# 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

- Brazil
- Mexico
- Argentina
- Colombia
- Chile
- Other
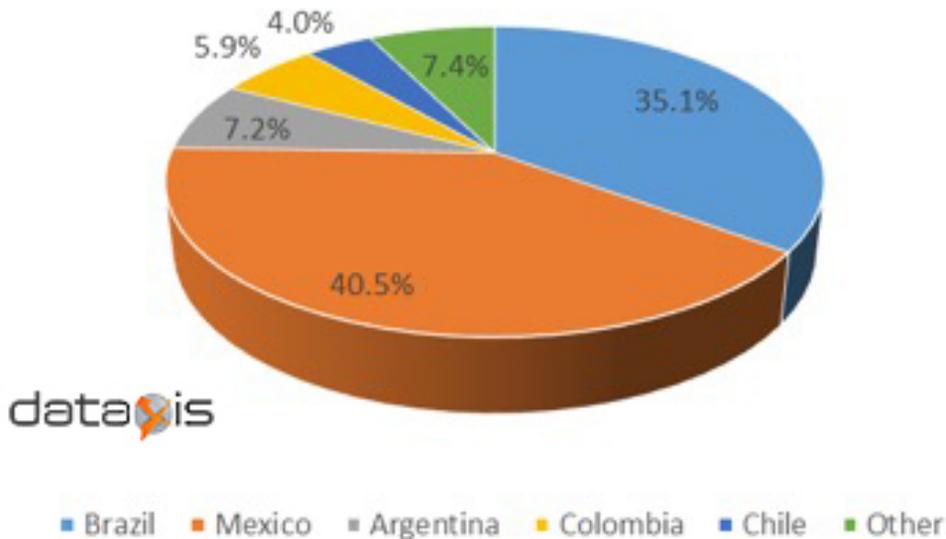
By Carlos Blanco

FOR MORE INFORMATION

Carlos Blanco, Senior Analyst Americas, Europe | Email: carlos.blanco@dataxis.com
Valerie Viaud, Head of Marketing Communications | Email: pr@dataxis.com