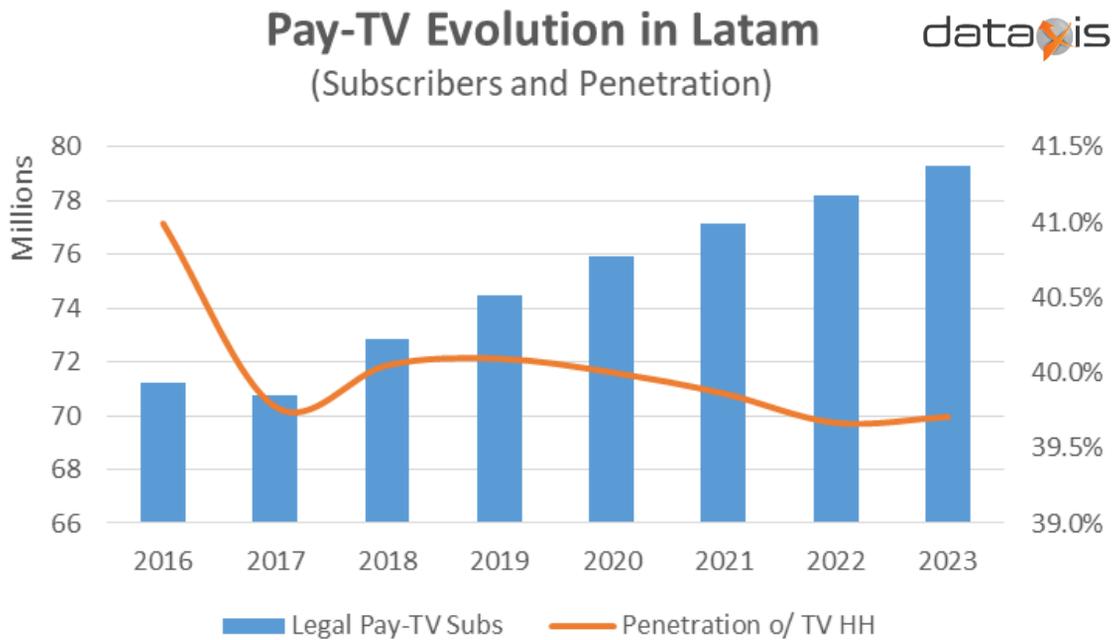


## Pay TV in Latam forecasted to reach 79.3 million subscribers in 2023

According to Dataxis latest research, Pay-TV in Latam is forecasted to reach 79.3 million homes in 2023. Although Dataxis predicts that 8.5 million new Pay-TV customers will be added compared to 2017, it is a conservative evolution. As a result, TV subscriptions will not exceed 40% of households with TV set.

Several factors influenced the Pay-TV evolution namely: the economic instability of the region, certain countries of great volume already reached a saturation point and the down fall of Brazil (used to be the locomotive of the region). However, this stagnation situation is not verified in other services. For example, fixed broadband did not stop its march and in 2017 it already outpaced Pay-TV.

Dataxis highlights that Mexico will hold 28.9% of pay TV customers and will continue to be the largest market in the region. Brazil will be very close with 28.2%. Argentina, Colombia, Chile and Peru will accumulate 26.5% of the Pay-TV subscribers. Central America, Bolivia and Paraguay will be the fastest growing markets due to their low rates of service penetration.



Source: Dataxis

By Carlos Blanco

FOR MORE INFORMATION

**Carlos Blanco**, Senior Analyst Americas | Email: [carlos.blanco@dataxis.com](mailto:carlos.blanco@dataxis.com)

**Valerie Viaud**, Head of Marketing Communications | Email: [public.relations@dataxis.com](mailto:public.relations@dataxis.com)

**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](http://www.dataxis.com) | Press Release: <https://bit.ly/2JA5nWa> June 2018 | ©2018 Dataxis - All rights reserved.