

The background of the entire image is a dark blue gradient. On the left, a man in a dark suit, white shirt, and dark tie is smiling and looking down at a laptop he is holding. The laptop is open, and his hands are on the keyboard. In the background, there is a faint, stylized illustration of a rocket launching upwards, with a trail of smoke or fire behind it. The overall theme is technology, business, and growth.

amagi

Amagi Global FAST Report Edition #8 | Aug 23

Skyrocketing in **LATAM**

FAST scales new heights

Delve into comprehensive data and insights powered by Amagi's homegrown data analytics platform – [Amagi ANALYTICS](#), and the Amagi Consumer Survey 2023.

Analysis period – Q1 2022 (Jan-Mar) vs. Q1 2023 (Jan-Mar)

With the eighth edition of Amagi Global FAST Report, we focus on the Latin America (LATAM) region and bring data and insights from 50+ FAST platforms and ~1800 LATAM channel deliveries that use Amagi THUNDERSTORM, our SSAI (Server Side Ad Insertion) platform.

The report also provides insights into audience preferences and viewing habits based on the 2023 Amagi Consumer Survey of ~800 Brazilian and Mexican households. The survey participants were from all walks of life, spanning the lower, middle, and higher income groups – those who fulfilled the survey criteria of having watched TV at least once in the previous week.

Amagi Global FAST Reports | Quick Recap

[Edition #1](#) | [Edition # 2](#) | [Edition #3](#) | [Edition #4](#)

[Edition #5](#) | [Edition #6](#) | [Edition #7](#)

1

FAST soars in LATAM: Unveiling the driving forces

2

Amagi ANALYTICS insights

The year of remarkable YoY growth for FAST in LATAM

- Top countries with remarkable Hours Of Viewing (HOV) & ad impressions Q1 2023 (Jan-Mar)
- FAST channel deliveries: YoY growth by country
- Average session duration vs. daily unique users in LATAM countries Q1 2023 (Jan-Mar) vs. Q1 2022 (Jan-Mar)
- Top genres: Audience favorites across LATAM
 - Country-specific preferred genres (by HOV and ad impressions)
 - Top 5 genres in LATAM countries by HOV and ad impressions Q1 2023 (Jan-Mar)
 - HOV and channel count YoY growth in Top 5 genres Q1 2023 (Jan-Mar)

3

Amagi Consumer Survey insights

Brazil & Mexico: The FASTest growing powerhouses in LATAM

- High CTV adoption rates fuel a paradigm shift
- FAST progresses steadily
- Brazil, Mexico vs. other countries: Deciphering TV-viewing patterns
- Navigating an economic downturn: Cost-cutting strategies
- TV-watching habits & recession: What lies ahead
- Genres that take the centerstage

4

Key takeaway

Exciting times ahead: LATAM FAST market records sustained growth

1



FAST soars in LATAM: Unveiling the driving forces

[Free Ad-supported Streaming Television \(FAST\)](#) is a global phenomenon that is challenging the dominance of Subscription Video On Demand (SVOD), Premium Video On Demand (PVOD), and other video consumption models. The LATAM region is no exception to this upward trend, as our own data from the Amagi Consumer Survey and [Amagi ANALYTICS](#) validate this story. Let's take a closer look at the factors contributing to the popularity of FAST.

- **Easy on the wallet:** The primary reason that seems to attract an increasing number of households to FAST is affordability. A study by Magnite reveals that [71%](#) of current pay TV customers in LATAM don't mind switching to an ad-based streaming model and are willing to watch ads for free content in return.
- **Better accessibility:** Whether it's a Connected TV (CTV) or smartphones, the LATAM region is seeing a massive surge in adoption rates. A Comscore and IAB Argentina joint [survey](#) reveals that CTV's reach spans a vast audience of over 150 million viewers, encompassing a remarkable 41% of the Latin American population in Chile, Colombia, Mexico, Peru, and Uruguay combined. CTVs see similar popularity in other parts of LATAM. They are the most popular devices used for streaming content in Brazil, Mexico, and Argentina, and around [97%](#) of households already have one in their homes. Smartphone penetration is also expected to reach approximately [73%](#) by 2025 in LATAM, making FAST all the more accessible to viewers.

These numbers are highly encouraging for content creators, platforms, and advertisers alike, as they suggest that a more significant chunk of the LATAM population will gradually be more exposed to personalized ads. In fact, an overwhelming [88%](#) of ad-supported streaming viewers exhibit a higher inclination to purchase a brand they actively engage with on multiple devices.
- **Many flavors to choose from:** LATAM audiences love a variety of content options to choose from. The good news for them is FAST offers variation across genres. According to feedback from [96%](#) of ad-supported streaming viewers, streaming TV offers superior entertainment options and programming compared to traditional cable TV.

2

amagi

ANALYTICS insights

The year of remarkable YoY growth for FAST in LATAM

LATAM | Analysis Period – Q1 2023 (Jan-Mar) vs. Q1 2022 (Jan-Mar)

150%

growth in ad impressions

45%

growth in channel deliveries

7%

growth in Hours of Viewing (HOV)

Top countries with remarkable HOV and ad impressions growth Q1 2023 (Jan-Mar)

Peru experienced an astounding 1,829% year-on-year growth in Q1 2023 in terms of hours of viewing, followed by Chile (948%), Colombia (744%), and Argentina (405%). Notably, Mexico also witnessed an encouraging 14% hike.

by HOV

Country	HOV YoY Growth Q1 2023
Peru	1,829%
Chile	948%
Colombia	744%
Argentina	405%
Mexico	14%

Argentina emerged as the clear frontrunner in ad impressions, showcasing an extraordinary 657% year-on-year surge in Q1 2023. Peru was a close second at 551%, followed by Chile (293%), Mexico (238%), and Colombia (219%).

