



STREAMING CONSUMPTION IN LATIN AMERICA 2024 REPORT

SHERLOCK
COMMUNICATIONS

CONTENTS

- 03. STREAMING IN LATAM
- 04. LATIN AMERICAN FAVOURITES
- 05. SCREEN TIME
- 06. DISTRACTED AUDIENCES
- 08. FINDING MEANING IN STREAMING
- 10. NETFLIX RETAINS THE TOP SPOT
- 12. SHHH! WHAT'S YOUR PASSWORD?
- 13. THE RISE OF THE TV BOX
- 14. PET PEEVES
- 15. A QUESTION OF COST
- 16. LOSING THE CROWD
- 18. DIVERSITY, NOT STEREOTYPES
- 20. IN MUSIC, SPOTIFY OUTSHINES YOUTUBE
- 22. A CALL TO ACTION
- 23. EXCLUSIVE SURVEY DATA
- 24. ARGENTINA
- 30. BRAZIL
- 36. CHILE
- 42. COLOMBIA
- 48. MEXICO
- 54. PERU



STREAMING IN LATAM

Welcome to Sherlock Communications' third report annual on streaming consumption in Latin America. Streaming is a filter for Latin American consumers to engage with the world. Content accompanies Latin Americans as they wash dishes and later, as they fall asleep. Streaming platforms offer respite during commutes on crowded buses and open exciting portals to unfamiliar cultures. Having a streaming subscription is akin to purchasing a fridge or microwave for the home — it's an accessory to a comfortable and stable 21st-century life.

The streaming landscape is alive with possibilities for consumers and has the ability to impact markets beyond just entertainment. Nowadays, content migrates across platforms as streaming rights are bought and sold. And with social media saturation, a seemingly casual

endorsement from influencers can make a new series into an instant hit.

Streaming Consumption in Latin America 2024 analyses original research on streaming habits and trends among 3000+ consumers in six Latin American countries — Argentina, Brazil, Chile, Colombia, Mexico, and Peru — that together comprise about half a billion people.

Netflix was the top choice for Latin Americans in 2021, but has the streaming channel maintained its top position? How engaged or distracted are Latin American consumers? What multi-tasking do people in the region engage in while watching their favourite shows? Are streaming platforms delivering a satisfactory service? And what makes people unsubscribe?



LATIN AMERICAN FAVOURITES

Latin Americans represent a massive potential audience, projected to encompass some 139 million streaming subscriptions by 2027, according to [Statista](#), about 40 million more than 2024 estimates. Netflix [reported](#) in late 2023, that over 70% of subscribers were from outside the United States, with a quarter being in Latin America—summing more than 43 million subscribers. Given the growth potential, it is logical for streaming platforms to zero in on the region.



Close to all interviewees (an impressive 98%) said that they use streaming services. This is quite an achievement considering, considering cable has been around for a lot longer. A majority (58%) of people across the region prefer streaming series and movies over any other type of content, proof of how streaming has grown synonymous with watching television. An added 6% faithfully stream sports above other types of content, while 2% have the strongest attachment to the ups and downs of reality shows.

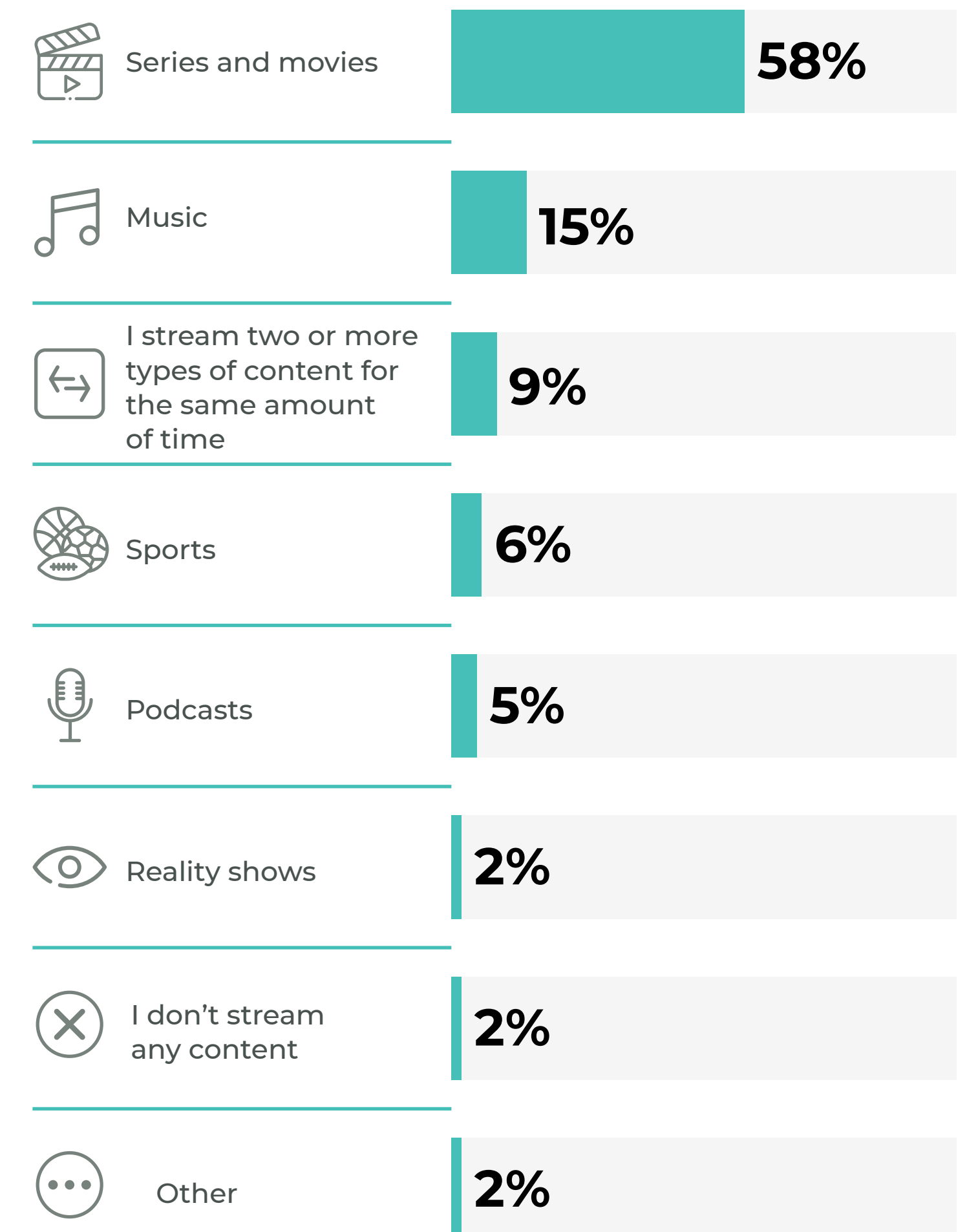
Music was the next favourite among Latin Americans, after series and movies, with 15% saying that they spend more time streaming rhythms and beats than other content types. Notably, one in five (20%) of Argentinian interviewees choose music as their top streaming option, with a similar proportion (19%) in Chile. In contrast, only 12% in both Brazil and Mexico gravitate towards music above other streaming content. In Argentina one in ten (9%) select sport above any other content type, as compared to just 4% in Brazil.

Meanwhile, one in ten (9%) in Latin America reported typically spending the same amount of time streaming two or more content types. In Chile, 11% gave this response. Just 2% in Latin America said they don't stream content.



What type of content do you consume most on Streaming platforms?







Choose one



SCREEN TIME

Latin Americans reported spending an average of 3 hours and 12 minutes (3.2 hours) per day streaming content, slightly less than their counterparts in the United States, who stream 3.5 hours of entertainment a day. Mexicans spend marginally more time (3 hours and 34 minutes) consuming content on streaming platforms than the regional average, while Chileans spend less time (2 hours and 54 minutes) per day.

More than half (57%) of Latin Americans stream content for three hours or less daily, while one in ten (9%) stream for more than 6 hours daily. Brazil and Mexico view slightly more than the average, with 11% in each market reporting that they stream content for more than six hours per day. In fact, 3% in both countries, along with the same proportion in Argentina, reported spending more than ten hours a day streaming content, above the 2% regional average.

	AVERAGE TIME STREAMING PER DAY
LATAM	3.2 hours
 Argentina	3.1 hours
 Brazil	3.3 hours
 Chile	3 hours
 Colombia	3.2 hours
 Mexico	3.4 hours
 Peru	3 hours



iStockphoto

DISTRACTED AUDIENCES

Latin Americans have become more distracted in the past two years. In 2021, more than 46% across the region reported giving their undivided attention to streaming content. This average has fallen considerably to just 24%, suggesting people's lives are too busy to just do one thing at a time. Three of four (75%) in the region said they multitask while they consume content on streaming platforms. But, what are they up to?

Many Latin American consumers stream content when they perform household duties like cooking (31%), although Brazilians are less inclined to do so, with just 23% reporting participating in culinary activities while streaming. While three in ten (30%) across the region said they tidy the house while consuming streaming content, Brazilians were also less inclined to do so, with just 19% streaming while doing household chores, in contrast to 36% in Mexico, 35% in Colombia, and 34% in Chile.

Sociable Brazilians were far more likely to be scrolling and chatting with friends while consuming content on streaming channels than their counterparts in neighbouring nations. In Brazil, 39% reported being on the phone while streaming, twice the Latin American average of 21%, and four times more than the 10% reported in Peru.



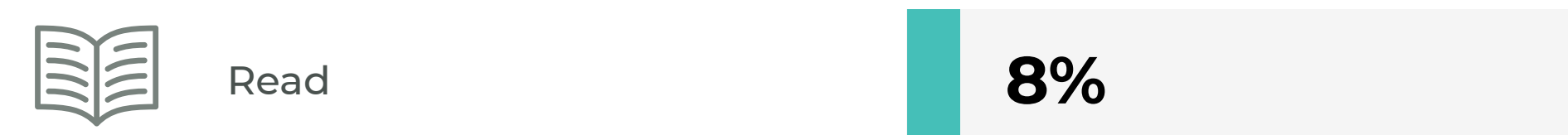
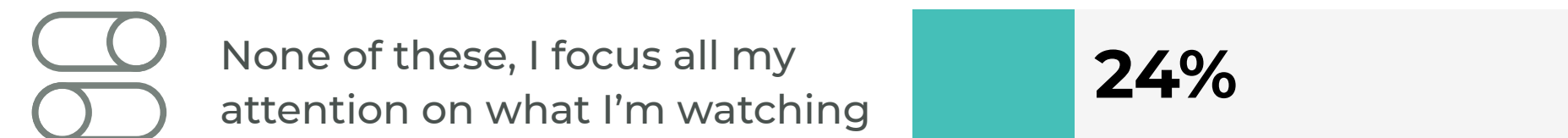
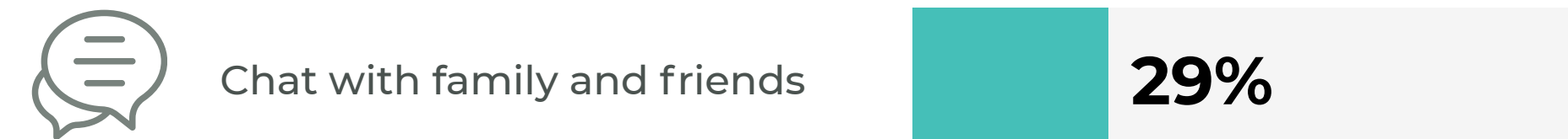
Bosses may be relieved to know that the tendency to work while streaming has not changed in the past couple of years. In 2021, 18% reported the habit of streaming while working, a proportion that has marginally decreased to 17%. Brazilians emerged as the least likely to work while streaming, with 12% giving this response, in contrast to 20% in Mexico, and 19% in Argentina.

One in ten people (9%) reported that they make love while streaming, similar to the proportion that said so in 2021 (10%). Colombians emerged as the most amorous content watchers, with 12% reporting that they have sex while streaming content; 10% in both Peru and Chile said the same, while just 7% in Brazil accompany their love-making with streamed content.



While streaming movies and series, do you do any of these other activities?

Select up to three answers



FINDING MEANING IN STREAMING

It is of no surprise that streaming is an outlet for entertainment and relaxation, but what other purposes do people across Latin America find through the content they subscribe to on streaming platforms?

Streaming helps one third of Mexicans (34%) to pass the time while they commute, more than the Latin American average of 28%. Meanwhile, only 21% in Brazil tune into streaming channels in transit.

The variety of content available through streaming is a valuable way to get to know new cultures for 35% of Colombians, as well as for 31% of Brazilians and 30% of Peruvians. Just one in four (23%) of Argentinians use streaming channels to get to know new cultures.

For one third (33%) of Mexicans, streaming channels offer a cosy activity when spending time with romantic partners, a sentiment shared by 30% of Brazilians and Colombians. One in four people (25%) in both Peru and Chile use streaming as a romantic activity, less than the regional average of 28%, while only 19% in Argentina enjoy romantic streaming.

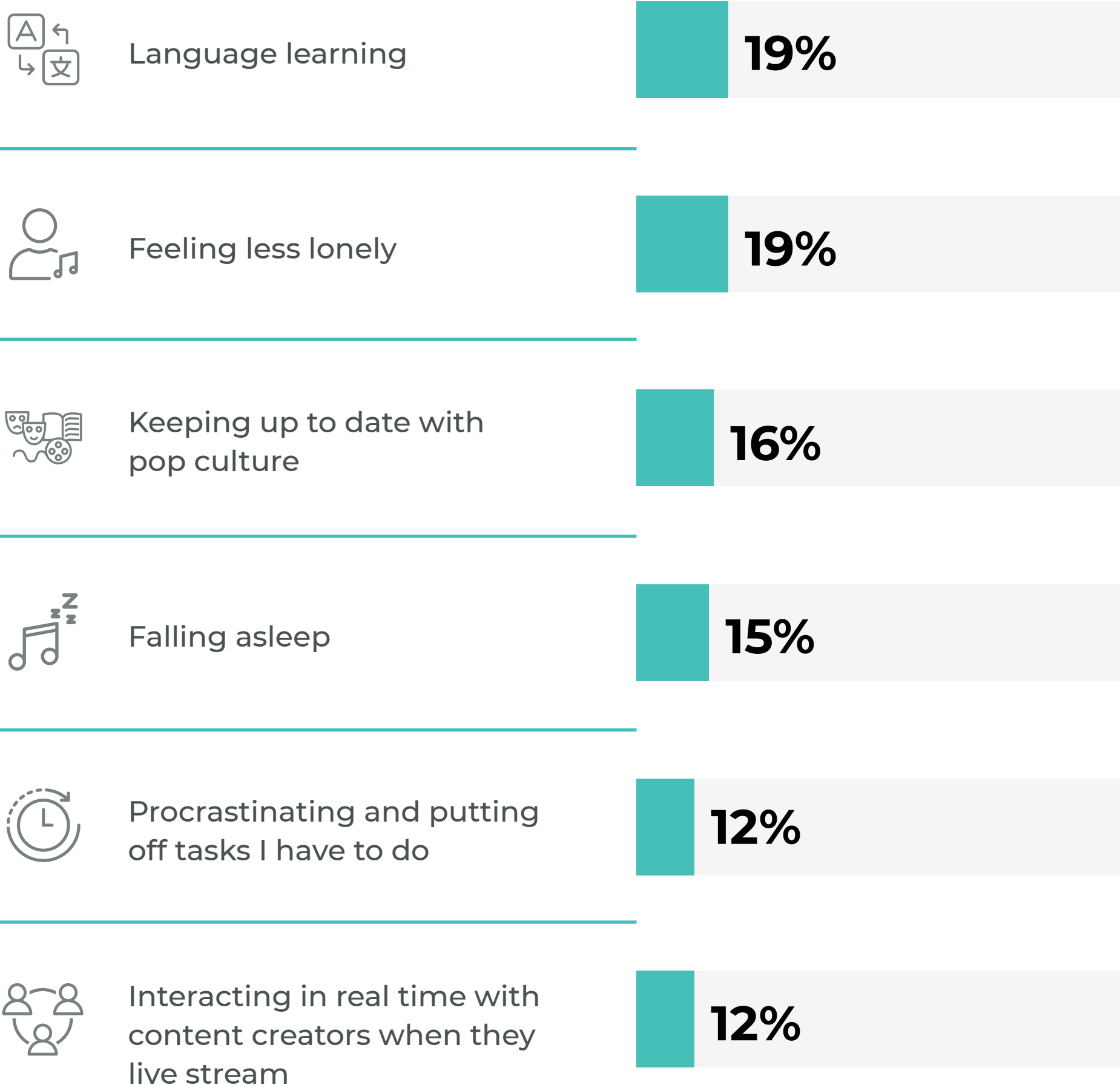
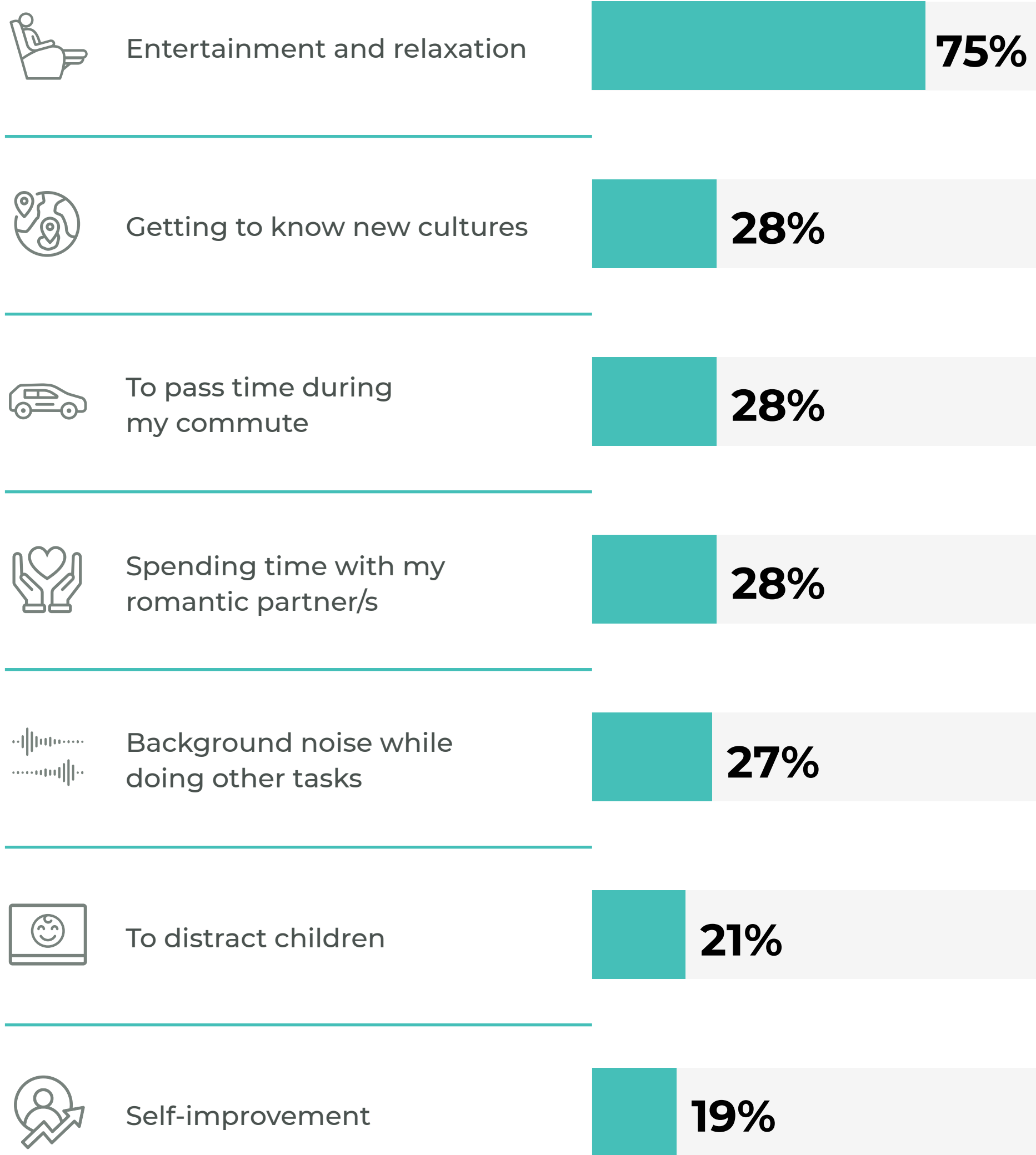
There is a common global lament about kids spending too much time on screens. However, the data shows that Latin Americans are less dependent on streaming as a way to distract the kids nowadays than they were in 2021. One in five (21%) across the region said streaming helps occupy their little ones, while that average was 27% in 2021. One in three Peruvians (33%) used content to keep children distracted in 2021, in comparison to just 21% today.

Ironically, it is now the adults who use streaming as a form of distraction, with 15% across Latin America saying that it lulls them to sleep at night. One in five Chileans (18%) consume streaming content as a way to get to sleep, while 23% report that content consumption helps them to feel less lonely, above the 19% regional trend.





I stream content for:
Select all that apply





NETFLIX RETAINS THE TOP SPOT

We wrote in 2021 that Netflix's regional growth and popularity could begin to taper, but the streaming service has demonstrated resilience, reporting [12% growth](#) in Latin American subscriptions in late 2023. Despite maintaining its spot as the number one choice for Latin Americans. However, according to our exclusive data, since 2021, Netflix's competition has begun chipping away at its lead, according to our exclusive data.

When asked which services they use to stream movies and series, interviewees overwhelmingly selected Netflix (82% reported using the platform). Plus, when asked if they could only choose one platform to subscribe to, 59% of consumers in Latin America would choose Netflix. This is a decrease from 2021 when 68% selected Netflix as their top choice, even though the platform is still firmly in the lead in Latin America. One in ten people (10%) would give their number one vote to HBO Max, while the same proportion (10%) would opt for Amazon Prime.

While one in five (21%) in Latin America say they use YouTube Premium, just one in twenty (5%) would choose this if they had to get rid of the rest. Similarly, nearly half of those surveyed (43%) subscribe to Disney +, but only

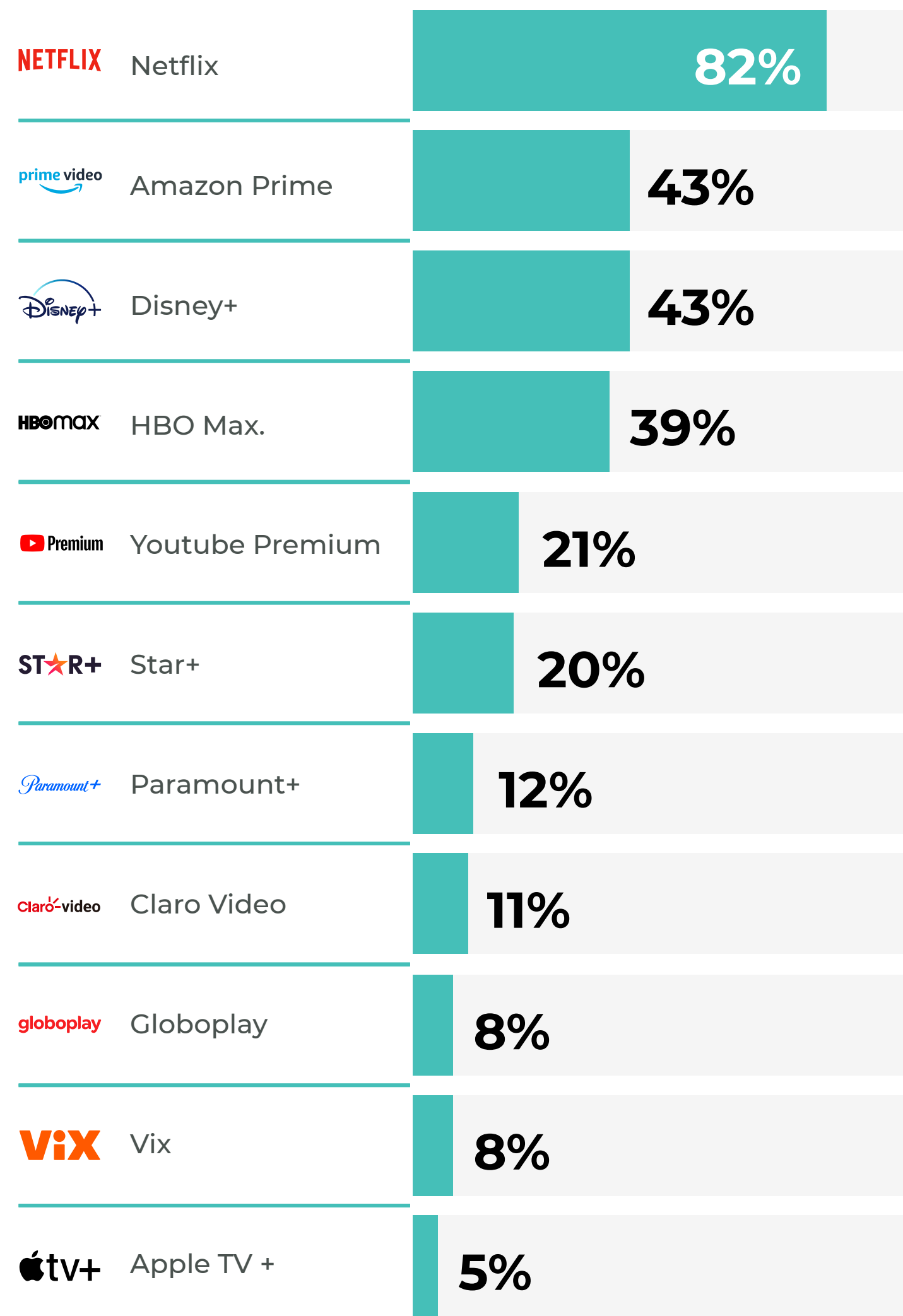
5% in the region would hold onto the channel if they had to choose just one. Disney's popularity understandably stems from children (all our interviewees were adults), but the data shows that adults will prioritise their own preferences if they have to whittle their subscriptions down to one.

Disney will [consolidate](#) Disney+ and Star+ into a single streaming service in 2024, while [Max](#) will unite HBO Max with Discovery in Latin America (Max already exists in the US, and Latin America will be the first non-US region to test the new platform). It will be interesting to see if such moves have any substantial impact on the market dominance currently enjoyed by Netflix, a word seen as synonymous with streaming by many.

