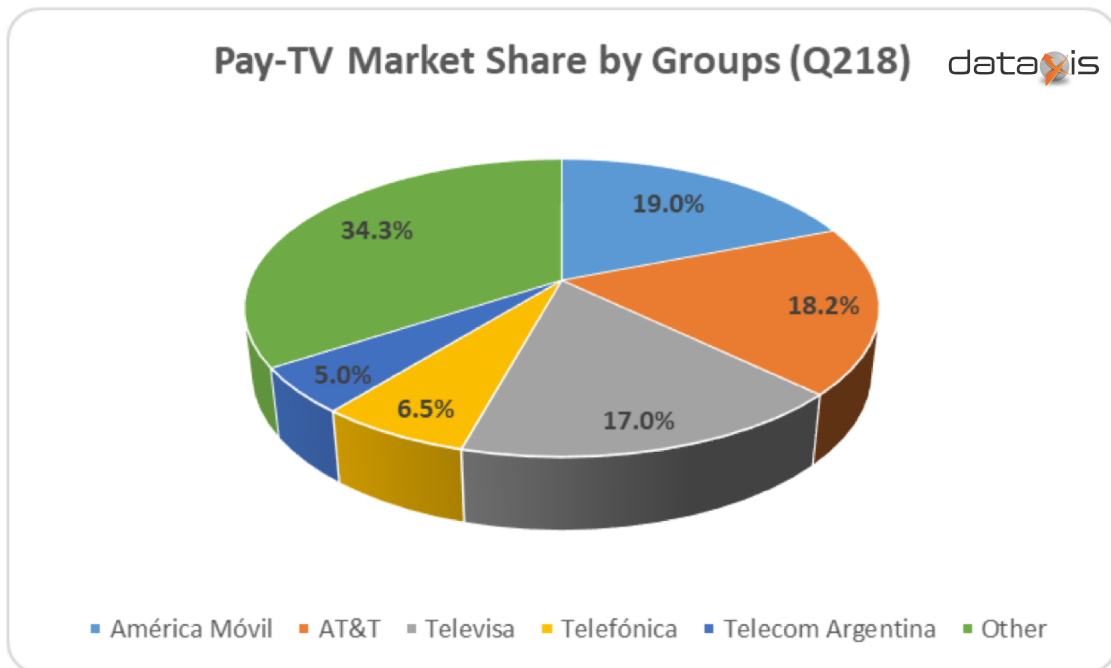


Pay-TV in Latam grows at 1%, thanks to the World Cup

After several quarter of losing subscribers, during Q2 2018 Latam’s Pay-TV market reached a quarterly growth of 1%. The World Cup has been the main factor of the change in trend. The market now exhibits 72.06 million of legal Pay-TV subscribers.

DirecTV took a great advantage of the soccer global event and record growth in key market like Chile and Colombia. Although DirecTV is still the second regional player in terms of subscribers, it reduced the gap with the leader America Móvil to their historical minimum: 0.8%.

The ARPU of the Pay-TV service went down to USD 21.5 as a result of the devaluations of the local currencies in several markets in Q2 2018.



Source: Dataxis

By **Carlos Blanco**
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FOR MORE INFORMATION

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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