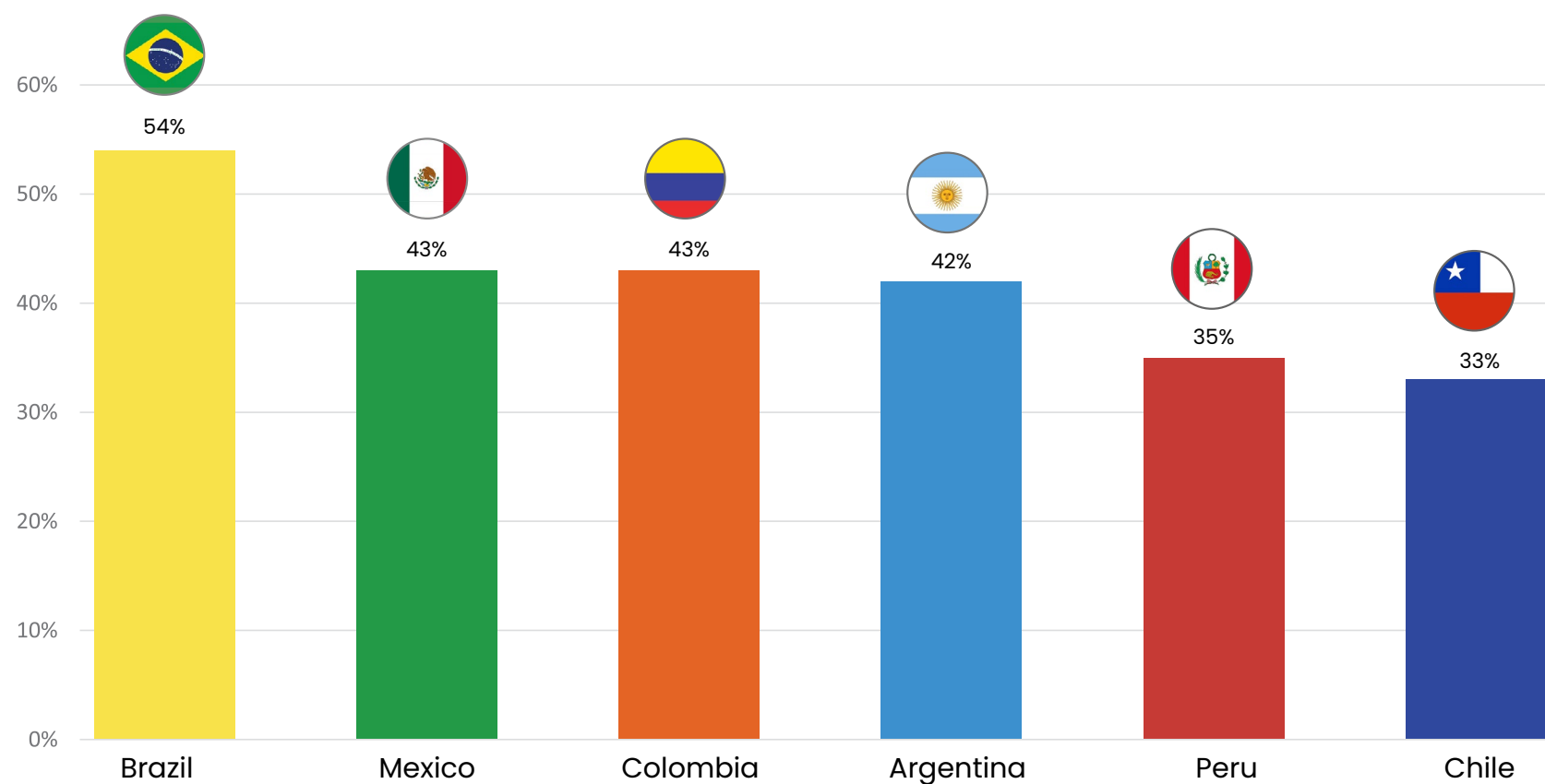
by ad impressions

Country	HOV YoY Growth Q1 2023
Argentina	657%
Peru	551%
Chile	293%
Mexico	238%
Colombia	219%

FAST channel deliveries: YoY growth by country

In Q1 2023, Brazil led with an astounding 54% growth in channel deliveries, securing the top spot in the charts. Mexico and Colombia follow suit, each experiencing a significant 43% increase. Argentina is closely behind at 42%, while Peru and Chile exhibit commendable growth rates of 35% and 33%, respectively.