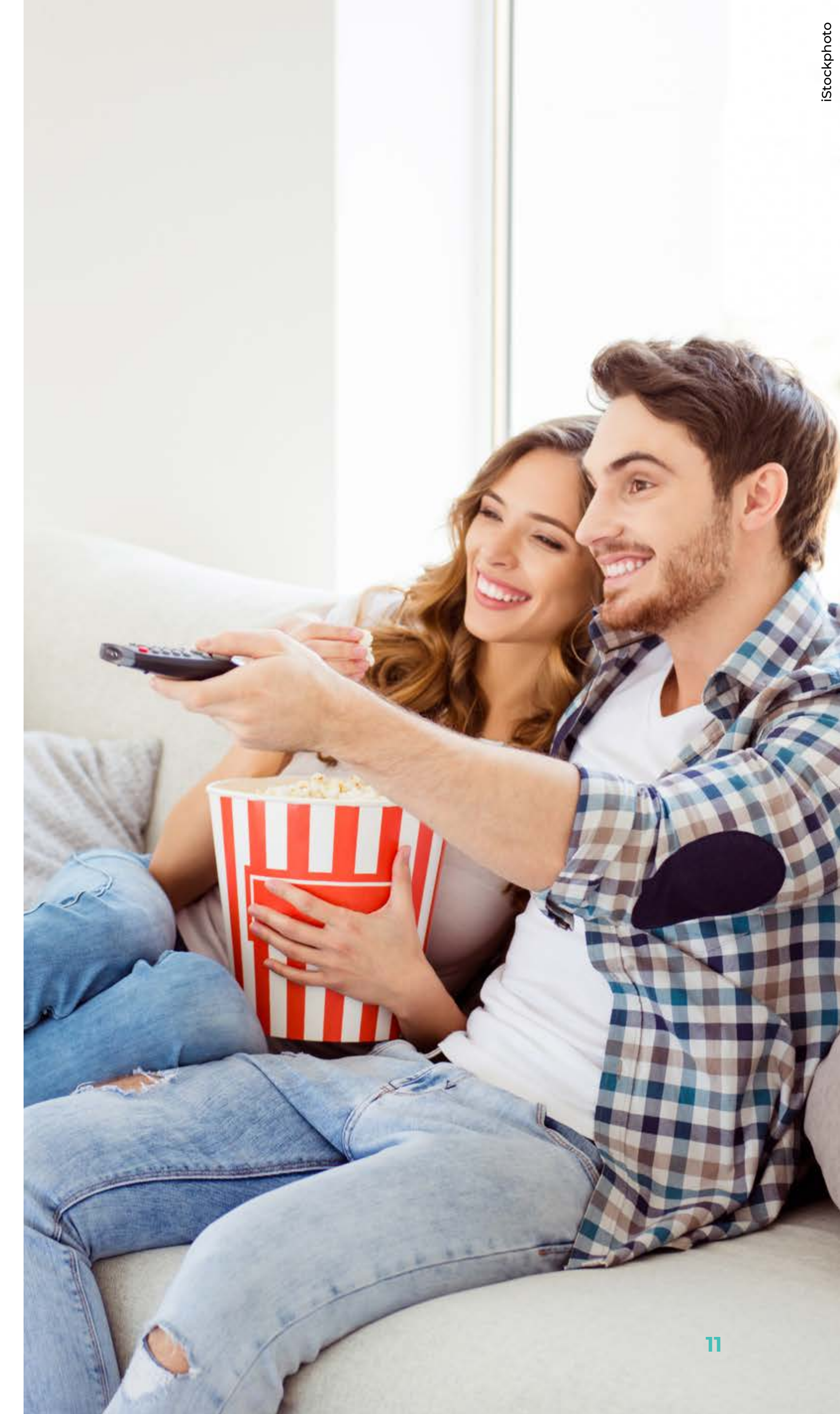
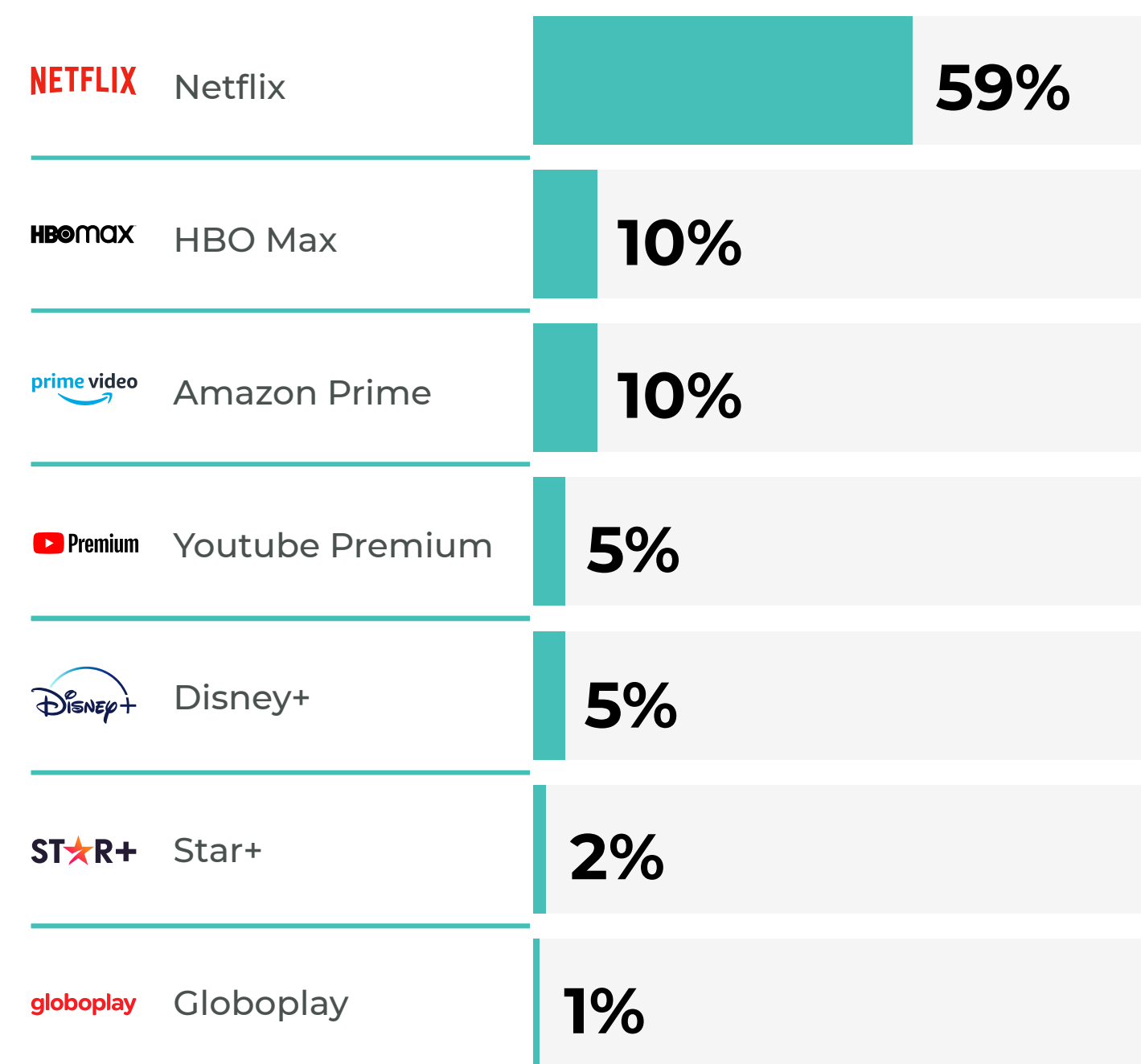


Which streaming platforms do you use to watch series and movies?

Select all that apply



If you could only choose one [streaming platform selected in previous question], which would you choose?



SHHH! WHAT'S YOUR PASSWORD?

Despite the 2023 Netflix crackdown on password sharing, which the company [said](#) caused their subscription figures to rise, it's not clear how impactful the measure has been in Latin America. Nearly half (46%) of the people we contacted in Latin America admitted to sharing their passwords with family and friends to keep their costs down.

Chileans and Peruvians emerged as the most likely password sharers, with more than half of the people (52%) we spoke to in each country admitting to this behaviour. Similar numbers (50%) were also seen in Colombia, whereas Mexicans were the most controlled in this regard, with just 42% sharing their passwords to keep costs down.

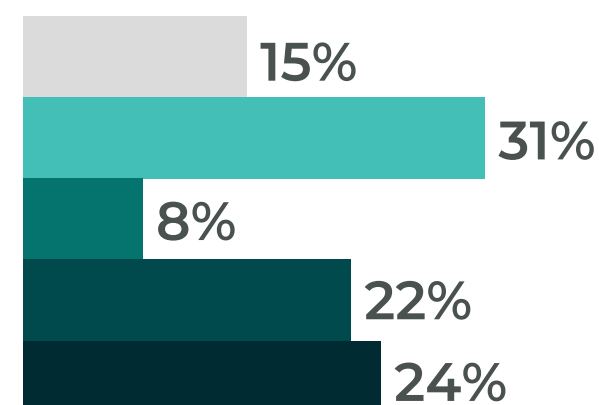
Nearly one in ten, 8% of our participants, said they unsubscribed from a streaming channel in the last year due to password crackdowns. Brazilians were least likely to cancel subscriptions for this reason, with just 5% reporting this, compared to 10% in both Chile and Mexico and 9% each in Argentina and Peru.



Mark how much you agree or disagree with the following statements:

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

I share subscriptions with friends and/or family to keep costs down.





THE RISE OF THE TV BOX

Across Latin America, 28% reported using a ‘TV box’ to watch content to avoid paying for streaming services, with Peruvians and Chileans most likely to do so (33% respectively). One in four survey respondents in Brazil (23%), Colombia (24%), and Argentina (25%) reported using a TV box to avoid paying for streaming services, while 29% in Mexico said the same.

A TV box is a nifty tool that upgrades a regular TV with the powers of a smart TV. But they can occupy a confusing legal space for consumers. Many Latin American telecom companies have rolled out their own TV boxes. Claro Box TV was launched in Brazil, for example, before expanding to all of Latin America, allowing users to add Netflix charges to their Claro bills. Apple, Google, and Amazon have their own versions as well. But there is another kind of TV box that allows users to watch streamed content without paying monthly subscriptions, which consequently doesn’t sit well with regulators.

In Brazil, where 23% of respondents said they own a free TV box, the National Communications Agency (Anatel) has cracked down on pirating. In October 2023, Anatel [claimed to have blocked 80%](#) of pirated servers with the help of Argentinian and Peruvian agencies.

Chile, Peru, and Mexico have [identified](#) TV boxes as a serious economical problem. The Chilean police have carried out raids of hundreds of illegal device vendors, while Peru noted that current regulations are not sufficient enough to deter black market sales of TV boxes. Mexico and Peru, among others, have conducted awareness campaigns about TV box piracy.

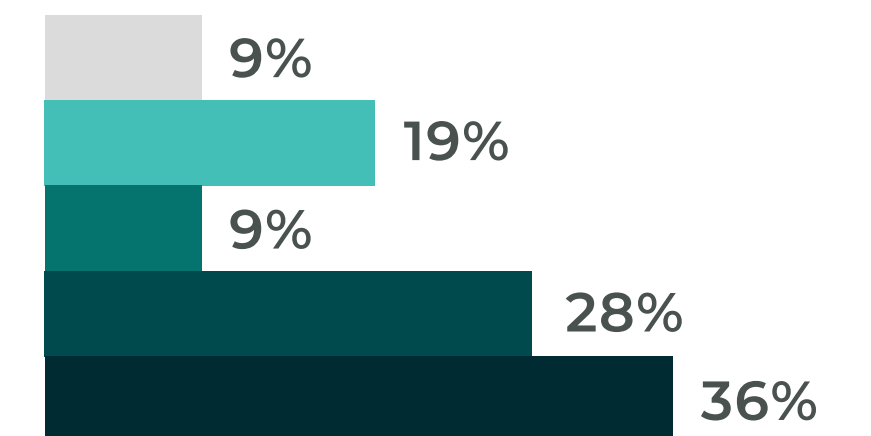
The Mexican government has been collaborating with the US, China, and others to lead international studies into



Mark how much you agree or disagree with the following statements:

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

I have an apparatus (TV box) that allows me to watch lots of content without paying for monthly subscriptions.



piracy, as the overseas location of servers creates difficulties for national scale clampdowns. Matters are somewhat ambiguous in Colombia and Argentina, where courts often adjudicate copyright liability on a [case by case](#) basis.

A report from January 2024 showed that malware-infected TV boxes had created a [botnet](#), an international ecosystem for cyberattacks. Of the 1.3 million infected IP addresses and 170,000 active bots, most were in Brazil. Other bots like Android Pandora have predominantly focused on Brazil (20%), but have also targeted Mexico (13%) and Peru (11%). Profit losses from unregulated streaming sites — known as *gatonet* in Brazil — total hundreds of millions of dollars across Latin America.



PET PEEVES

More than half of the survey respondents (56%) registered their annoyance with their favourite shows transferring from one platform to another. This grievance was particularly acute in Peru (61%), while just 48% registered this complaint in Colombia.

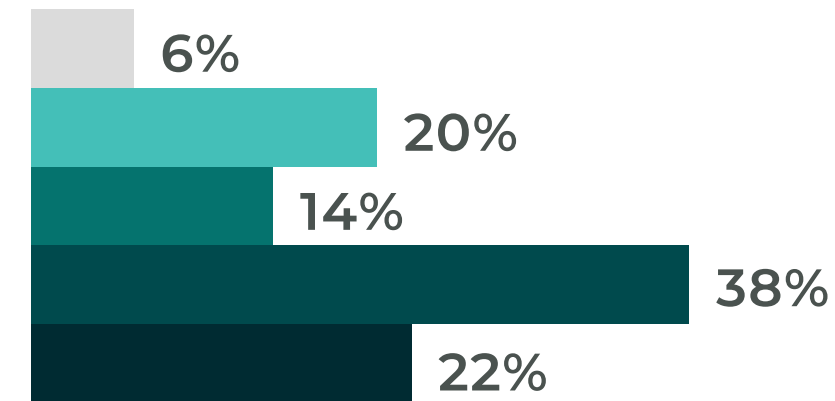
Meanwhile, one quarter of Latin Americans (26%) were of the opinion that streaming platforms are lazy, offering so-called new content that is boring and repetitive. This sentiment was strongest among 31% of people in Argentina, followed by 30% in Peru, and 29% in Chile.

More than half of Chileans felt that streaming channel reality shows are exploitative offerings with low entertainment values, while 50% of Argentinians felt the same. Only 37% of Colombians and 39% of Brazilians shared such views, while the regional average was 44%.

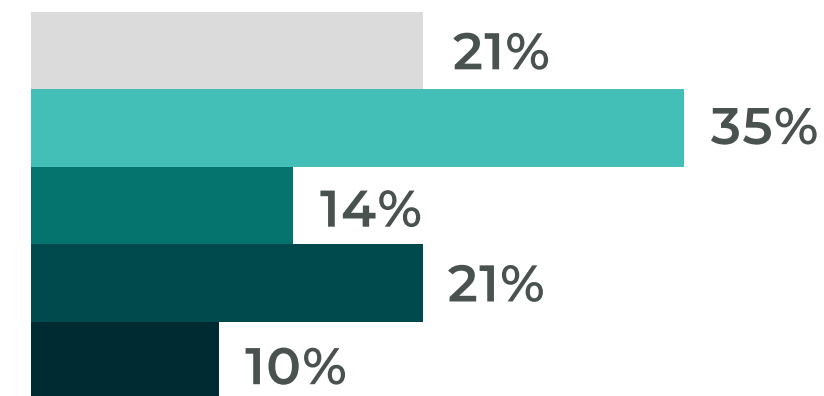
Mark how much you agree or disagree with the following statements:

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

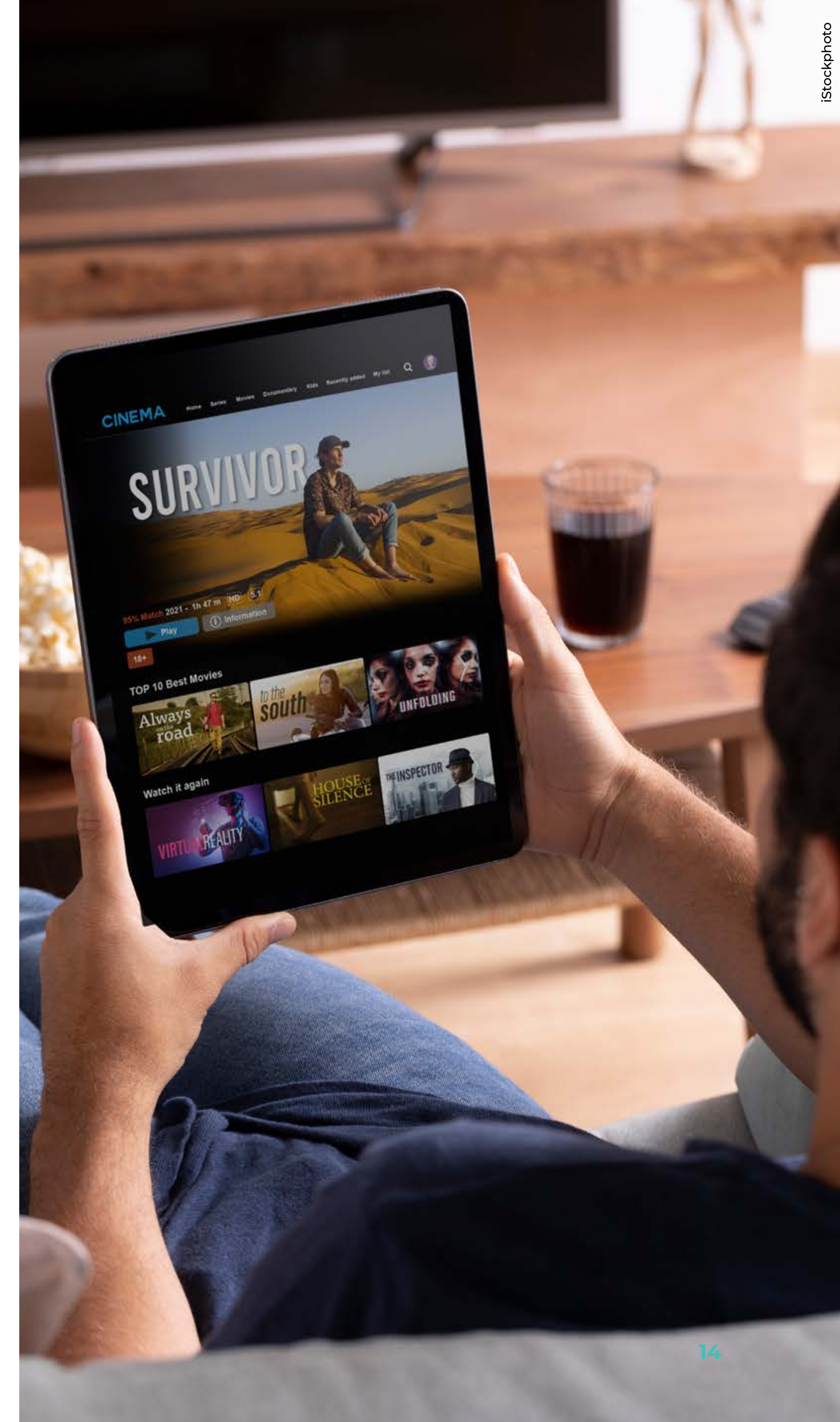
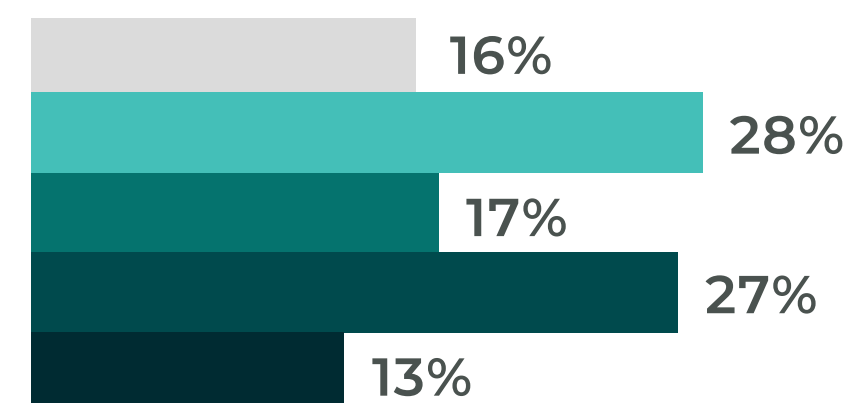
Streaming platforms are lazy - new content is boring and repetitive.



It's annoying that my favourite shows keep moving from one platform to another.



Reality TV shows created for streaming channels are exploitative with low entertainment value.



A QUESTION OF COST

Interestingly, three out of five people (62%) across Latin America reported that it is getting too expensive to have more than one streaming service. This assertion was particularly strong in Argentina, with 70% questioning the affordability of having more than one streaming service, along with 68% in Chile. Only 56% in Peru held this opinion.

When it comes to taking action, one in four people in the region (25%) said they have unsubscribed from a streaming channel in the past 12 months, due to price hikes. This sentiment was particularly strong in Argentina, with 34% reporting cancelling. A further 6% said their subscriptions became unaffordable, even though pricing remained the same, perhaps reflective of the high rates of inflation and economic instability in the country.

Despite crackdowns on password sharing, nearly half (46%) of Latin Americans report that they share subscriptions with family and friends in order to keep costs down. Chile and Peru are the nations where its inhabitants are most

likely to share sign-in details for affordability reasons, cited by 52% in each nation. At 42%, Mexicans were least likely to share their streaming passwords.

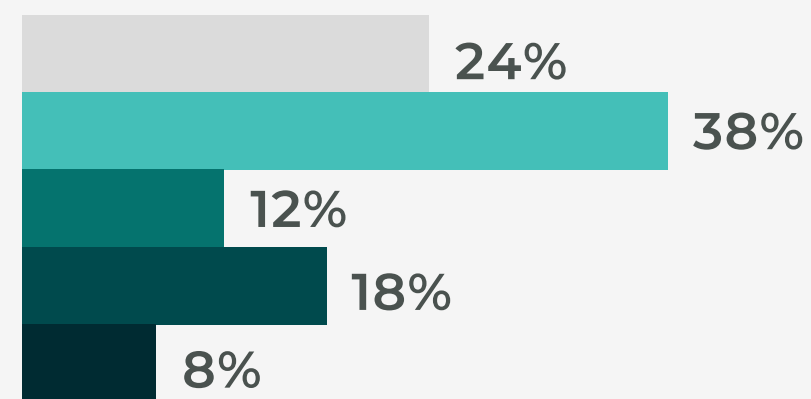
Meanwhile, 39% in Peru reported that they only stream free content, which is considerably higher than the regional average of 27%. One in five (22%) in Brazil said they stick to just free content, with a similar proportion in Mexico (23%). Many Chileans have found an economic work around, as 38% said they sign up for free streaming channel trials and then unsubscribe once they have seen what they want. In Peru, 35% said the same, while just one in four (24%) use this tactic in Colombia.



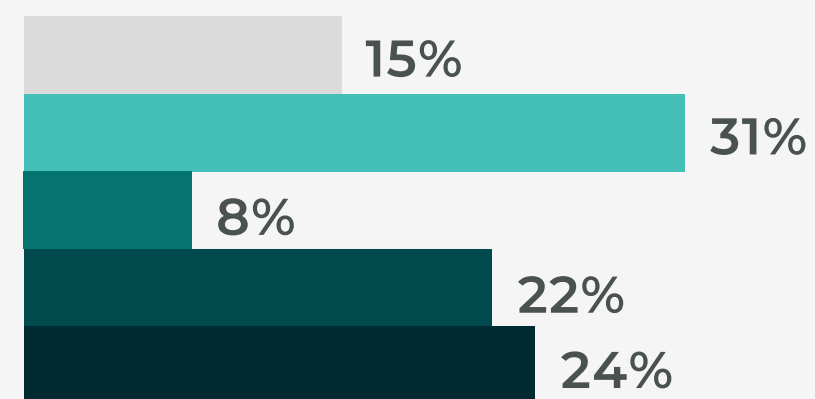
Mark how much you agree or disagree with the following statements:

Strongly agree
Agree
Neither agree nor disagree
Disagree
Strongly disagree

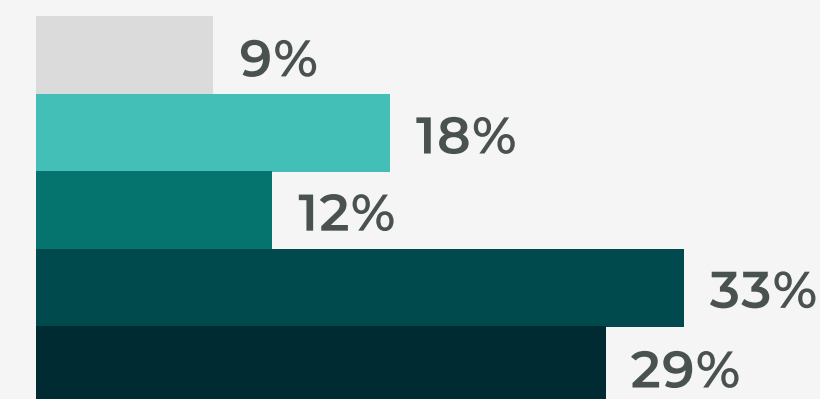
It has become too expensive to have more than one streaming subscription.



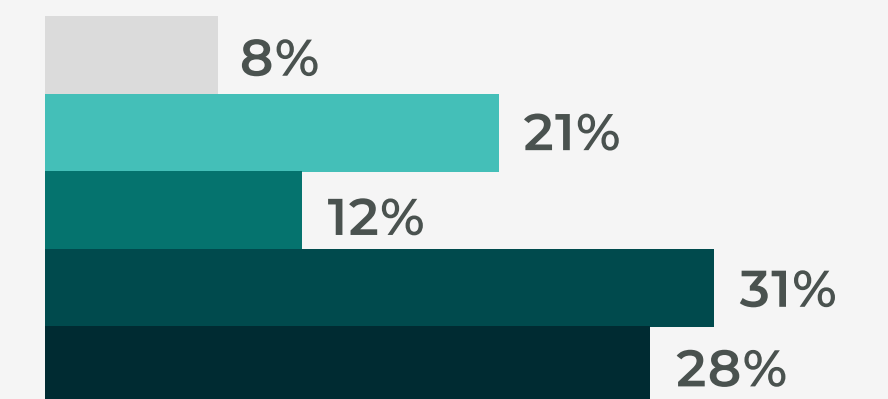
I share subscriptions with friends and/or family to keep costs down.



I only stream free content.



I sign up for free trials to watch what I want, then unsubscribe.



LOSING THE CROWD

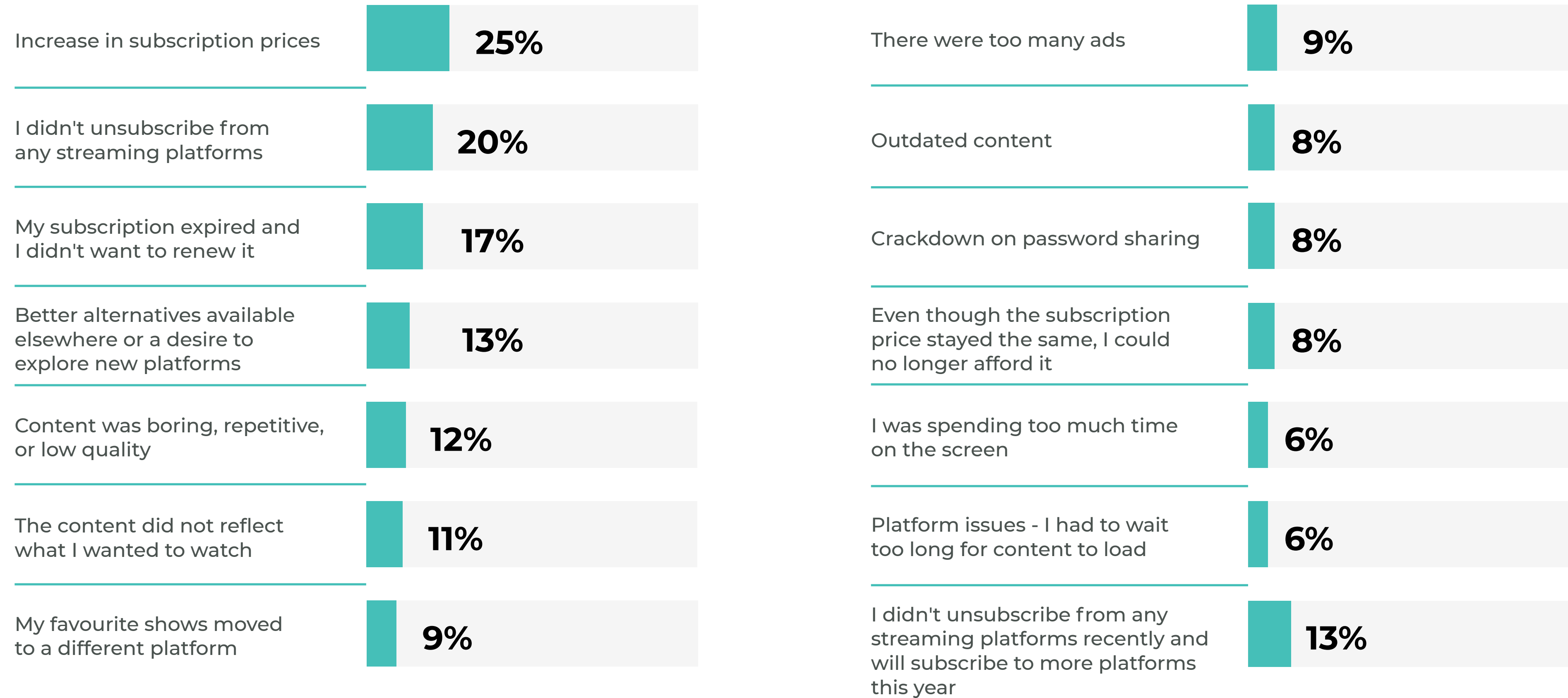
The main reason that Latin Americans cited for unsubscribing from streaming services was cost-related, with one quarter of survey respondents (25%) citing price hikes as the reason for leaving a streaming service in the past year, particularly acute for 34% in Argentina.

Some across the region (17%) said they did not want to renew subscriptions when they expired. One quarter (24%) of the Colombian people we contacted gave this reason for unsubscribing from streaming services in the past year.

Latin Americans registered discontent with the content that was being offered as a reason for unsubscribing from streaming services in the past year, with 13% saying there were better alternatives elsewhere. In both Peru and Chile, 16% said this was the reason stated for cancelling their subscriptions in the past twelve months). For 12% across the region, the 'content was boring, repetitive, or low quality', while 15% in both Mexico and Chile complained of boring content, as did 14% in Argentina. More than one in ten people (11%) in Latin America said they cancelled a streaming service because 'the content did not match what I wanted to watch.'



If you unsubscribed from a streaming channel in the last year, what were the reasons? Select the top three reasons



DIVERSITY, NOT STEREOTYPES

Streaming channels often offer a range of programming made locally. Examples include Netflix's *Brazilian: A Life Too Short*, *The Isabella Nardoni Case* and *The Lady of Silence*. Plus there is Mexico's: *The Mataviejas Murders*. But is the content too dark? In the wider region, 69% were of the opinion that 'TV and movies about Latin America focus too much on drugs, crime, violence and sexual stereotypes.' Colombians felt strongest about this, with 73% asserting this opinion, along with 71% in Argentina.

What do Latin Americans think of the way their specific countries are represented in streaming content? Across the region, 38% felt that their country was not 'represented fairly and accurately in streaming content,' rising to 43% in Colombia and 42% in Brazil. That said, a similar proportion of Latin Americans (41%) held the opposite view, and felt their country was 'represented fairly and accurately,' this sentiment being held strongest in Argentina (43%).

