

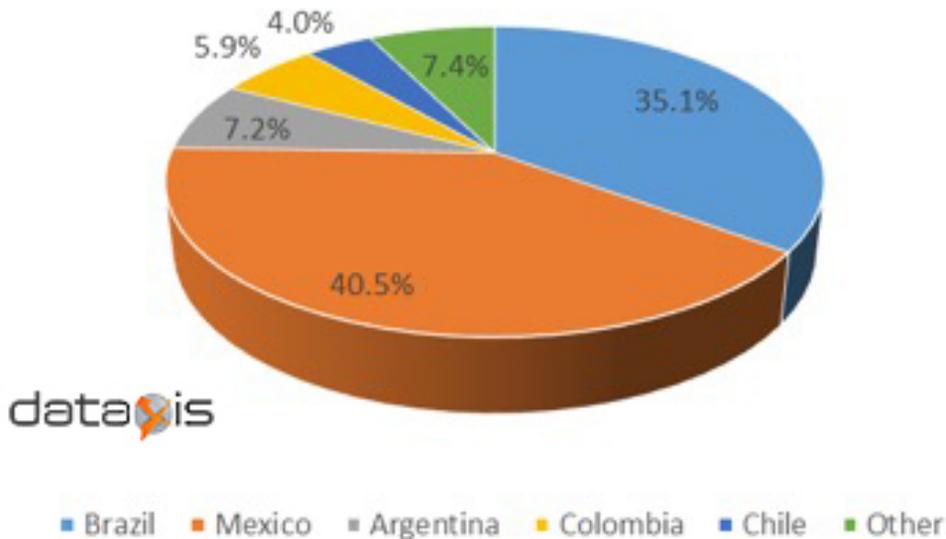
Latin America SVOD OTT subscribers reached 18.2 million in 2017

According to Dataxis latest research, as at 2017, Latin America reached 18.2 million of active paid account subscribed to a Video on Demand OTT service (S-VoD). This means an annual increase of 29.8%. Such volume is equal to 25.2% of the total fixed broadband accesses, which indicates it has more room to growth.

Netflix remains the leader of the market and increased its domain from 59% to 63% accounts. Besides, Netflix grew quicker than the overall market as it jumped 39% for the same period and Brazil represents its main market. ClaroVideo, from América Móvil is positioned at the second place with almost 20% of the active paid accounts and Mexico is its main market.

Mexico remains the main market for the segment with 40.5% of the paid accounts, whereas, Brazil is the fastest growing market in Latin America and is at second place with 35.1% of the paying subscribers. Both market exhibits high levels of competition with 20 and 26 competitors respectively representing the presence, and surveillance, of vertical actors.

S-VoD paid Accounts by Country.
Latam Q4 2017



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FOR MORE INFORMATION

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ABOUT DATAXIS

Dataxis is a global firm specializing in the delivery of detailed market research, high quality events, and powerful media covering the TV and Telecom industries in more than 200 countries. Dataxis has offices in Europe, Latin America and Africa. Dataxis Intelligence launched its quarterly online service in 2003 and quickly became recognized as a leading source of information for major operators, technology suppliers, content providers and governmental bodies around the globe. The online intelligence service and market reports provide key indicators, statistics, forecasts and analysis of all TV and Telecom operators worldwide. Please visit www.dataxis.com | Press Release <https://bit.ly/2H1HsOi> April 2018 | ©2018 Dataxis - All rights reserved.