

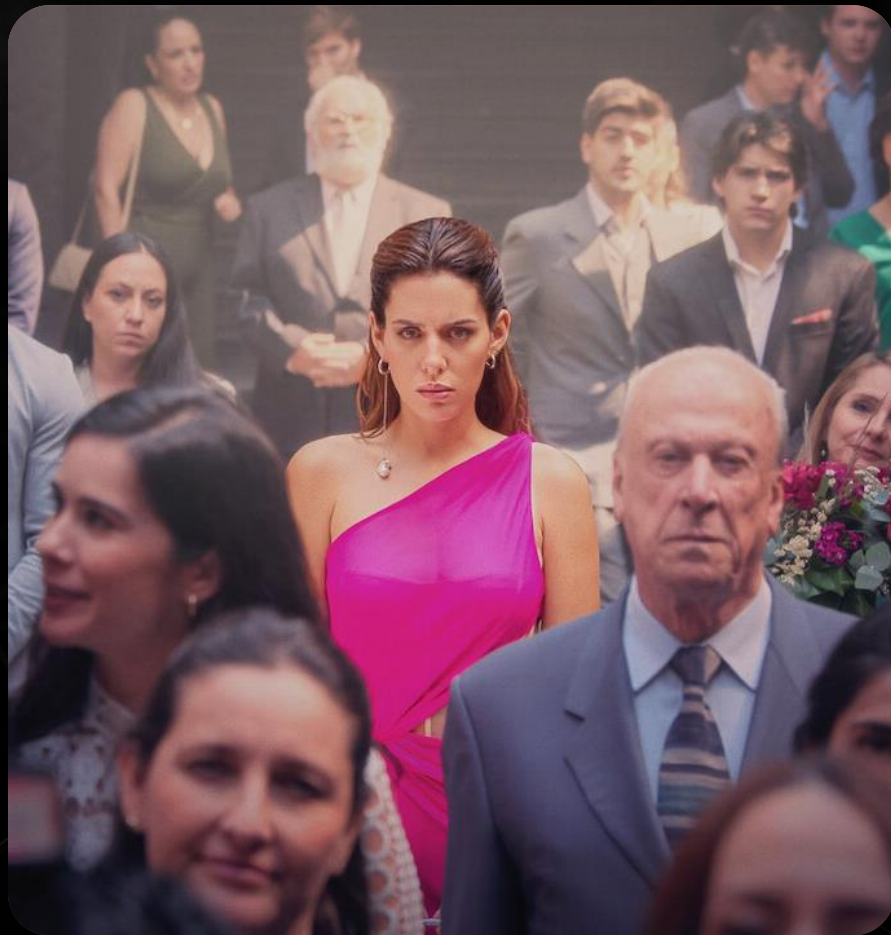


October – December 2023

# Quarterly Report

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Platforms and Top Content Trends  
Across Latin America  
(Argentina, Brazil, Chile, Colombia, and Mexico)



# Special Report

Following the end of the writers and actors strike, the fourth quarter of 2023 represented a resurgence in the promotion of solid IPs that had a significant impact on the industry at a global level.

In a competitive market that is always in transformation, this report was created to track the streaming landscape by understanding the trends in the Latin America region.

By assessing the current digital attention economy and translating it into platform and title levels, it is possible to identify the key highlights in the market.



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# Executive Summary

**Maximo Sanchez Pagano** | Partner Insights Latin America Director

Understanding the entertainment landscape is key for content producers and distributors. By analyzing trends, the relevance of local content, and other insights, at Parrot Analytics we help companies to unlock the power of demand into revenue-generating opportunities.



## Latin America

While Disney+ experienced significant growth, particularly in the Spanish-speaking markets, Netflix maintained its stronghold as the platform with the highest demand share in the region.

Loki emerged as the most in-demanded TV series released in the quarter considering the premiere month window. Q4 also had a diverse mix of genres in the most in-demanded films.

## Latin markets specificities

### Argentina

Among Spanish-speaking markets, only in Argentina Star+ generated a demand share higher than Disney+.

### Brazil

Globoplay, the local platform, reached the fourth-highest demand share among the major streaming services.

### Chile

HBO Max records its highest demand share level in Chile, with 22%.

### Colombia

Netflix records the highest demand share level in Colombia, with 25%.

### Mexico

Vix generated a higher demand share in Mexico compared to the Latin American average. However, the platform is still behind the other major streaming services.



# Streaming Landscape In Latin America

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Q4 2023





# Netflix maintains the highest share of demand, solidifying its lead over competitors

Starting 2024 with an impressive 18 Oscar nominations, the highest for a distributor\*, Netflix exceeded Wall Street forecasts by revealing an additional 13.1 million new subscriptions during Q4 2023 and surpassing a 260 global subscribers' milestone. With a high volume of premieres throughout the year, Netflix continues to stand out as a key player in the streaming war.

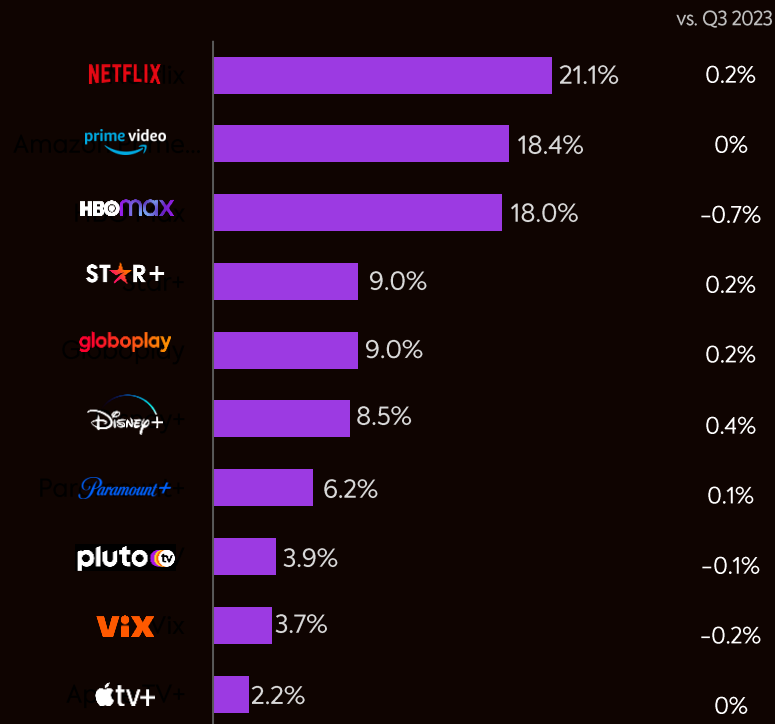
Of these new subscriptions, 2.3M came from Latin America, and according to Parrot Analytics, Netflix increased its competitive advantage by capturing 21% of the total demand share in the region by combining original and licensed titles.

Among the major streaming platforms in Latin America, Disney+ experienced the highest growth compared to the previous quarter, benefiting from the release of *Loki's* new season, one of Marvel's most solid IPs on the platform, and the highly anticipated release of *Percy Jackson and the Olympians*.

