

## Digital and HD Adoption Is Driving Growth in the Latin America Pay TV Market

### How Satellite Is Helping Programmers Meet Demand

In the ever-evolving media landscape, satellite helps programmers engage viewers and capture new audiences. More than any other distribution solution, the unparalleled reach and reliability from Intelsat's four satellites in Latin America give programmers the flexibility to meet customer expectations today and tomorrow—and take advantage of greater revenue potential.

Our **Media Market Watch 2021: Latin America** report revealed the opportunities and advantages satellite offers distributors in the region.

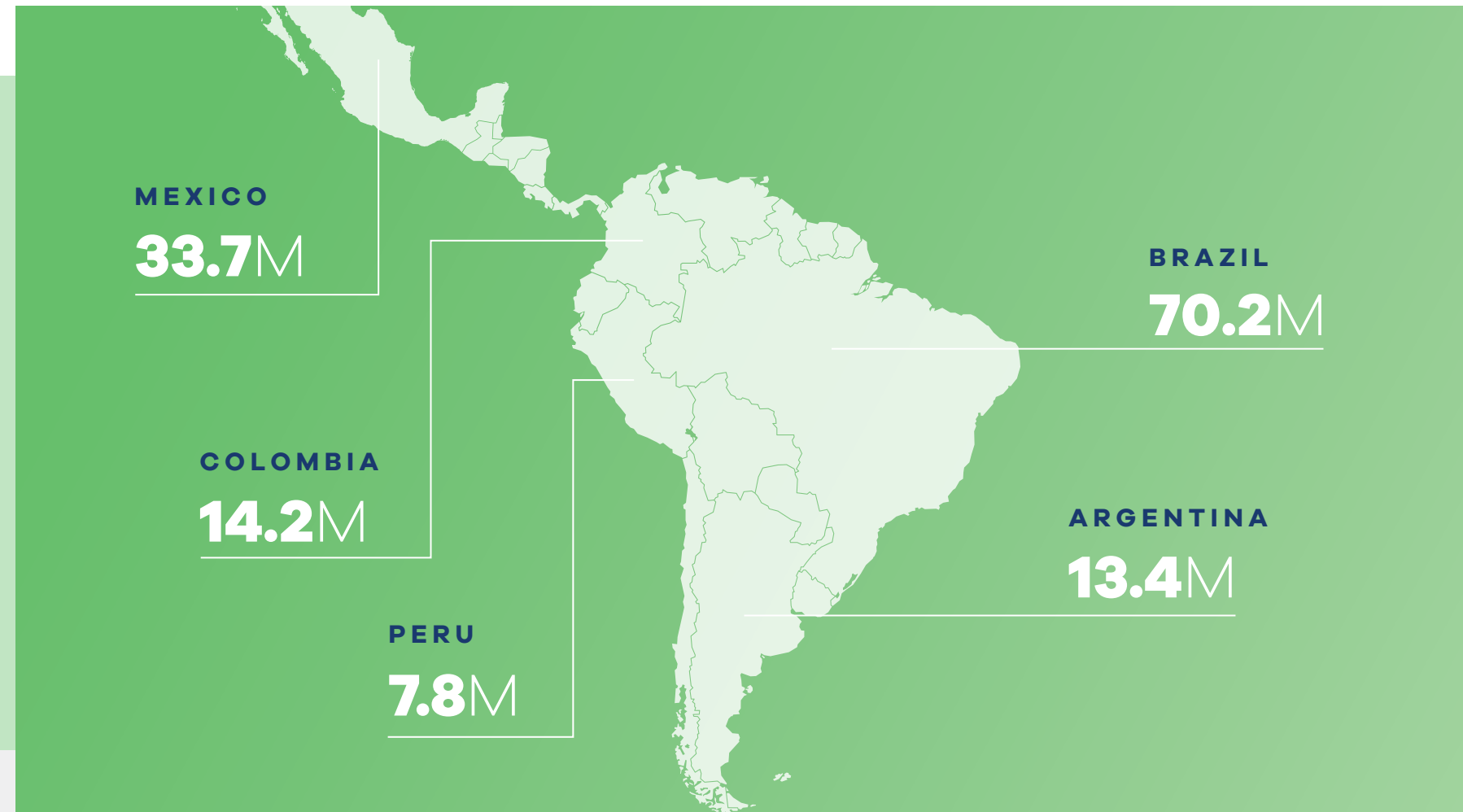


## A Closer Look at the Latin America Market

General Pay TV market trends for Latin America are looking up. Many investors and broadcasters see good market potential for Latin America as economic recovery progresses.

