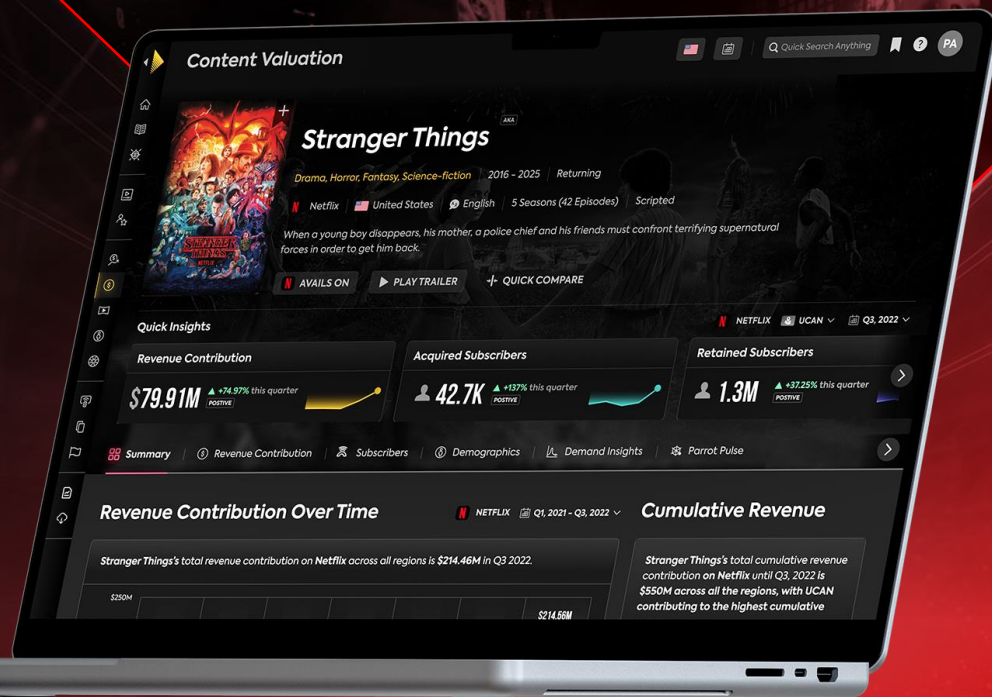




PAST, PRESENT,
AND FUTURE OF THE

CONTENT ECONOMY

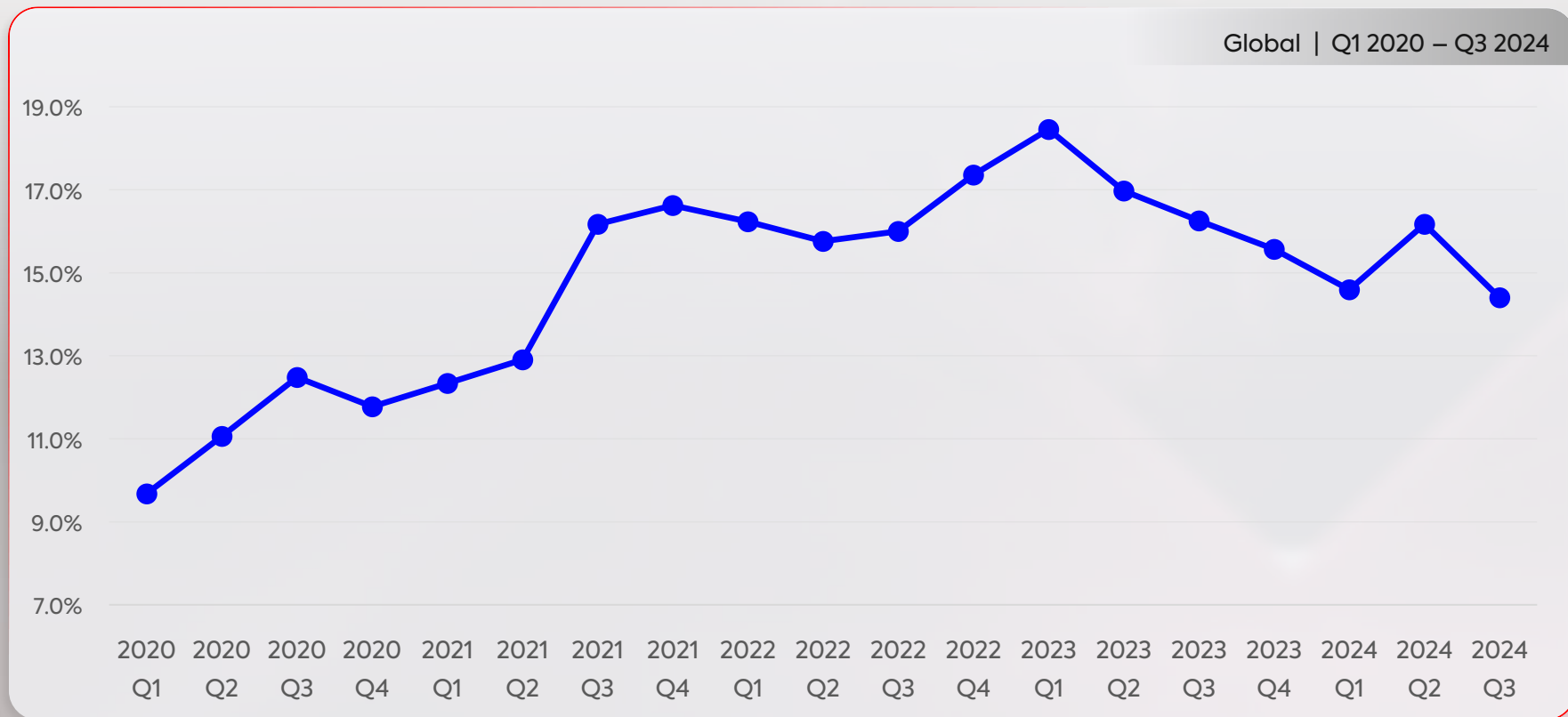
CONTENT
Americas