\*Considering companies, Walt Disney had the highest number of nominations (20) via all its content labels

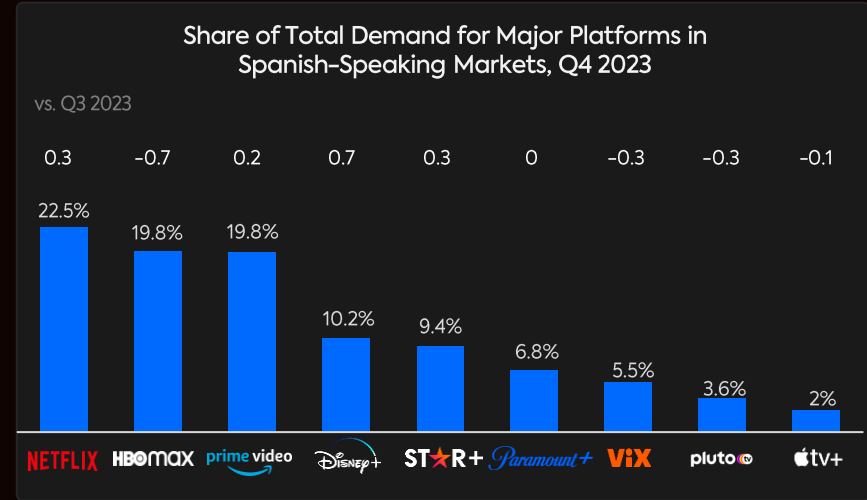
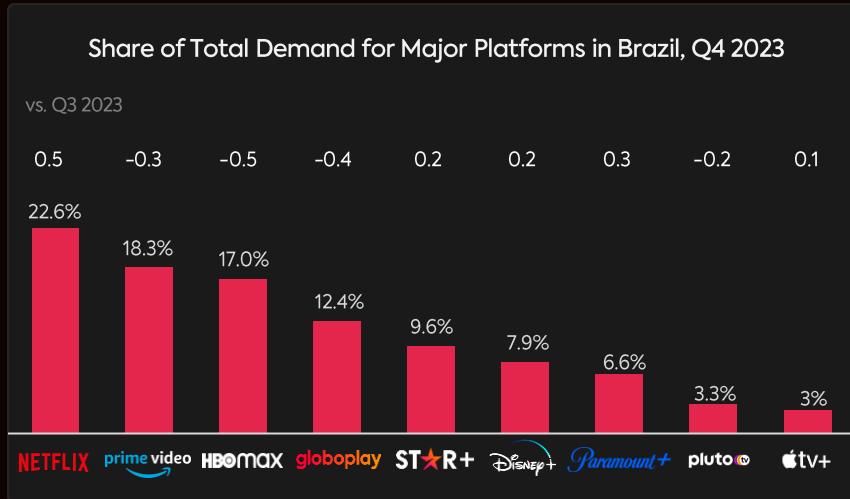
## Share of Total Demand by Main Platforms

Latin America | Full Catalog | Q4 2023



# In Brazil, Netflix had the highest increase in the quarter while in Spanish-speaking markets Disney+ is the highlight

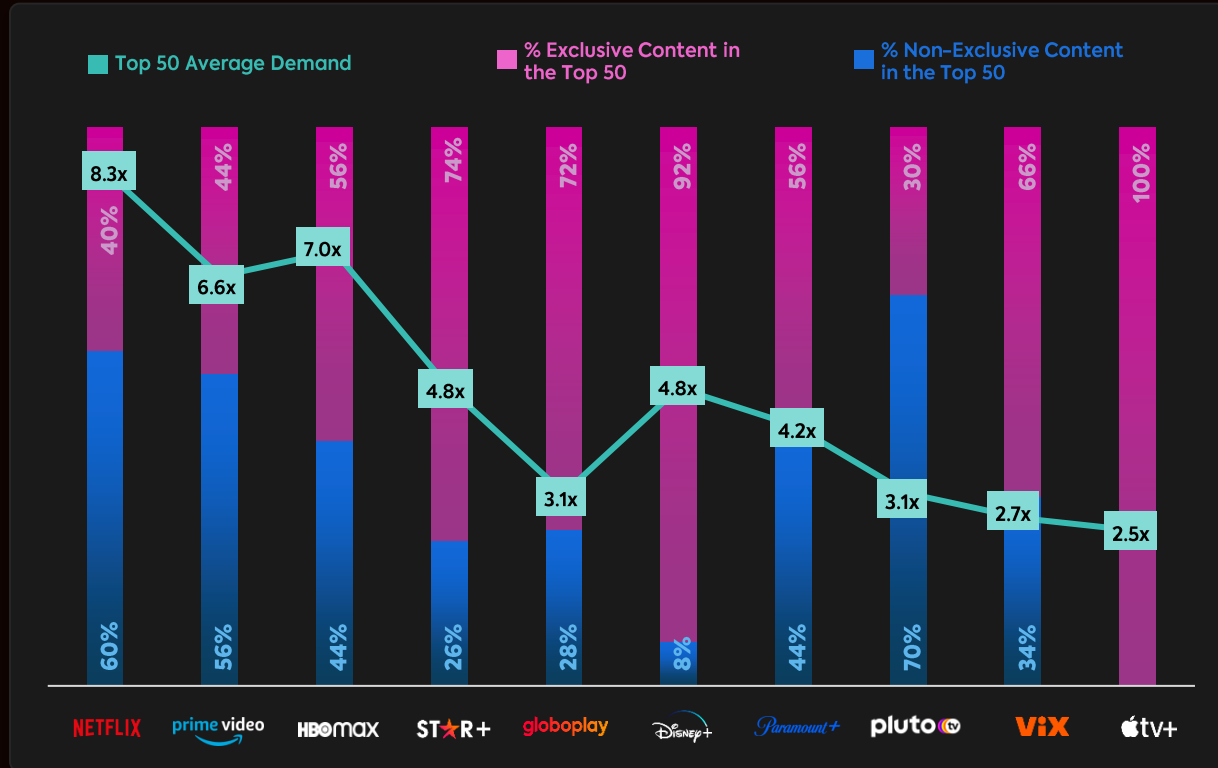
In addition to maintaining its position as the platform with the highest demand share in Brazil, Netflix also records the highest quarter-over-quarter growth in the market. Brazil also has a different consumption compared to the rest of the region, while Star+ manages to be more competitive in the market, in the Spanish-speaking markets Disney+ is the highlight, also having the highest growth in the quarter.



These differences are also evident when local platforms are analyzed. Both Globoplay and Vix generate a higher share of demand in their respective local markets than the regional average. However, Globoplay demonstrates higher competitiveness in Brazil, securing the fourth position by surpassing the demand share levels of global platforms such as Star+, Disney+, and Paramount+.

# Among top series, exclusive content continues to stand out

Top 50 Series by each Major Platform and their distribution in Latin America, Q4 2023



Initially, with the launch of new platforms, exclusivity seemed to be a key factor for success. However, with a growing need for profitability, licensing has once again come to the forefront.

Exclusive content predominates when analyzing the top 50 most in-demand series on almost all platforms. Apple TV+ and Disney+, with a strategy centered around original content and IPs from well-established cinematic universes, have the highest percentage of exclusivity in the ranking.

However, a combination of exclusive and licensed series can also make a difference, considering that Netflix and Prime Video emerge with high average demand and a greater percentage of non-exclusive content, particularly driven by the availability of children's shows on these platforms.