The majority of people in the region (68%) want to see women playing 'more meaningful roles', with better character development, rather than simply representing the love interest of a male lead. This assertion was particularly popular in Peru (75%) and Brazil (72%).

Similarly, 67% would like to see black people, indigenous groups and other ethnicities represented with 'more nuance and respect', a view backed by 73% in both Brazil and Peru. More than half of the survey respondents (57%) across the region felt that 'inaccurate representation negatively impacts minority communities and contributes to their marginalisation.'

Half of the respondents (50%) also think that streaming platforms play a vital role in representing LGBTQIA+ characters and narratives that other media types might not show. They acknowledge the role that entertainment plays in body image and the promotion of unrealistic lifestyles, with 62% expressing a desire for actors to have more representative bodies, fashion, and lifestyles. Content producers should take note of these unequivocal statements and stay away from tokenizing and [pinkwashing](#).

Latin Americans are culturally curious and three of four people in the region said they want 'more content from other parts of the world'. Peruvians were particularly strong on this point, with 80% calling for more international content, along with 78% of Brazilians having the same demand.



LEARNING LANGUAGE

Latin Americans (75%) want content that exposes them to new cultures, and 19% stream content specifically for language learning.

A streaming platform subscription can be cheaper to buy than English classes, for example. The payoff is high when it comes to potential career development. It's also much cheaper than a plane ticket! Netflix has even launched a [customisable feature](#) that allows users to adjust the size and style of subtitles.



When it comes to representation, mark how much you agree or disagree with the following statements:

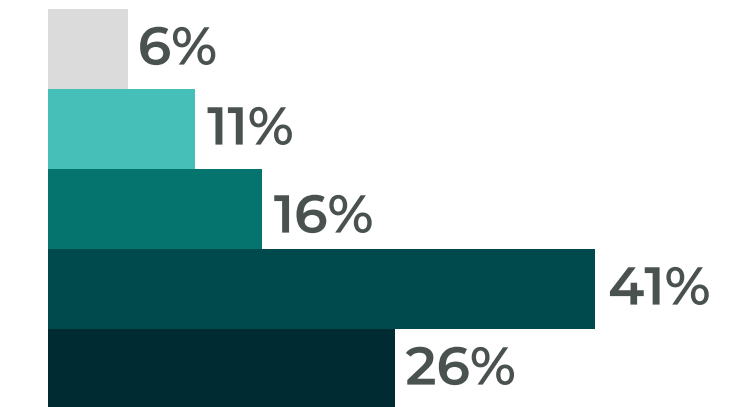
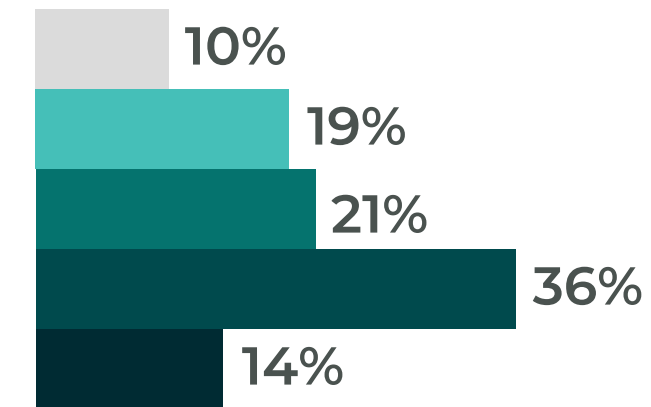
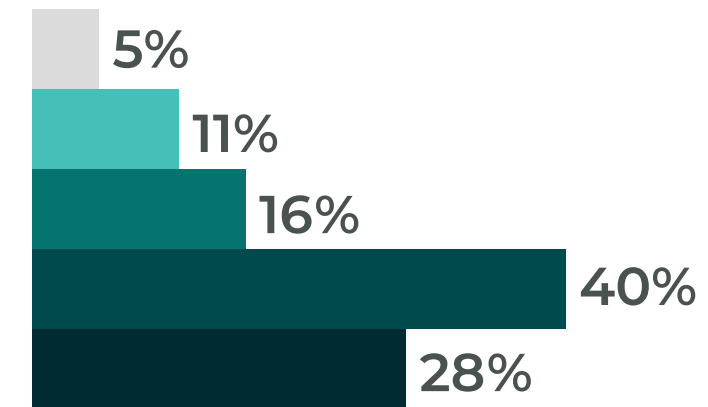
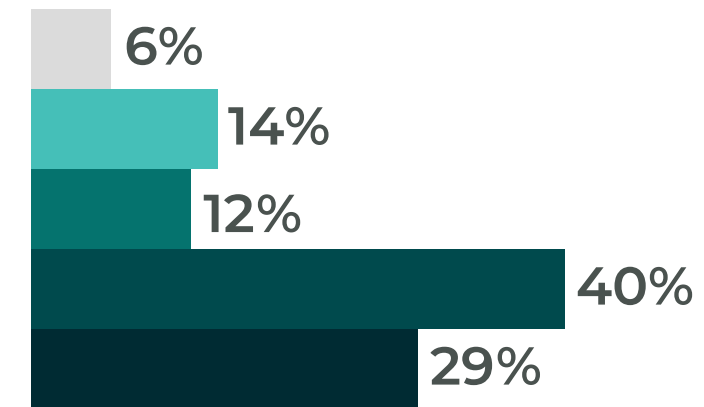
■ Strongly agree
■ Agree
■ Neither agree nor disagree
■ Disagree
■ Strongly disagree

TV and movies about Latin America focus too much on drugs, crime, violence, and sexual stereotypes.

Women should have more meaningful onscreen roles, speak more, and not only be romantic interests.

Streaming platforms play a crucial role in representing LGBTQIA+ characters and narratives that are shown less in other media.

Black people, indigenous people, and those of a greater range of ethnic groups should be represented with more nuance and respect.

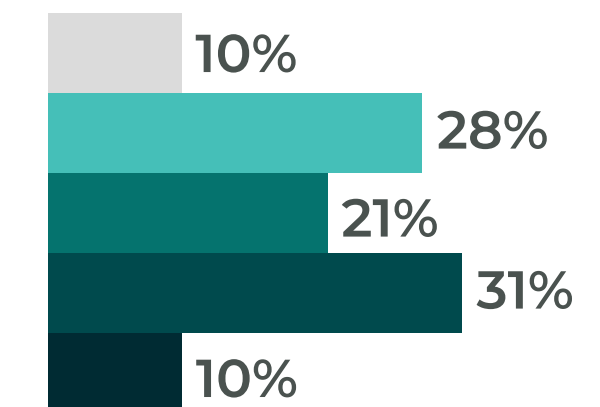
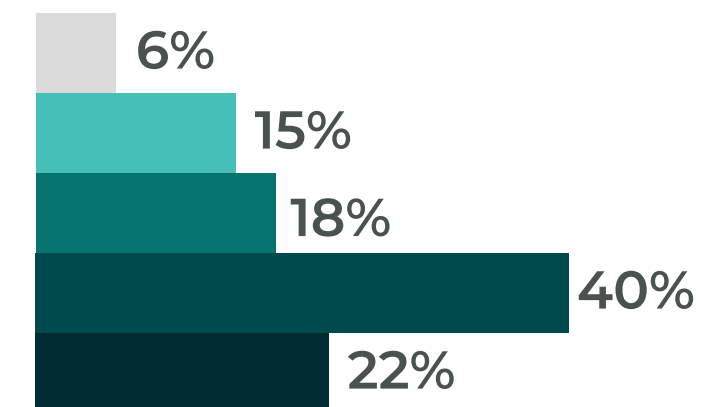
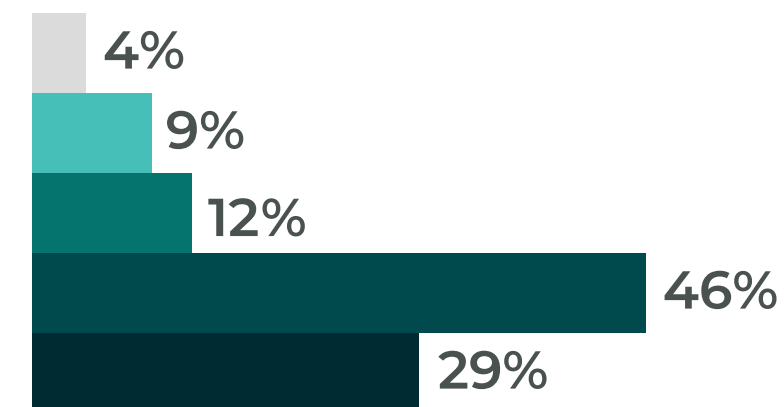
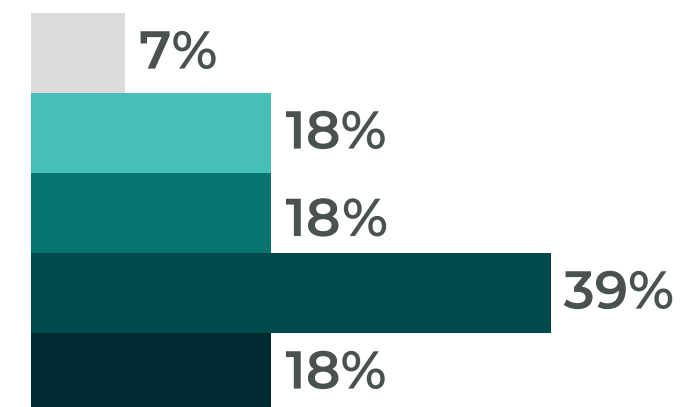


Inaccurate representation negatively impacts minority communities and contributes to their marginalisation.

There should be more content from other parts of the world.

Actors should have more realistic bodies, clothing, and lifestyles.

My country is represented fairly and accurately in streaming content.



IN MUSIC, SPOTIFY OUTSHINES YOUTUBE

Spotify celebrated 10 years in Spanish-speaking countries of Latin America in 2023, and announced a [986% increase](#) in global listeners to Latin music (spanning genres like Urbano, Latin Pop, and Música Mexicana) during the decade. Latin music in the top 100 chart grew by 28% year on year. The overall impact within Latin America is also clear: listeners to Spanish music have gone up by 129% in the region, compared to 70% globally.

More than a fifth of Spotify's global subscribers are located in Latin America, so it's little surprise that over half (53%) of survey respondents said they would choose Spotify for streaming music if they could only choose one platform. This was particularly prominent in Chile, with 60% choosing Spotify as their number one music streaming service. YouTube came in second place as the top choice for music for 33% of the region. YouTube was even more prevalent in Argentina and Peru, with 40% of survey respondents selecting them as their top choice for music. Amazon music was the top pick for 6% in the region, 13% in Mexico said this was their favourite way to



stream tunes. Small ad-based platform Trebel boasted having [13 million monthly users](#) in 2023, but only 1% in Latin America Trebel this their number one vote for music.

Mexican music [grew by 60%](#) on average across streaming services in the U.S. There is plenty of potential for monetisation of regional music both in Latin America and abroad: Latin music superfans spend [30% more](#) on

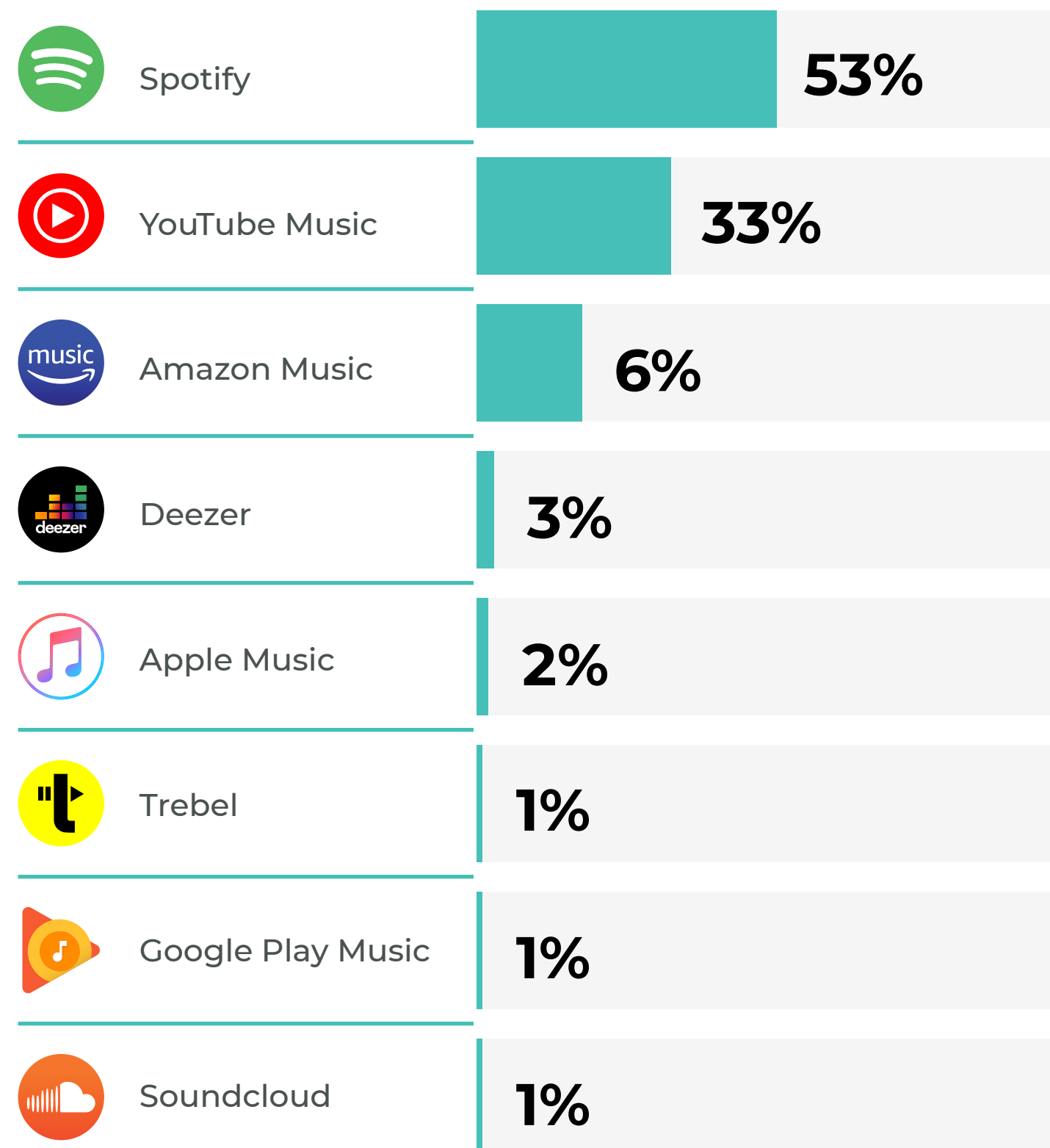
music consumption than other superfans and 120% more than the average listener. Movie soundtracks are popular streaming choices in Latin America connecting music and film fandoms. Mexico has the highest number of Spider-Verse soundtrack streamers outside the U.S., and Brazil was among the top global streamers of the Barbie soundtrack.





If you had to choose only one platform to stream music, which of the following options would you choose?

Select one



iStockphoto

SOCIAL MEDIA AND STREAMING

With social media platforms like Instagram and TikTok investing in live-stream capabilities, influencers and content creators have gained more traction in entertainment and media. According to our survey, 12% of Latin Americans use streaming to interact with content creators during live

streams. Content creators drive discovery of television, music, podcasts, and more across streaming platforms. Live streaming offers online audiences a more connected experience, which enables an important income stream for content creators who can share sponsors and business partners.



A CALL TO ACTION

Streaming is at the heart of the Latin American entertainment landscape, and businesses seeking success in the region must listen to what audiences want and treat them accordingly with respect.

Latin American audiences are willing to critique poor quality content, whether it be due to its boring nature or its stereotypical cliches, and are unafraid to challenge (and cancel) streaming services which underestimate them. Genuine respect for consumer preferences will differentiate those who enter with a bang before fizzling out and those who bring enduring value to streaming.

Big names like Netflix and Spotify still dominate the market, but there is plenty of room for others. But, rather than offering an encyclopaedic content library, companies should embrace play and experimentation to meet niche market needs and grow creatively. Diversity is healthy for the streaming ecosystem, and Latin Americans demand better representation, while also prioritising affordability.





iStockphoto

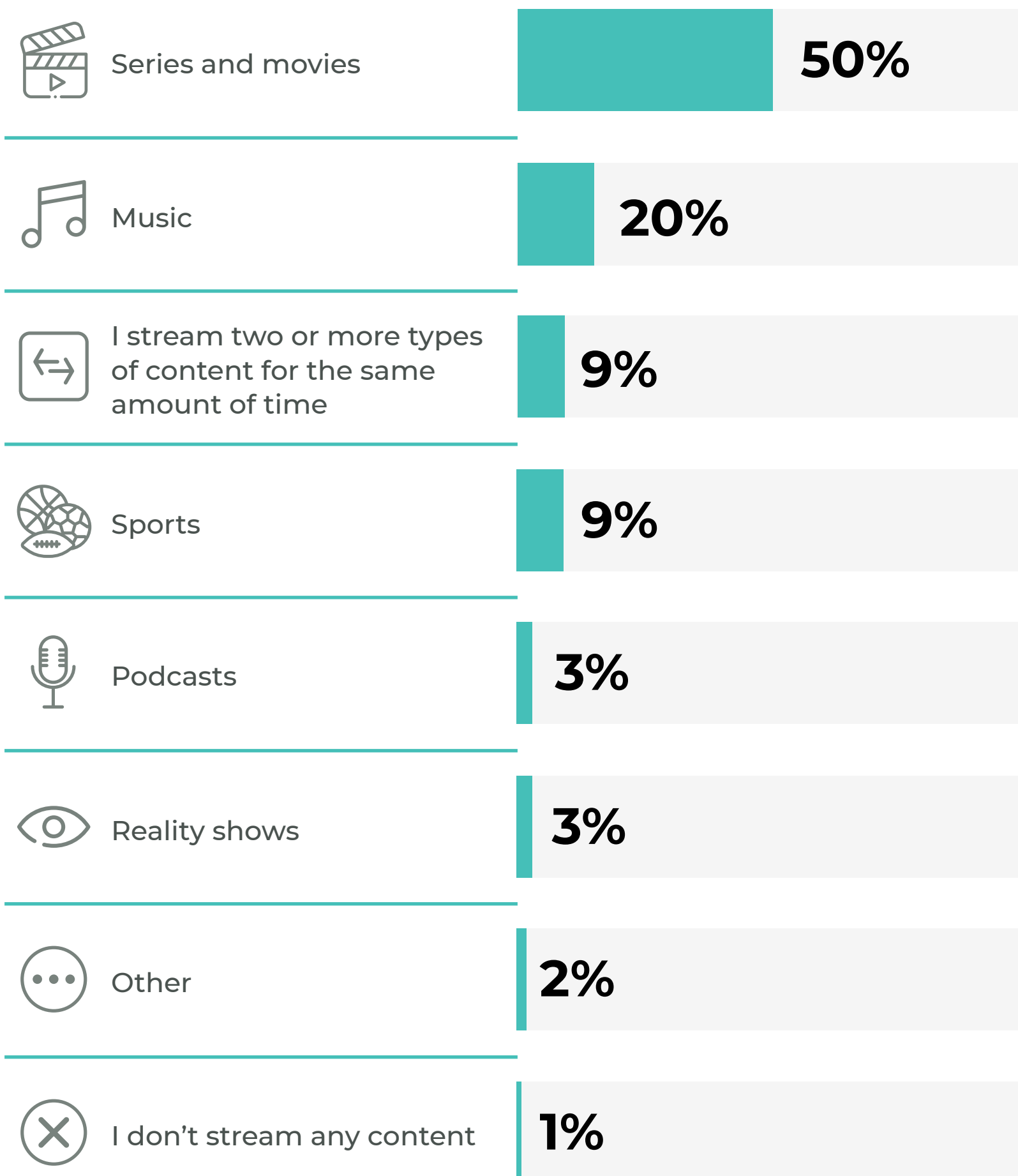
EXCLUSIVE SURVEY DATA

The survey was carried out with 3,372 people in Latin America to understand their engagement with streaming platforms. The survey was carried out through an online panel in the first quarter of 2024.

	NUMBER OF SURVEY RESPONDENTS
 Argentina	452
 Brazil	831
 Chile	441
 Colombia	403
 Mexico	821
 Peru	424
Latin America	3372

What type of content do you consume most on Streaming platforms?

Choose one



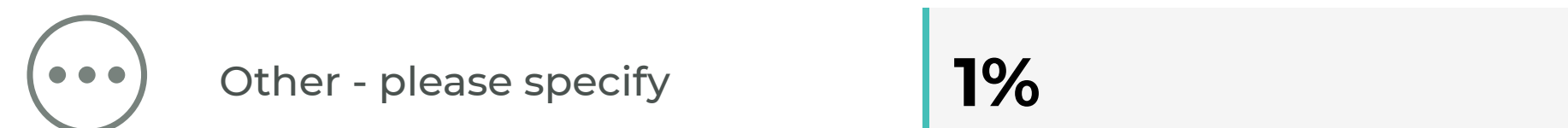
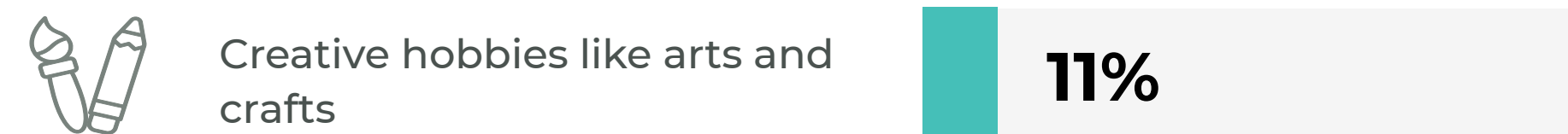
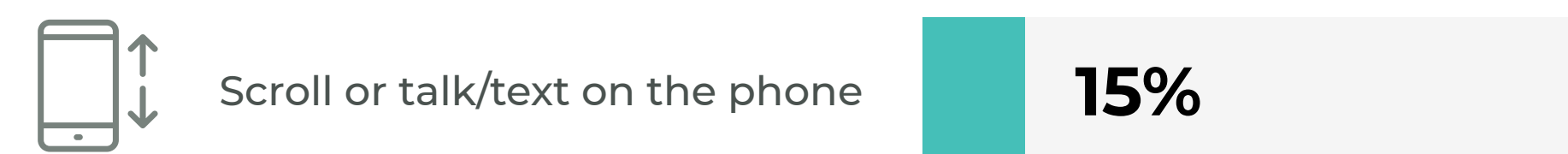
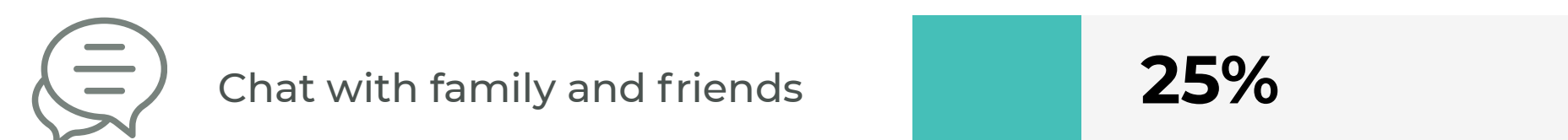
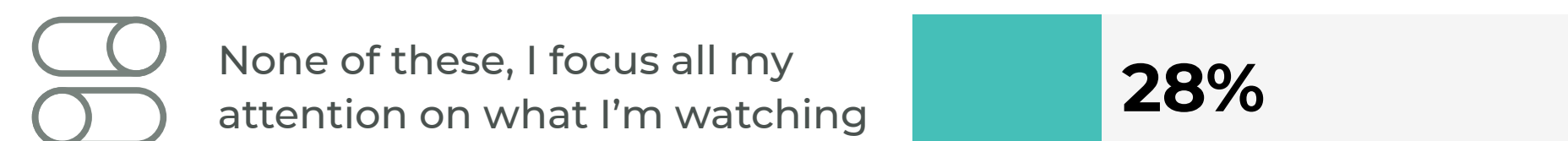
ARGENTINA





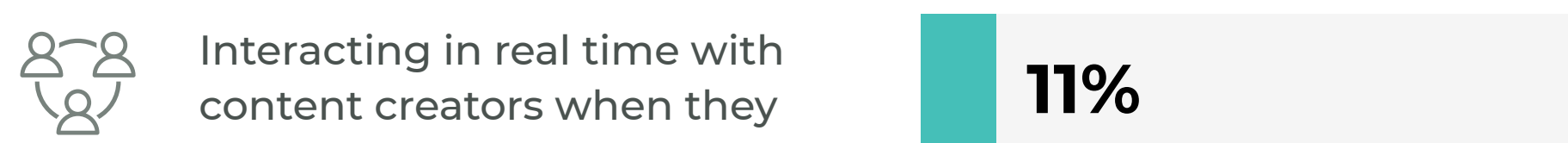
While streaming movies and series, do you do any of these other activities?

