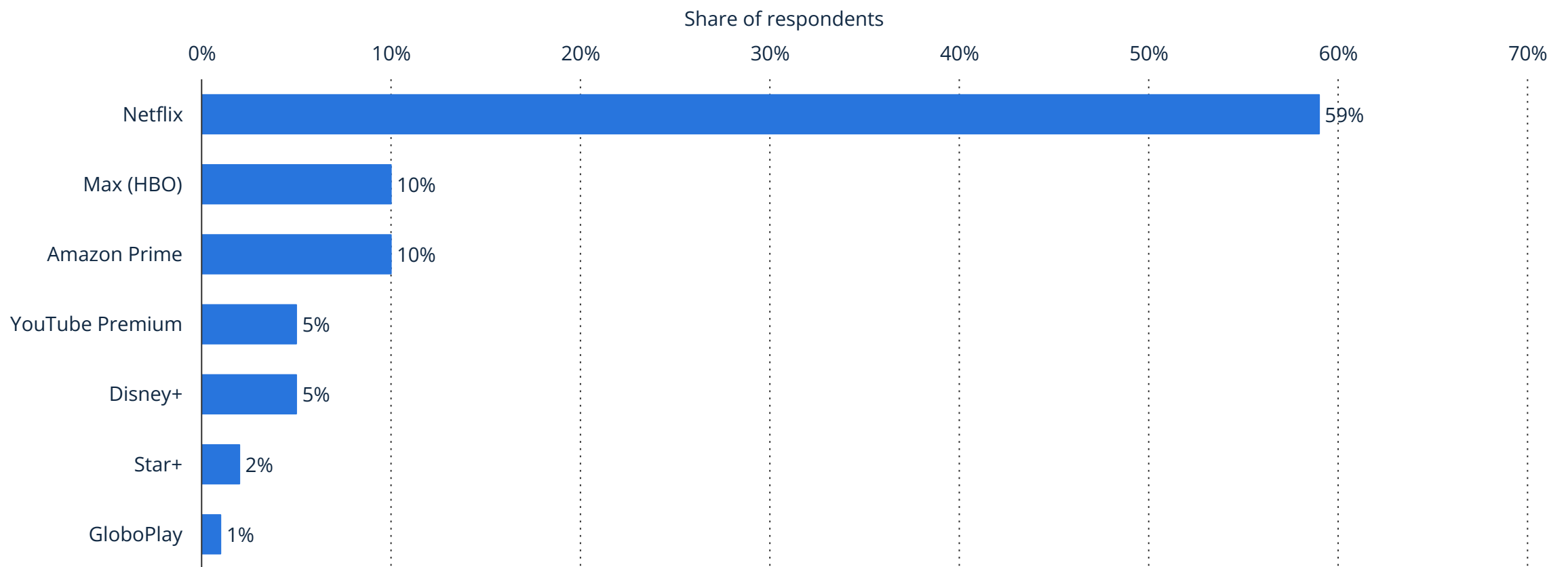
Most used video streaming platforms in Latin America 2024