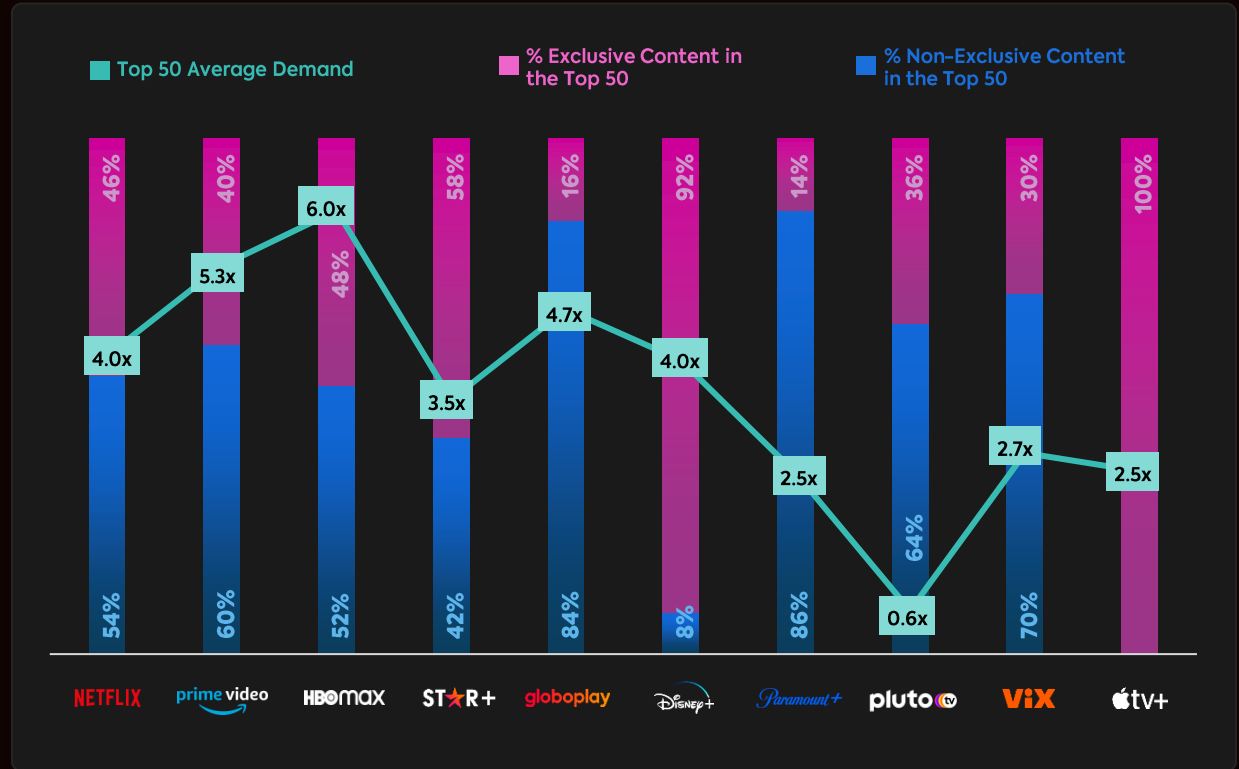
# While among top movies, non-exclusive titles are the majority across platforms

Top 50 Movies by each Major Platform and their distribution in Latin America, Q4 2023

Considering their respective top 50 most in-demanded movies, Apple TV+ and Disney+ continue to be the platforms registering the highest percentage of exclusive titles in the quarter.

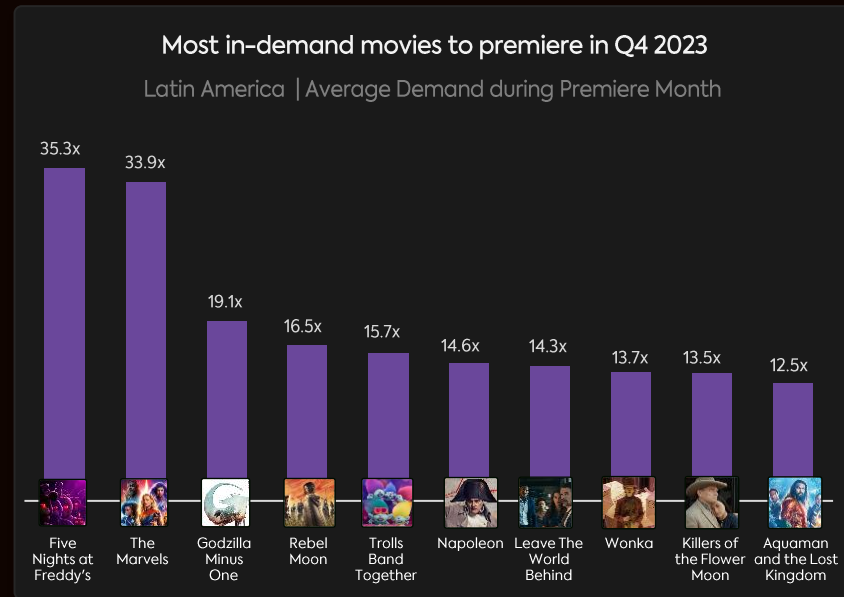
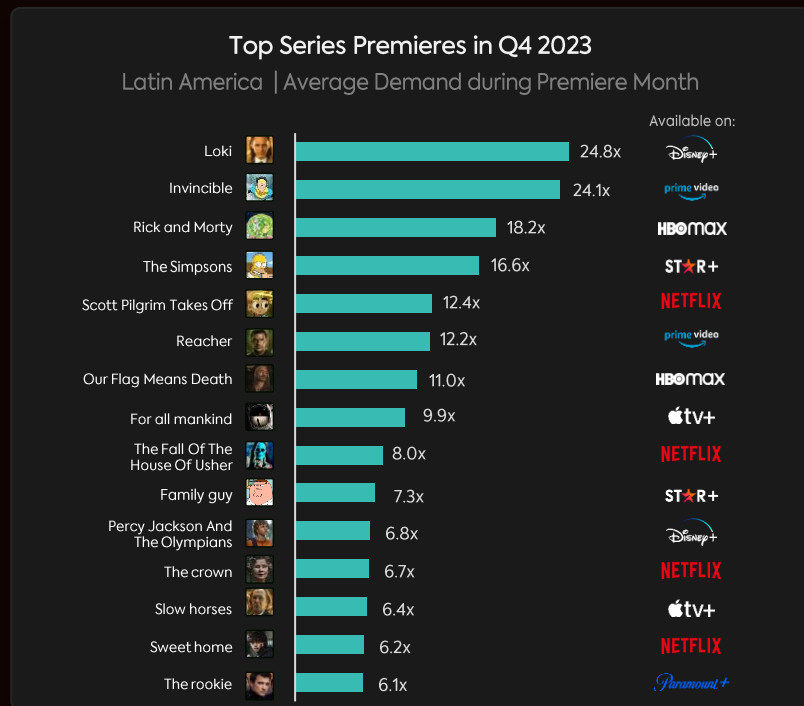
Additionally, Star+ also features more exclusive films than non-exclusive, with productions from 20th Century Studios as highlights.

Another noteworthy mention is the average demand for HBO Max, reaching the highest level among the platforms analyzed and maintaining a balance between exclusive and non-exclusive content. The launch of the blockbuster Barbie on the platform is the key highlight.





Taking into account only the TV series that premiered a new season in the quarter, *Loki* was the most in-demanded release in the region considering the average demand during premiere month. Netflix had the highest number of titles in the Top 15 with four spots. Additionally, this was a good quarter for animations, with 4 shows reaching the Top 5 most in-demand with *Invincible* and *Scott Pilgrim* being the only digital originals.