Select up to three answers





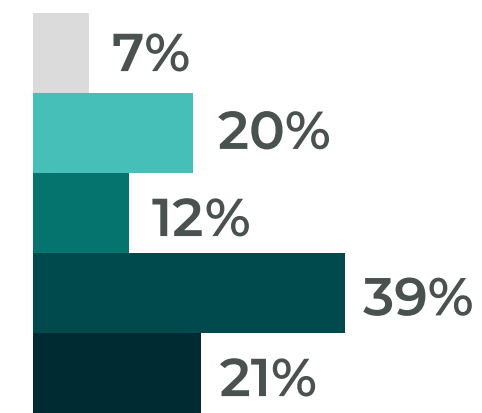
I stream content for: *Select all that apply*



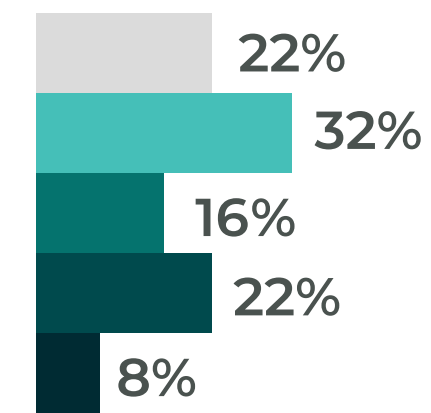
When it comes to representation, mark how much you agree or disagree with the following statements:

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

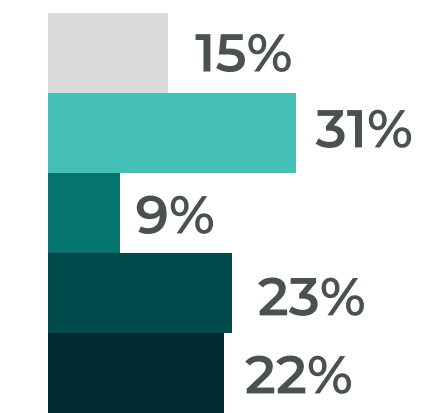
I am frustrated with streaming platforms - there's never anything good to watch



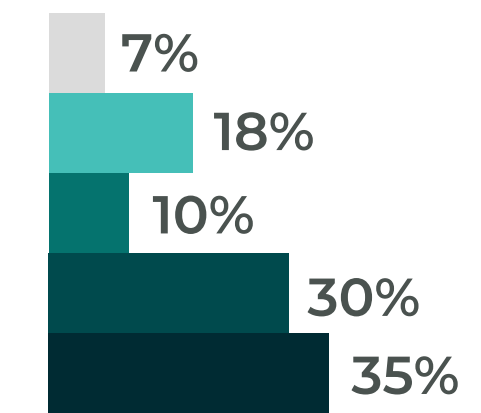
It's annoying that my favourite shows keep moving from one platform to another



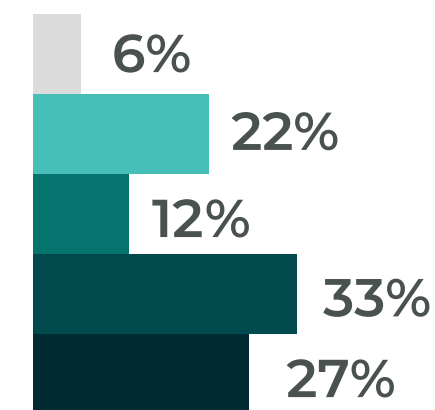
I share subscriptions with friends and/or family to keep costs down



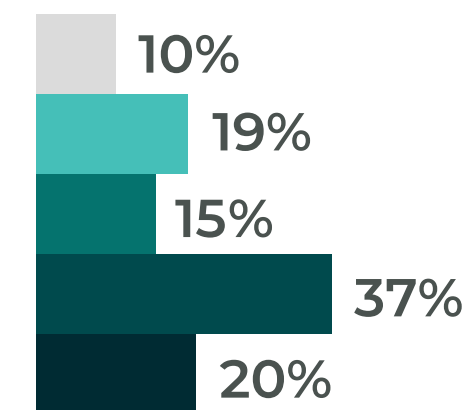
I have an apparatus (TV box) that allows me to watch lots of content without paying for monthly subscriptions



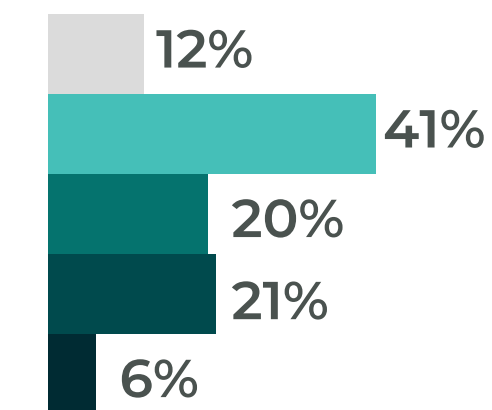
I sign up for free trials to watch what I want, then unsubscribe



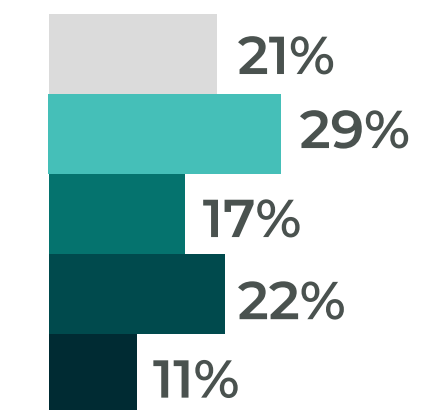
I only stream free content



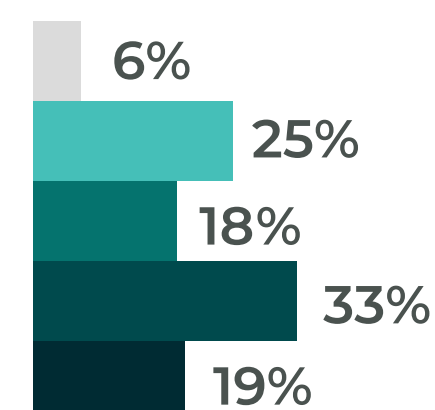
Streaming platforms offer good value for money



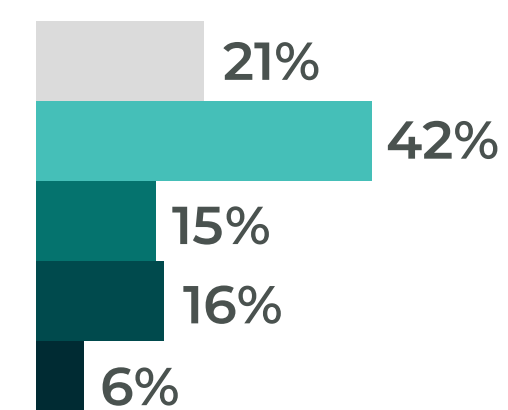
Reality TV shows created for streaming channels are exploitative with low entertainment value



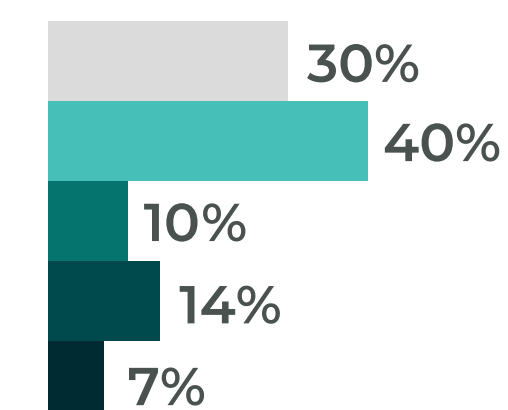
Streaming platforms are lazy - new content is boring and repetitive



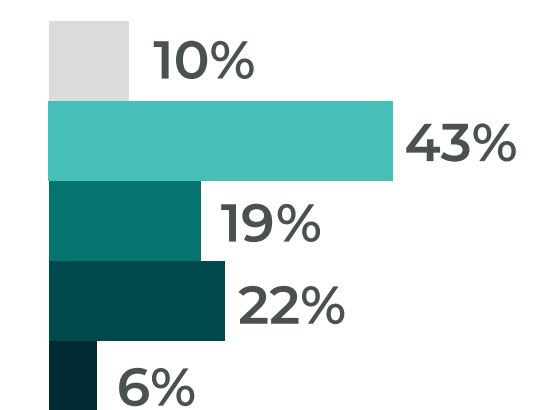
I would like my utilities provider/bank/phone company to offer streaming as an incentive



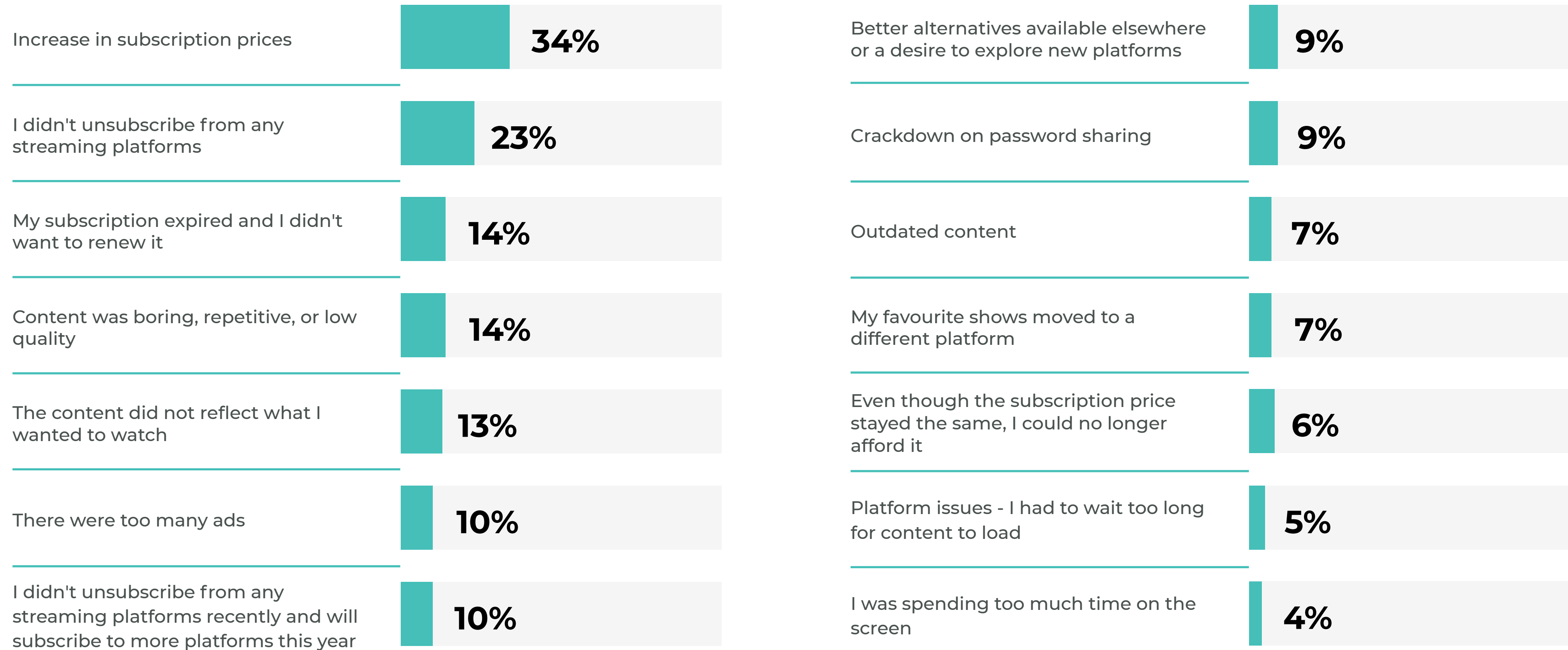
It has become too expensive to have more than one streaming subscription



I trust the platform's watching and listening recommendations when making streaming choices



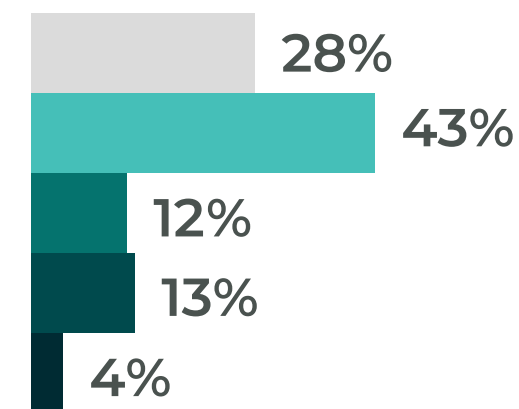
If you unsubscribed from a streaming channel in the last year, what were the reasons? *Select the top three reasons*



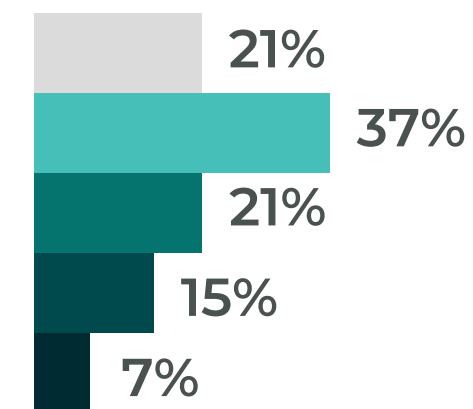
When it comes to representation, mark how much you agree or disagree with the following statements:

■ Strongly agree
 ■ Agree
 ■ Neither agree nor disagree
 ■ Disagree
 ■ Strongly disagree

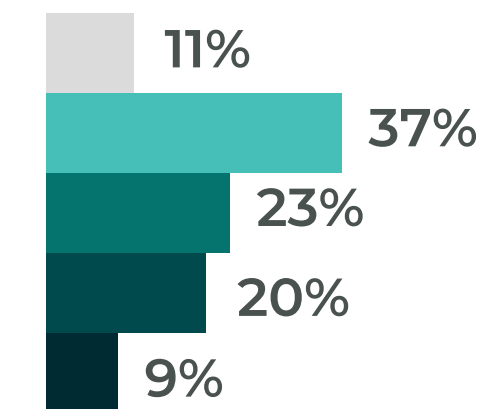
TV and movies about Latin America focus too much on drugs, crime, violence, and sexual stereotypes



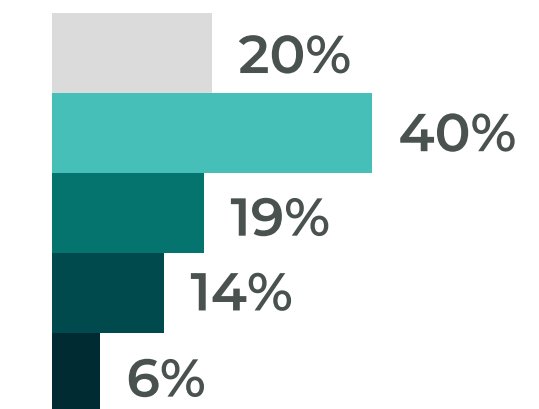
Women should have more meaningful onscreen roles, speak more, and not only be romantic interests



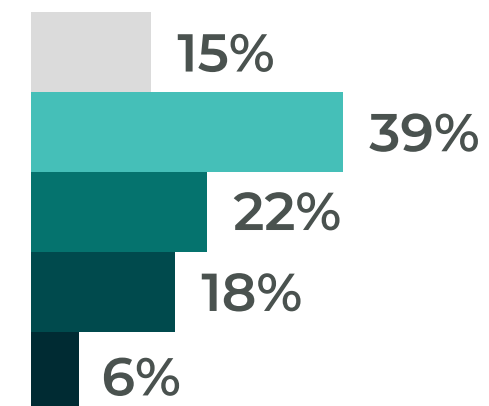
Streaming platforms play a crucial role in representing LGBTQIA+ characters and narratives that are shown less in other media



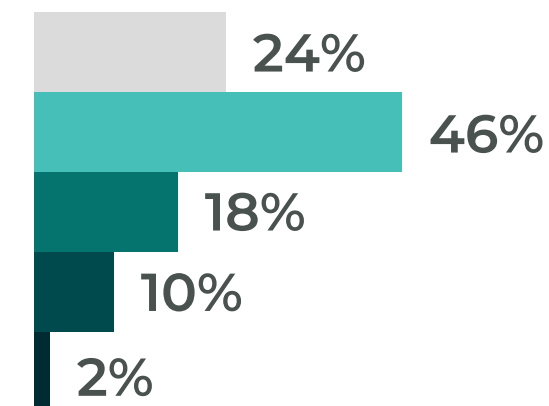
Black people, indigenous people, and those of a greater range of ethnic groups should be represented with more nuance and respect



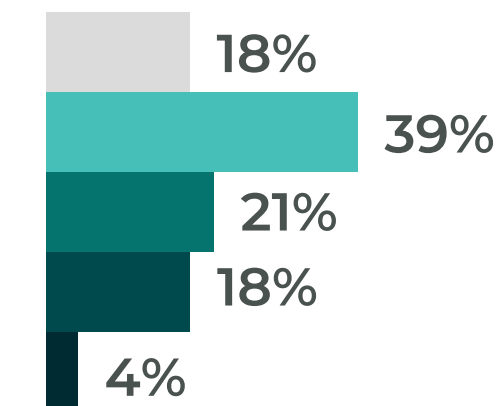
Inaccurate representation negatively impacts minority communities and contributes to their marginalisation



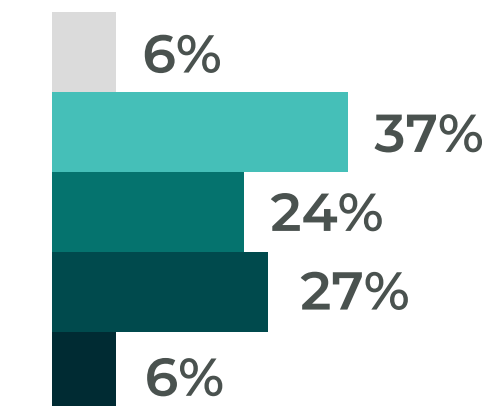
There should be more content from other parts of the world



Actors should have more realistic bodies, clothing, and lifestyles

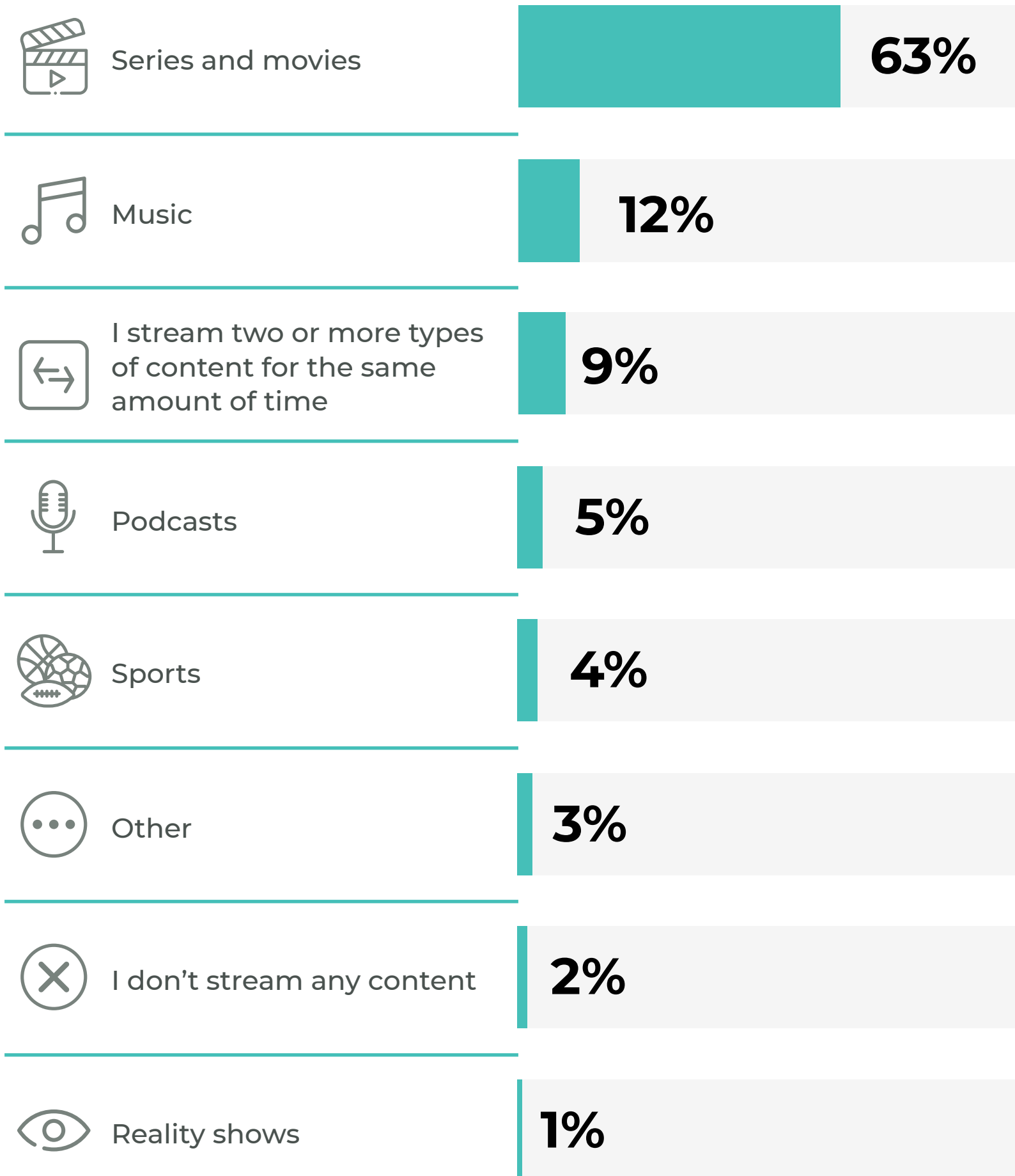


My country is represented fairly and accurately in streaming content



What type of content do you consume most on Streaming platforms?

Choose one

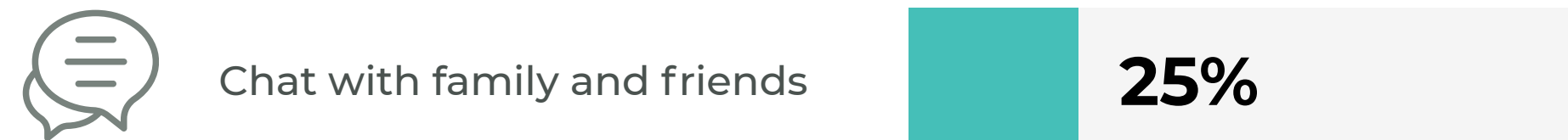
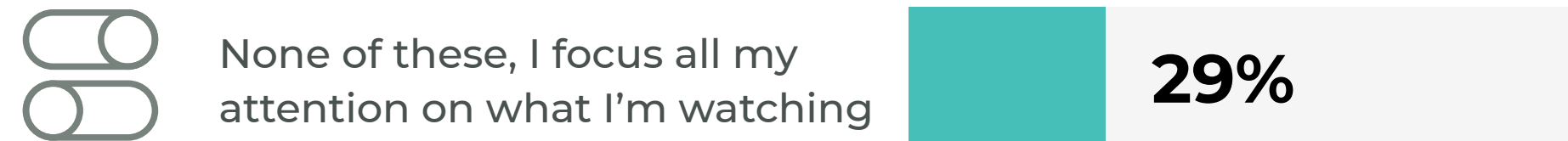


BRAZIL



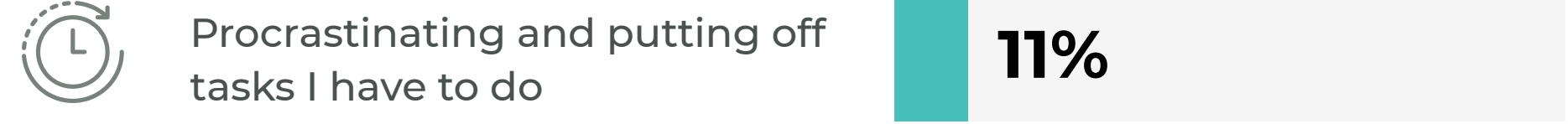
While streaming movies and series, do you do any of these other activities?

Select up to three answers





I stream content for:
Select all that apply

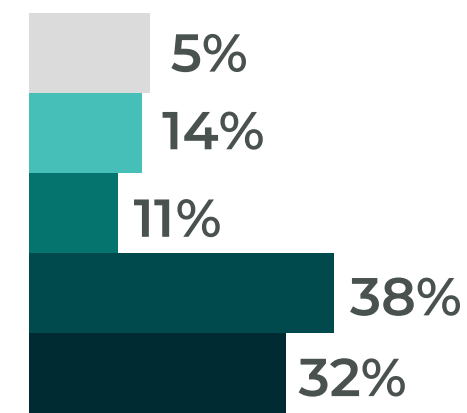




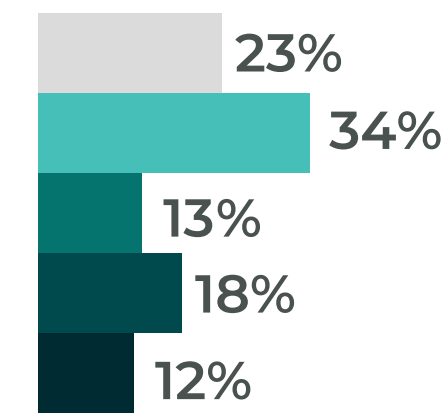
Mark how much you agree or disagree with the following statements:

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

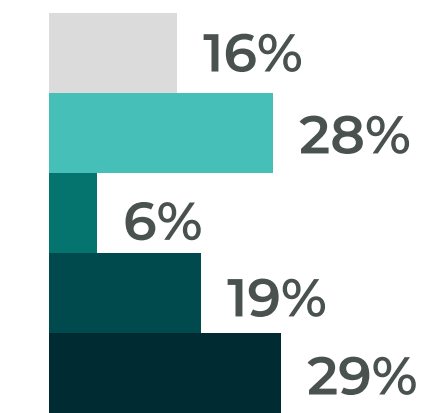
I am frustrated with streaming platforms - there's never anything good to watch



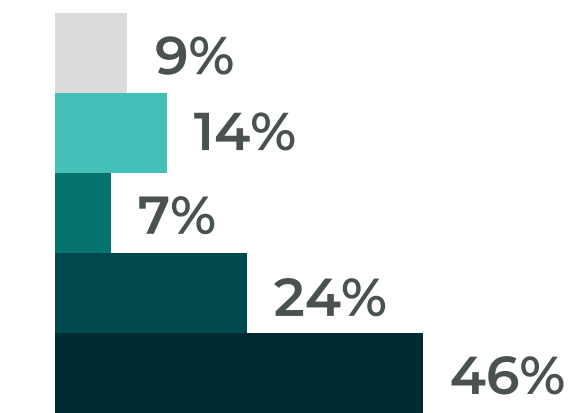
It's annoying that my favourite shows keep moving from one platform to another



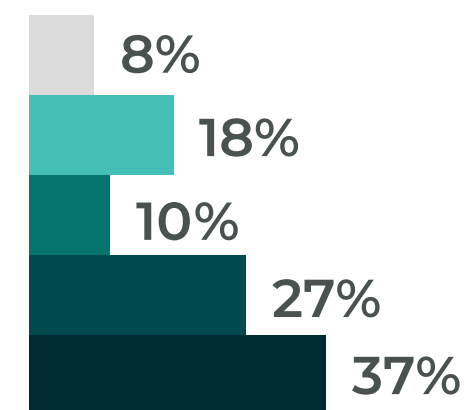
I share subscriptions with friends and/or family to keep costs down



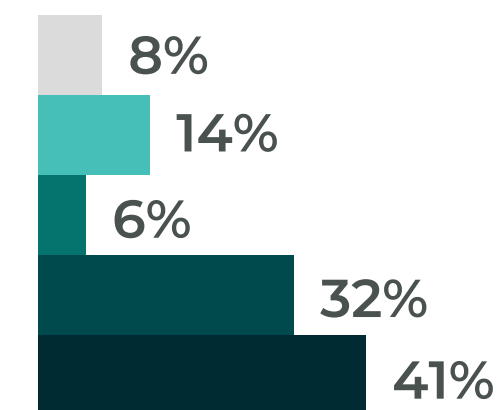
I have an apparatus (TV box) that allows me to watch lots of content without paying for monthly subscriptions



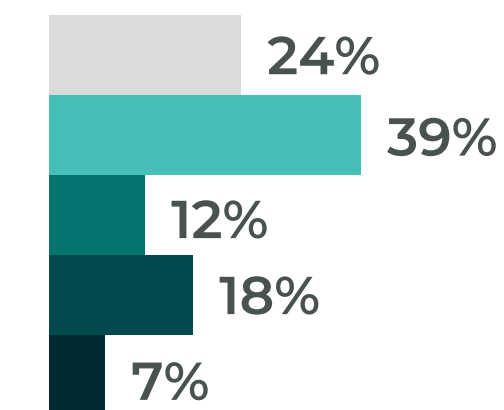
I sign up for free trials to watch what I want, then unsubscribe



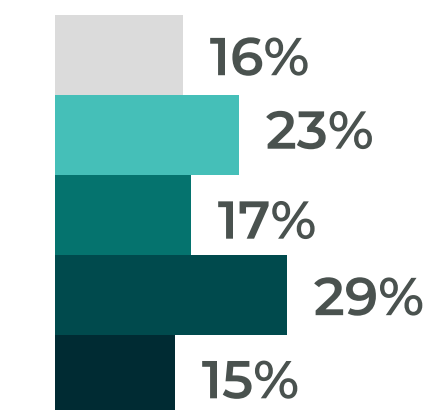
I only stream free content



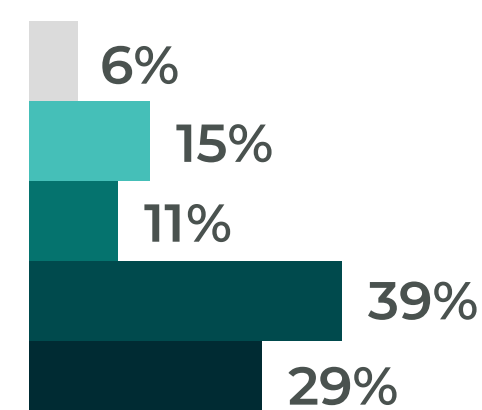
Streaming platforms offer good value for money



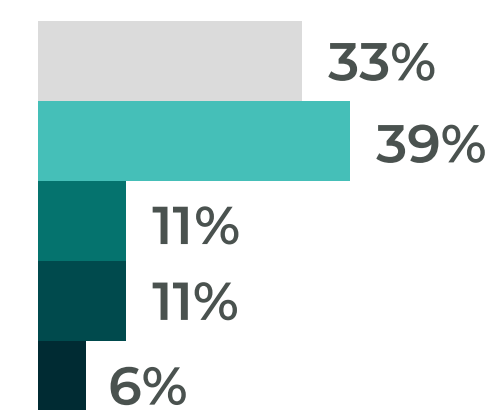
Reality TV shows created for streaming channels are exploitative with low entertainment value



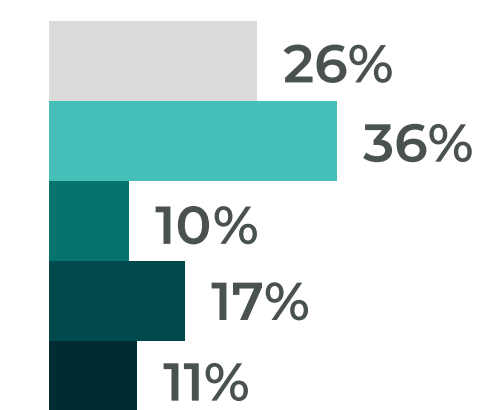
Streaming platforms are lazy - new content is boring and repetitive



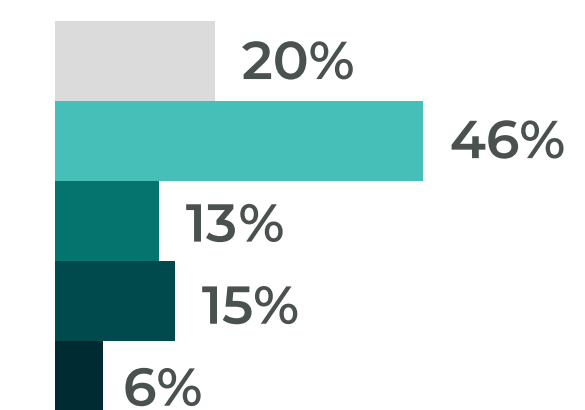
I would like my utilities provider/bank/phone company to offer streaming as an incentive