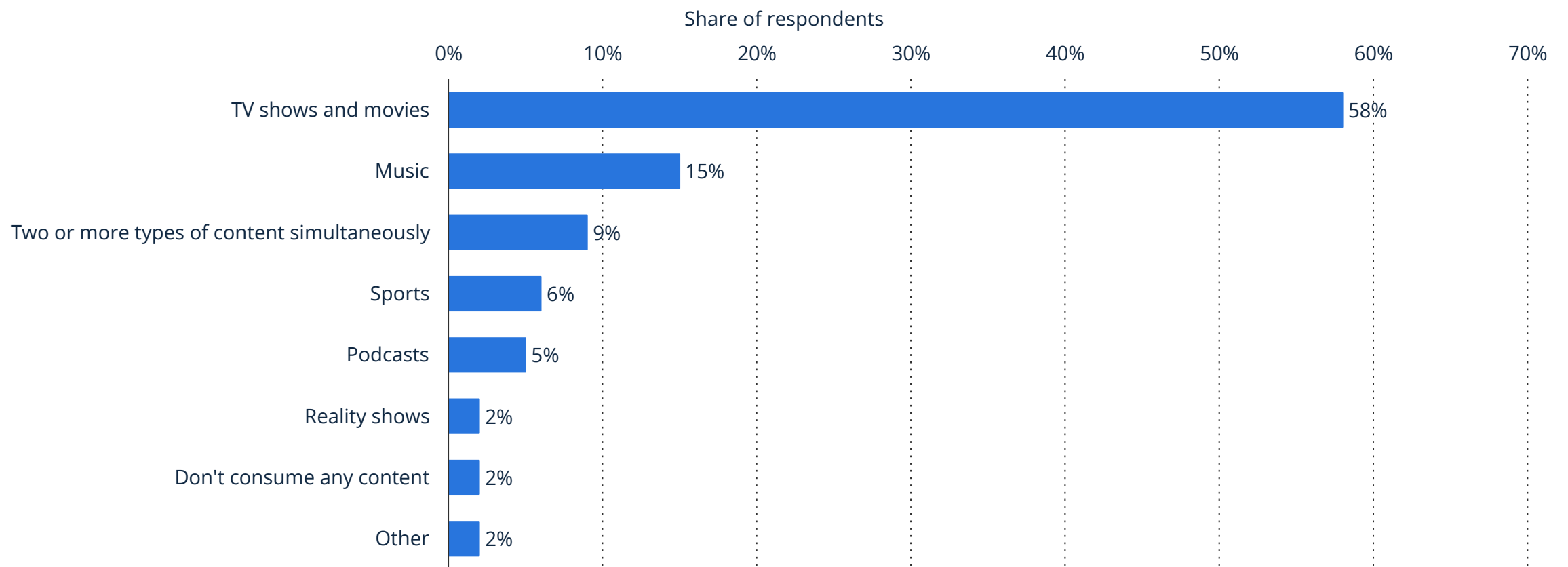
# Primary video streaming platform choice preferred to watch TV shows and movies in Latin America as of April 2024

Primary choice of video streaming platform in Latin America 2024



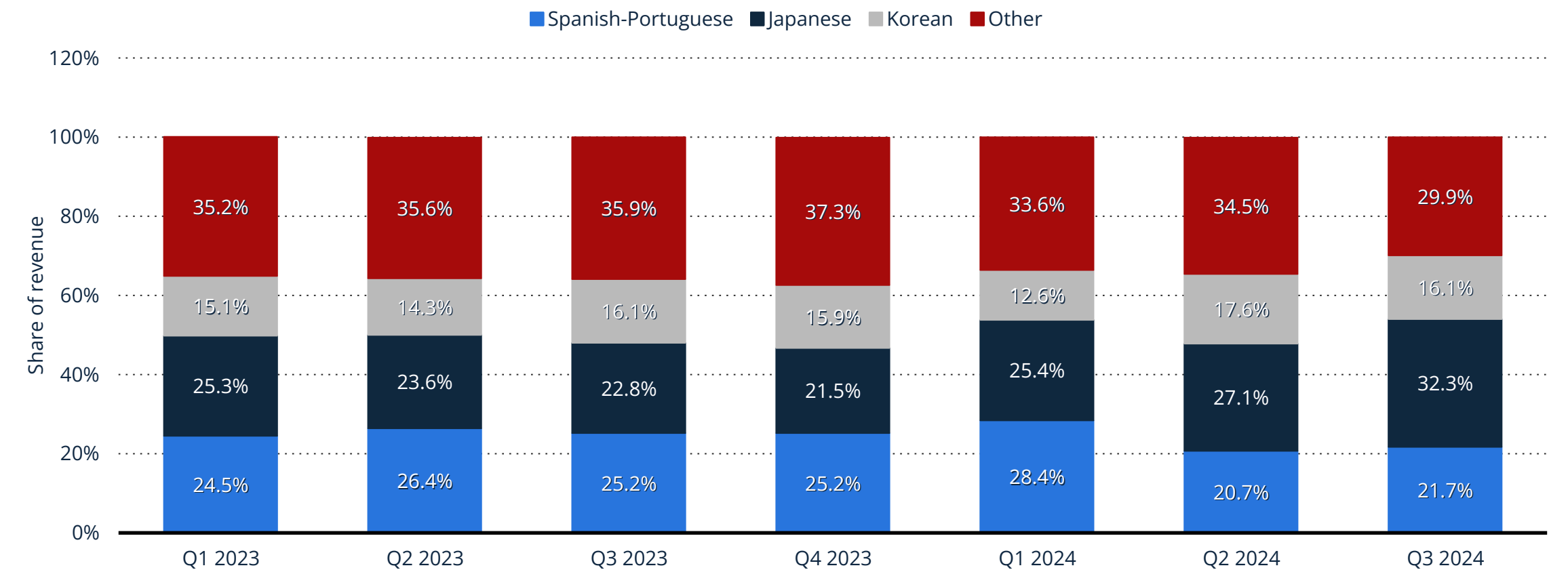
# Leading types of content streamed in Latin America as of April 2024