PAST



Revenue share of non-English speaking titles globally



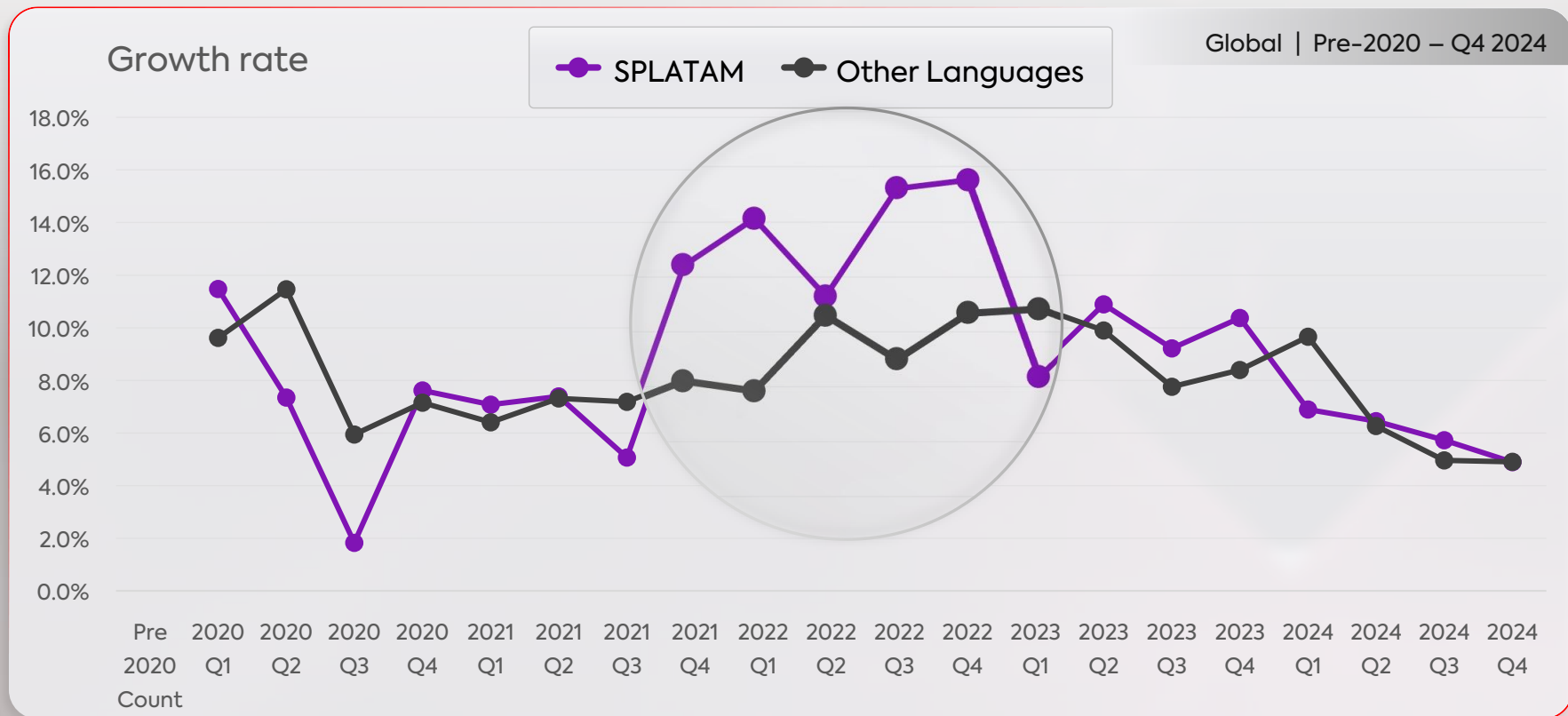
SPLATAM trends: Spanish/Portuguese originals count