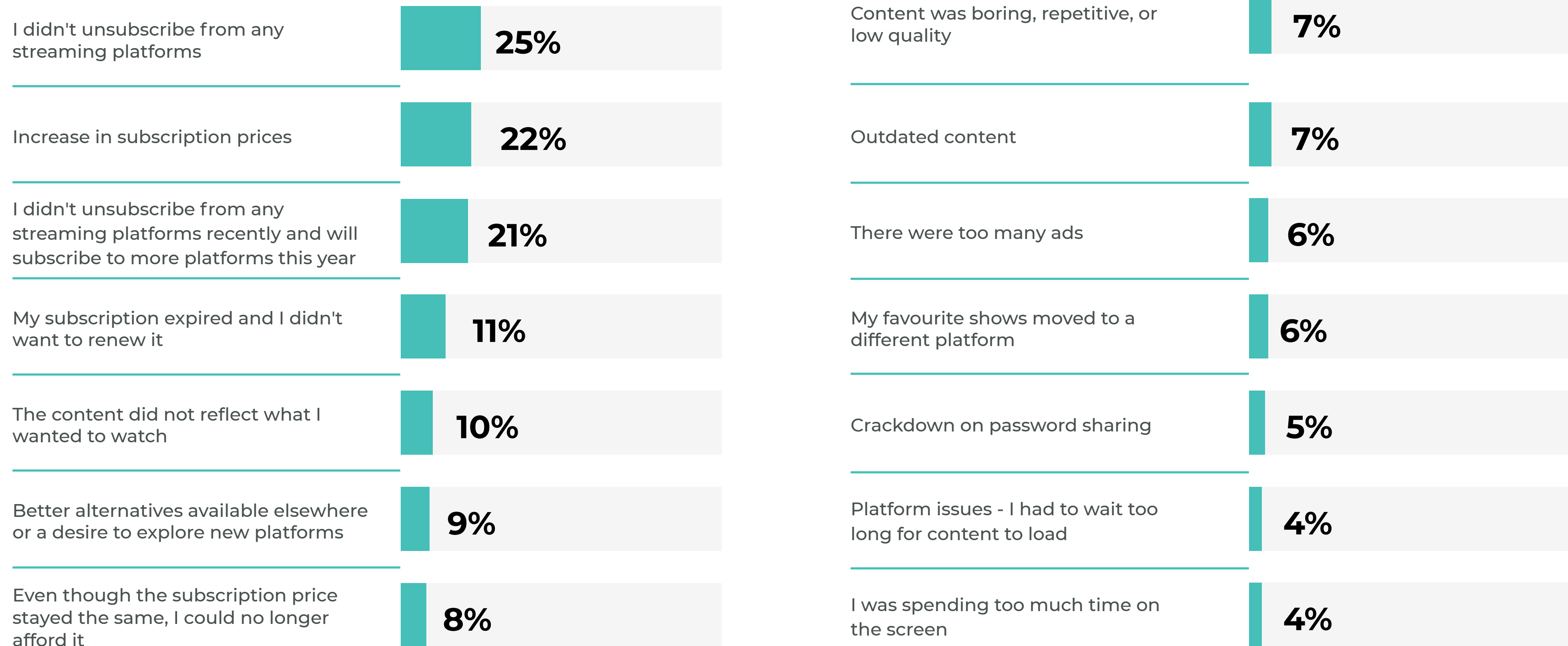
It has become too expensive to have more than one streaming subscription



I trust the platform's watching and listening recommendations when making streaming choices



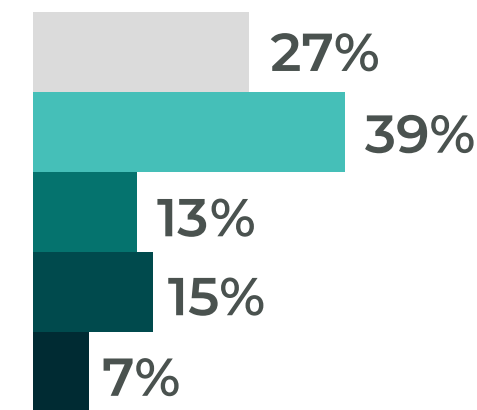
If you unsubscribed from a streaming channel in the last year, what were the reasons? Select the top three reasons



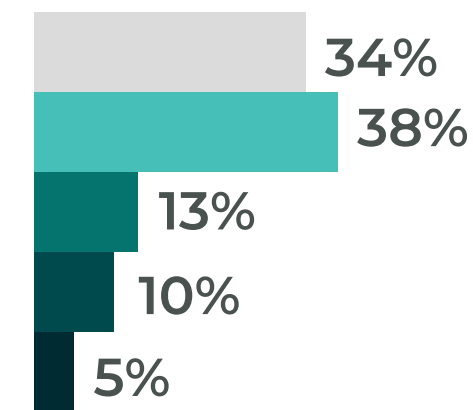
When it comes to representation, mark how much you agree or disagree with the following statements:

■ Strongly agree
 ■ Agree
 ■ Neither agree nor disagree
 ■ Disagree
 ■ Strongly disagree

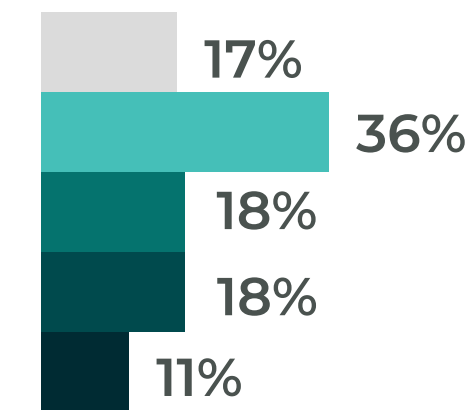
TV and movies about Latin America focus too much on drugs, crime, violence, and sexual stereotypes



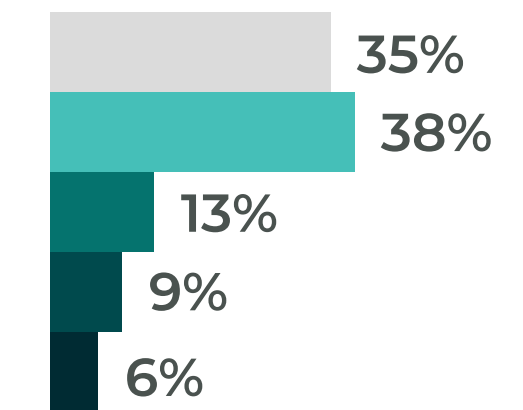
Women should have more meaningful onscreen roles, speak more, and not only be romantic interests



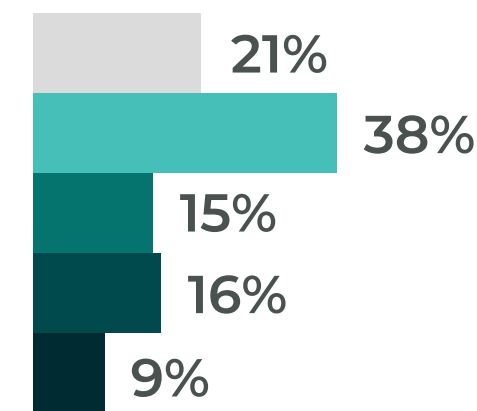
Streaming platforms play a crucial role in representing LGBTQIA+ characters and narratives that are shown less in other media



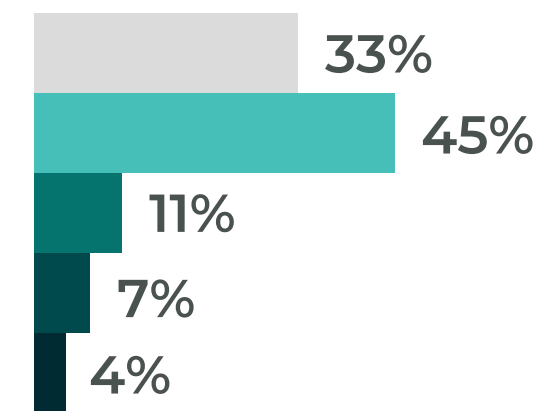
Black people, indigenous people, and those of a greater range of ethnic groups should be represented with more nuance and respect



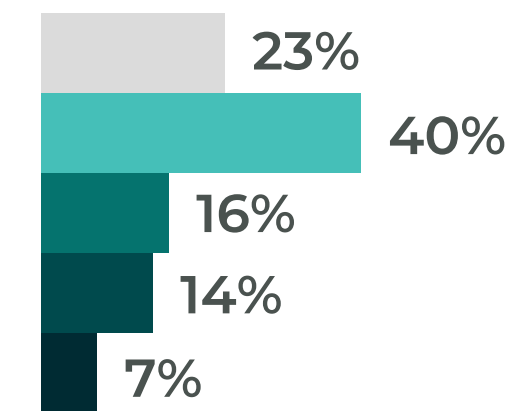
Inaccurate representation negatively impacts minority communities and contributes to their marginalisation



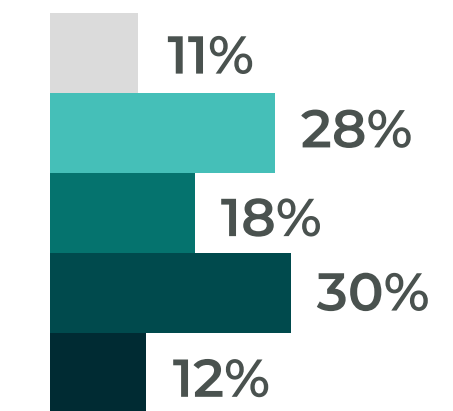
There should be more content from other parts of the world



Actors should have more realistic bodies, clothing, and lifestyles

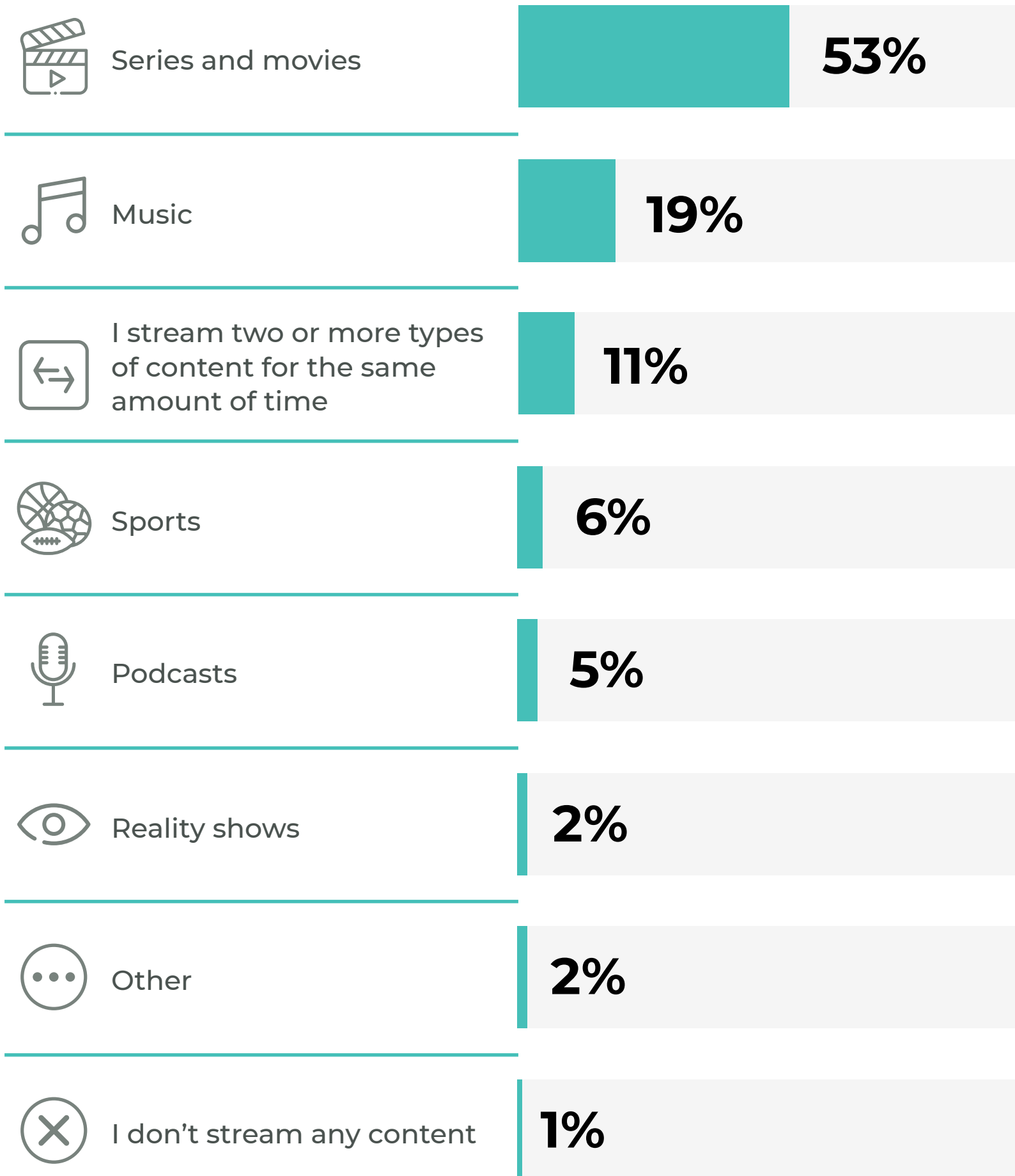


My country is represented fairly and accurately in streaming content

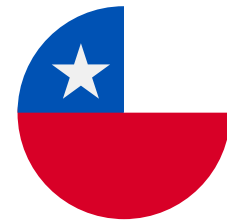


What type of content do you consume most on Streaming platforms?

Choose one

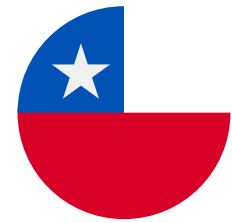
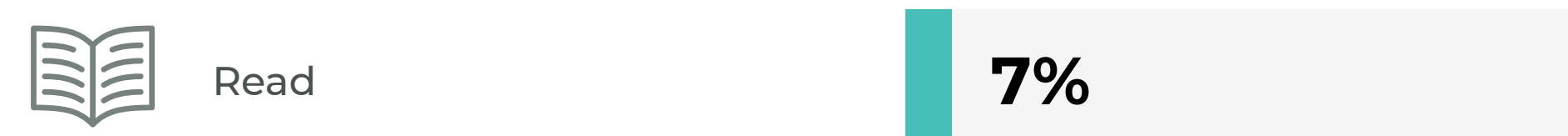
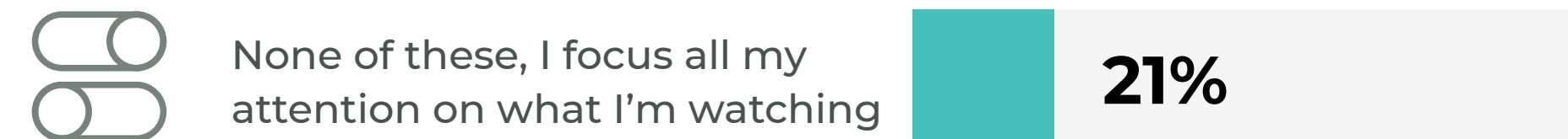


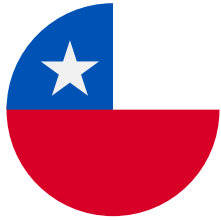
CHILE



While streaming movies and series, do you do any of these other activities?

Select up to three answers





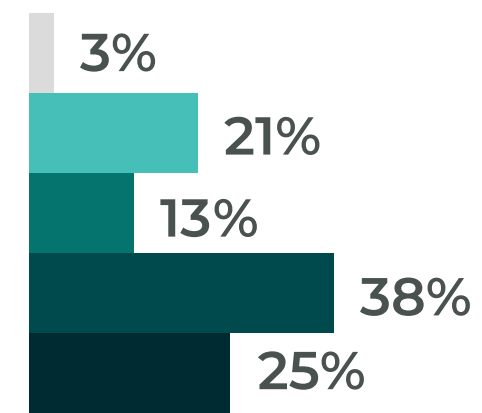
I stream content for: *Select all that apply*



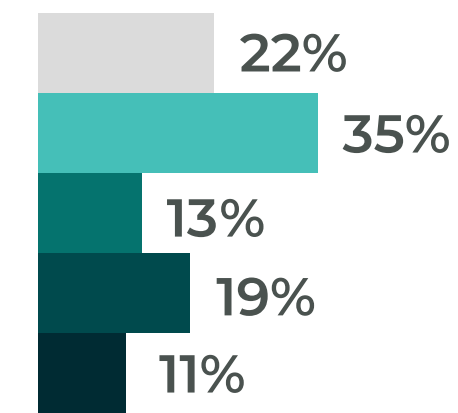
When it comes to representation, mark how much you agree or disagree with the following statements:

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

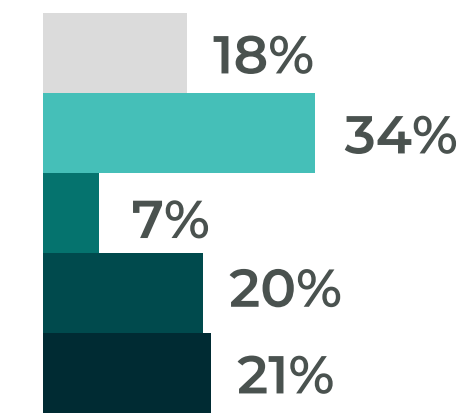
I am frustrated with streaming platforms - there's never anything good to watch



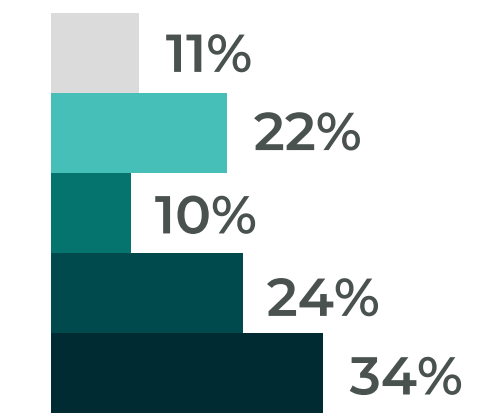
It's annoying that my favourite shows keep moving from one platform to another



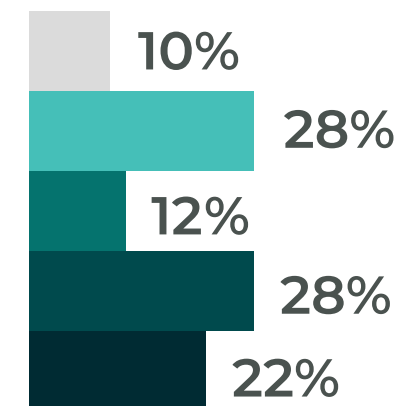
I share subscriptions with friends and/or family to keep costs down



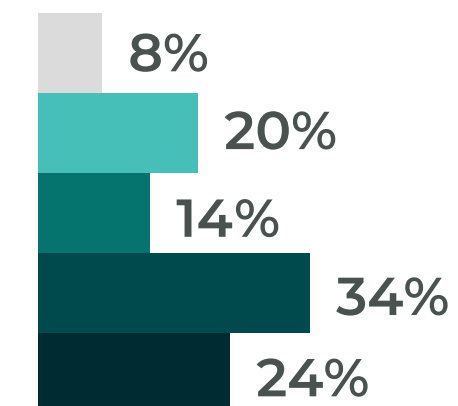
I have an apparatus (TV box) that allows me to watch lots of content without paying for monthly subscriptions



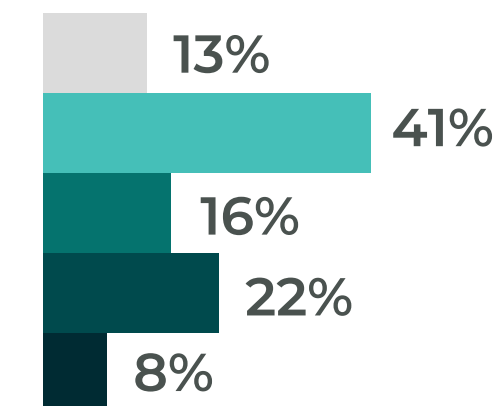
I sign up for free trials to watch what I want, then unsubscribe



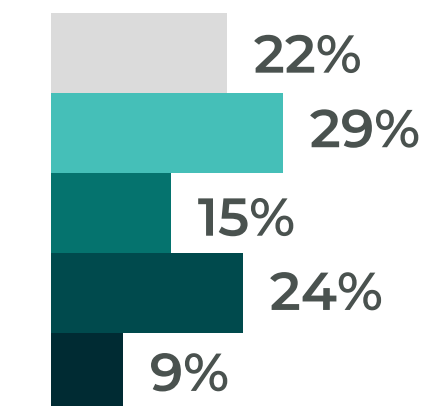
I only stream free content



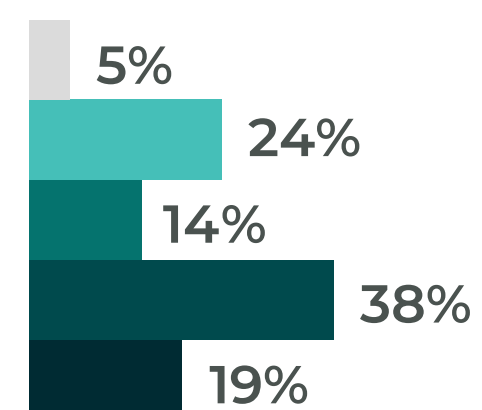
Streaming platforms offer good value for money



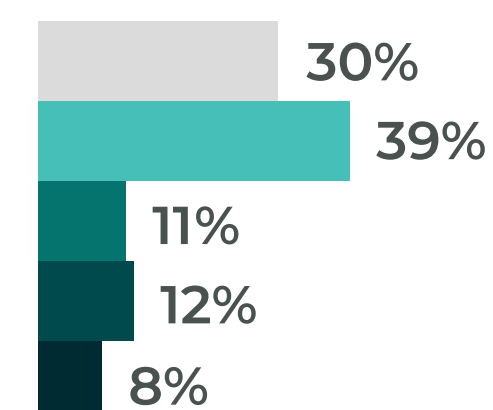
Reality TV shows created for streaming channels are exploitative with low entertainment value



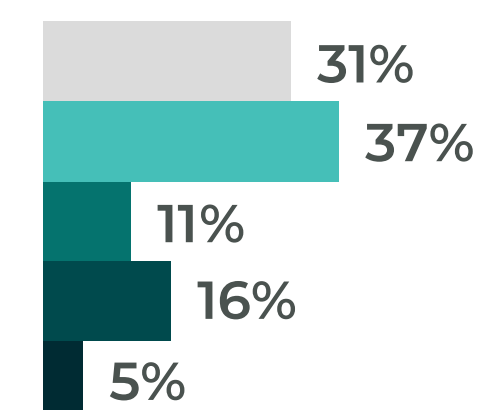
Streaming platforms are lazy new content is boring and repetitive



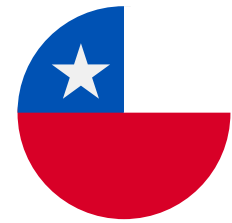
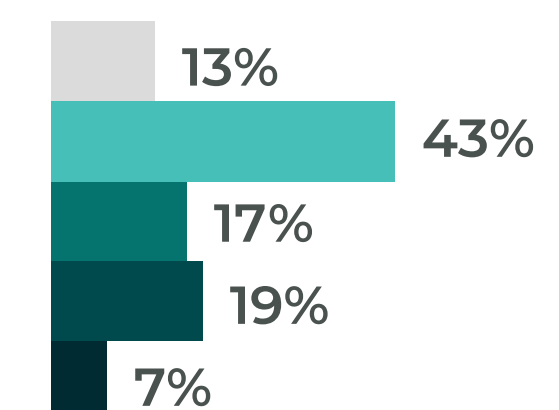
I would like my utilities provider/bank/phone company to offer streaming as an incentive



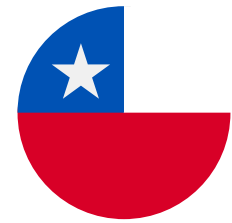
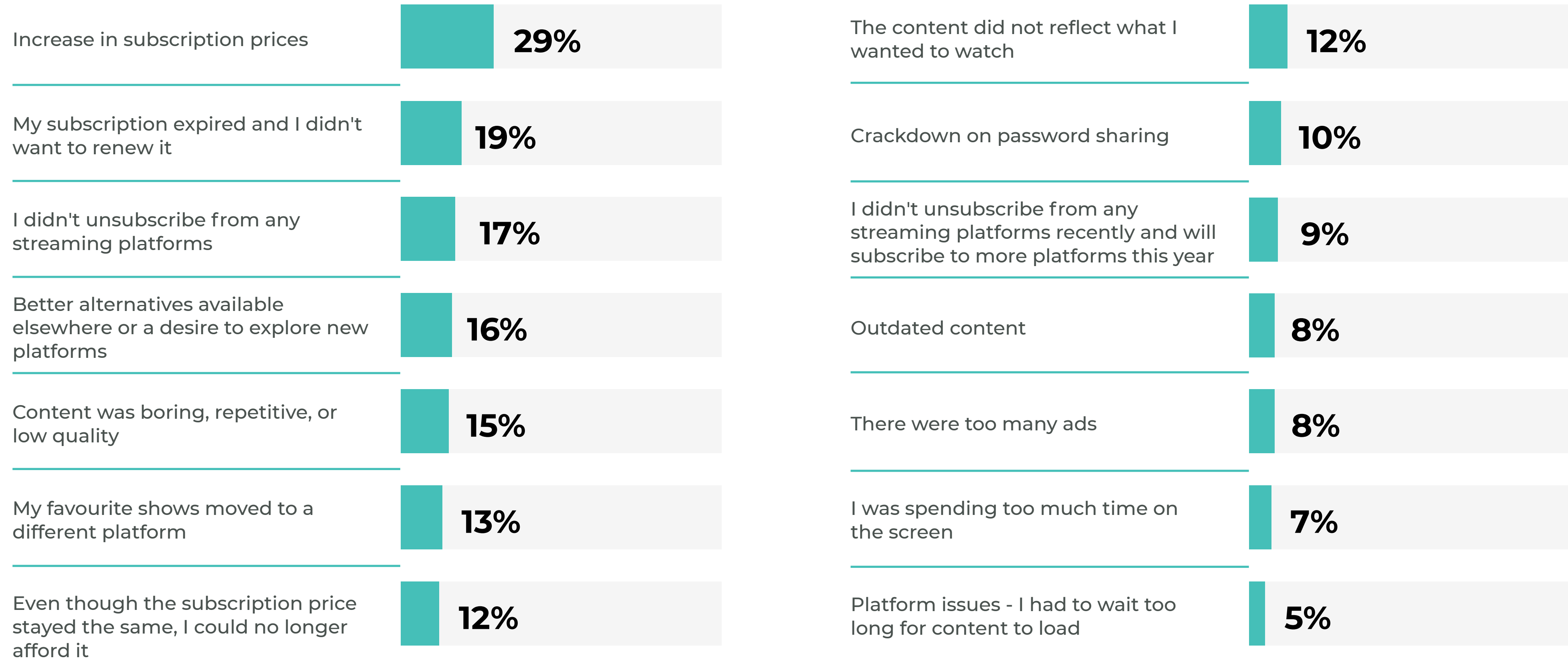
It has become too expensive to have more than one streaming subscription



I trust the platform's watching and listening recommendations when making streaming choices



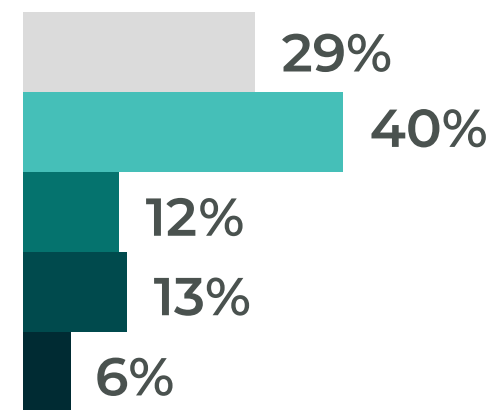
If you unsubscribed from a streaming channel in the last year, what were the reasons? *Select the top three reasons*



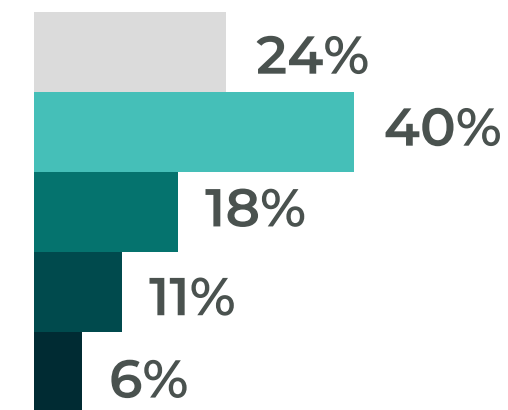
When it comes to representation, mark how much you agree or disagree with the following statements:

■ Strongly agree
 ■ Agree
 ■ Neither agree nor disagree
 ■ Disagree
 ■ Strongly disagree

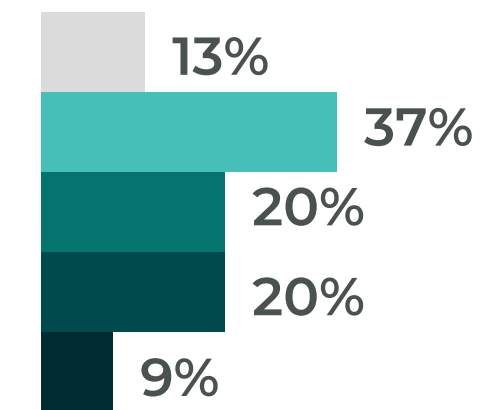
TV and movies about Latin America focus too much on drugs, crime, violence, and sexual stereotypes