Most streamed types of content in Latin America 2024



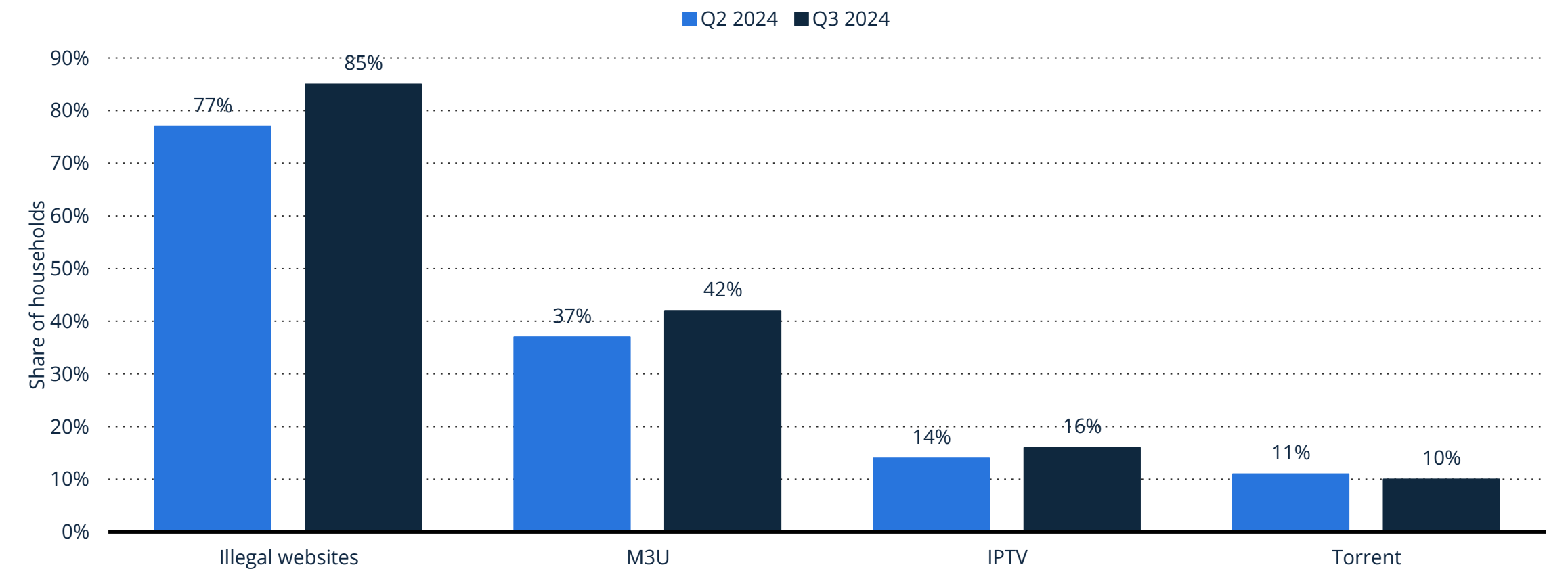
# Distribution of revenue of video streaming market in Latin America from 1st quarter 2023 to 3rd quarter 2024, by content language