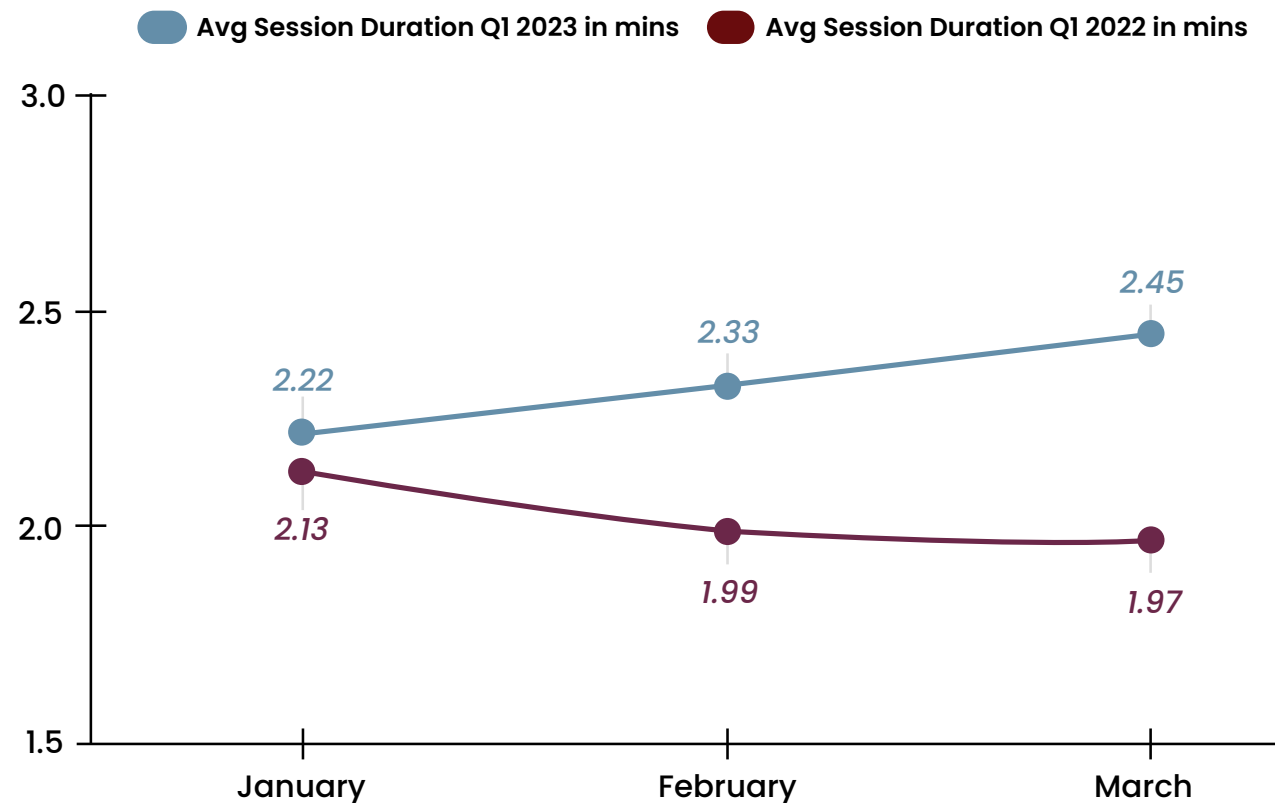
Channel count YoY Growth Q1 2023 (Jan-Mar)



Average session duration vs. daily unique users in LATAM countries Q1 2023 (Jan-Mar) vs. Q1 2022 (Jan-Mar)

While daily unique users (the total number of people who play a particular channel on a particular day) remained relatively stable between Q1 2022 and Q1 2023, there was a 14% hike in average session duration. This notable increase signifies a growing trend of viewers dedicating more time to FAST channels.

This presents a major opportunity for broadcasters and platforms to launch FAST operations in the LATAM region.



Top genres: Audience favorites across LATAM

Country-specific preferred genres by HOV and ad impressions

Unlike in our previous versions of the FAST reports, the latest findings reveal a major contrast in LATAM countries. Surprisingly, news content fails to secure the top spot, while music emerges as the unequivocal winner, experiencing the highest annual growth in hours of viewing (88%) and channel deliveries (70%).

HOV and channel count YoY Growth in Top 5 genres

Genre	Contribution in overall HOV	HOV YoY Growth Q1 2023 (Jan-Mar)	Channel count YoY Growth Q1 2023 (Jan-Mar)
Movies & Series	50%	20%	36%
Lifestyle	19%	10%	45%
Music	9%	88%	70%
Nature & Wildlife	7%	5%	100%
Sports	4%	10%	26%

Nature and wildlife also saw an impressive 100% Q1 YoY growth in channel deliveries. This substantial surge clearly signifies a rising demand for this genre, capturing viewers' attention and interest.

Country-specific Top favorite genres

Music strikes a chord

In terms of hours of viewing, music is the crowd favorite in Colombia (33%), Argentina (30%), Peru (44%), and Chile (40%). Ad impressions tell a similar story, with music topping the charts in Colombia (37%), Argentina (43%), Peru (52%), and Chile (66%).

by viewership

	Mexico: Movies (45%)
	Brazil: Lifestyle (37%)
	Colombia: Music (33%)
	Argentina: Music (30%)
	Peru: Music (44%)
	Chile: Music (40%)