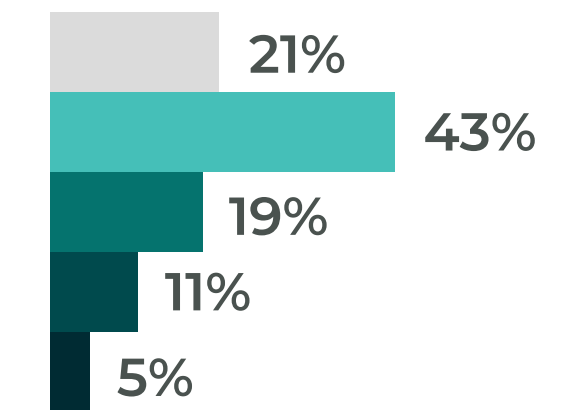
Women should have more meaningful onscreen roles, speak more, and not only be romantic interests



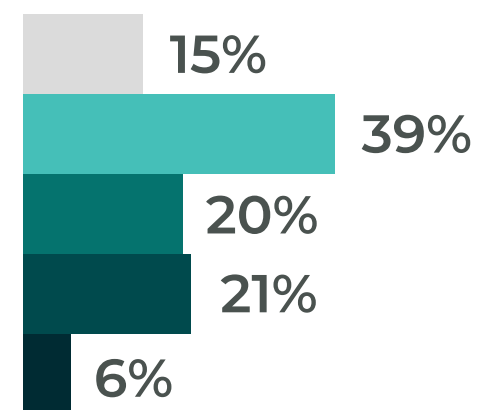
Streaming platforms play a crucial role in representing LGBTQIA+ characters and narratives that are shown less in other media



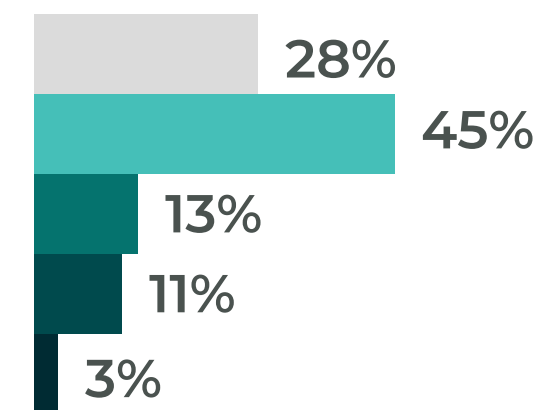
Black people, indigenous people, and those of a greater range of ethnic groups should be represented with more nuance and respect



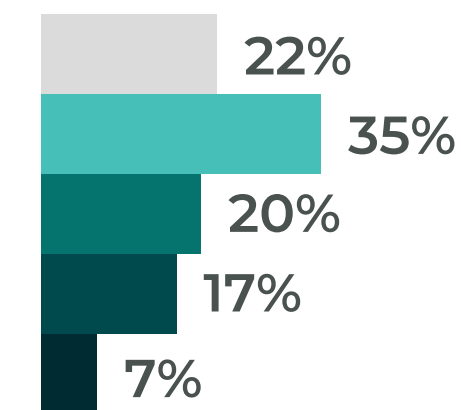
Inaccurate representation negatively impacts minority communities and contributes to their marginalisation



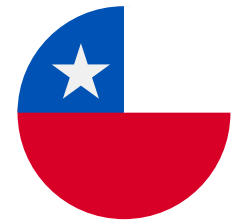
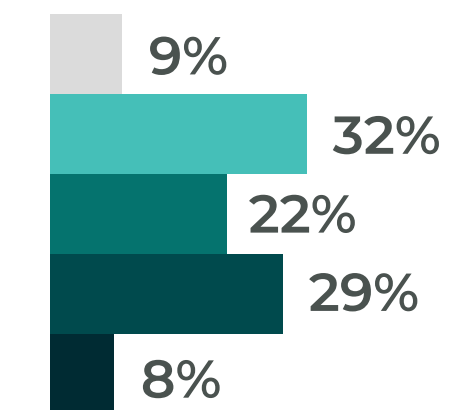
There should be more content from other parts of the world



Actors should have more realistic bodies, clothing, and lifestyles

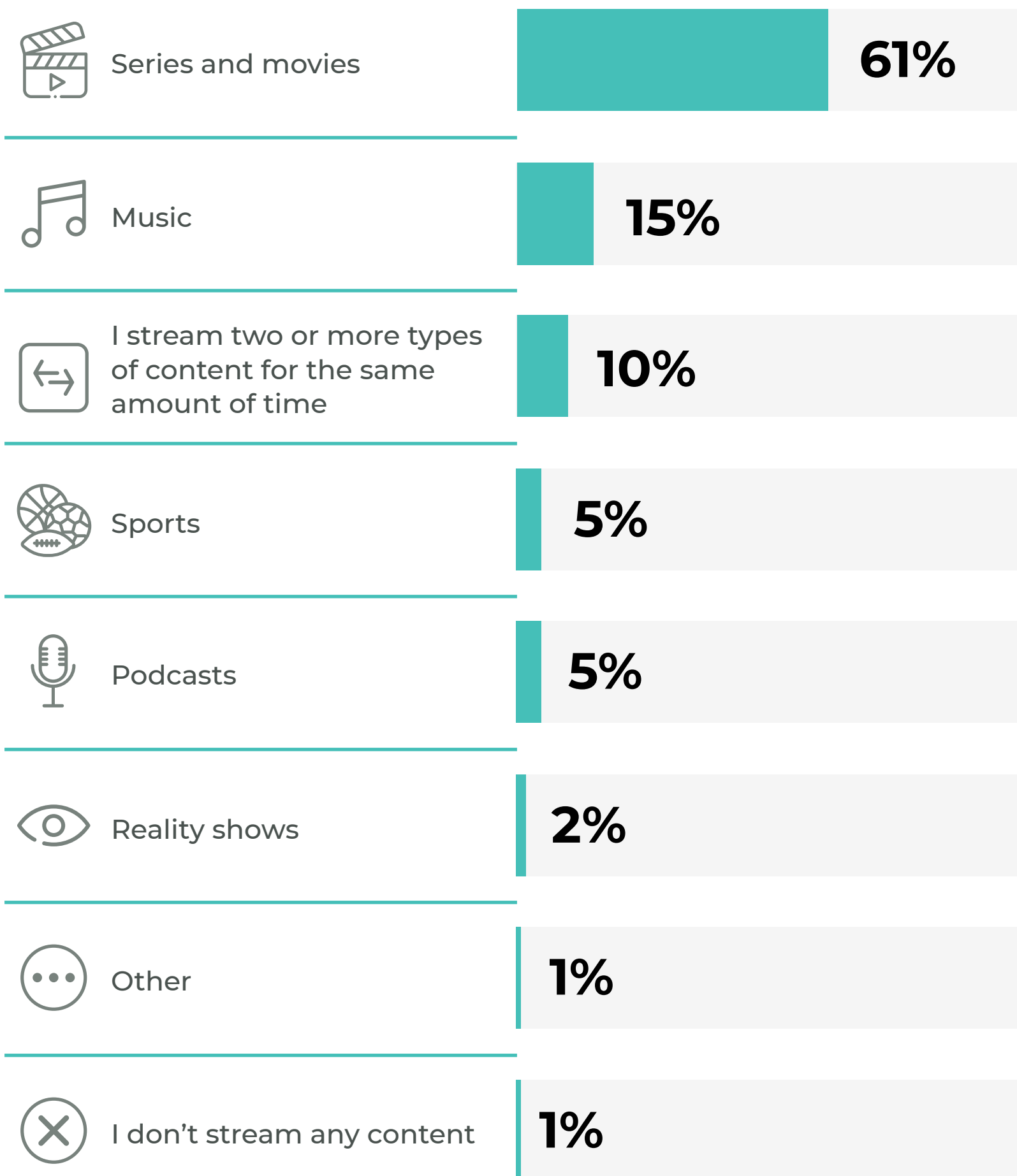


My country is represented fairly and accurately in streaming content



What type of content do you consume most on Streaming platforms?

Choose one

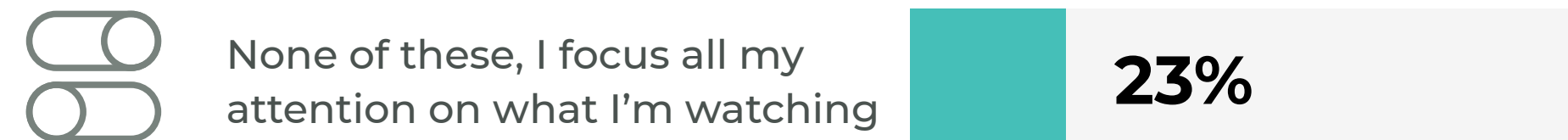


COLOMBIA



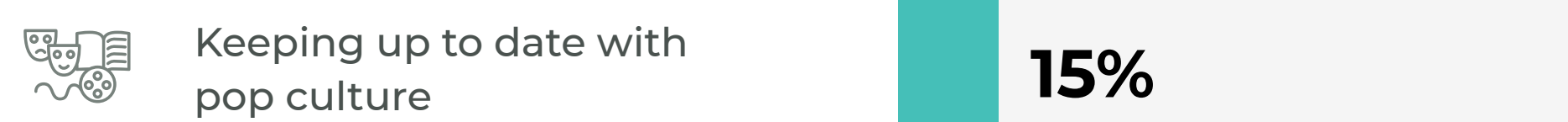
While streaming movies and series, do you do any of these other activities?

Select up to three answers





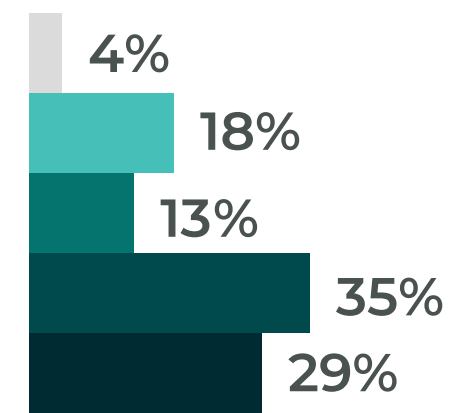
I stream content for: *Select all that apply*



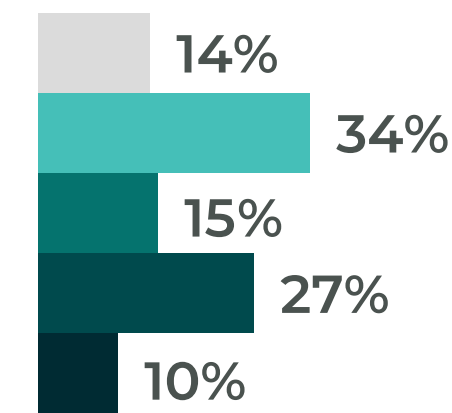
When it comes to representation, mark how much you agree or disagree with the following statements:

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

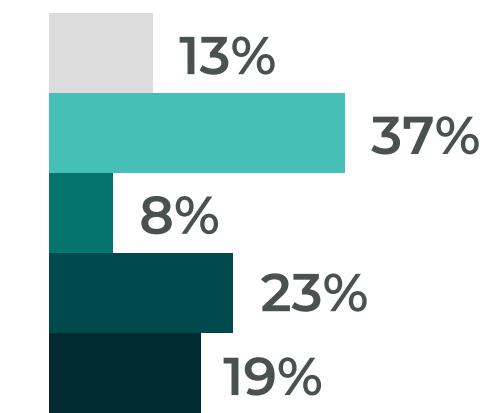
I am frustrated with streaming platforms - there's never anything good to watch



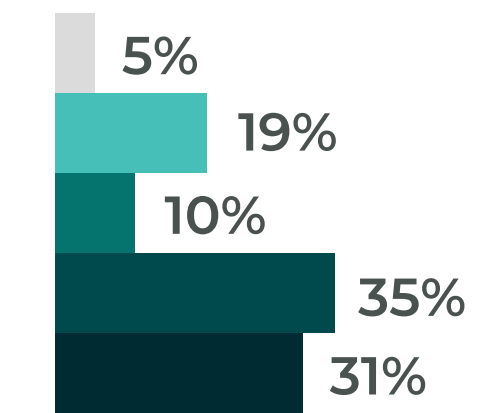
It's annoying that my favourite shows keep moving from one platform to another



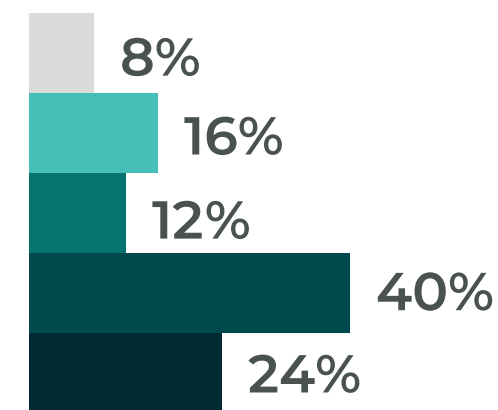
I share subscriptions with friends and/or family to keep costs down



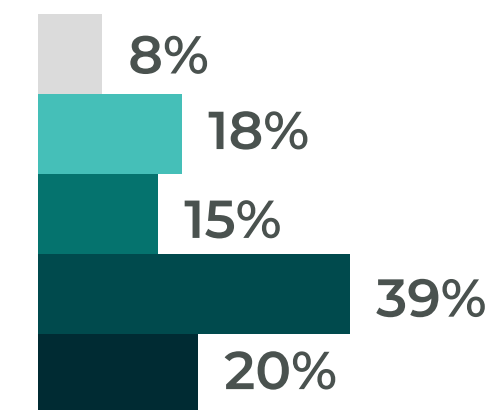
I have an apparatus (TV box) that allows me to watch lots of content without paying for monthly subscriptions



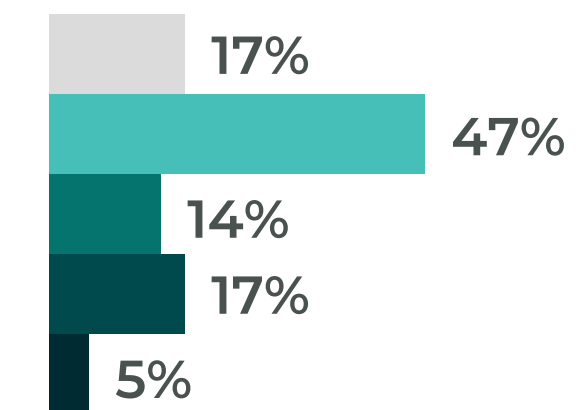
I sign up for free trials to watch what I want, then unsubscribe



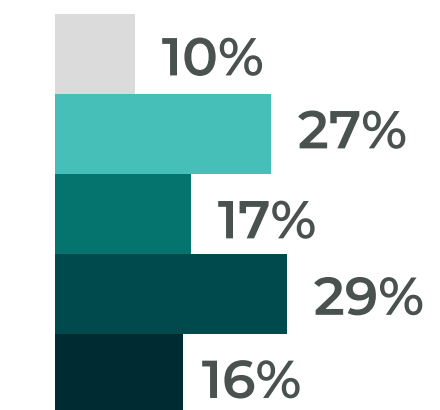
I only stream free content



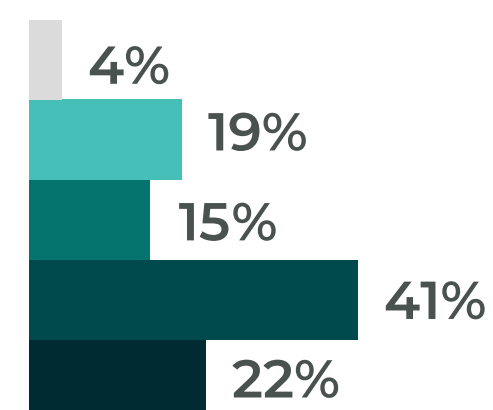
Streaming platforms offer good value for money



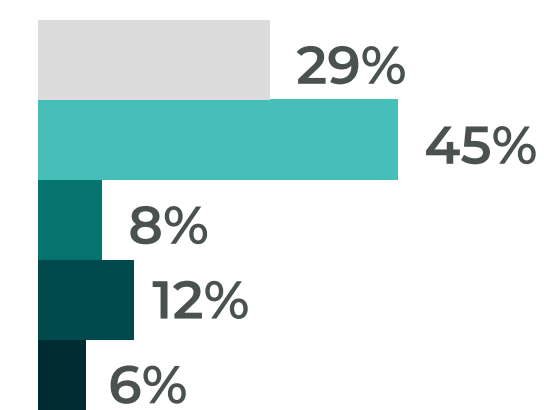
Reality TV shows created for streaming channels are exploitative with low entertainment value



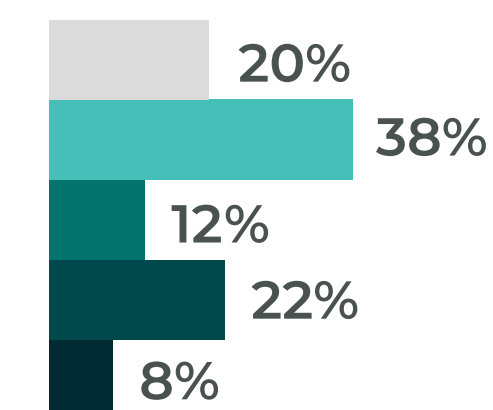
Streaming platforms are lazy new content is boring and repetitive



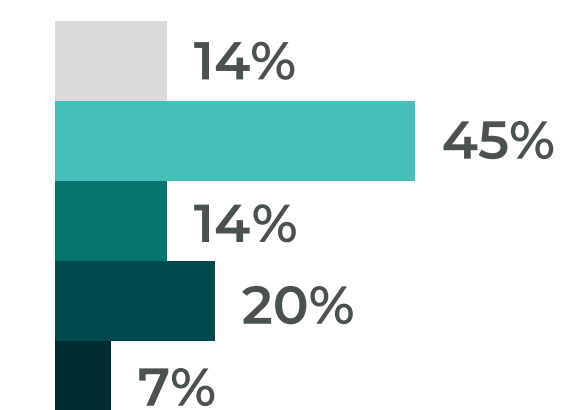
I would like my utilities provider/bank/phone company to offer streaming as an incentive



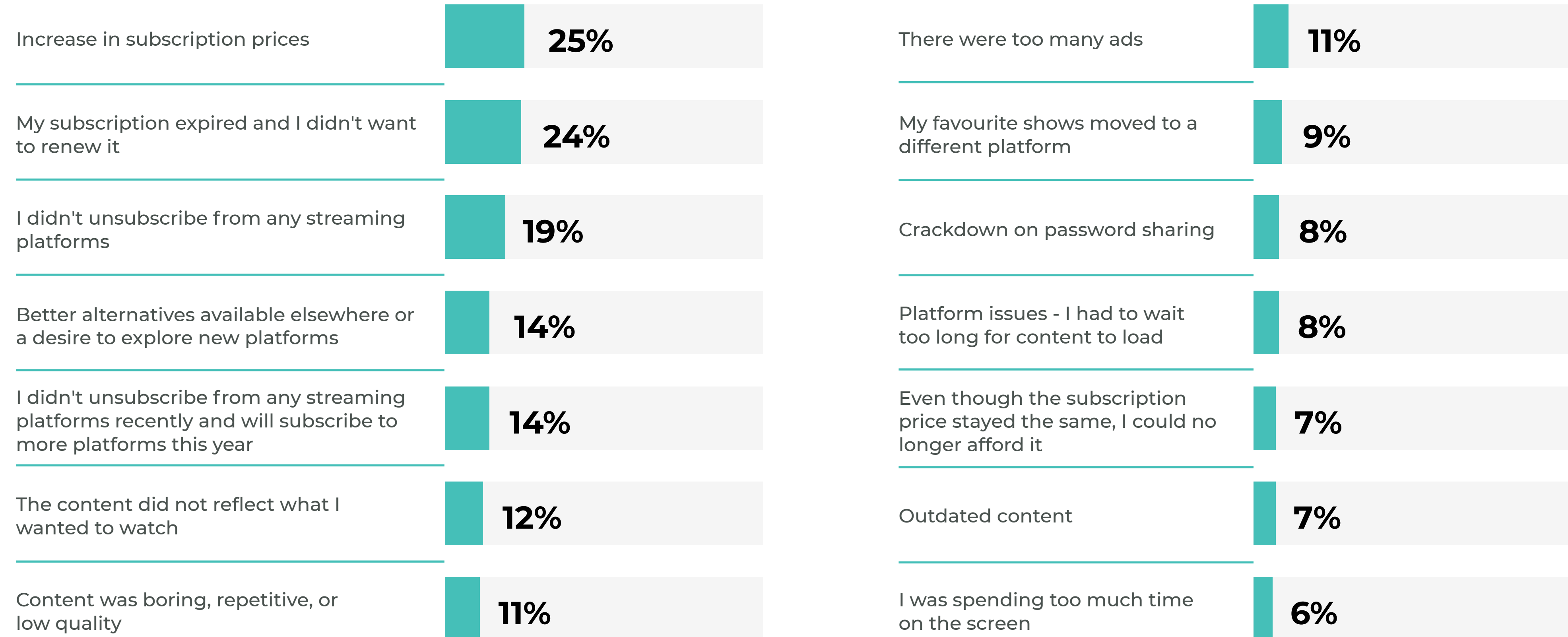
It has become too expensive to have more than one streaming subscription



I trust the platform's watching and listening recommendations when making streaming choices



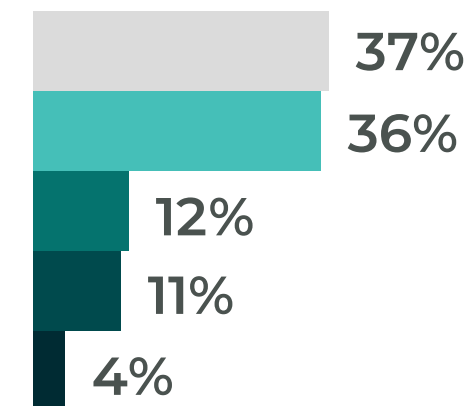
If you unsubscribed from a streaming channel in the last year, what were the reasons? *Select the top three reasons*



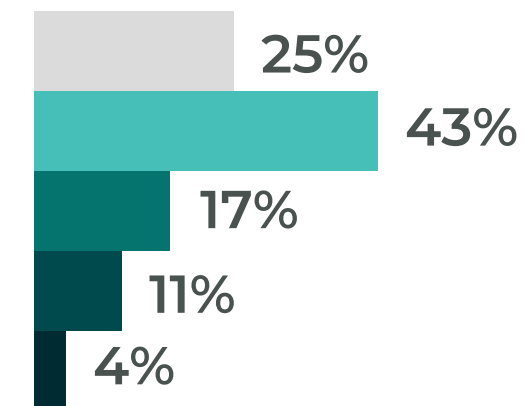
When it comes to representation, mark how much you agree or disagree with the following statements:

■ Strongly agree
 ■ Agree
 ■ Neither agree nor disagree
 ■ Disagree
 ■ Strongly disagree

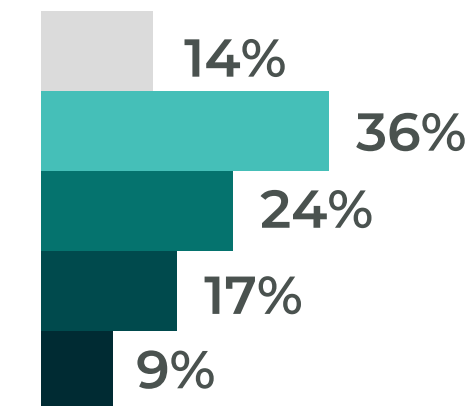
TV and movies about Latin America focus too much on drugs, crime, violence, and sexual stereotypes



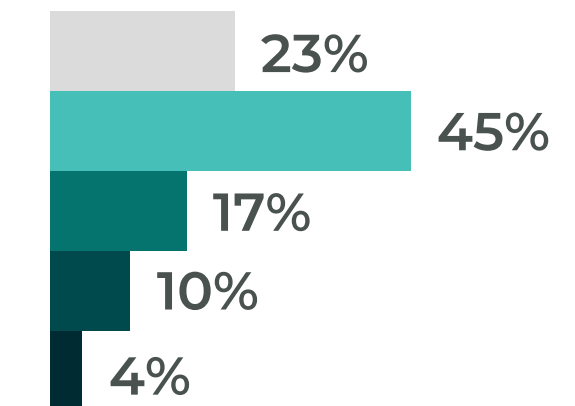
Women should have more meaningful onscreen roles, speak more, and not only be romantic interests



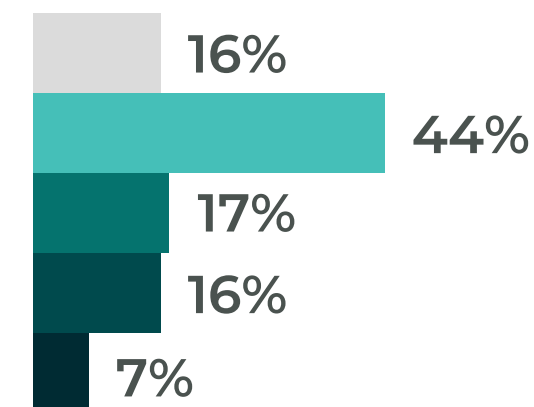
Streaming platforms play a crucial role in representing LGBTQIA+ characters and narratives that are shown less in other media



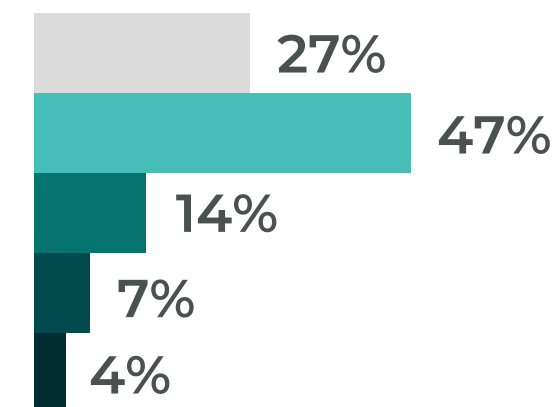
Black people, indigenous people, and those of a greater range of ethnic groups should be represented with more nuance and respect



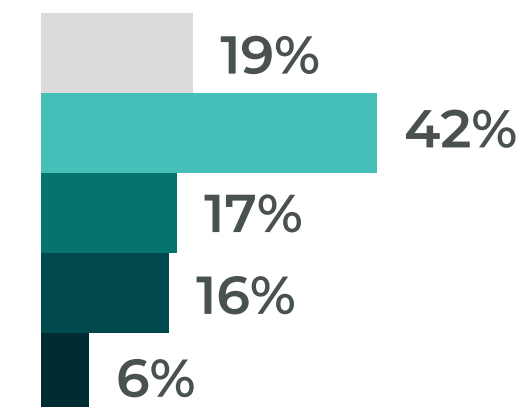
Inaccurate representation negatively impacts minority communities and contributes to their marginalisation



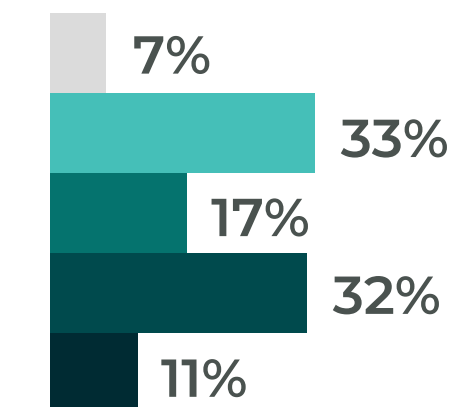
There should be more content from other parts of the world