Share of video streaming market revenue in Latin America 2023-2024, by language



# Leading sources of pirated audiovisual content in Latin America in 2nd and 3rd quarter 2024

Most used sources to access illegal audiovisual content in Latin America 2024

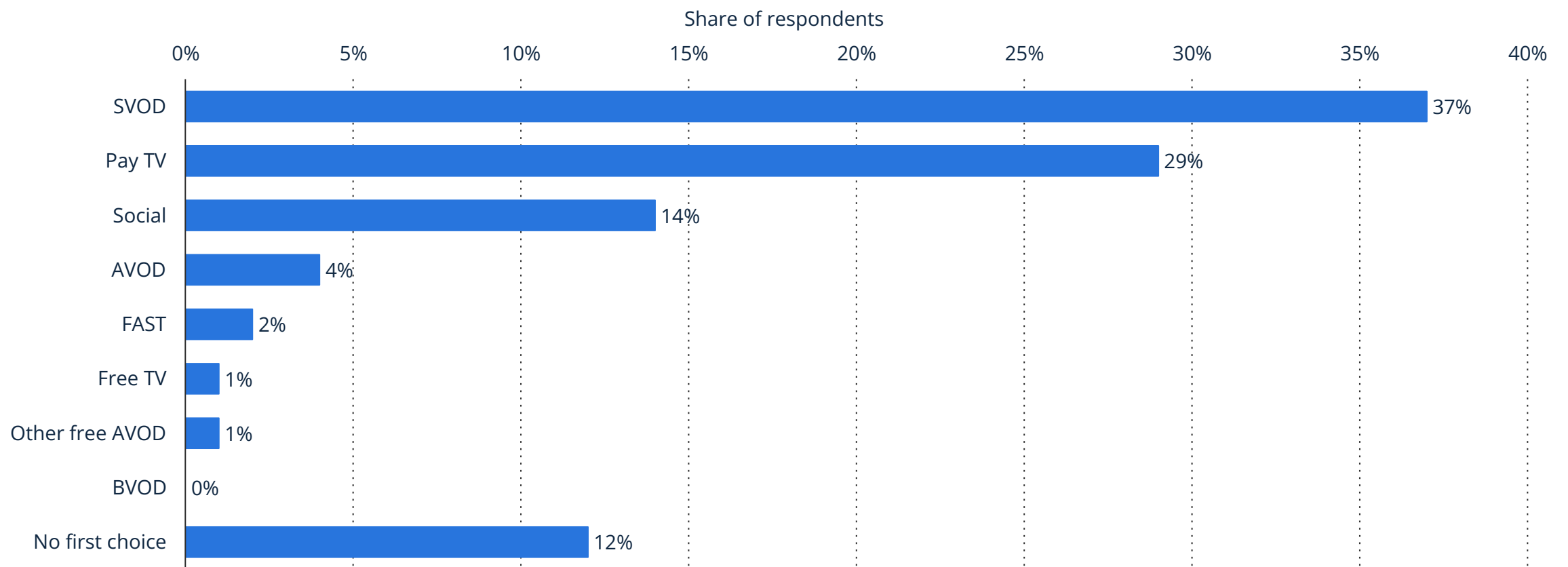


## CHAPTER 04

# Spotlight: Brazil and Mexico

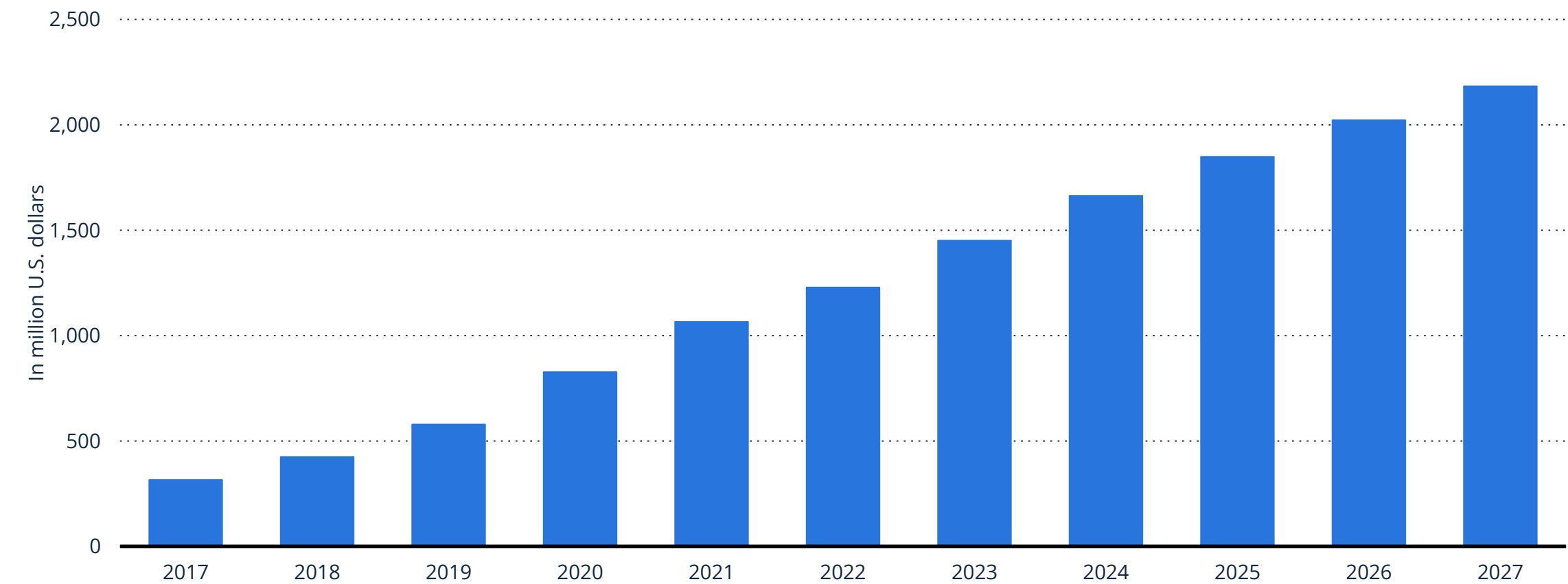
# First choice of video viewing sectors according to consumers in Brazil and Mexico as of April 2024