There isn't a solid predominant genre among the most in-demanded movies that premiered in Q4 2023. The Top 10 titles feature a blend of movies that are part of major franchises like *The Marvels* and *Aquaman and the Lost Kingdom*, along with titles focused on the awards season, such as *Killers of the Flower Moon* and *Napoleon*. Additionally, only *Rebel Moon* and *Leave the World Behind* are digital original movies, both titles were released by Netflix. *Godzilla Minus One* is the only non-English-speaking production on the list, getting acclaim for its visual effects and box office success across the world.

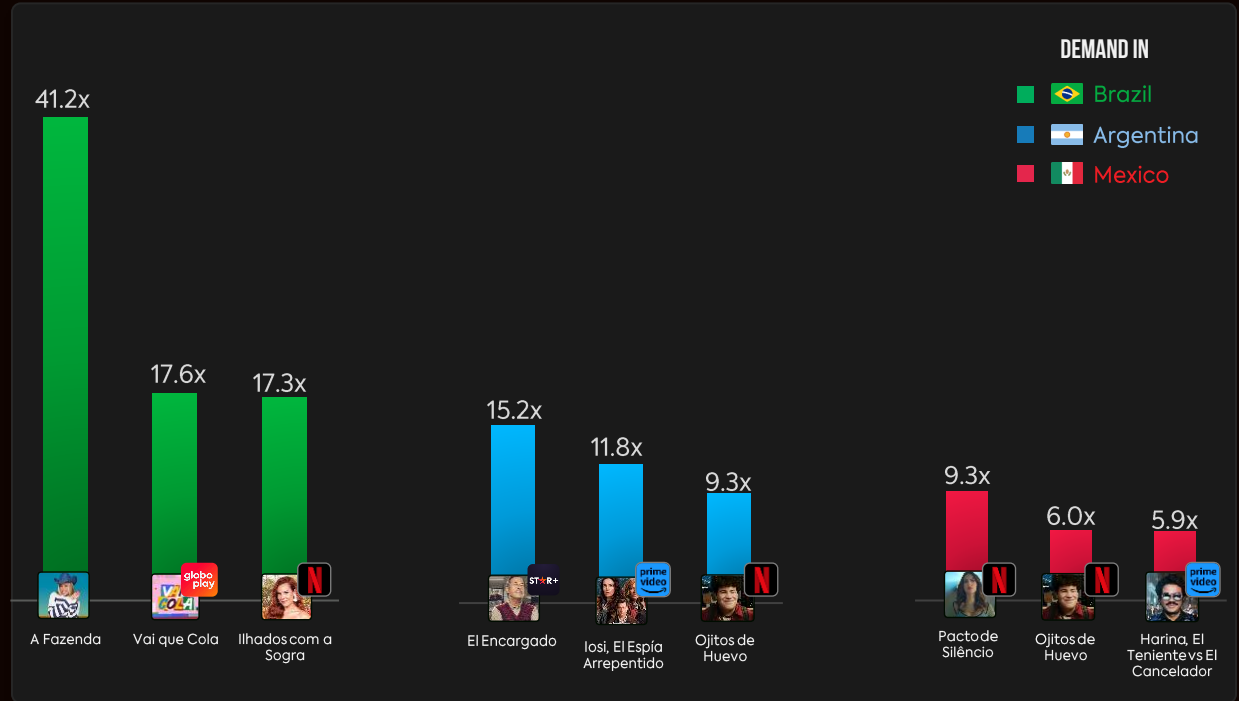
# Considering only Latin titles, local Brazilian shows are the highlight in their respective home market

## Top Latin TV Shows Released in Q4 2023 during Premiere Month

Despite Latin shows not registering a significant demand average in the region compared to international shows, they stand out in their local markets. Considering the demand for these titles in their respective domestic markets during their premiere month, Brazilian shows take the spotlight.

Among the highlights, there is a wide variety of genres and formats. 2 reality shows reached the top 3 in Brazil, with "A Fazenda" generating an outstanding demand.

Considering the platforms where these shows are available, Netflix has at least one title in Brazil, Argentina, and Mexico's Top 3, while Prime Video also appears in Argentina and Mexico.



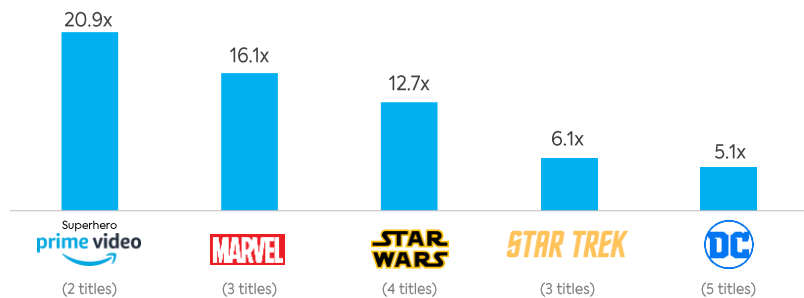
# Quarter highlight: Action and Adventure TV Series

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# Prime Video's Superhero shows had the highest demand during premiere

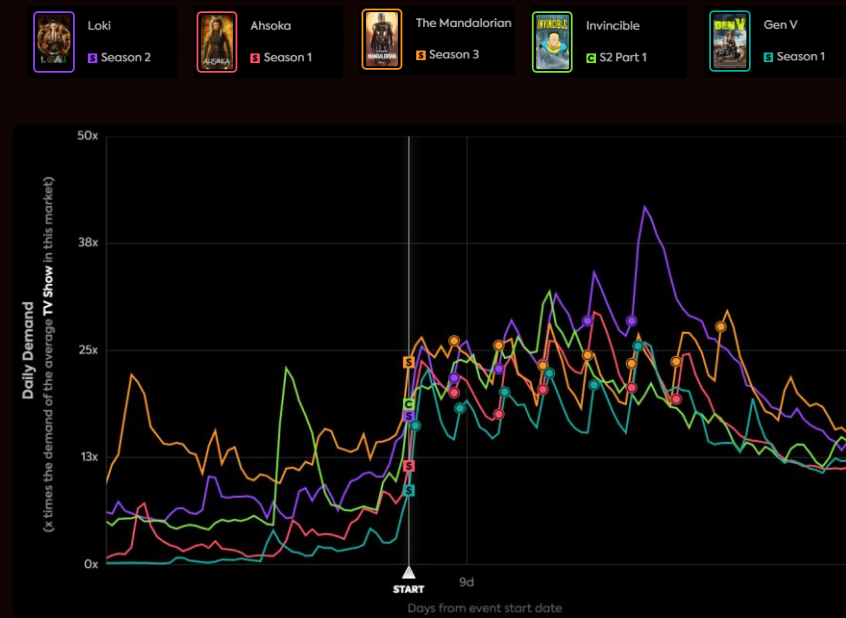
Franchise average Demand per title during its premiere month in Latin America. Considering only shows that had new episodes in 2023.



Considering only shows that had a new episode in 2023, Prime Video's superhero shows (*Gen V* and *Invincible*) generated an outstanding demand in Latin America during their respective premiere month, being the most in-demanded action and adventure group in the region. Taking into consideration only franchises, Marvel stands out due to *Loki*'s performance in the region while DC, driven majority by The CW series and having *The Flash* last season as the highlight, had a demand lower than Star Wars and Star Trek franchises.

## Top Action and Adventure Series - Daily Demand

Time-Shift | Latin America



Among the highlighted shows, *Loki* and *The Mandalorian* (Disney+) stand out by not only generating a strong opening day but also reaching outstanding peaks before their releases due to their marketing campaigns. *Loki* also stands out by increasing throughout its season and having the highest demand peak in its finale.