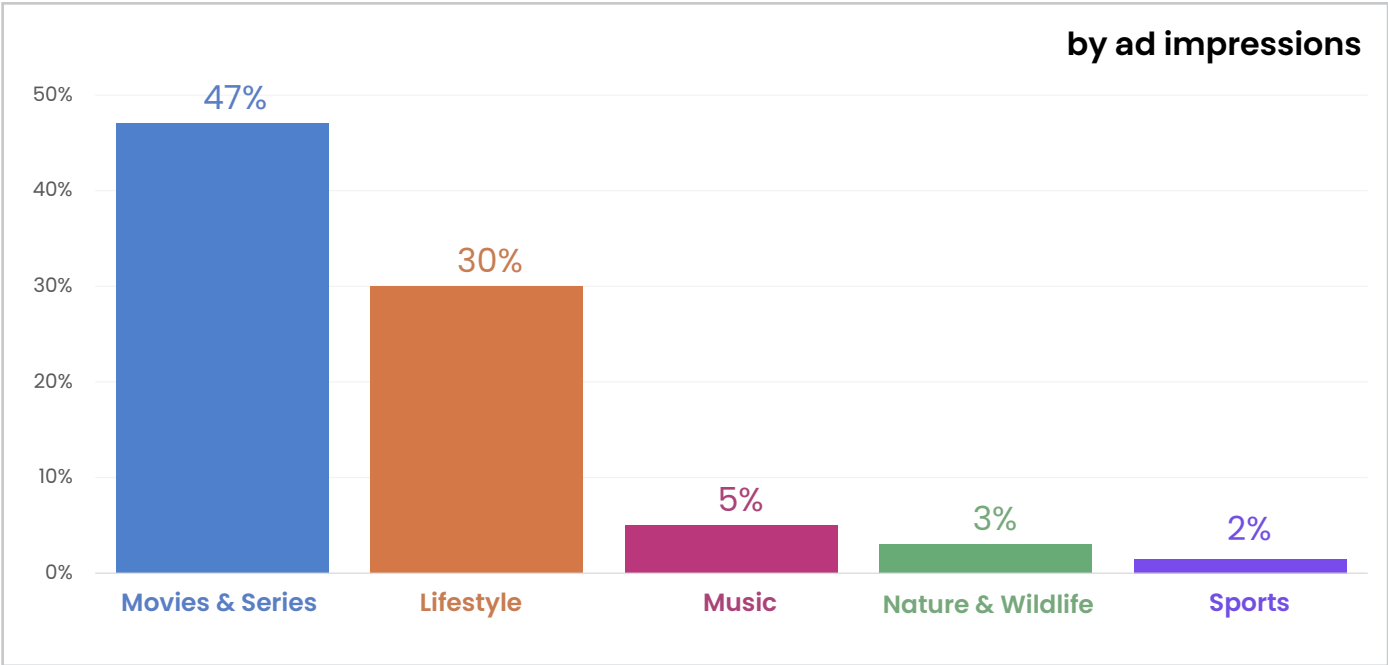
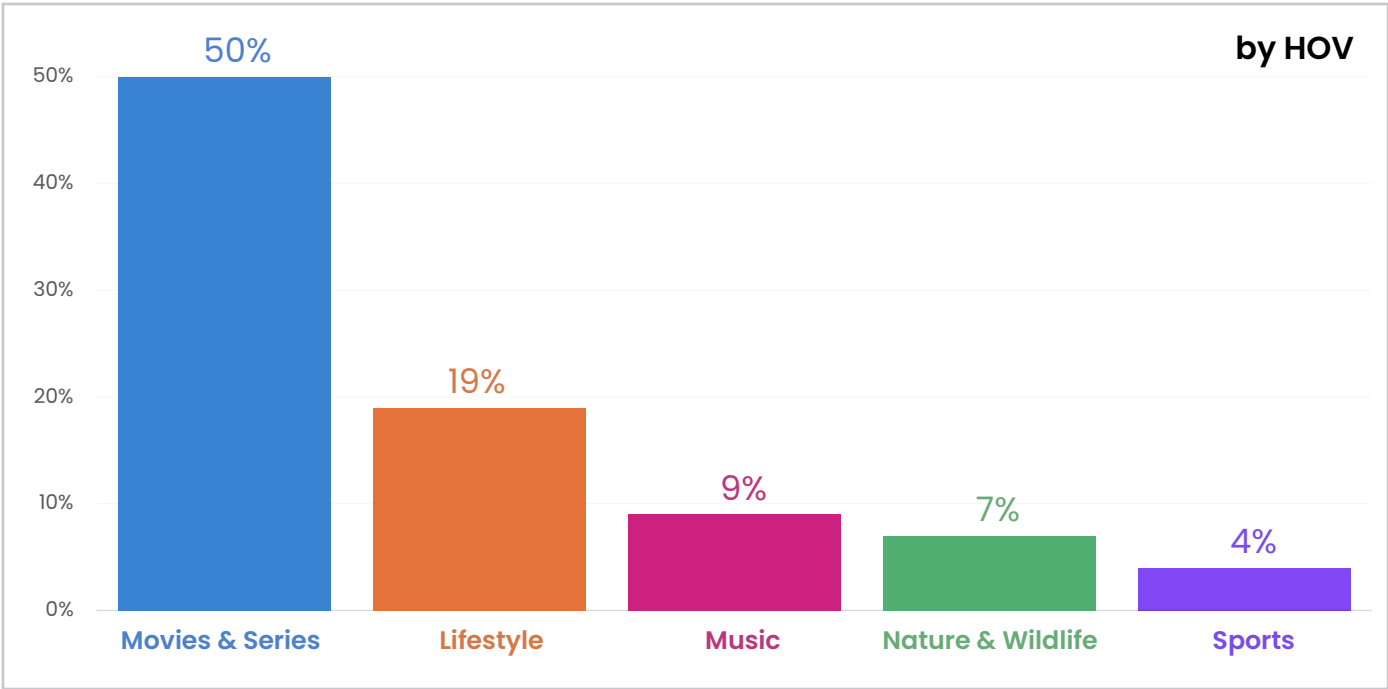
by ad impressions

	Mexico: Movies (43%)
	Brazil: Lifestyle (64%)
	Colombia: Music (37%)
	Argentina: Music (43%)
	Peru: Music (52%)
	Chile: Music (66%)

Top 5 genres in LATAM countries by HOV and ad impressions Q1 2023 (Jan-Mar)

Movies and series reign supreme as the most cherished genre across the LATAM region, with a remarkable 50% increase in viewing hours and a substantial 47% rise in ad impressions. The lifestyle genre is close behind in second place, accounting for 30% of ad impressions and 19% of total viewing hours, garnering significant interest and engagement.

Music holds the third place with a 9% share in hours of viewing and 5% in ad impressions.