Preferred video viewing format according to consumers in Brazil and Mexico 2024



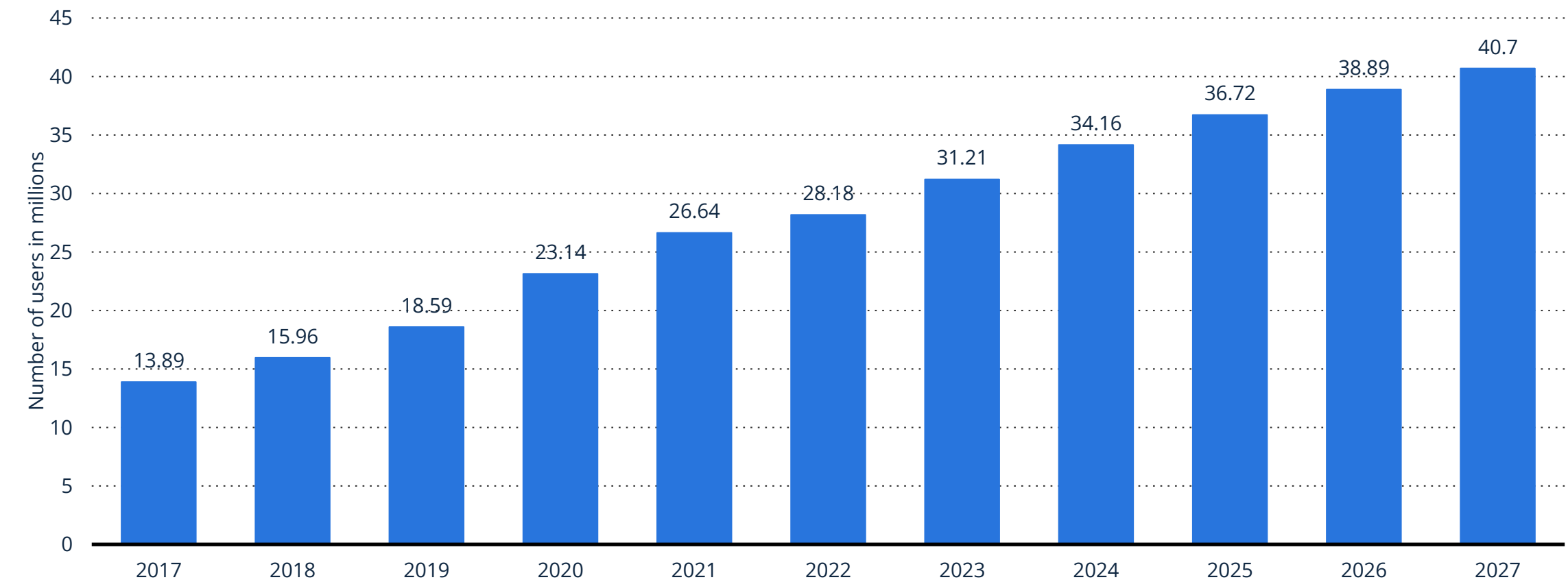
# Revenue in the video streaming (SVoD) segment of the digital media market Brazil from 2017 to 2027 (in million U.S. dollars)

