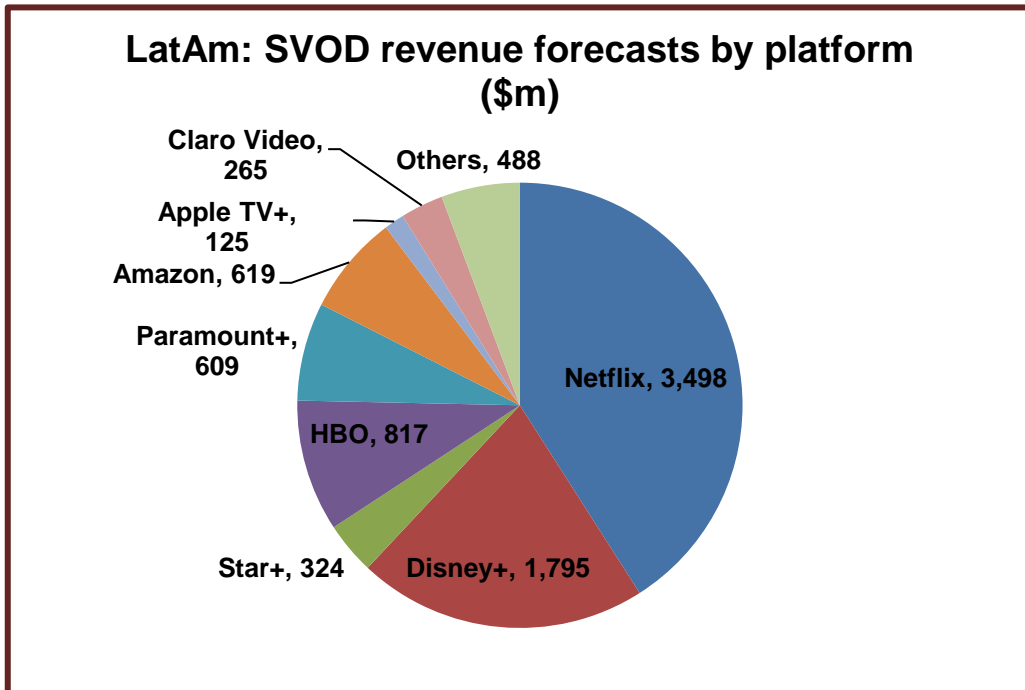


## Netflix to lose SVOD revenues in Latin America

Latin American SVOD revenues will reach \$8.54 billion by 2027; up from \$5.01 billion in 2021. Netflix will account for 41% of the 2027 total, down from 72% in 2021. Netflix's revenues will peak at \$3.73 billion in 2023.



Simon Murray, Principal Analyst at Digital TV Research, explained: “Netflix will introduce AVOD-SVOD tiers [one for Brazil and another pan-regional one for the Spanish-speaking countries] in 2024, with SVOD revenues and ARPUs falling slowly as some subscribers convert to cheaper packages.”

Disney+ is likely to introduce similar tiers in 2024. The platform is expected to follow its US example by converting its current subscription tier to AVOD-SVOD and charging more for SVOD-only. This will push up ARPU.

Latin America will have 139 million gross SVOD subscriptions by 2027; up from 75 million at end-2021. Seven US-based platforms (Netflix, Amazon Prime Video, Disney+, Star+, Paramount+, Apple TV+ and HBO) will account for 90% of the region's paying SVOD subscriptions by end-2027.

# Latin America SVOD Forecasts

## Table of Contents

Published in August 2022, this 102-page PDF and excel report covers 19 countries. The report comes in two parts:

- Insights: Detailed country analysis for 19 countries in a 62-page PDF document.
- Forecasts: Excel workbook covering each year from 2010 to 2027 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)



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## Forecasts for the following 151 platforms across 19 countries:

Country	SVOD ops	SVOD Platforms
Argentina	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO; Star+; Paramount+
Bolivia	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Star+; Paramount+
Brazil	9	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; Globo Play; HBO; Star+; Paramount+
Chile	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO; Star+; Paramount+
Colombia	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO; Star+; Paramount+
Costa Rica	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO; Star+; Paramount+
Dominican R	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO; Star+; Paramount+
Ecuador	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO; Star+; Paramount+
El Salvador	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO; Star+; Paramount+
Guatemala	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO; Star+; Paramount+
Honduras	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO; Star+; Paramount+
Mexico	9	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; Claro Video; HBO; Star+; Paramount+
Nicaragua	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO; Star+; Paramount+
Panama	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO; Star+; Paramount+
Paraguay	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO; Star+; Paramount+
Peru	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO; Star+; Paramount+
Puerto Rico	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Sling TV; Hulu; Paramount+
Uruguay	7	Netflix; Amazon Prime Video; Disney+; Claro Video; HBO; Star+; Paramount+
Venezuela	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Star+; Paramount+