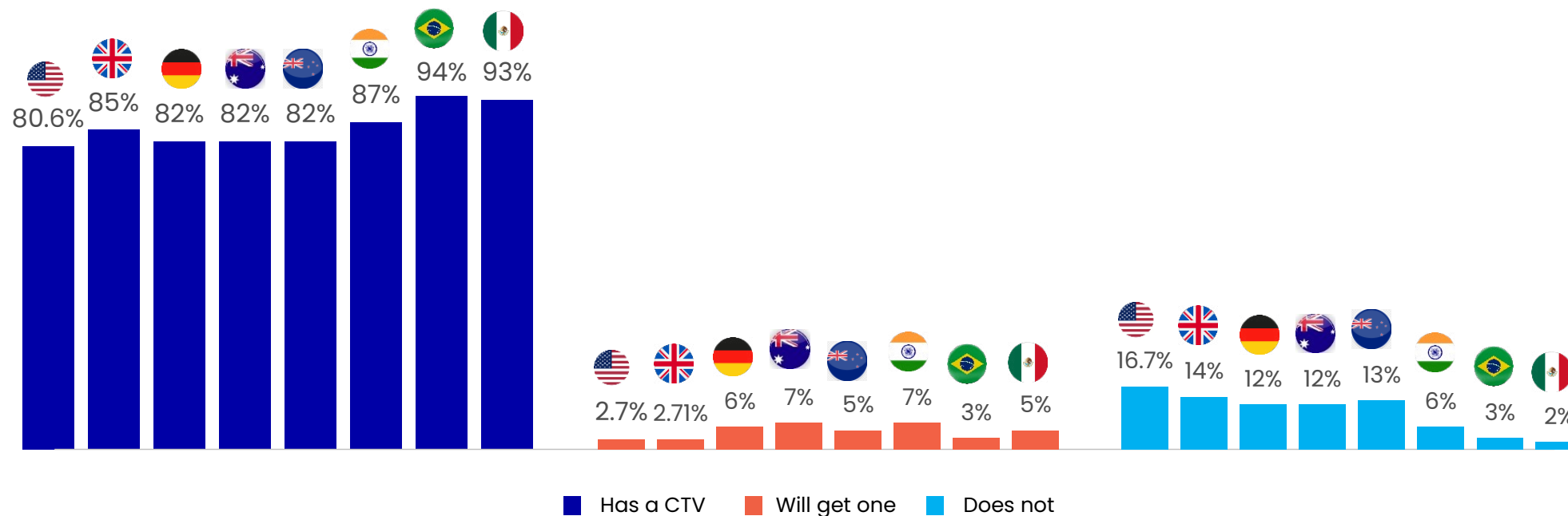
3

Amagi Consumer Survey insights

Brazil & Mexico: The FASTest growing powerhouses in LATAM

High CTV adoption rates fuel a paradigm shift

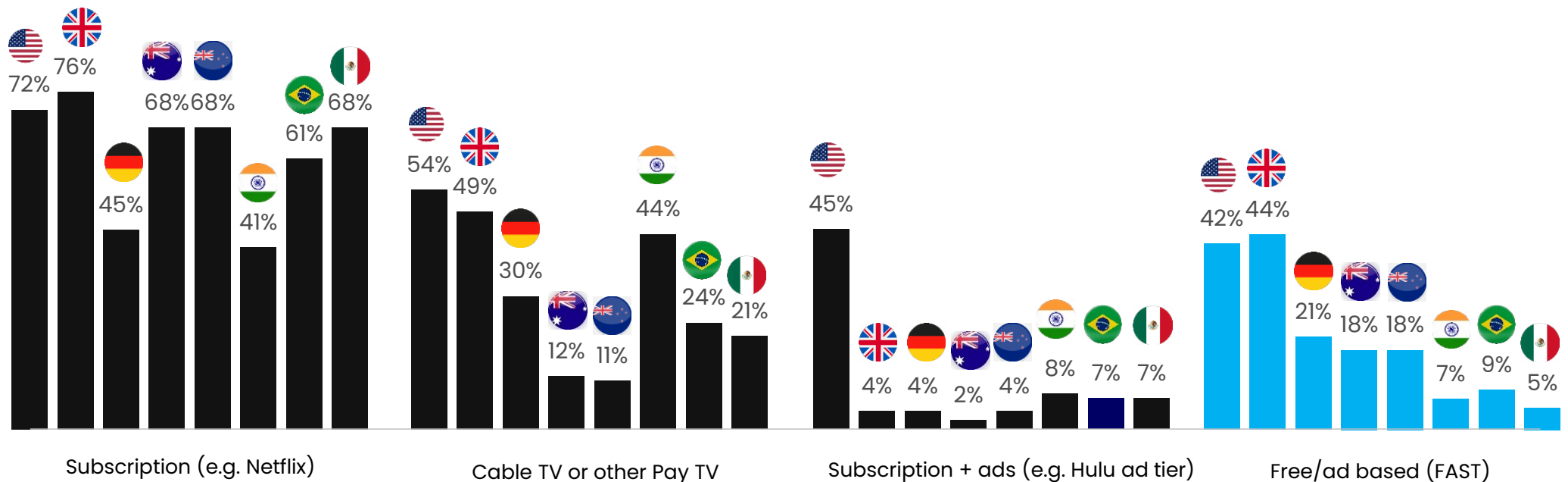
Since the penetration of Connected TVs has been a significant contributing factor towards the growth of FAST, we started our analysis by understanding CTV adoption rates across Brazil and Mexico. As previously indicated, our survey included respondents who watched TV at least once in the last week. Not surprisingly, both countries exhibit remarkable CTV penetration rates. Among responders who watched TV at least once in the last week, Brazil reached an impressive 94% and Mexico trails closely at an equally impressive 93%. These CTV adoption rates, specific to this sub-segment which was the focus of the Amagi surveys, are higher than one reached by the same segment in the most mature FAST market in the world, the US (80.6%).