Revenue in the video streaming (SVoD) segment Brazil 2017-2027



# Number of users of video streaming (SVoD) in Brazil 2017-2027 (in millions)

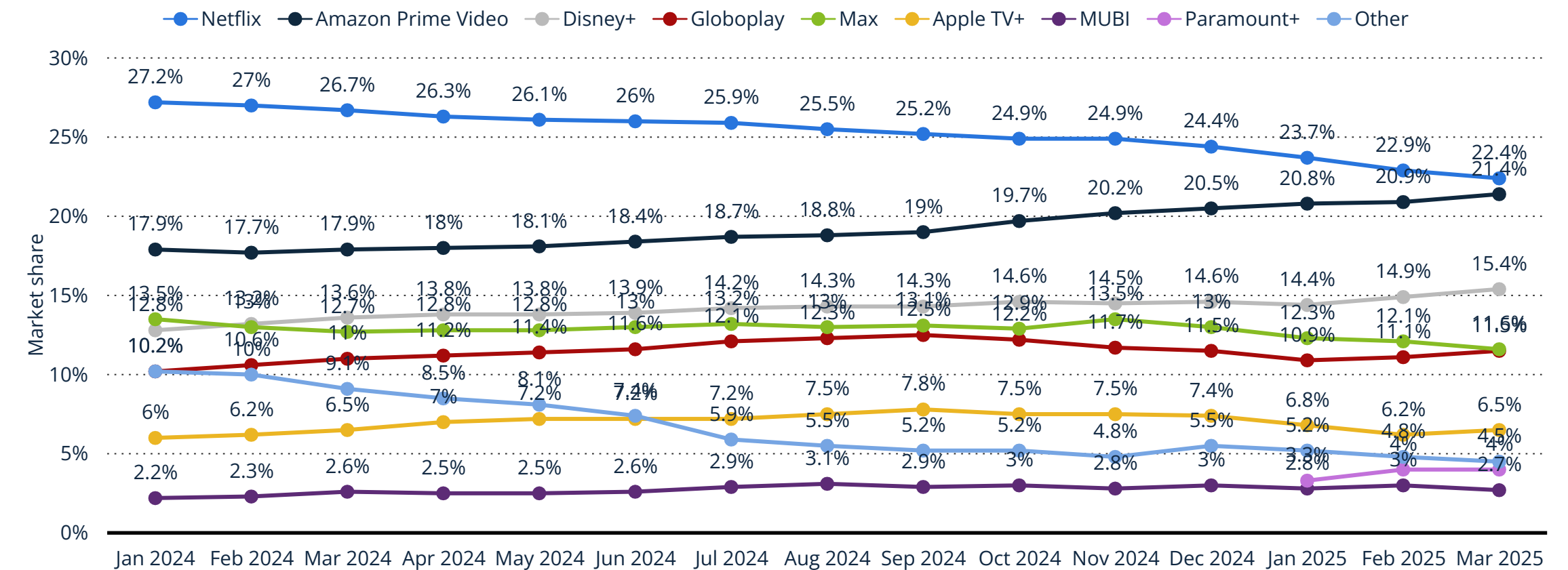
Number of users of video streaming (SVoD) in Brazil 2017-2027