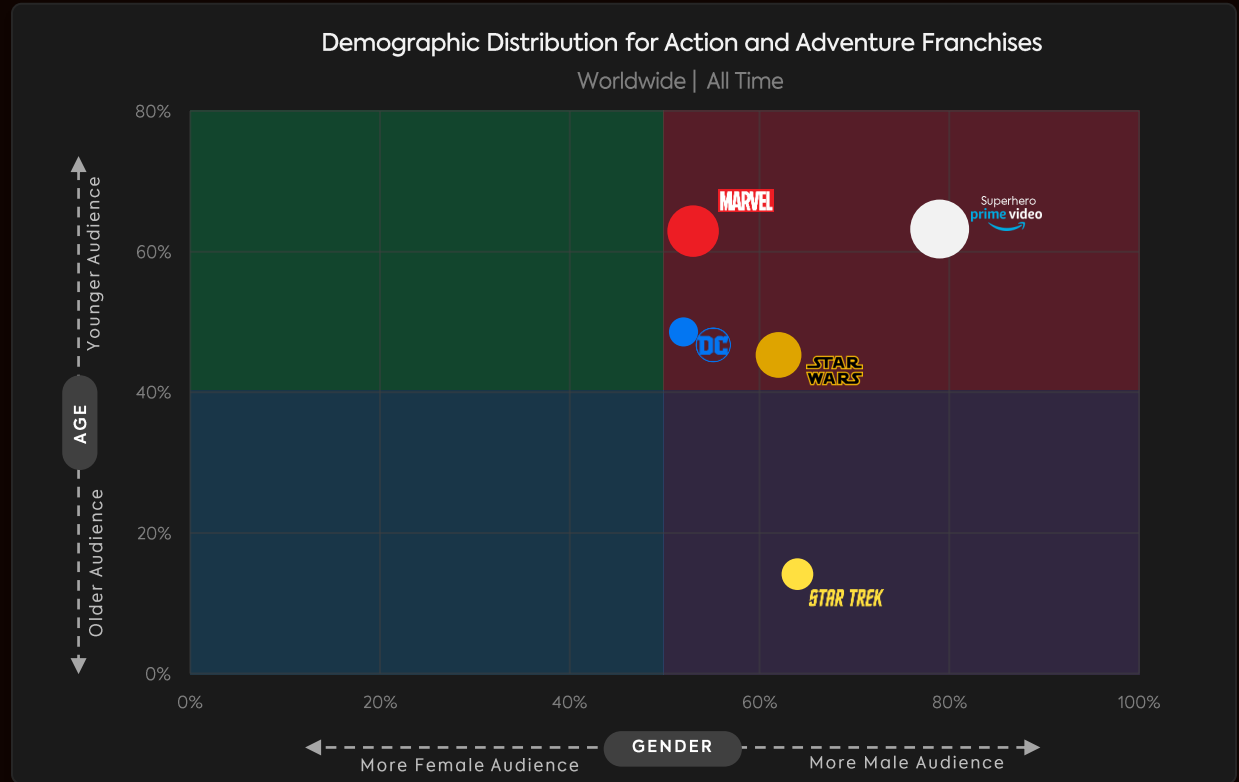
# All the action and adventure franchises skew towards the male audience

Considering only shows that had new episodes in 2023

Not surprisingly, all franchises exhibit a demographic audience concentrated among male audiences, with DC and Marvel showing a better gender balance.

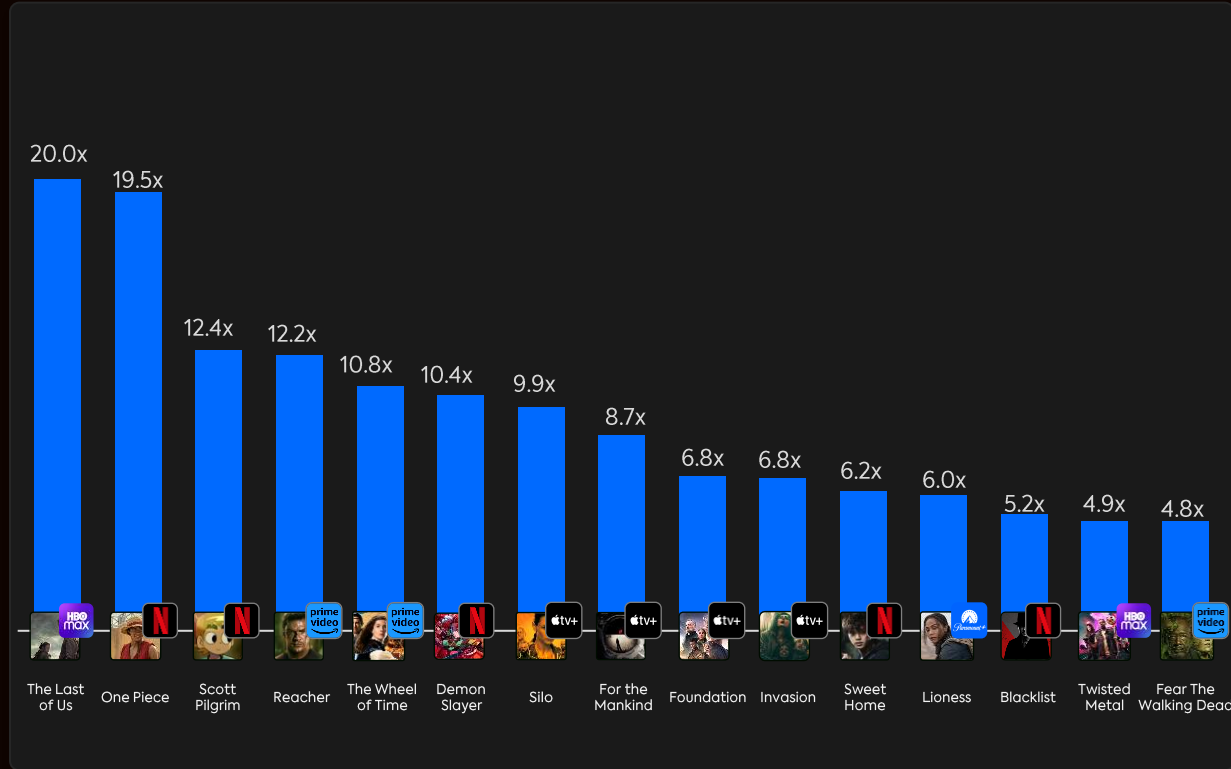
Despite not being part of the same universe, *Gen V* and *Invincible* share a similar tone, and like *The Boys*, they feature morally ambiguous heroes and gore concepts in their narratives. When analyzed together as Prime Video superheroes they end up having the highest male breakdown among the groups examined.

Another noteworthy topic is the concentration among generations. Star Wars and Star Trek, with content productions dating back to the 1970s, show in their latest titles a greater concentration among older audiences (30+), especially the last. In contrast, titles from Marvel and Prime Video already exhibit a predominantly younger profile.



# Among other shows, sci-fi turns out to be a highlight element

Considering series with Action or Adventure elements that aren't part of a TV series franchise | Average Demand in Latin America during Premiere Month



Considering other shows with feature elements of action or adventure, but that aren't part of a shared universe with other TV series, series where Sci-fi is at the core of their stories stand out. All 4 titles from Apple TV+, for example, follow this trend.

Among the highlights are also series based on pre-existing IPs, showcasing how a solid fanbase can contribute to a high level of demand. *The Last of Us*, based on a video game, and *One Piece*, a live-action adaptation of the anime that became one of Netflix's main highlights in 2023, are examples of this pattern.