FAST progresses steadily

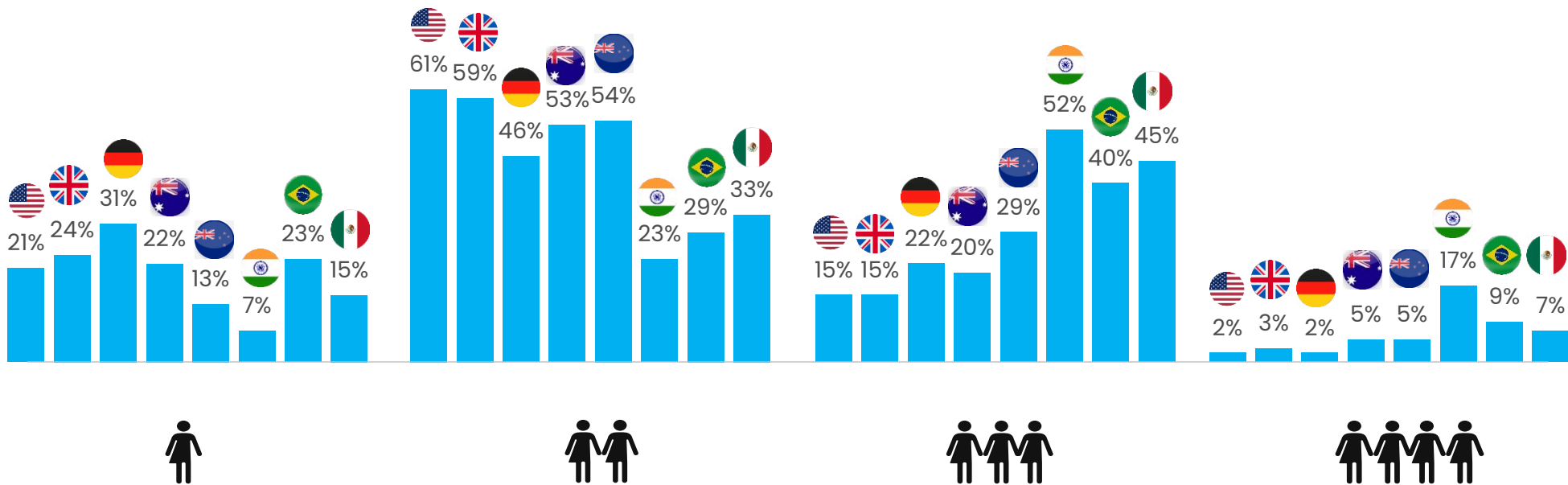
While a majority of Brazilian (61%) and Mexican (68%) households prefer SVOD services, we see a slow and steady increase in the demand for FAST. A big chunk of US households (72%) also prefers SVOD over other entertainment options.

Closely looking at the numbers, it is safe to say that both Brazil and Mexico are in the nascent stages of FAST adoption. In contrast, the US continues to be one of the most rapidly expanding FAST markets, boasting an impressive 42% adoption rate.



Brazil, Mexico vs. other countries: Deciphering TV-viewing patterns

A significant majority of households in the US, comprising approximately 82%, prefer solitary or two-person viewing when it comes to television. In contrast, households in Brazil and Mexico tend to embrace a community viewing experience, with a significant majority of approximately 78% and 85%, respectively, opting to watch TV together in groups of two, three, or four individuals.