Actors should have more realistic bodies, clothing, and lifestyles

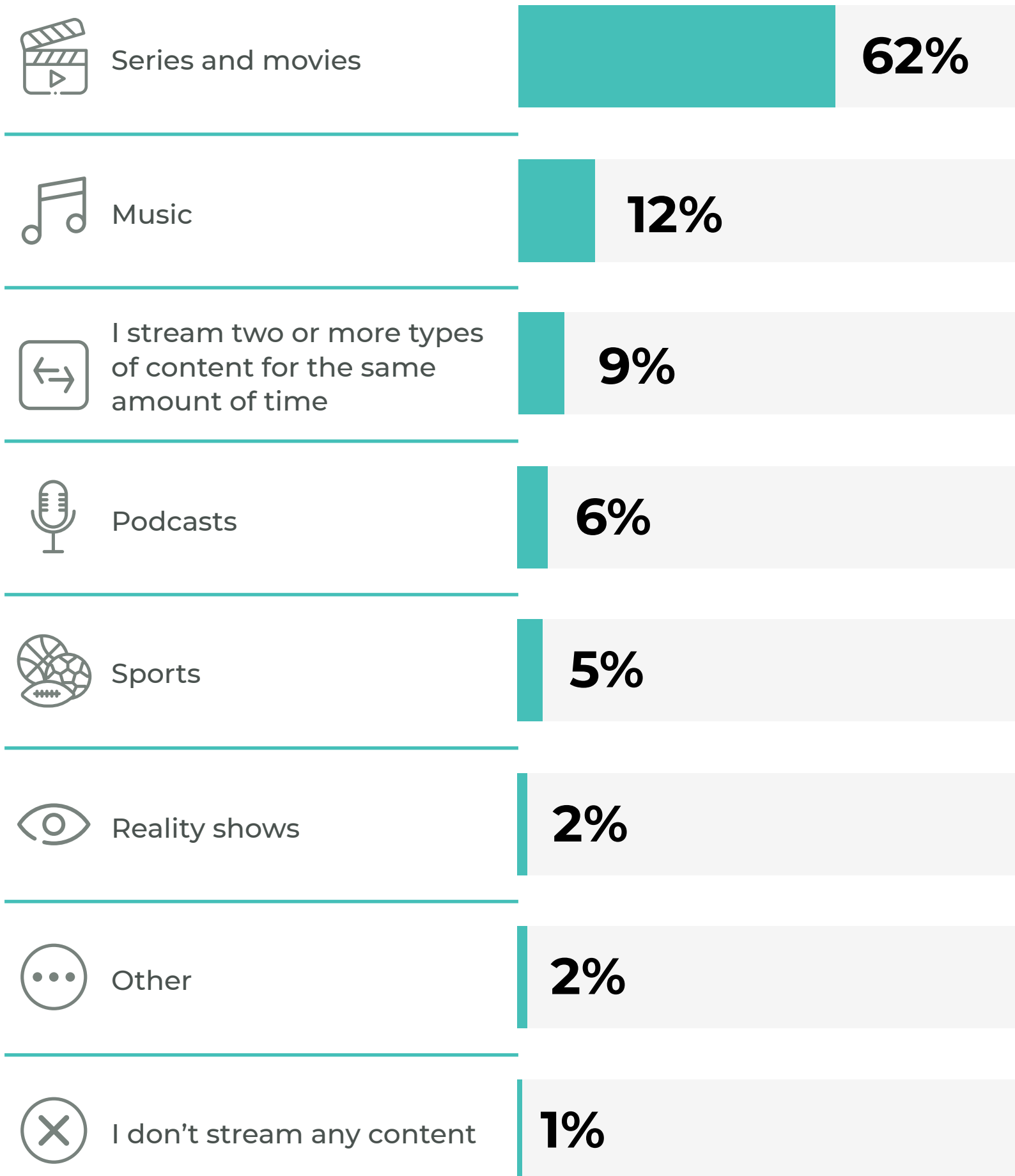


My country is represented fairly and accurately in streaming content



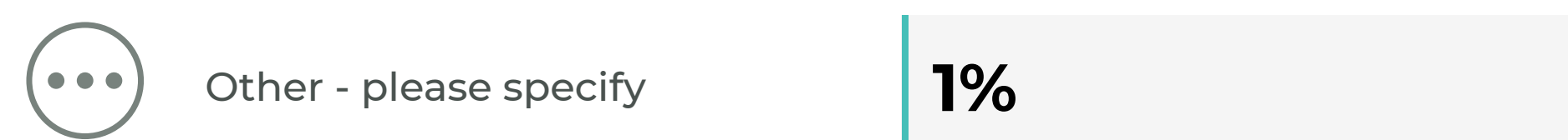
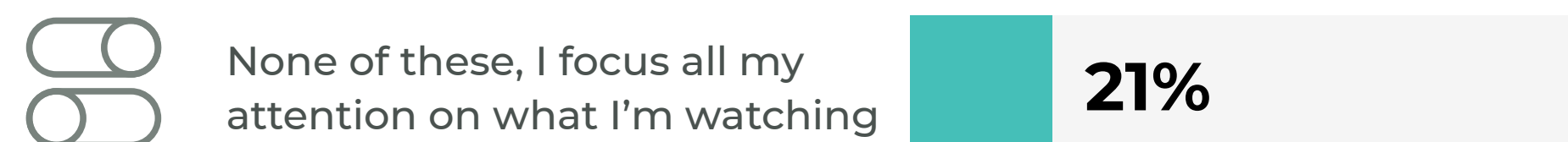
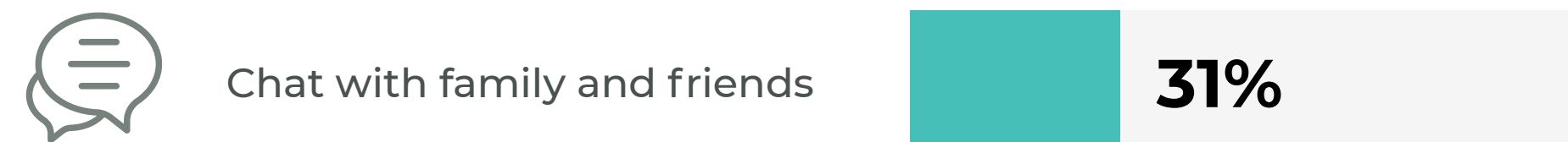
What type of content do you consume most on Streaming platforms?

Choose one



While streaming movies and series, do you do any of these other activities?

Select up to three answers





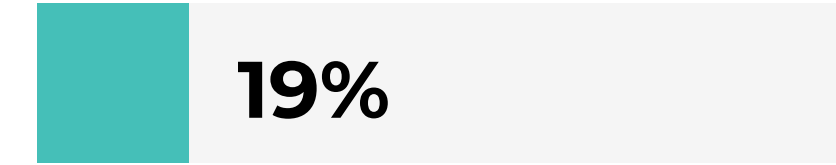
I stream content for: *Select all that apply*



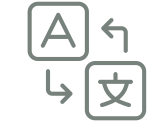
Entertainment and relaxation



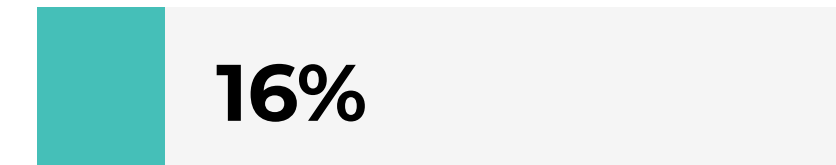
Self-improvement



Background noise while doing other tasks



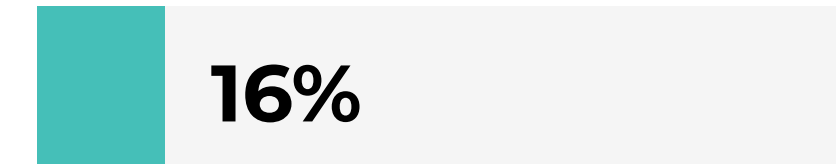
Language learning



To pass time during my commute



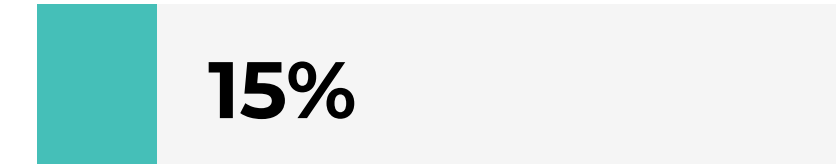
Feeling less lonely



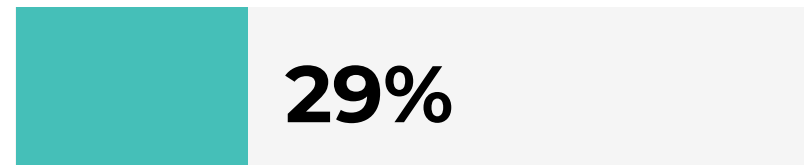
Spending time with my romantic partner/s



Falling asleep



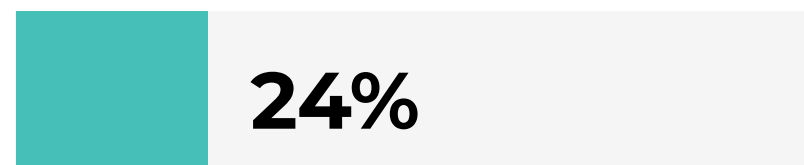
Getting to know new cultures



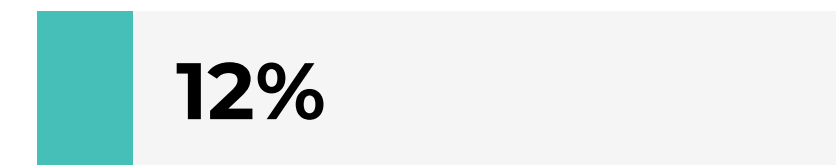
Interacting in real time with content creators when they live stream



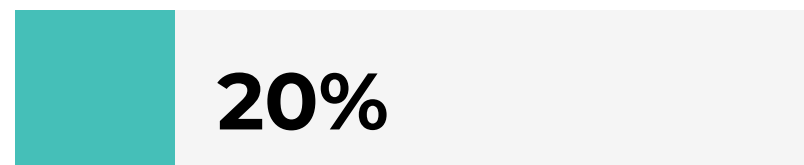
To distract children



Procrastinating and putting off tasks I have to do



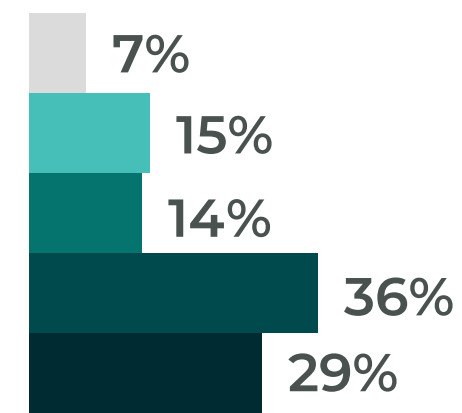
Keeping up to date with pop culture



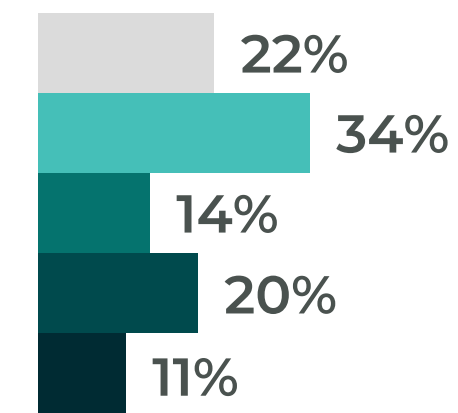
When it comes to representation, mark how much you agree or disagree with the following statements:

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

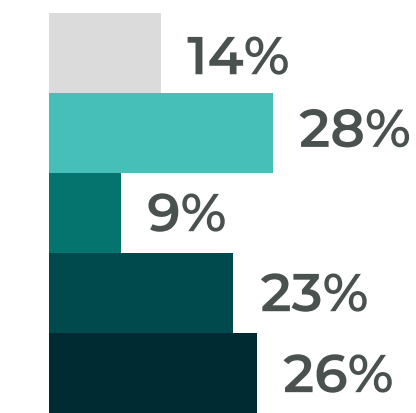
I am frustrated with streaming platforms - there's never anything good to watch



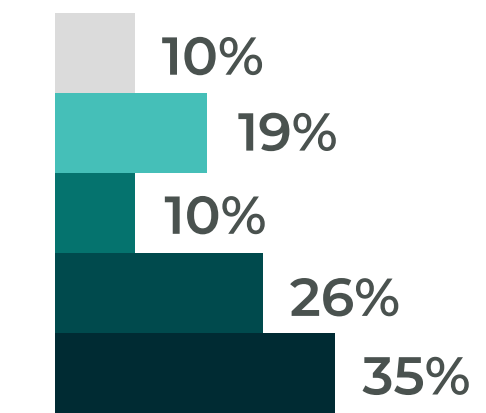
It's annoying that my favourite shows keep moving from one platform to another



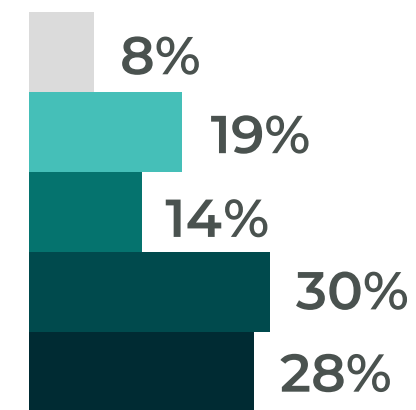
I share subscriptions with friends and/or family to keep costs down



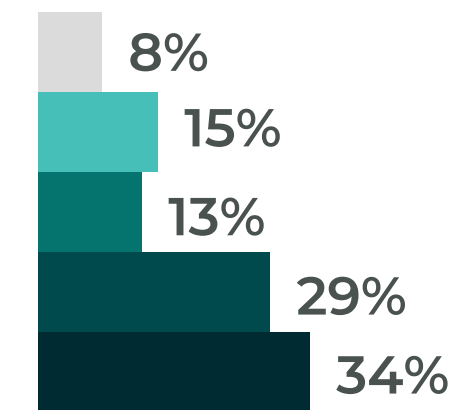
I have an apparatus (TV box) that allows me to watch lots of content without paying for monthly subscriptions



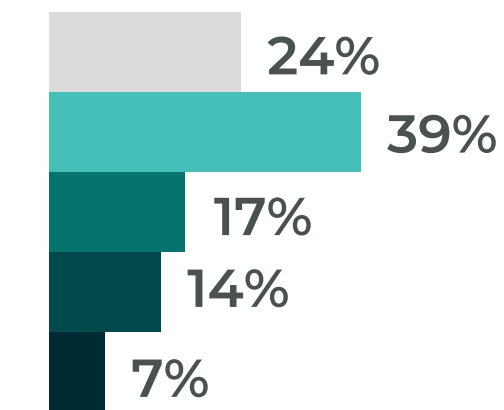
I sign up for free trials to watch what I want, then unsubscribe



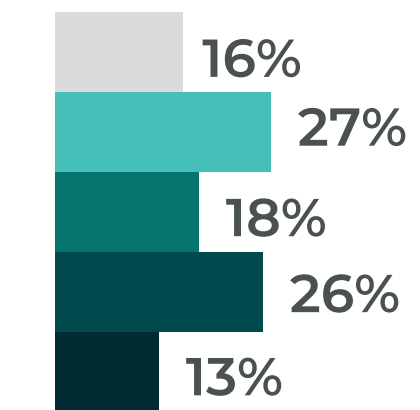
I only stream free content



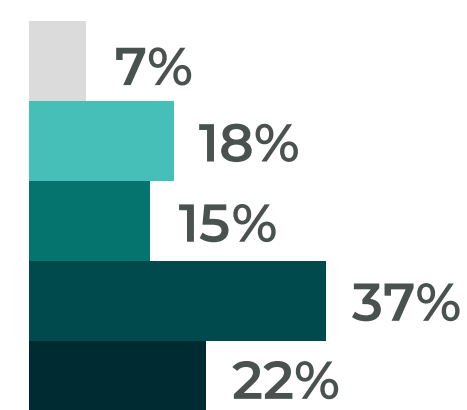
Streaming platforms offer good value for money



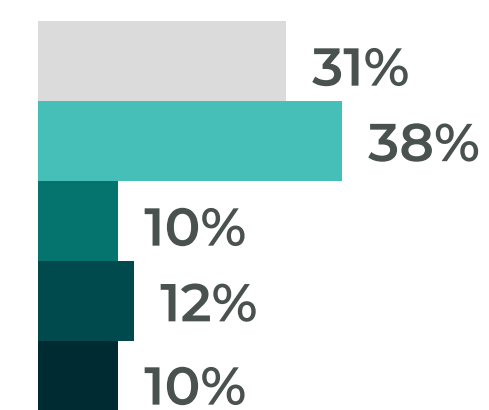
Reality TV shows created for streaming channels are exploitative with low entertainment value



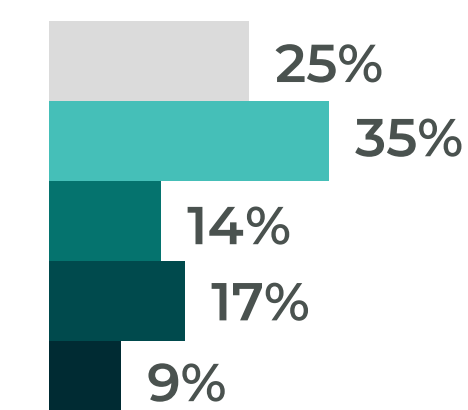
Streaming platforms are lazy new content is boring and repetitive



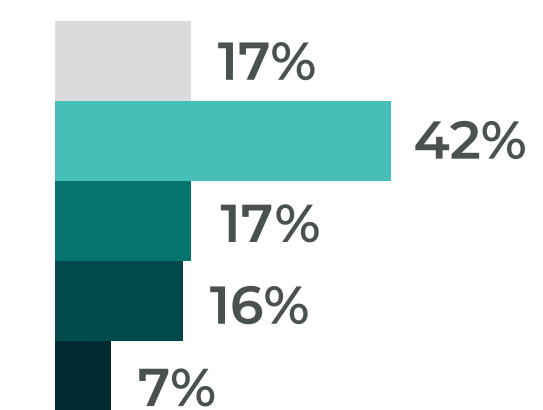
I would like my utilities provider/bank/phone company to offer streaming as an incentive



It has become too expensive to have more than one streaming subscription

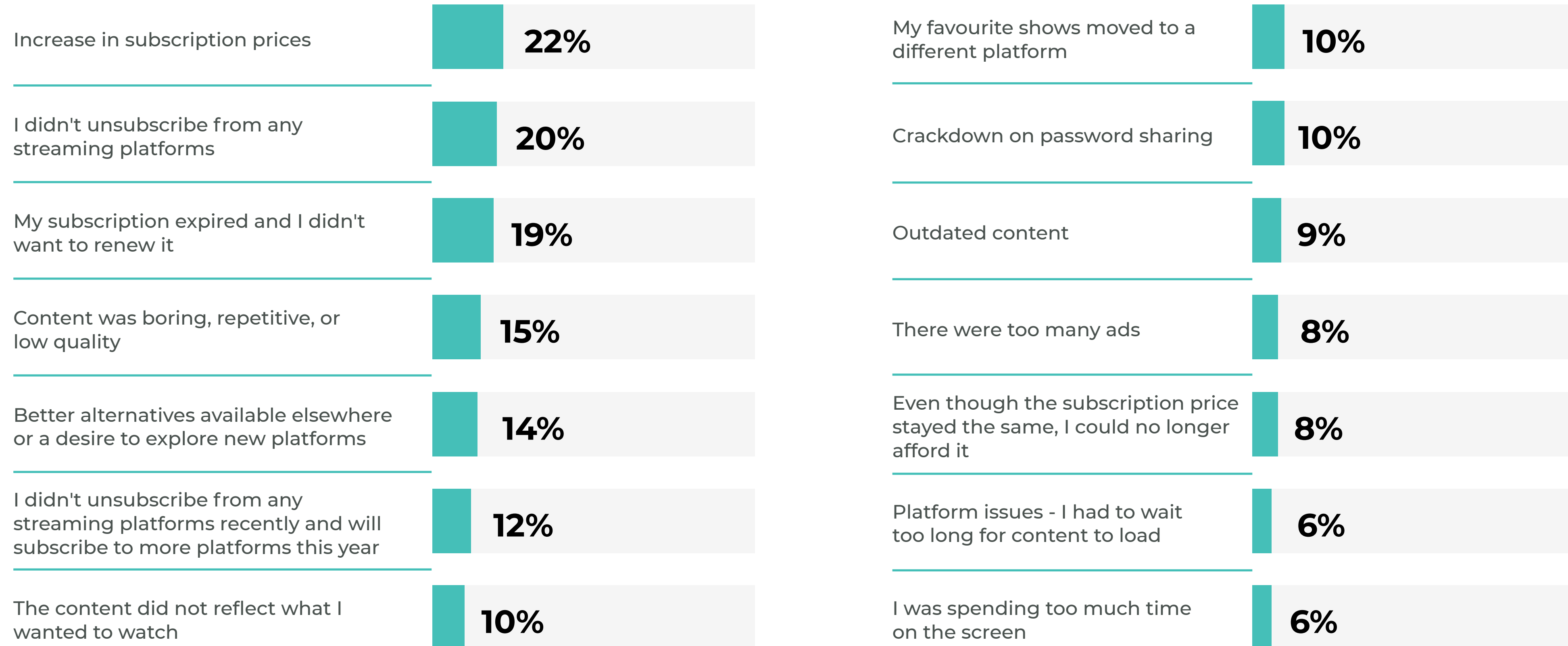


I trust the platform's watching and listening recommendations when making streaming choices



If you unsubscribed from a streaming channel in the last year, what were the reasons?

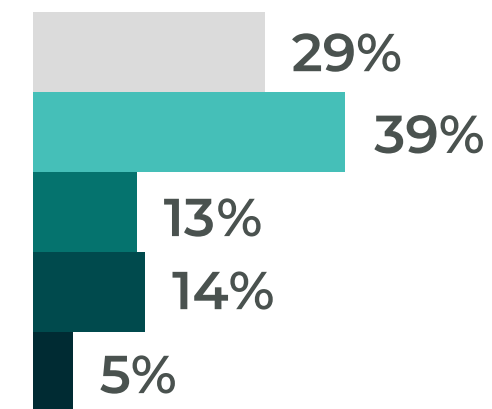
Select the top three reasons



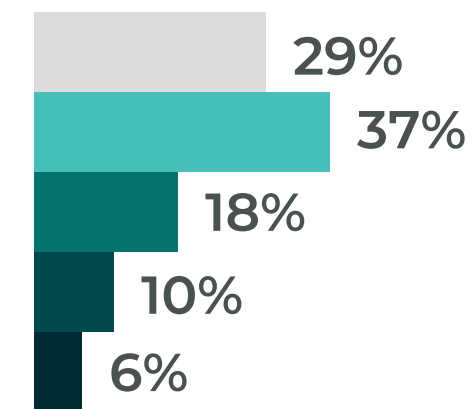
When it comes to representation, mark how much you agree or disagree with the following statements:

■ Strongly agree
 ■ Agree
 ■ Neither agree nor disagree
 ■ Disagree
 ■ Strongly disagree

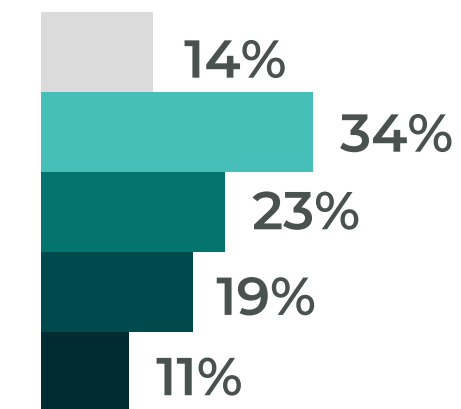
TV and movies about Latin America focus too much on drugs, crime, violence, and sexual stereotypes



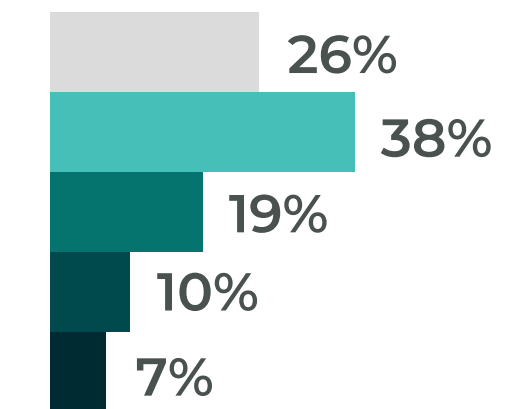
Women should have more meaningful onscreen roles, speak more, and not only be romantic interests



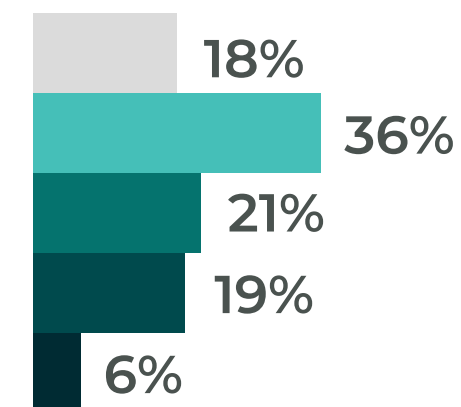
Streaming platforms play a crucial role in representing LGBTQIA+ characters and narratives that are shown less in other media



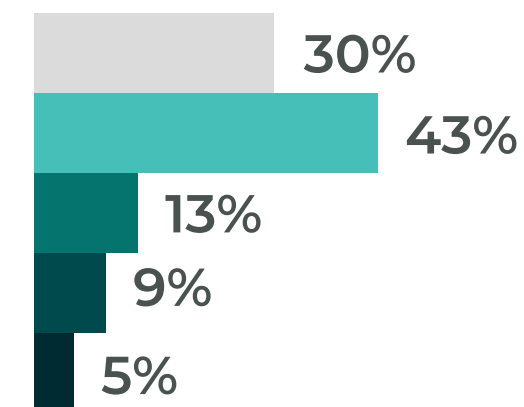
Black people, indigenous people, and those of a greater range of ethnic groups should be represented with more nuance and respect



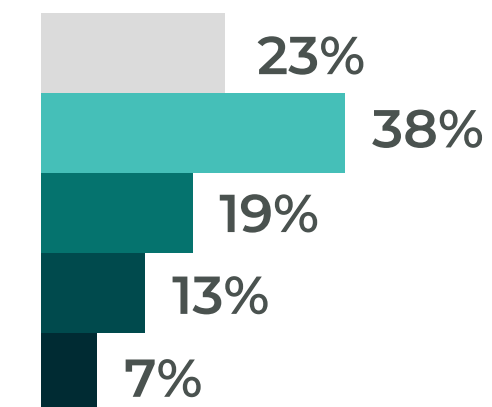
Inaccurate representation negatively impacts minority communities and contributes to their marginalisation



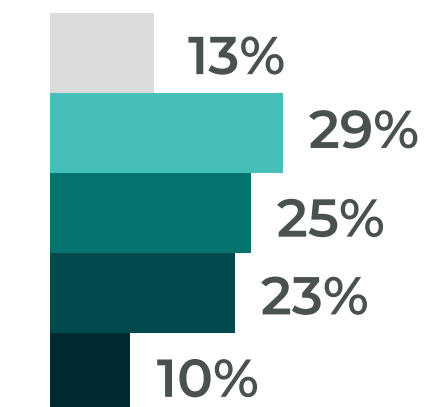
There should be more content from other parts of the world



Actors should have more realistic bodies, clothing, and lifestyles

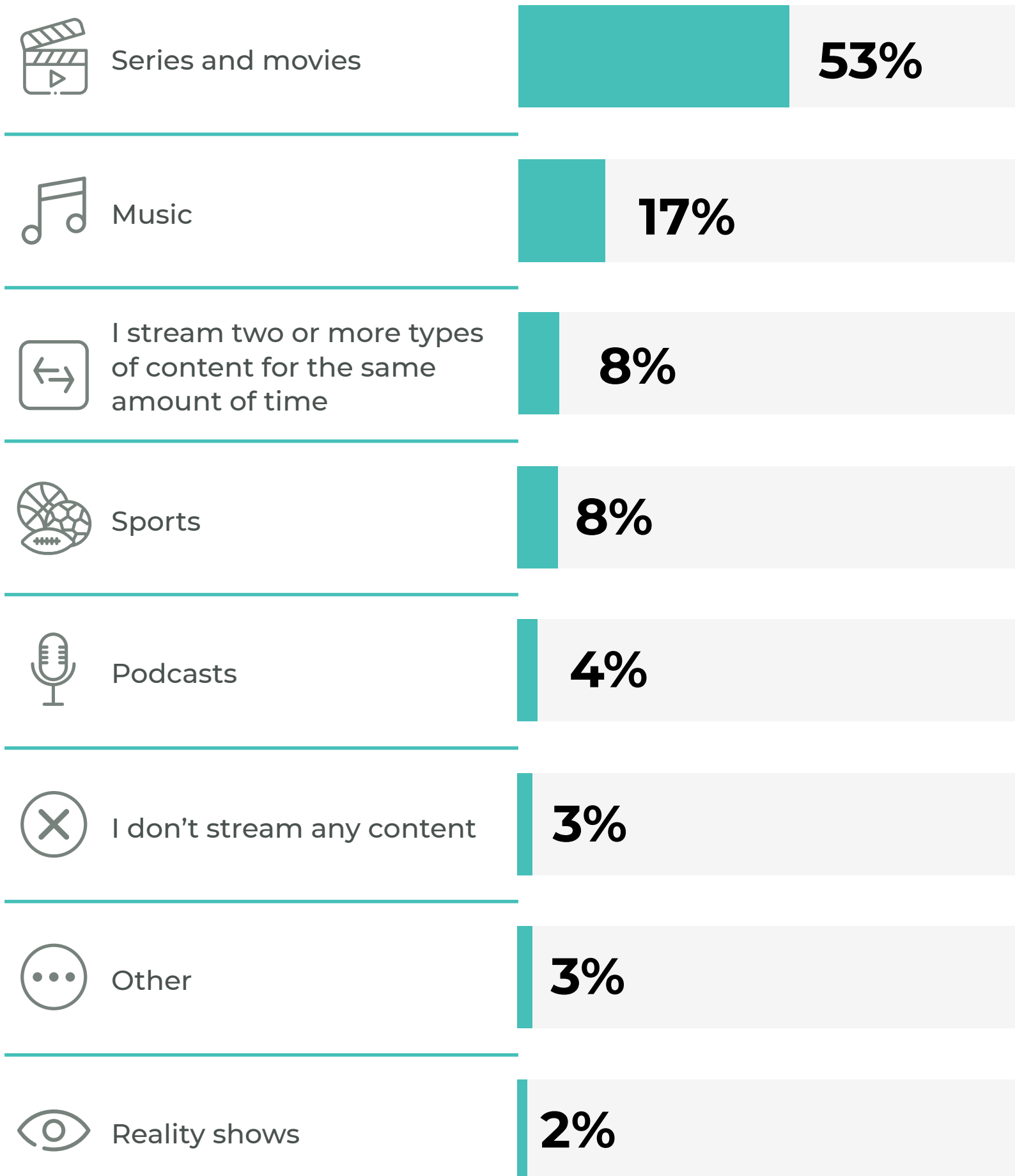


My country is represented fairly and accurately in streaming content

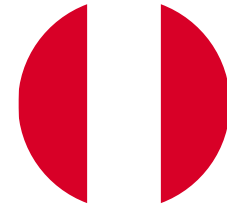


What type of content do you consume most on Streaming platforms?