Number of SPLATAM Streaming Original

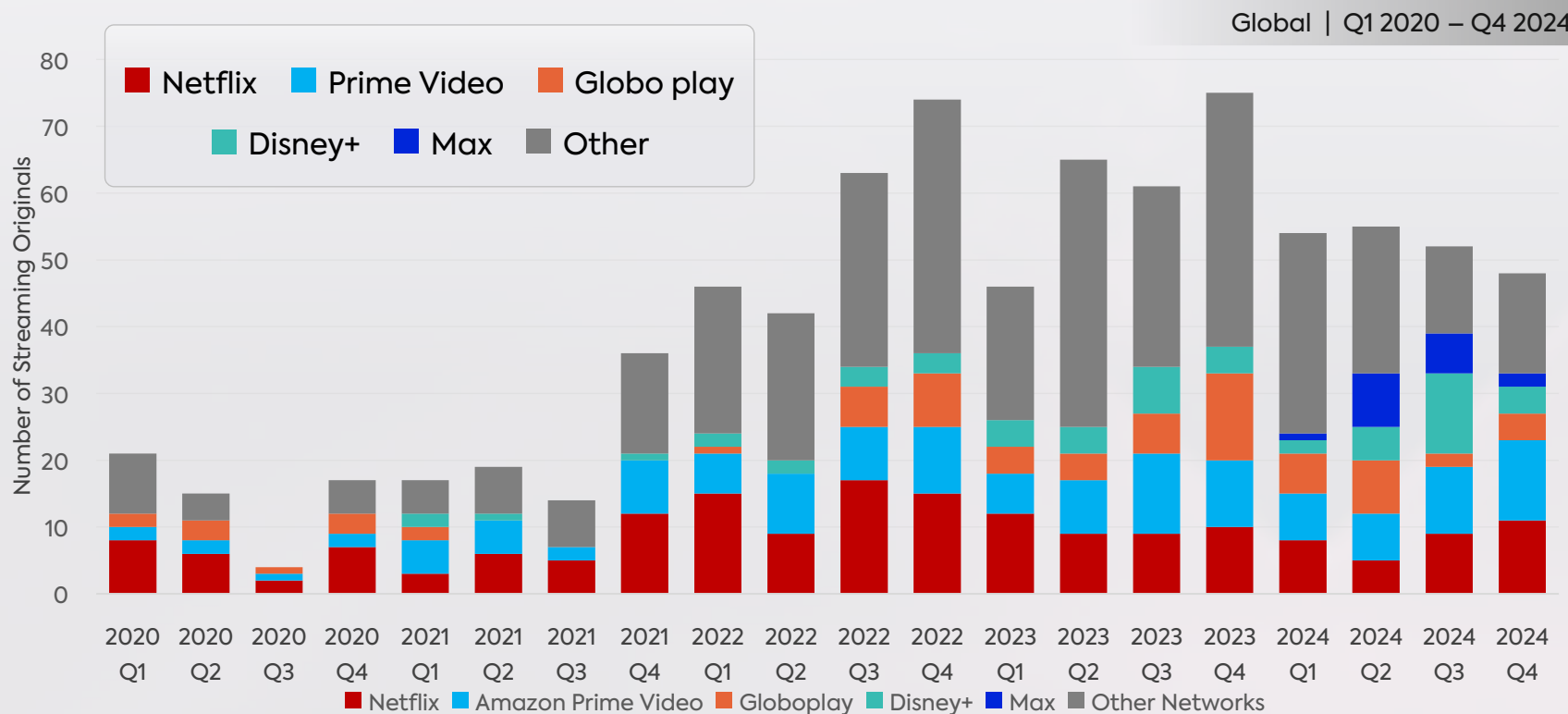
Global | Pre-2020 – Q4 2024