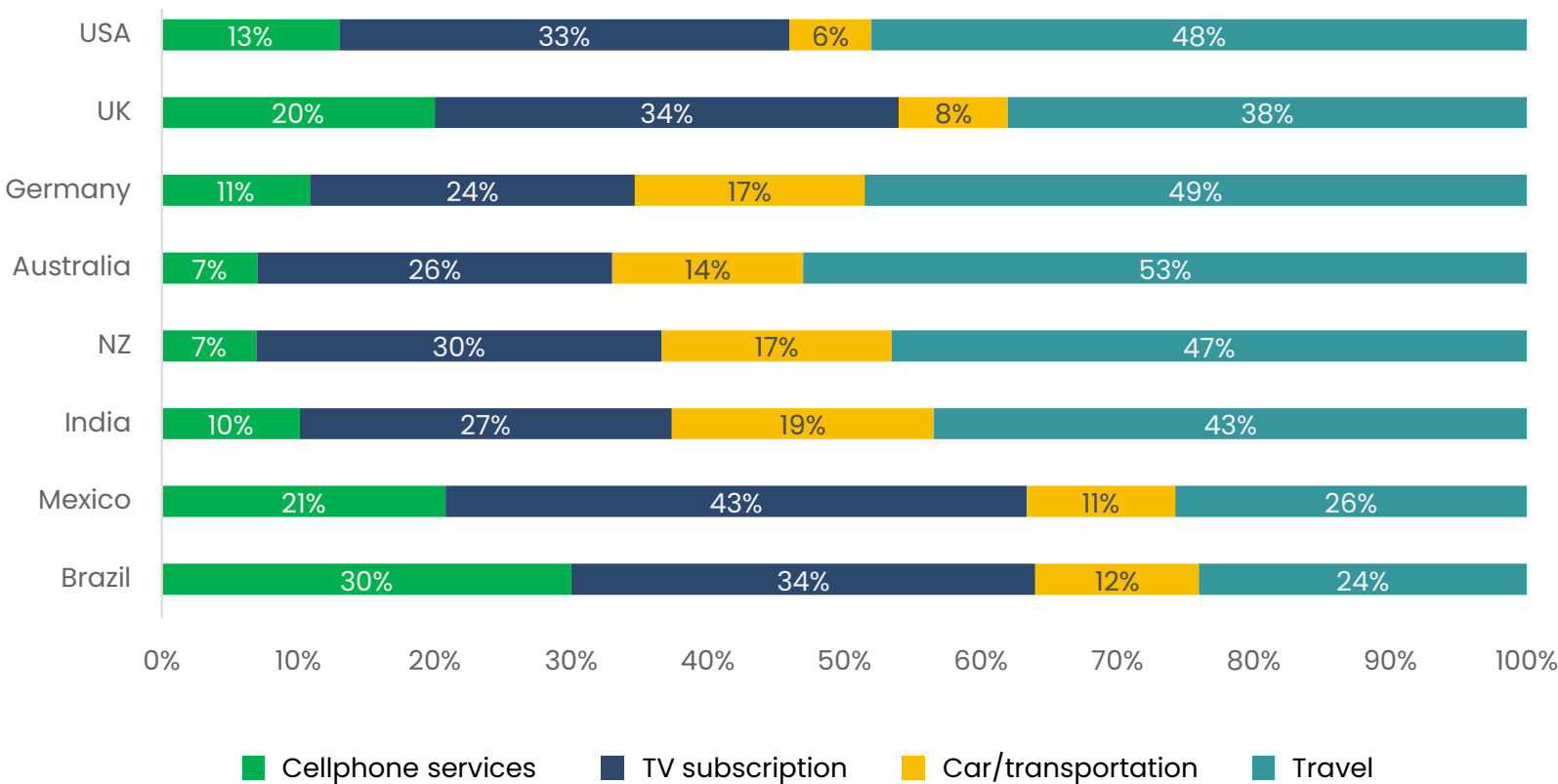


Navigating an economic downturn: Cost-cutting strategies

As a part of our survey, we spoke to customers in Brazil and Mexico about their preferences regarding cost-cutting measures during an economic downturn. A big chunk (34-43%) chose to give up TV subscriptions as a first step, followed by cell phone services (21-30%) and travel (24-26%).

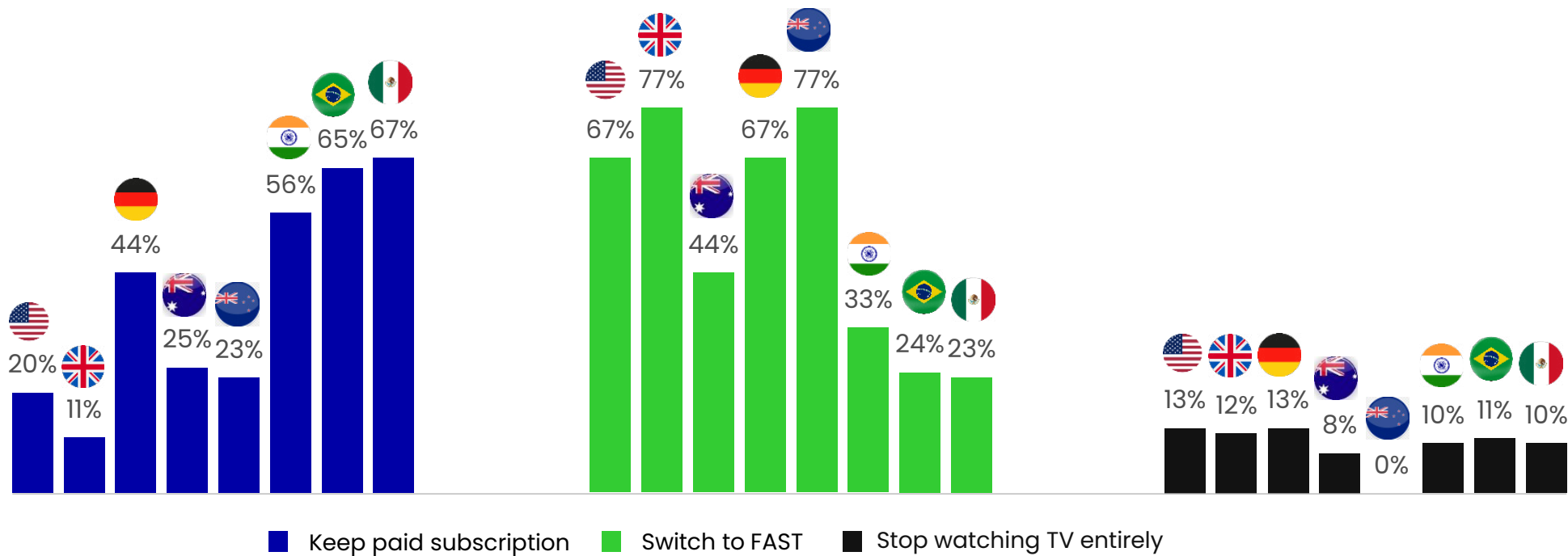
In contrast, the majority of households in the US opted to forgo travel as their initial cost-cutting measure (48%), followed by TV subscriptions (33%) and cellphone services (13%).