# Market-specific content trends

## Share of demand by platform and most in-demand series and movies

This section presents our latest Latin demand data trends. For each of the 5 main territories examined, we reveal each market's demand share by platform.

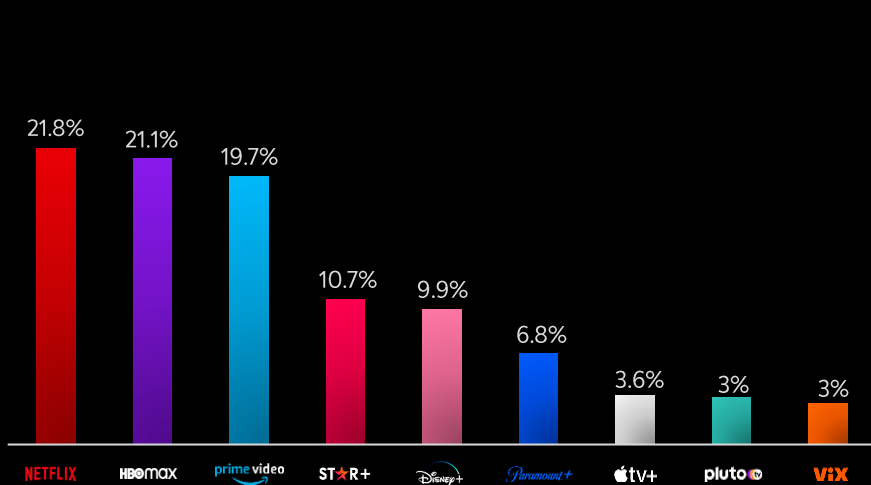
We also present our findings on a title level, identifying the top 3 TV series and Movies that premiered or had a new season in the fourth quarter with the highest demand in the market analyzed.





# Argentina Platform and Titles Preferences

Share of Total Demand for full platform in Q4 2023



- Across the Latin America region, Netflix records the smallest competitive advantage over the second-place platform in Argentina.
- Among Spanish-speaking markets, Star+ generates a demand share higher than Disney+ only in Argentina, due to its expressive local shows such as "El Encargado".
- Apple TV+ has in Argentina its highest demand share, surpassing Pluto and Vix rates.

The 3 most in-demand titles that premiere/had a new season in Q4 2023



- 2 animations rank in the Top 3 shows with the highest demand in the quarter from different genres, while *Invincible* is a Superhero Series, *The Simpsons* is an Adult Comedy.
- As happened with the Latin America region, *Five Nights at Freddy's* is also the most in-demand movie in Argentina.
- Differently from the Latin America region, *Godzilla* generates higher demand in Argentina than *The Marvels*.

Note: Considering 28 days after each premiere as the date range. Excluding News shows. For Movies, considering their domestic release date.





# Top 15 Latin Series in Argentina

Average Demand in Q4 2023

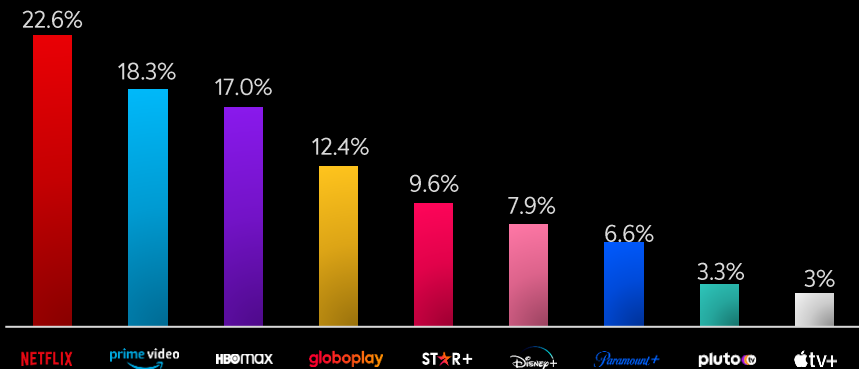
	SERIES NAME	ORIGINAL PLATFORM	GENRE	DIFFERENCE FROM AVERAGE TITLE (1X) IN Q4 2023	
1	<i>Bailando Por Un Sueño</i>	Canal 9	Reality	18.9	
2	<i>El Payaso Plim Plim</i>	Disney Junior	Children	18.4	
3	<i>La Granja De Zénon</i>	YouTube	Children	18.3	
4	<i>Canciones Del Zoo</i>	YouTube	Children	18.1	
5	<i>Bichikids</i>	YouTube	Children	16.6	
6	<i>La Rosa De Guadalupe</i>	Las Estrellas	Drama	14.2	
7	<i>La Academia</i>	TV Azteca	Reality	12.8	
8	<i>Paco El Marinero</i>	YouTube	Children	12.3	
9	<i>Como Dice El Dicho</i>	Canal de las Estrellas	Drama	12.0	
10	<i>Buenos Chicos</i>	El Trece	Drama	11.3	
11	<i>Gran Hermano Argentina</i>	Telefe	Reality	10.3	
12	<i>Galinha Pintadinha</i>	YouTube	Children	10.2	
13	<i>Gran Hermano Chile</i>	Chilevisión	Reality	10.0	
14	<i>El Encargado</i>	Star+	Comedy	9.7	
15	<i>Got Talent Argentina</i>	Telefe	Reality	8.8	

Note: Considering only shows that had a premiere/new season in 2023. Demand in Q4 2023.



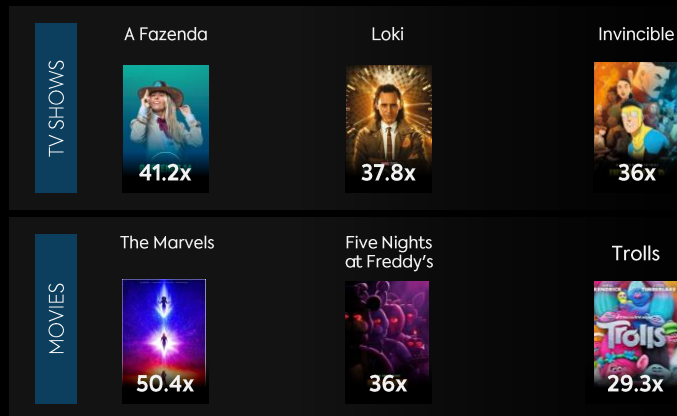
# Brazil Platform and Titles Preferences

Share of Total Demand for full platform in Q4 2023



- Brazil had a solid presence of Globoplay, the local platform, reaching the fourth position among the major streaming services.
- Due to high competitiveness in the market, Pluto TV and Paramount+ registered one of the lowest demand shares of the region in Brazil.
- As happened in Argentina, Star+ generates a demand share higher than Disney+.

The 3 most in-demand titles that premiere/had a new season in Q4 2023



- Brazil is the only market with a local show in the Top 3 according to the selected filters. The reality show *A Fazenda* stands out with an outstanding demand in the market.
- *The Marvels* had its highest demand in Brazil, being the most in-demanded movie in the market by surpassing *Five Nights at Freddy's*.
- *Trolls* only appears in the Top 3 movies in Brazil.

Note: Considering 28 days after each premiere as the date range. Excluding News shows. For Movies, considering their domestic release date.