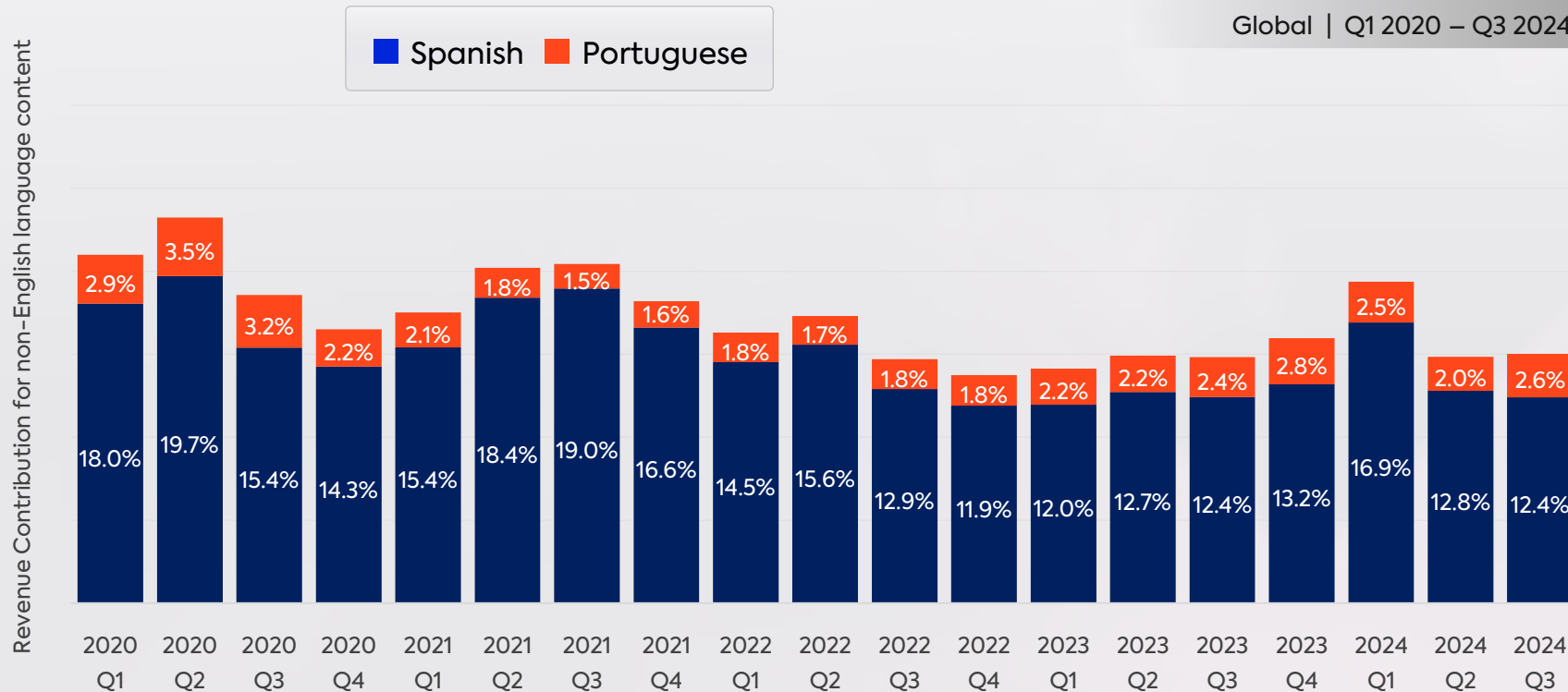
Spanish/Portuguese originals vs. other Languages