Economic downturn: First household expense to be cut



TV-watching habits & potential recession: What lies ahead

While 67% of US households chose to switch to FAST services, of the 34-43% of Mexican and Brazilian homes who would give up TV subscriptions first, 65-67% would try to avoid doing so when faced with that dilemma. However, it is worth noting that a considerable proportion of households in Brazil (24%) and Mexico (23%) have shown a positive inclination towards transitioning to FAST. **These figures are particularly motivating for new entrants looking to be part of the thriving FAST ecosystem in both Brazil and Mexico.**

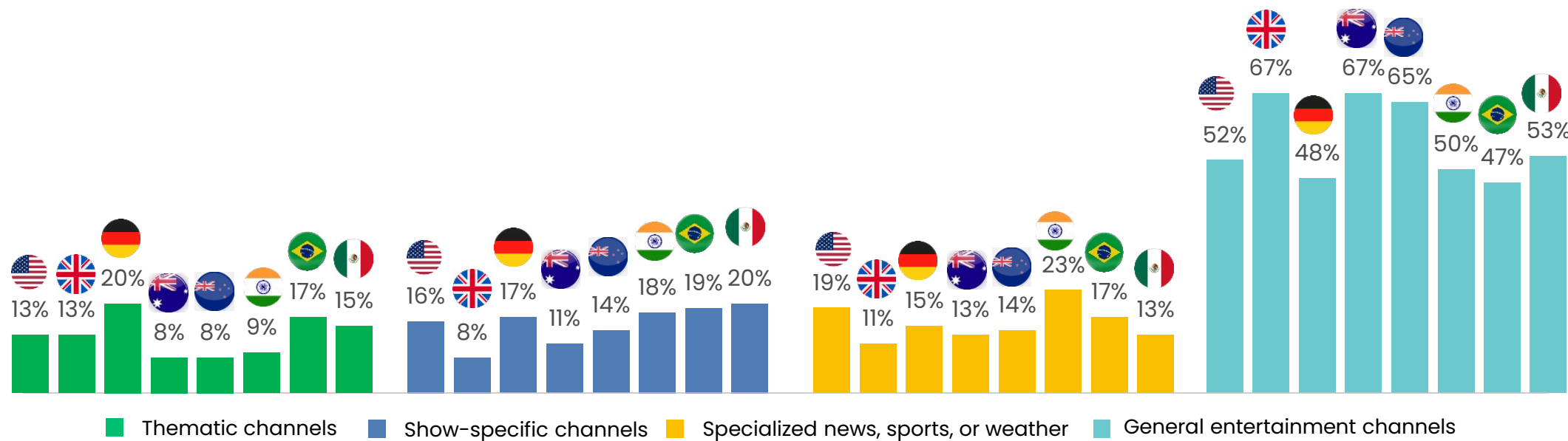


Genres that take centerstage

To gain deeper insights into audience preferences, we inquired about their favorite genres, encompassing thematic channels, show-specific channels, specialized news, sports or weather, and general entertainment.

While Brazilian, Mexican, and US audiences showed distinct differences in behavior, they surprisingly converged on their favorite genre. Most households, comprising 52% in the US, 47% in Brazil, and 53% in Mexico, selected general entertainment channels as their preferred option.

FAST & Genre: What viewers want to watch



Thematic channels:
focused on a central theme such as World History or Sports

Show-specific channels:
featuring back-to-back episodes of the same show such as *The Simpsons*

Specialized news, sports, or weather:
local news or minor sports leagues coverage

General entertainment channels:
a mix of TV shows and movies across genres, such as *Friends* and *Top Gun*

Key takeaway

Exciting times ahead: LATAM FAST market experiences sustained growth

A comprehensive analysis of reports by industry experts, combined with our insightful consumer survey and real-time data from Amagi ANALYTICS, conclusively reveals the growing momentum of FAST in the LATAM region, with Brazil and Mexico emerging as particularly promising markets.

The rising prevalence of CTVs continues to bolster the appeal of FAST as audiences increasingly recognize it as their preferred option. The data supports this trend and underscores the fact that the LATAM region is rapidly evolving into a thriving hub for FAST services, positioning it as an attractive investment opportunity for platforms and broadcasters alike.

We will be back with more action-packed insights on Free Ad-supported Streaming TV and how it fares in the crucial times ahead.

Send in your feedback, questions, and comments to cloudandme@amagi.com.

Amagi Global FAST Reports | Quick Recap

[Edition #1](#) | [Edition # 2](#) | [Edition #3](#) | [Edition #4](#) | [Edition #5](#)

[Edition #6](#) | [Edition #7](#)

Stay up to date with everything FAST

[Explore Amagi FAST Center](#)



Thrive with us!

Reach out to us at cloudandme@amagi.com to build or bolster your presence across FAST.

Amagi is a next-gen media tech company that provides cloud broadcast and streaming TV solutions to TV networks, content owners, and streaming TV platforms. Amagi enables content owners to launch, distribute and monetize live, linear channels on Free-Ad-Supported Streaming TV and SVOD platforms. Amagi also offers 24x7 cloud-managed services bringing simplicity, advanced automation, and transparency to the entire broadcast operations for traditional TV networks. Amagi delivers 700+ channels with deployments in over 40 countries. Amagi has a presence in New York, Los Angeles, London, Paris, Singapore, Seoul, Melbourne, New Delhi, and Bangalore.

amagi.com

Disclaimer: The information contained within this report and all other Amagi reports are intended purely for general informational purposes and should not be acted upon without appropriate and specialist advice. While every effort has been made to ensure the accuracy and completeness of the information contained within the report, Amagi is not responsible for any omission, error, inaccuracy, or changes/variations that may occur after its publication. The report also contains publicly available data and information sourced from third-party sources. Amagi does not independently verify any such sources and is not responsible for any losses that may occur due to reliance placed on information included from such sources. Amagi does not accept any liability for any losses if the report, or any information contained within it, is used for any purpose other than for which it is intended. Access of this report by any person constitutes as notice and acceptance of this disclaimer.

The background of the slide is a solid dark blue. Two smooth, wavy lines, one white and one orange, curve across the frame from the top left towards the bottom right, framing the central text. The word "amagi" is written in a white, lowercase, sans-serif font, centered horizontally and vertically.

amagi