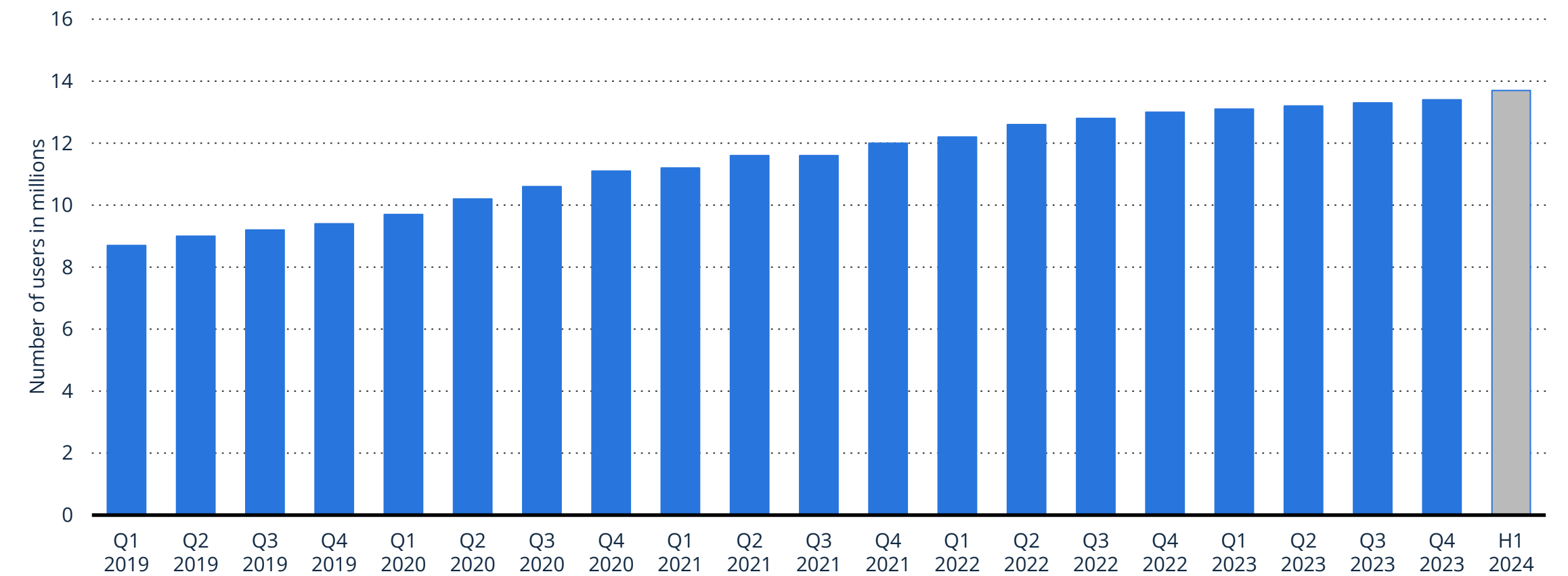
# Monthly market share of subscription video-on-demand (SVOD) services in Brazil from January 2024 to March 2025

Monthly market share of SVOD services in Brazil 2024-2025



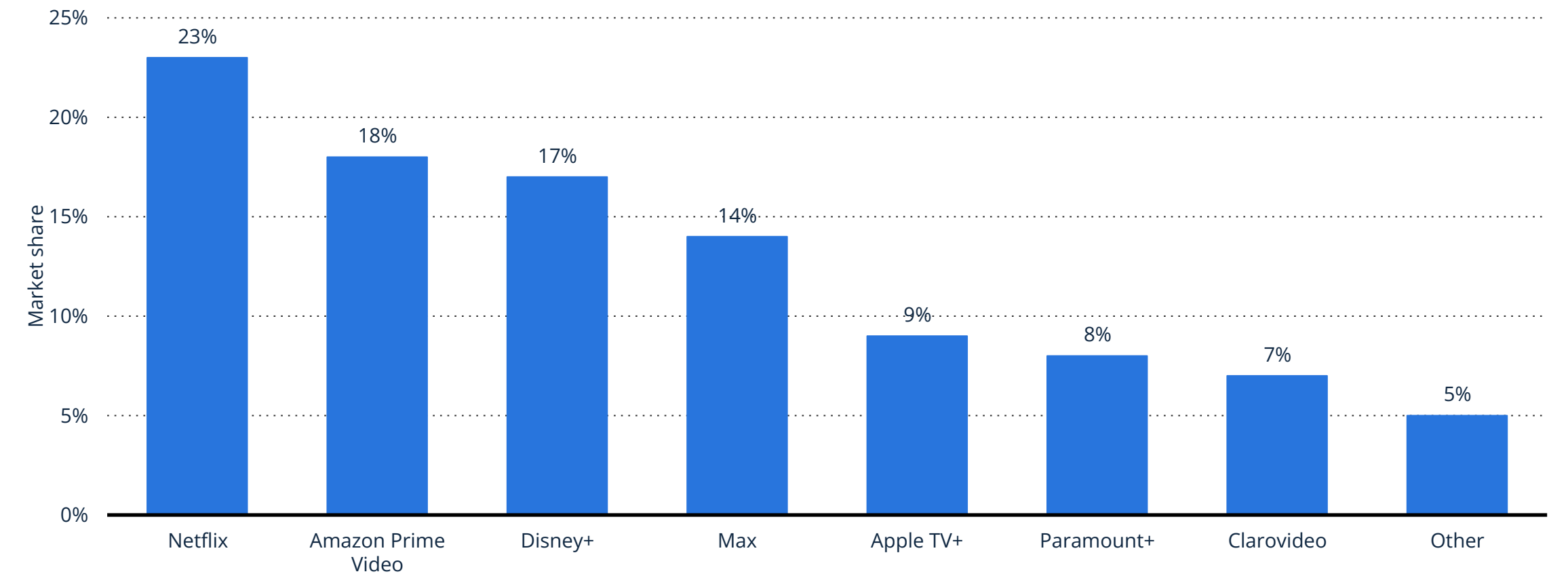
# Number of SVOD subscriptions in Mexico from 1st quarter 2019 to 1st half 2024 (in millions)