## SAMPLE: Costa Rica SVOD forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
Population (000)																		
Total households (000)																		
TV households (000)																		
Fixed broadband households (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 broadband HH</i>																		
<i>SVOD subscriptions/SVOD homes</i>																		
Gross SVOD subscriptions (000)																		
<i>SVOD subs/TVHH</i>																		
<i>SVOD subs/Fixed broadband HH</i>																		
<i>SVOD subs/Smartphone users</i>																		
SVOD subscribers by operator (000)																		
Netflix																		
Amazon Prime Video																		
Disney+																		
Star+																		
HBO																		
Paramount+																		
Apple TV+																		
Claro Video																		
Others																		



## SAMPLE: Costa Rica SVOD forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
<b>Share of SVOD subscribers by operator (%)</b>																		
Netflix																		
Amazon Prime Video																		
Disney+																		
Star+																		
HBO																		
Paramount+																		
Apple TV+																		
Claro Video																		
Others																		
<b>SVOD revenues by operator (US\$ mil.)</b>																		
Netflix																		
Amazon Prime Video																		
Disney+																		
Star+																		
HBO																		
Paramount+																		
Apple TV+																		
Claro Video																		
Others																		
<b>Share of SVOD revenues by operator (%)</b>																		
Netflix																		
Amazon Prime Video																		
Disney+																		
Star+																		
HBO																		
Paramount+																		
Apple TV+																		
Claro Video																		
Others																		
<b>SVOD ARPU by operator (\$)</b>																		
Netflix																		
Amazon Prime Video																		
Disney+																		
Star+																		
HBO																		
Paramount+																		
Apple TV+																		
Claro Video																		



## Digital TV Research report schedule for 2022

Title	Publication	Price
<a href="#">1 Africa Pay TV Forecasts</a>	January	£1400/€1600/\$1875
<a href="#">2 Middle East &amp; North Africa Pay TV Forecasts</a>	January	£1400/€1600/\$1875
<a href="#">3 SVOD Forecasts Update (based on December 2021 results)</a>	February	£1800/€2050/\$2400
<a href="#">4 Africa OTT TV and Video Forecasts</a>	February	£1400/€1600/\$1875
<a href="#">5 Middle East &amp; North Africa OTT TV and Video Forecasts</a>	February	£1400/€1600/\$1875
<a href="#">6 North America Pay TV Forecasts</a>	February	£700/€800/\$940
<a href="#">7 North America OTT TV and Video Forecasts</a>	February	£700/€800/\$940
<a href="#">8 Latin America Pay TV Forecasts</a>	March	£1400/€1600/\$1875
<a href="#">9 Latin America OTT TV and Video Forecasts</a>	March	£1400/€1600/\$1875
<a href="#">10 Asia Pacific Pay TV Forecasts</a>	March	£1400/€1600/\$1875
<a href="#">11 Asia Pacific OTT TV and Video Forecasts</a>	March	£1400/€1600/\$1875
<a href="#">12 Western Europe Pay TV Forecasts</a>	March	£1400/€1600/\$1875
<a href="#">13 Western Europe OTT TV and Video Forecasts</a>	March	£1400/€1600/\$1875
<a href="#">14 Eastern Europe Pay TV Forecasts</a>	April	£1400/€1600/\$1875
<a href="#">15 Eastern Europe OTT TV and Video Forecasts</a>	April	£1400/€1600/\$1875
<a href="#">16 Global OTT TV &amp; Video Forecasts</a>	May	£2000/€2300/\$2600
<a href="#">17 Global Pay TV Forecasts</a>	May	£2200/€2530/\$2970
<a href="#">18 Global AVOD Forecasts</a>	May	£1800/€2050/\$2400
<a href="#">19 Global SVOD Forecasts (based on March 2022 results)</a>	June	£1800/€2050/\$2400
<a href="#">20 Africa SVOD Forecasts</a>	August	£1200/€1380/\$1600
<a href="#">21 Middle East &amp; North Africa SVOD Forecasts</a>	August	£1200/€1380/\$1600
<a href="#">22 Latin America SVOD Forecasts</a>	August	£1200/€1380/\$1600
<a href="#">23 North America SVOD Forecasts</a>	August	£600/€690/\$800
<a href="#">24 Eastern Europe SVOD Forecasts</a>	September	£1200/€1380/\$1600
<a href="#">25 Asia Pacific SVOD Forecasts</a>	September	£1200/€1380/\$1600
<a href="#">26 Western Europe SVOD Forecasts</a>	September	£1200/€1380/\$1600
<a href="#">27 SVOD Forecasts Update (based on June 2022 results)</a>	September	£1800/€2050/\$2400
<a href="#">28 Pay TV Forecasts Update</a>	December	£2200/€2530/\$2970
<a href="#">29 SVOD Forecasts Update (based on September 2022 results)</a>	December	£1800/€2050/\$2400

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