No. of quarterly release of Spanish/Portuguese originals



Spanish/Portuguese content revenue on streaming platforms



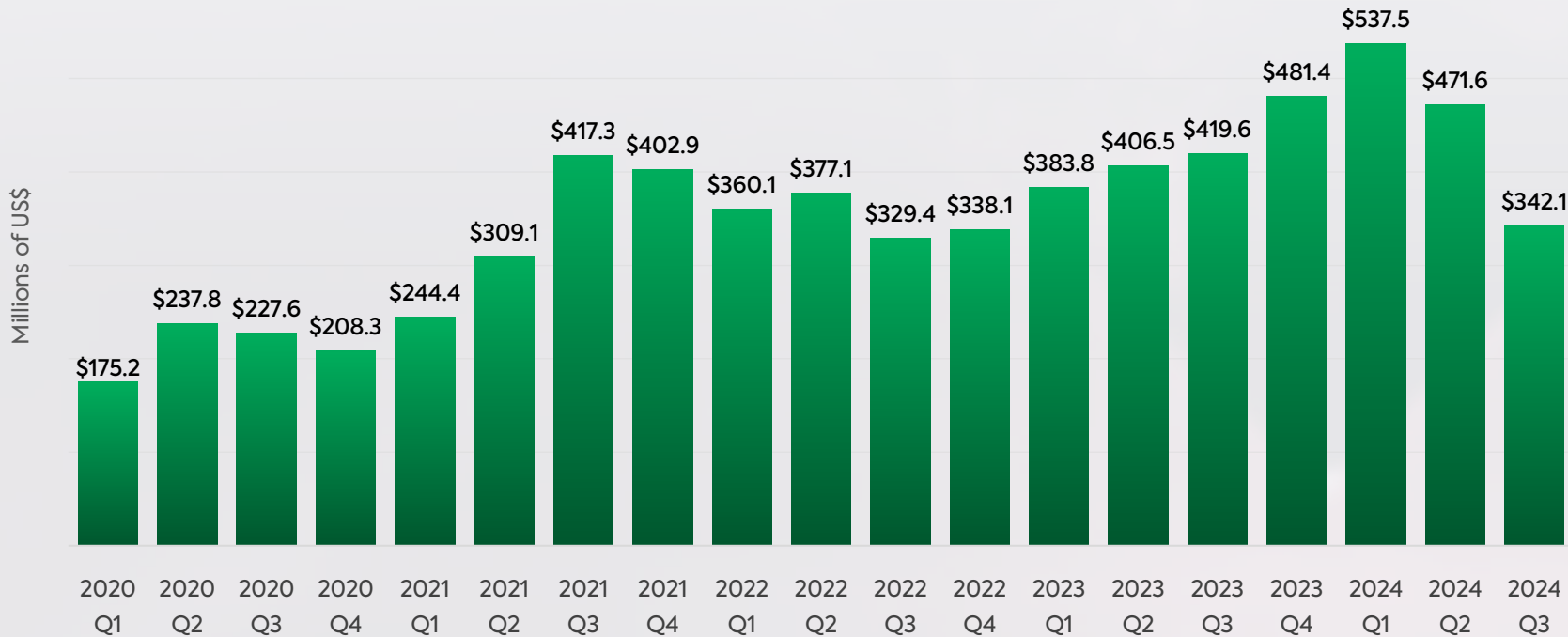