# Top 15 Latin Series in Brazil

Average Demand in Q4 2023

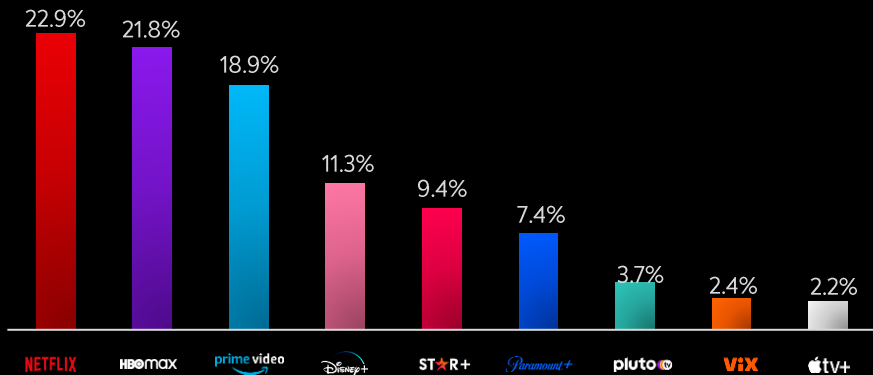
	SERIES NAME	ORIGINAL PLATFORM	GENRE	DIFFERENCE FROM AVERAGE TITLE (1X) IN Q4 2023	
1	<i>A Fazenda</i>	Record TV	Reality	37.0	
2	<i>Drag Race Brasil</i>	Paramount+	Reality	24.1	
3	<i>Galinha Pintadinha</i>	YouTube	Children	21.7	
4	<i>MasterChef (BR)</i>	Rede Bandeirantes	Reality	19.2	
5	<i>Terra E Paixão</i>	TV Globo	Drama	18.5	
6	<i>Jacarelvís E Amigos</i>	Youtube	Children	18.5	
7	<i>Bob Zoom</i>	Youtube	Children	18.4	
8	<i>Masterchef Profissionais (BR)</i>	Rede Bandeirantes	Reality	17.9	
9	<i>Que História é Essa, Porchat?</i>	GNT	Variety	17.4	
10	<i>Hora Do Faro</i>	RecordTV	Variety	16.6	
11	<i>Programa Raul Gil</i>	SBT	Variety	16.4	
12	<i>The Noite Com Danilo Gentili</i>	SBT	Variety	16.2	
13	<i>Programa Do Ratinho</i>	SBT	Variety	15.9	
14	<i>Quintal Da Cultura</i>	TV Cultura	Children	15.7	
15	<i>Domingo Legal</i>	SBT	Variety	15.6	

Note: Considering only shows that had a premiere/new season in 2023. Demand in Q4 2023.



# Chile Platform and Titles Preferences

Share of Total Demand for full platform in Q4 2023



- Considering the Latin markets, HBO Max records its highest demand share level in Chile, also registering the largest rate difference compared to Prime Video.
- Paramount+ stands out in Chile by also registering its highest demand share across the Latin American region.

The 3 most in-demand titles that premiere/had a new season in Q4 2023



- Chile also had 2 animations in the Top 3, but instead of *The Simpsons*, which is a highlight across the other Spanish-speaking markets, *Rick and Morty* reached the third position.
- Among movies, *Rebel Moon* stands out by being the only digital original to reach the Top 3 most in-demanded titles.

Note: Considering 28 days after each premiere as the date range. Excluding News shows. For Movies, considering their domestic release date.







# Top 15 Latin Series in Chile

Average Demand in Q4 2023

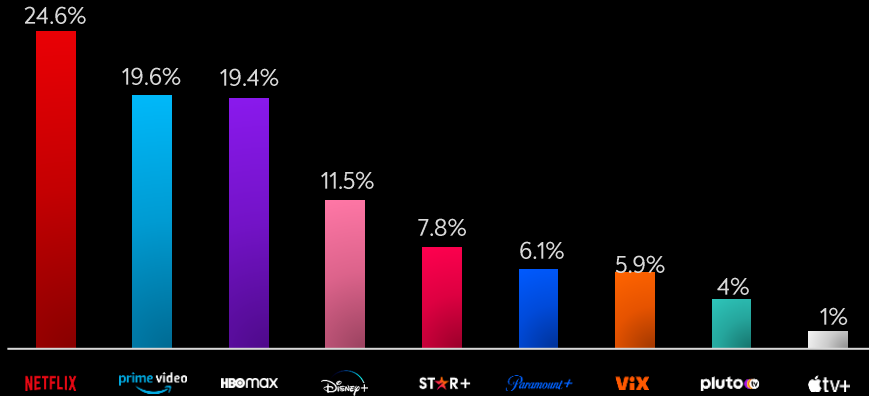
	SERIES NAME	ORIGINAL PLATFORM	GENRE	DIFFERENCE FROM AVERAGE TITLE (1X) IN Q4 2023	
1	<i>Gran Hermano Chile</i>	Chilevisión	Reality	29.5	
2	<i>El Payaso Plim Plim</i>	Disney Junior	Children	14.6	
3	<i>Canciones Del Zoo</i>	YouTube	Children	14.3	
4	<i>La Granja De Zénon</i>	YouTube	Children	14.0	
5	<i>Carmen Gloria A Tu Servicio</i>	Televisión Nacional de Chile	Variety	13.8	
6	<i>La Rosa De Guadalupe</i>	Las Estrellas	Drama	13.3	
7	<i>Bichikids</i>	YouTube	Children	12.6	
8	<i>La Academia</i>	TV Azteca	Reality	11.2	
9	<i>Contigo En La Mañana</i>	Chilevisión	Variety	10.6	
10	<i>Como Dice El Dicho</i>	Canal de las Estrellas	Drama	10.6	
11	<i>Mucho Gusto</i>	Mega	Factual	9.0	
12	<i>Gran Hermano Argentina</i>	Telefe	Reality	6.9	
13	<i>Bob Zoom</i>	YouTube	Children	6.3	
14	<i>Galinha Pintadinha</i>	YouTube	Children	6.3	
15	<i>Magaly Teve</i>	ATV	Variety	5.2	

Note: Considering only shows that had a premiere/new season in 2023. Demand in Q4 2023.



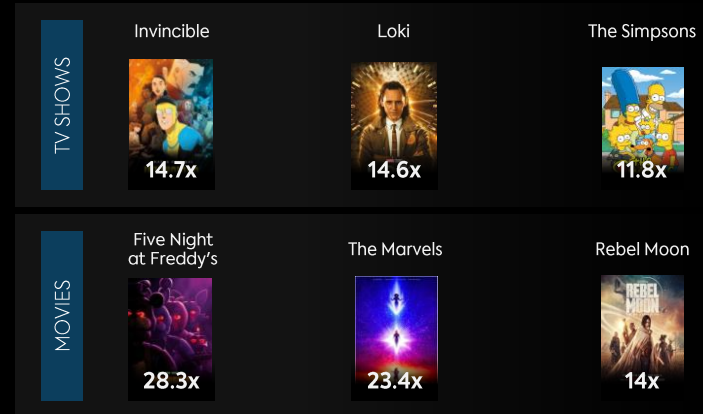
# Colombia Platform and Titles Preferences

Share of Total Demand for full platform in Q4 2023



- Colombian is the market where Netflix has the highest demand share considering Latin American markets analyzed.
- Similar to Brazil, Prime Video generated a higher demand share than HBO Max in Q4, a trend that did not occur in other Spanish-Speaking markets in LatAm.
- Disney+ has the greatest competitive advantage over Star+ in Colombia, while Apple TV+ generated its lowest demand share.