### Top 5 Pay TV Markets

by Household

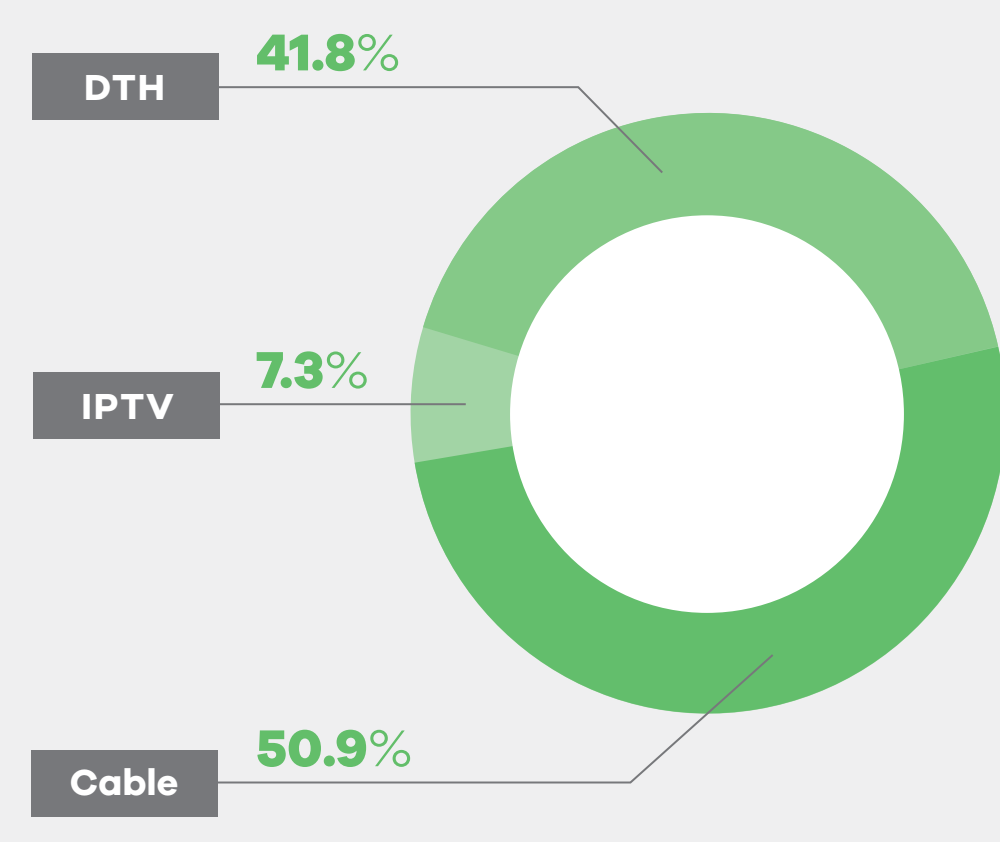


Source: S&P

## The Potential for Pay TV

The video market is rich in potential: It ranks #4 in revenue and #5 in subscribers for Pay TV worldwide.

### Share by Platform



### 2020 Pay TV revenue

**\$9.3B**

### 2029 Pay TV projection

**\$13.1B**

## HD on the Rise

Latin America's HD cable boom began in 2008, when just 394,000 households had HD access.

By 2028, HD access is expected to reach **108 million** households across the region **more than 2x** the households with access in 2019 (52.3 million).

Expanding access and affordability drives significant investment in higher-quality content to meet the demand on the ground.

### HD Cable Subscribers

2019

**11M**

2029

**18M**

## The Advertising Advantage

TV advertising revenue, currently at \$7.9B, far outpaces revenue from internet advertising, and this trend shows no sign of stopping.