Choose one

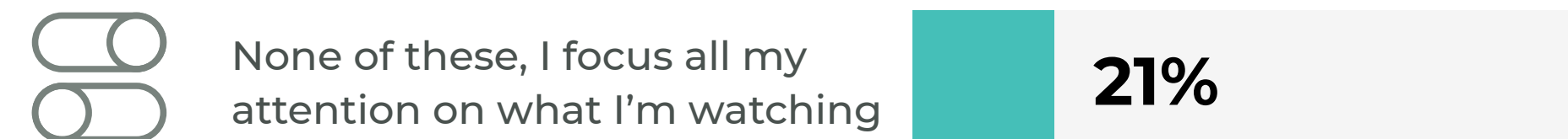


PERU

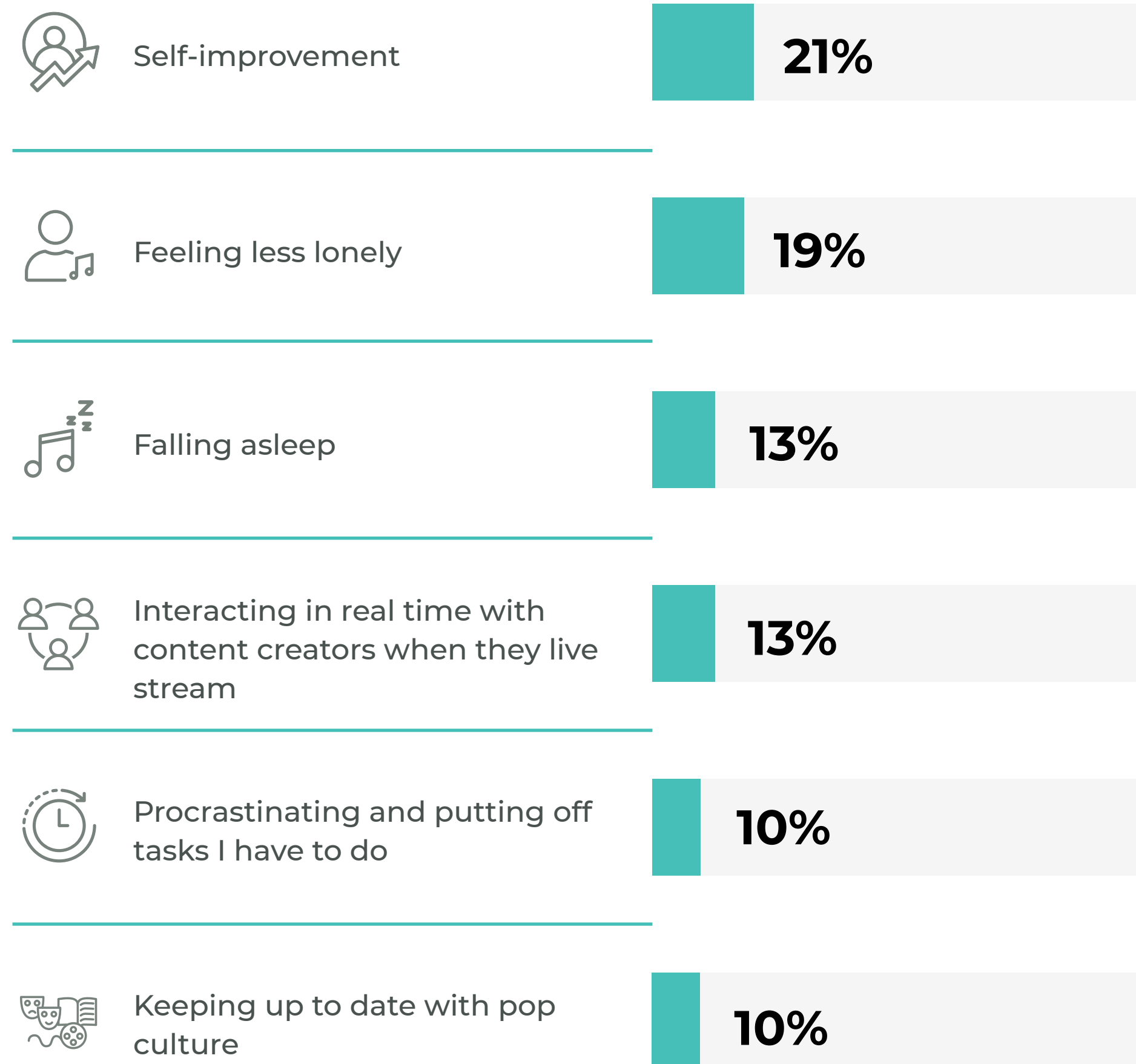
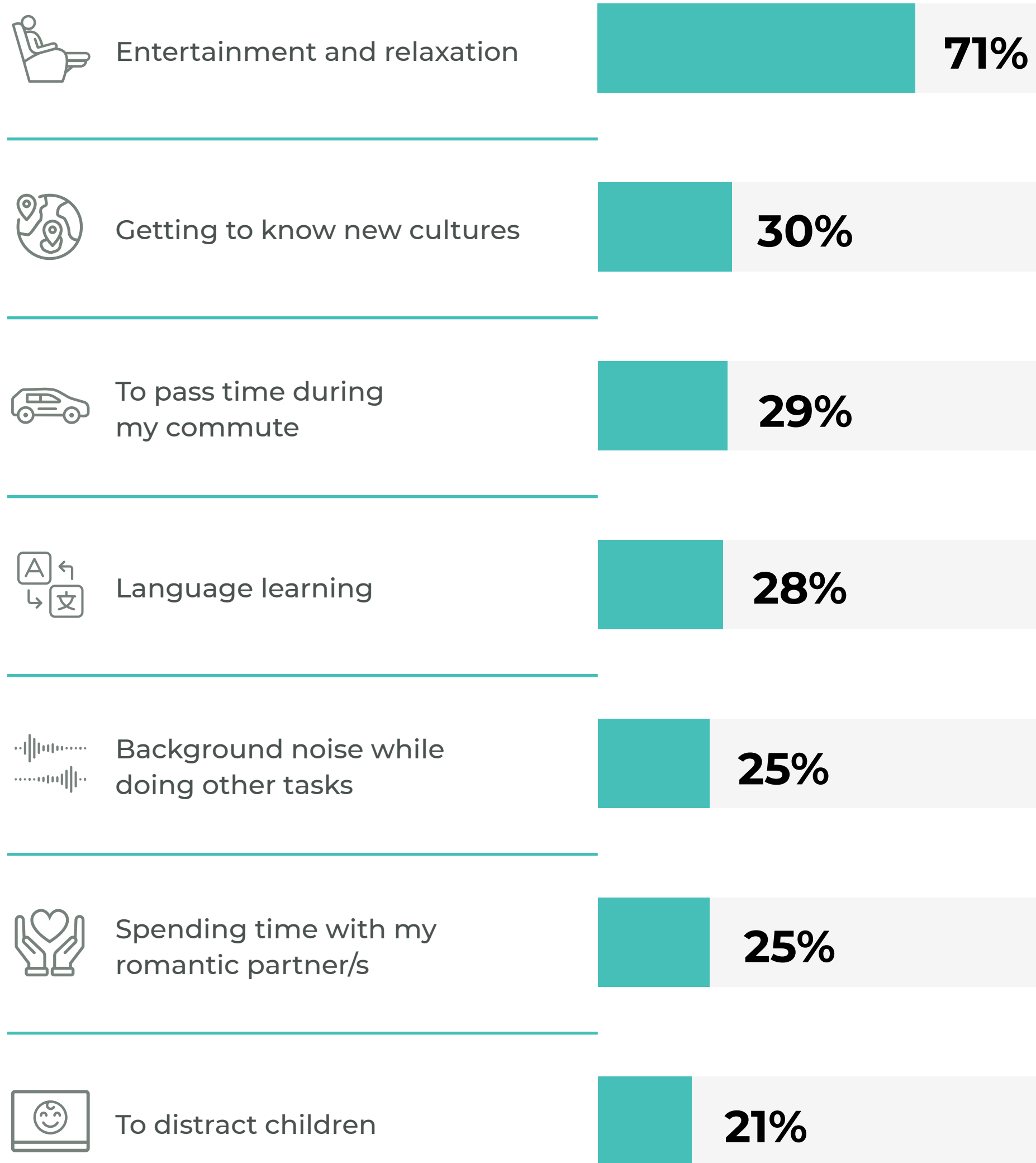


While streaming movies and series, do you do any of these other activities?

Select up to three answers



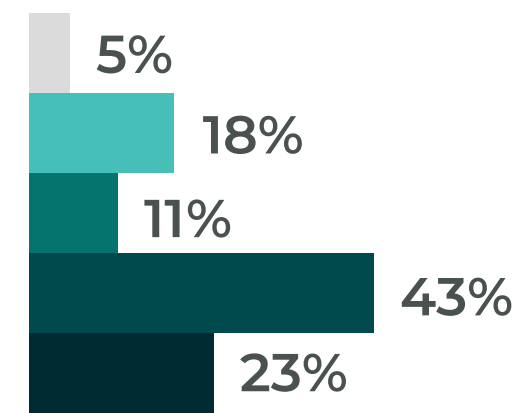
I stream content for:
Select all that apply



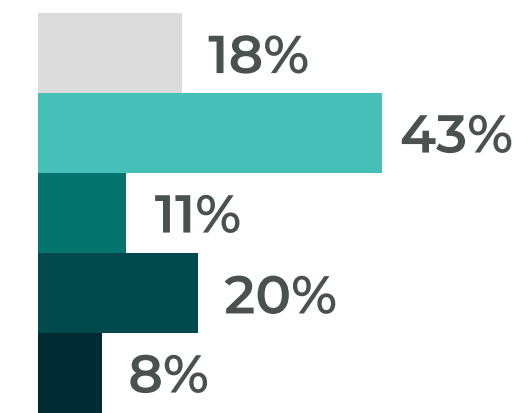
When it comes to representation, mark how much you agree or disagree with the following statements:

■ Strongly agree
 ■ Agree
 ■ Neither agree nor disagree
 ■ Disagree
 ■ Strongly disagree

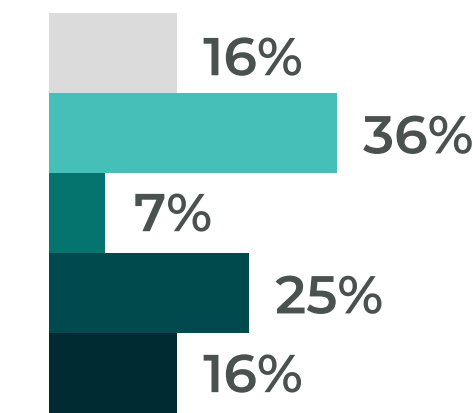
I am frustrated with streaming platforms - there's never anything good to watch



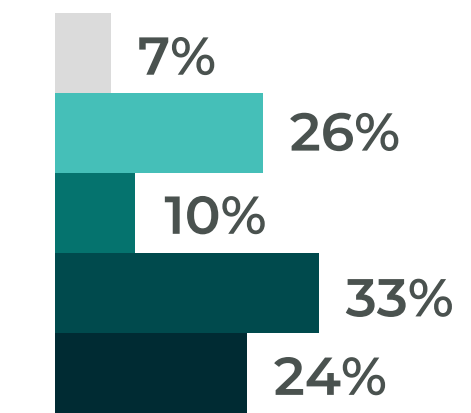
It's annoying that my favourite shows keep moving from one platform to another



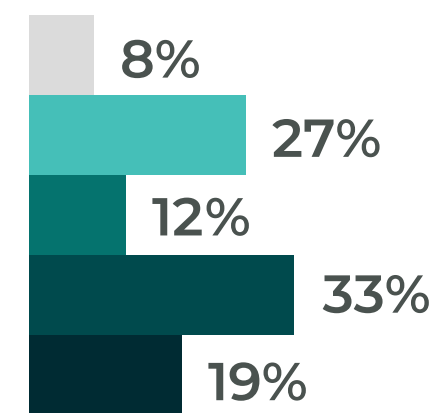
I share subscriptions with friends and/or family to keep costs down



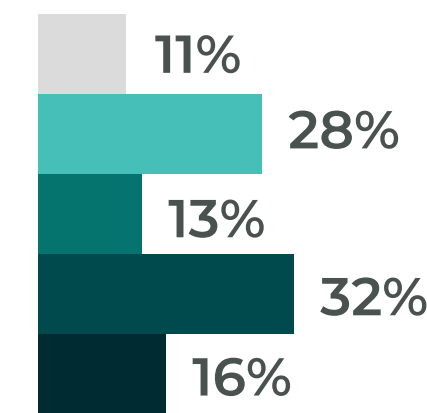
I have an apparatus (TV box) that allows me to watch lots of content without paying for monthly subscriptions



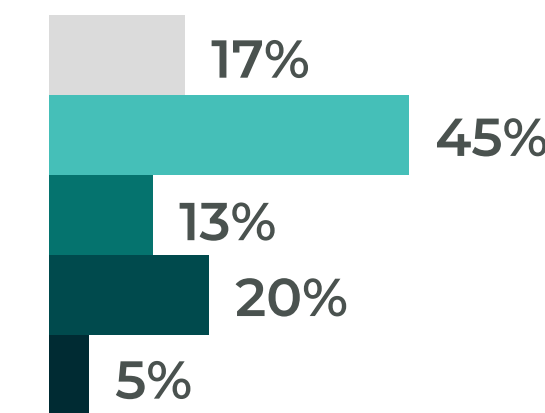
I sign up for free trials to watch what I want, then unsubscribe



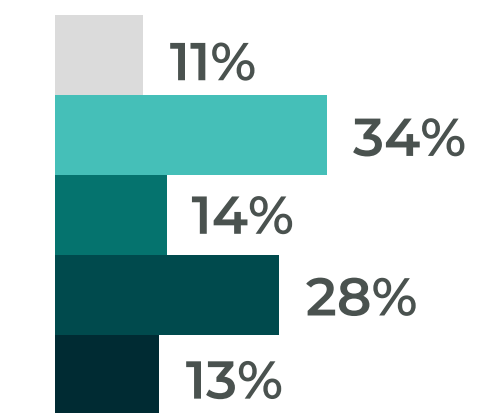
I only stream free content



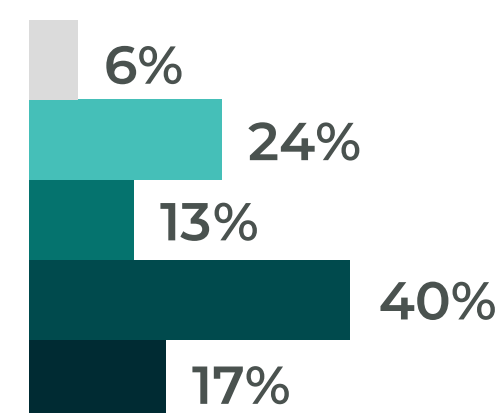
Streaming platforms offer good value for money



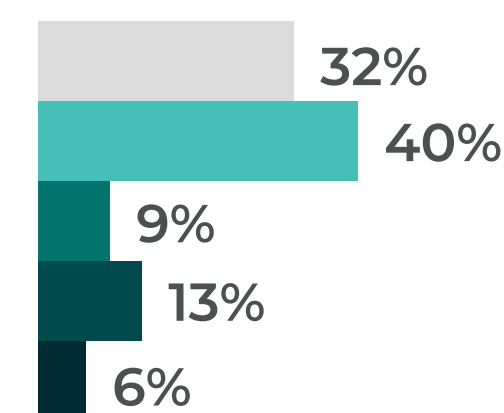
Reality TV shows created for streaming channels are exploitative with low entertainment value



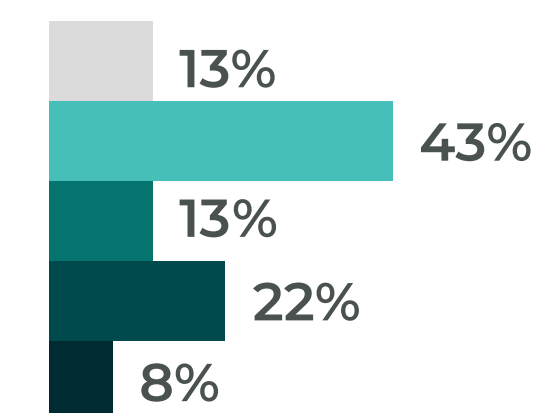
Streaming platforms are lazy new content is boring and repetitive



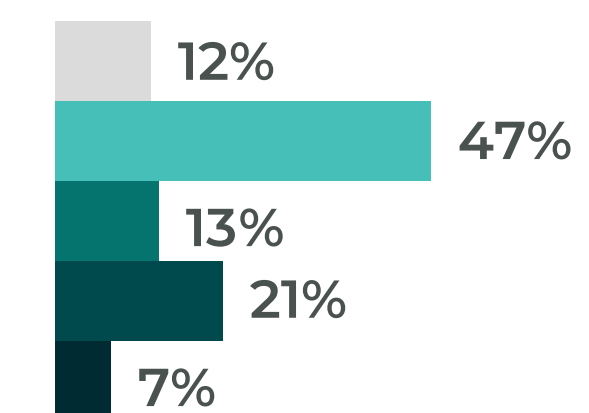
I would like my utilities provider/bank/phone company to offer streaming as an incentive



It has become too expensive to have more than one streaming subscription

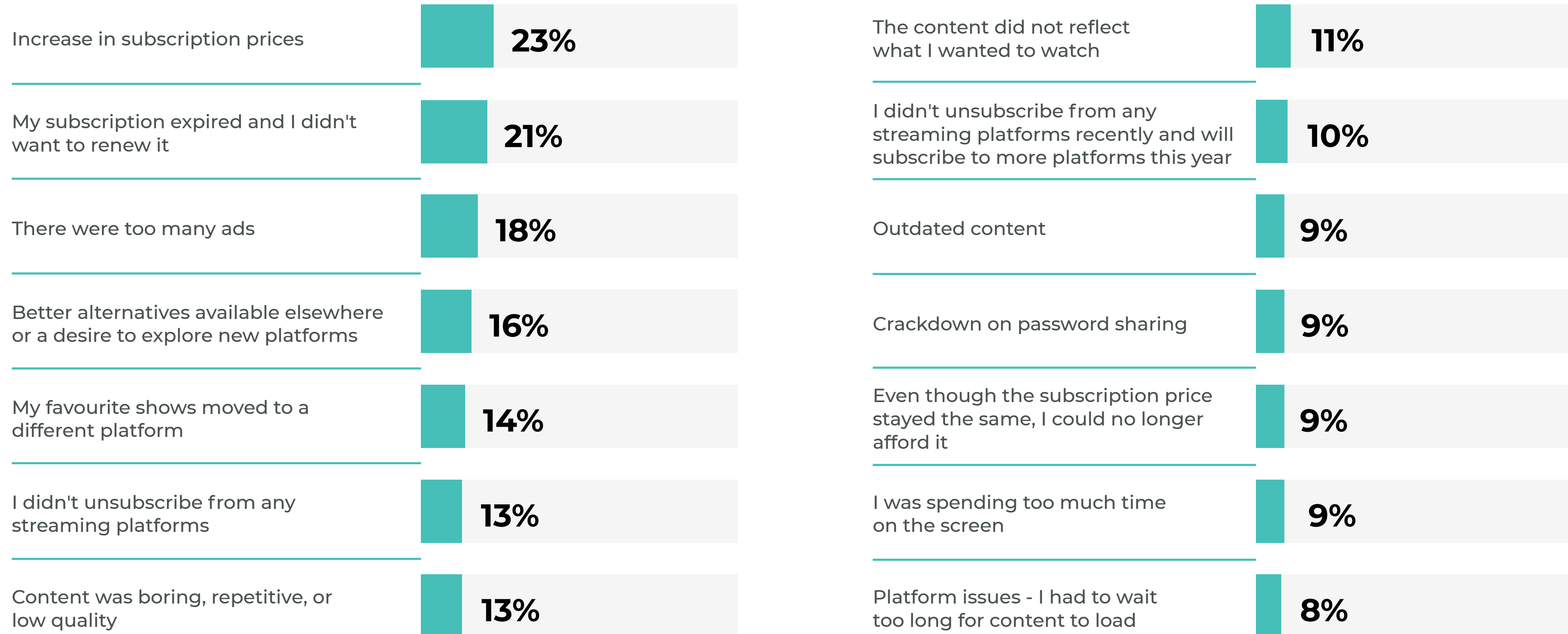


I trust the platform's watching and listening recommendations when making streaming choices



If you unsubscribed from a streaming channel in the last year, what were the reasons?

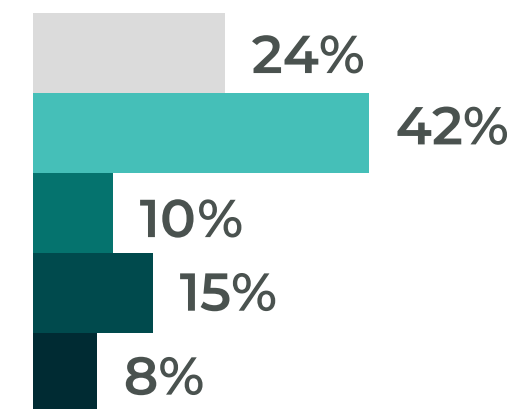
Select the top three reasons



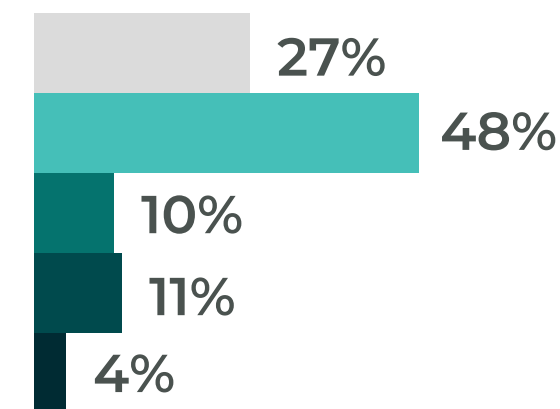
When it comes to representation, mark how much you agree or disagree with the following statements:

■ Strongly agree
 ■ Agree
 ■ Neither agree nor disagree
 ■ Disagree
 ■ Strongly disagree

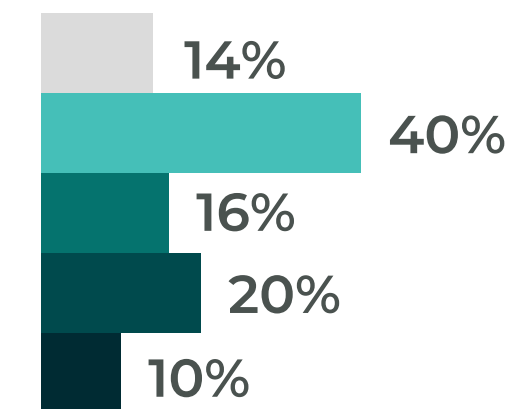
TV and movies about Latin America focus too much on drugs, crime, violence, and sexual stereotypes



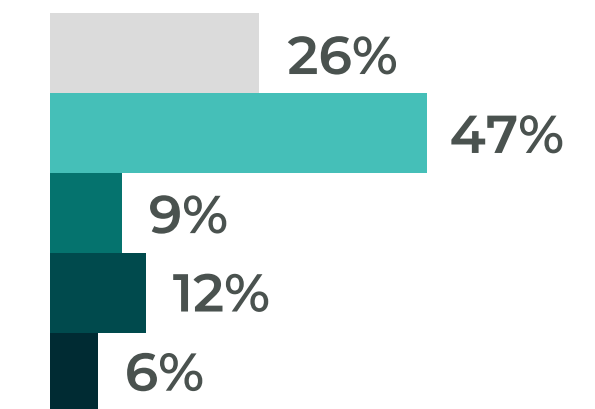
Women should have more meaningful onscreen roles, speak more, and not only be romantic interests



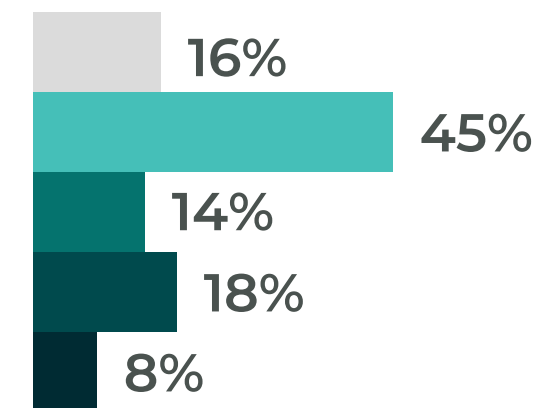
Streaming platforms play a crucial role in representing LGBTQIA+ characters and narratives that are shown less in other media



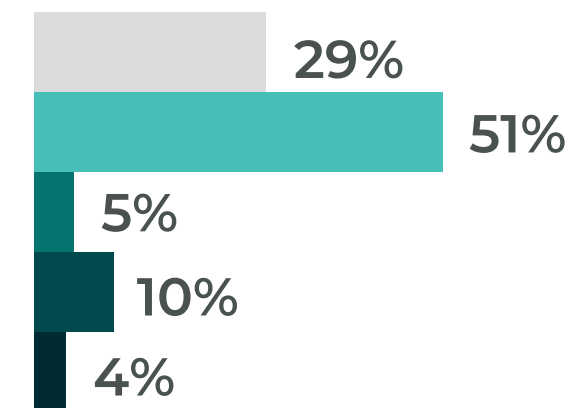
Black people, indigenous people, and those of a greater range of ethnic groups should be represented with more nuance and respect



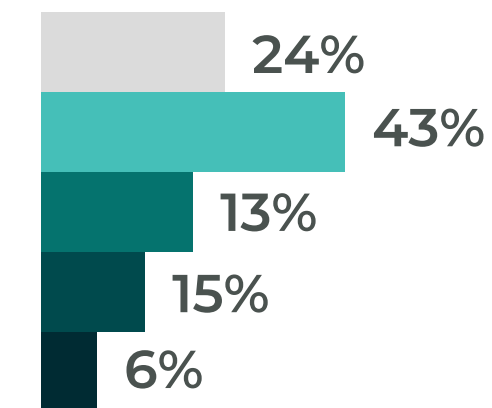
Inaccurate representation negatively impacts minority communities and contributes to their marginalisation



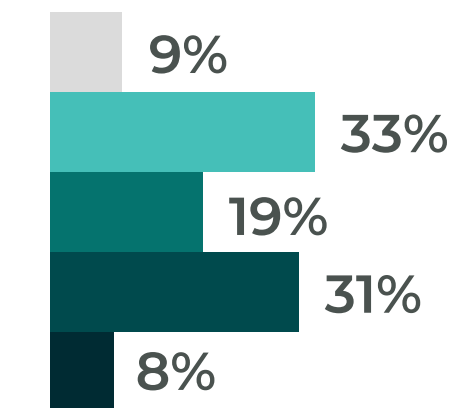
There should be more content from other parts of the world



Actors should have more realistic bodies, clothing, and lifestyles



My country is represented fairly and accurately in streaming content



SHERLOCK COMMUNICATIONS

Sherlock Communications (www.sherlockcomms.com) is a multi-award-winning public relations and digital marketing agency in Latin America. Headquartered in São Paulo, the company also has a presence in Rio de Janeiro, Lima, Bogota, Santiago, Mexico City, Buenos Aires, San José, Panama City and Guatemala City. **With a multidisciplinary and fully bilingual team**, our mission is to help companies bridge the commercial and cultural gap between Latin American and foreign markets.

The agency was named **Best International Agency 2023** and **Best Agency in LATAM 2022 by PRWeek Global Awards**. Sherlock Communications won and was highly recommended for more than 55 global awards in the past two years, and was named the **second most creative agency in the world** and the **most creative in Latin America** by The Holmes Report's Creative Index.

For more information please send an email to contact@sherlockcomms.com

Managing Partner Patrick O'Neill | **Research Manager** Sarah O'Sullivan | **Content Writer and Revision** Sana Khan and Paul Sieff |
Creative Design Lead Rosy MacQueen | **Creative Design** Adalberto Souza