The 3 most in-demand titles that premiere/had a new season in Q4 2023



- Although Invincible reached the Top 3 in almost all Latin American markets, it is only in Colombia that the show is able to reach the first position.
- As happened in Chile, among movies, *Rebel Moon* stands out by being the only digital original to reach the Top 3 most in-demanded titles.

Note: Considering 28 days after each premiere as the date range. Excluding News shows. For Movies, considering their domestic release date.





# Top 15 Latin Series in Colombia

Average Demand in Q4 2023

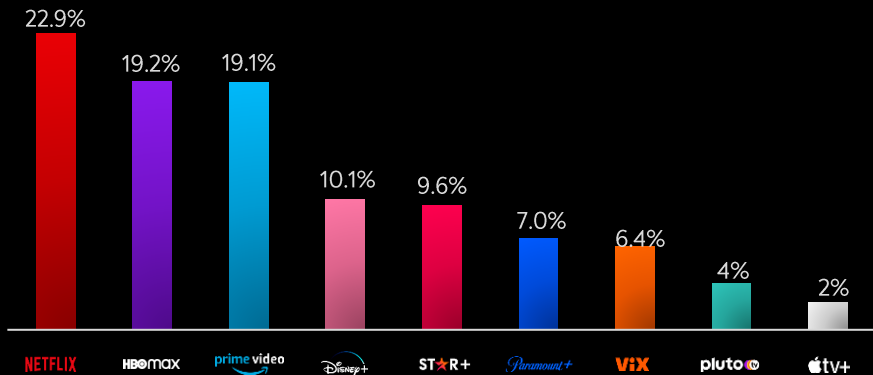
	SERIES NAME	ORIGINAL PLATFORM	GENRE	DIFFERENCE FROM AVERAGE TITLE (1X) IN Q4 2023	
1	<i>La Rosa De Guadalupe</i>	Las Estrellas	Drama	15.4	
2	<i>La Granja De Zénon</i>	YouTube	Children	14.6	
3	<i>El Payaso Plim Plim</i>	Disney Junior	Children	14.5	
4	<i>Yo Me Llamo</i>	Caracol Televisión	Reality	14.0	
5	<i>Canciones Del Zoo</i>	YouTube	Children	13.9	
6	<i>La Academia</i>	TV Azteca	Reality	13.0	
7	<i>Como Dice El Dicho</i>	Canal de las Estrellas	Drama	12.6	
8	<i>La Voz Kids (CO)</i>	Caracol Televisión	Reality	11.2	
9	<i>Bichikids</i>	YouTube	Children	10.8	
10	<i>Galinha Pintadinha</i>	YouTube	Children	10.5	
11	<i>Rigo</i>	RCN TV	Drama	8.1	
12	<i>Vecinos (MX)</i>	Las Estrellas	Comedy	6.8	
13	<i>MasterChef (CO)</i>	RCN Televisión	Reality	5.5	
14	<i>Desafío</i>	Caracol Televisión	Reality	5.3	
15	<i>MasterChef Celebrity Colombia</i>	RCN TV	Reality	5.1	

Note: Considering only shows that had a premiere/new season in 2023. Demand in Q4 2023.



# Mexico Platform and Titles Preferences

Share of Total Demand for full platform in Q4 2023



- ViX generated the highest demand share in Mexico, however, it still behind Paramount+ rate.
- Alongside with Colombia, Pluto TV has Mexico as a highlight with its highest demand share rate considering the Latin region.
- Disney+ and Star+ have the lowest demand rate difference in Mexico compared to the other Spanish-speaking markets.

The 3 most in-demand titles that premiere/had a new season in Q4 2023



- Mexico is similar to Argentina by having *Loki* as the most in-demanded show and 2 animations, *Invincible* and *The Simpsons*, ranking in the Top 3.
- Among the highlighted movies, *Five Nights at Freddy's* and *Godzilla Minus One* have their respective highest demands in Mexico, considering the Latin American region.

Note: Considering 28 days after each premiere as the date range. Excluding News shows. For Movies, considering their domestic release date.





# Top 15 Latin Series in Mexico

Average Demand in Q4 2023

	SERIES NAME	ORIGINAL PLATFORM	GENRE	DIFFERENCE FROM AVERAGE TITLE (1X) IN Q4 2023	
1	<i>La Rosa De Guadalupe</i>	Las Estrellas	Drama	21.4	
2	<i>La Academia</i>	TV Azteca	Reality	18.4	
3	<i>Como Dice El Dicho</i>	Canal de las Estrellas	Drama	17.9	
4	<i>Shark Tank Mexico</i>	Sony Channel	Reality	16.0	
5	<i>Ventaneando</i>	TV Azteca	Variety	15.7	
6	<i>El Payaso Plim Plim</i>	Disney Junior	Children	15.0	
7	<i>Vecinos (MX)</i>	Las Estrellas	Comedy	15.0	
8	<i>La Granja De Zénon</i>	YouTube	Children	14.8	
9	<i>Canciones Del Zoo</i>	YouTube	Children	14.4	
10	<i>Hoy</i>	Canal de las Estrellas	Variety	13.3	
11	<i>Bichikids</i>	YouTube	Children	13.2	
12	<i>Galinha Pintadinha</i>	YouTube	Children	13.2	
13	<i>Exatlón Mexico</i>	TV Azteca	Reality	11.9	
14	<i>Vencer La Culpa</i>	Las Estrellas	Drama	10.1	
15	<i>Paco El Marino</i>	YouTube	Children	9.5	

Note: Considering only shows that had a premiere/new season in 2023. Demand in Q4 2023.

# Appendix

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Gain an understanding of Parrot Analytics' global demand measurement capabilities, how we define a "digital original" and how it is possible that content can generate demand in markets where a title or platform is not yet available.



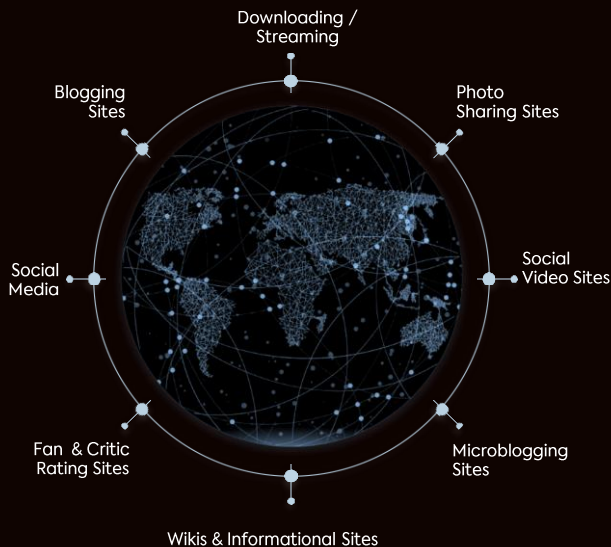


# The Standard for Global Audience Demand Measurement

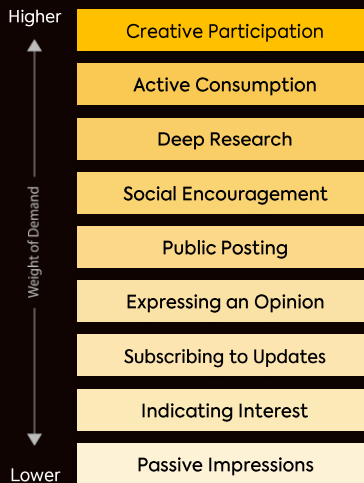
We capture the world's largest audience behavior datasets

We clean, enrich, combine and analyze the data

We provide the world's only global audience demand measurement system



Demand System:





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