### 2024 Advertising Revenue Projections

TV

**\$9.1B**

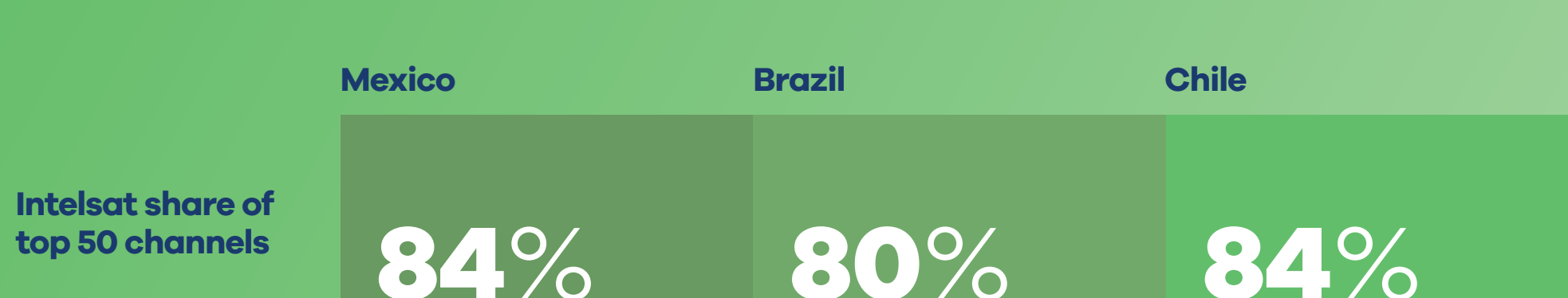
Internet

**\$443M**

## The Leader in Satellite Connectivity

Intelsat satellites transmit most of the top channels in Latin America, reaching over 2700 Pay TV operators and full cable penetration across 46.6M cable subscribers.

**Intelsat delivers twice as much content as any other operator in the region.**



## Delivering Quality and Capacity

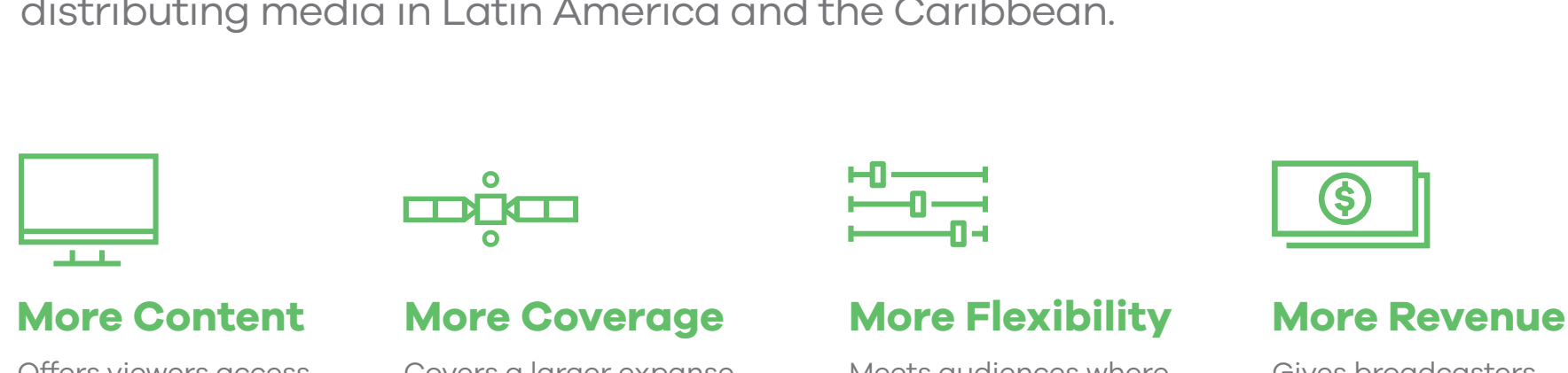
Intelsat's neighborhoods deliver nearly 200 unique channels to over 46 million cable subscribers.



\*Upon antenna seeding completion

## Moving Media Forward With Satellite

Satellite continues to be the most reliable and affordable option for distributing media in Latin America and the Caribbean.



Overall, demand for higher-quality content coupled with satellite's dynamic capabilities and huge advertising advantage mean good business for Latin America.

To learn more, [download Media Market Watch 2021: Latin America.](#)

## Let's talk

Discover how access to the largest, most reliable global broadband network can bring you more revenue and your viewers more high-quality programming.

Learn More

[intelsat.com/contact-us](https://intelsat.com/contact-us)