Quarterly number of SVOD subscriptions in Mexico 2019-2024



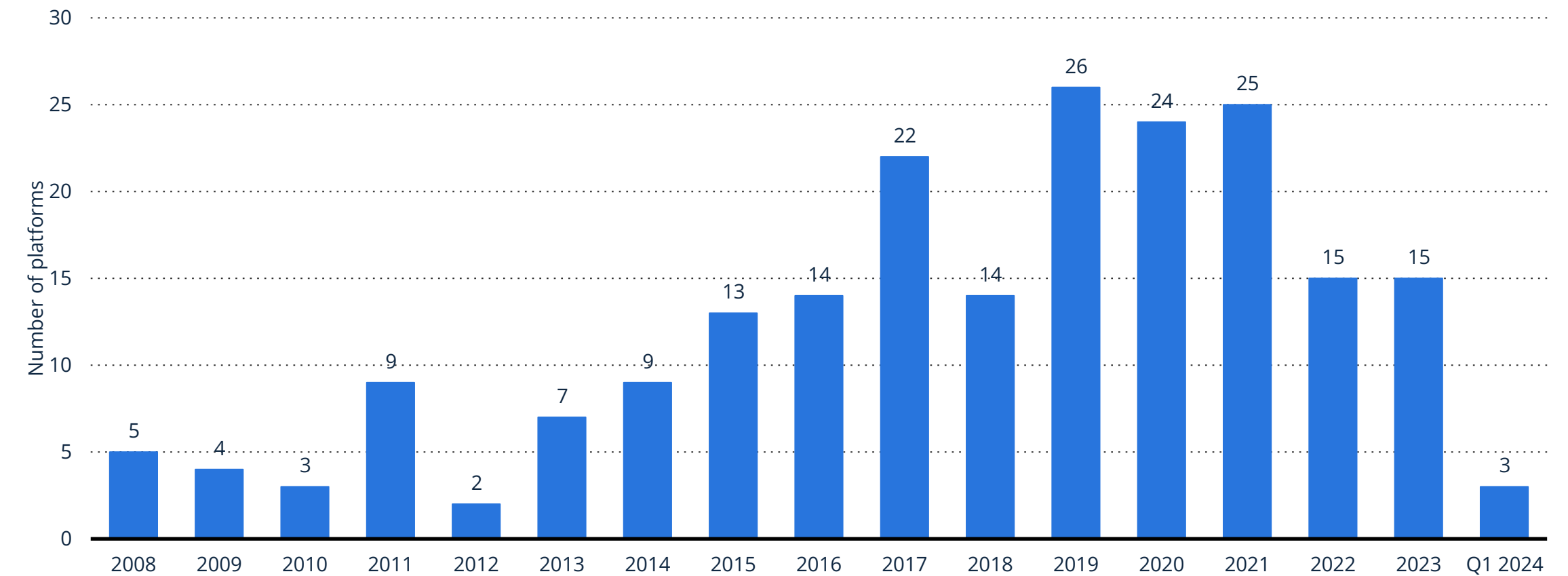
# Market shares of selected subscription video-on-demand (SVOD) services in Mexico in 4th quarter 2024

Market share of SVOD platforms in Mexico Q4 2024



# Number of SVOD platforms launched in Mexico from 2008 to 1st quarter 2024

SVOD platform launches in Mexico 2008-Q1 2024



# Sources

Advanced Television  
App Marketing News  
BB Media  
CIU  
comScore  
Digital TV News  
Digital TV Research  
JustWatch  
MarketNews.pe  
Media Play News  
Mipblog  
Netflix  
Omdia  
Parrot Analytics  
Plum Research  
Prensario Zone  
Publimark.cl  
Señal News  
Sherlock Communications  
Statista  
Statista Digital Market Insights  
Statista Market Insights

Various sources  
Various sources (appmarketingnews.io)  
Various sources (Communications Today)  
Various sources (Onedigital)  
Yahoo