PRESENT



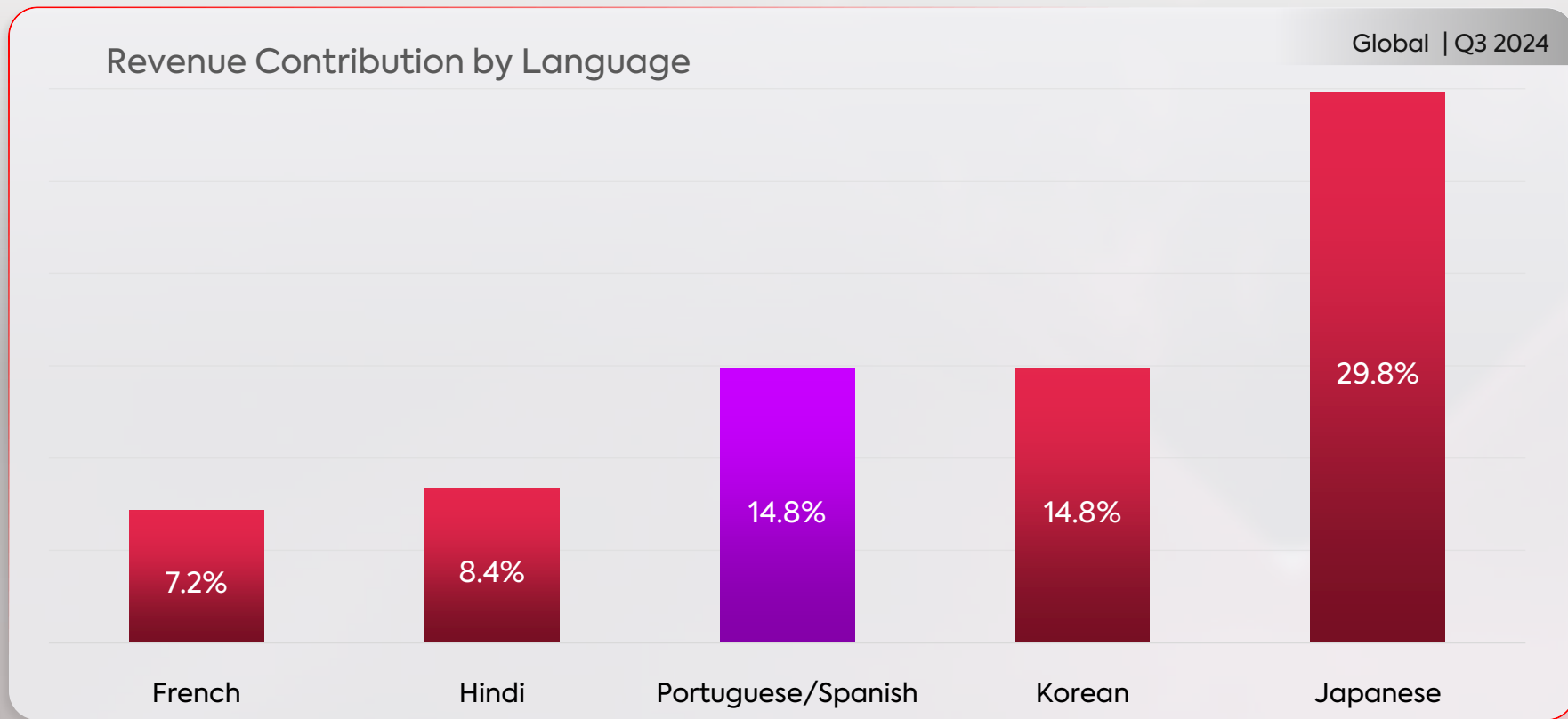
Total Global Revenue 2020-2024 of SPLATAM content

Revenue Generated by SPLATAM Content

Global | Q1 2020 – Q3 2024



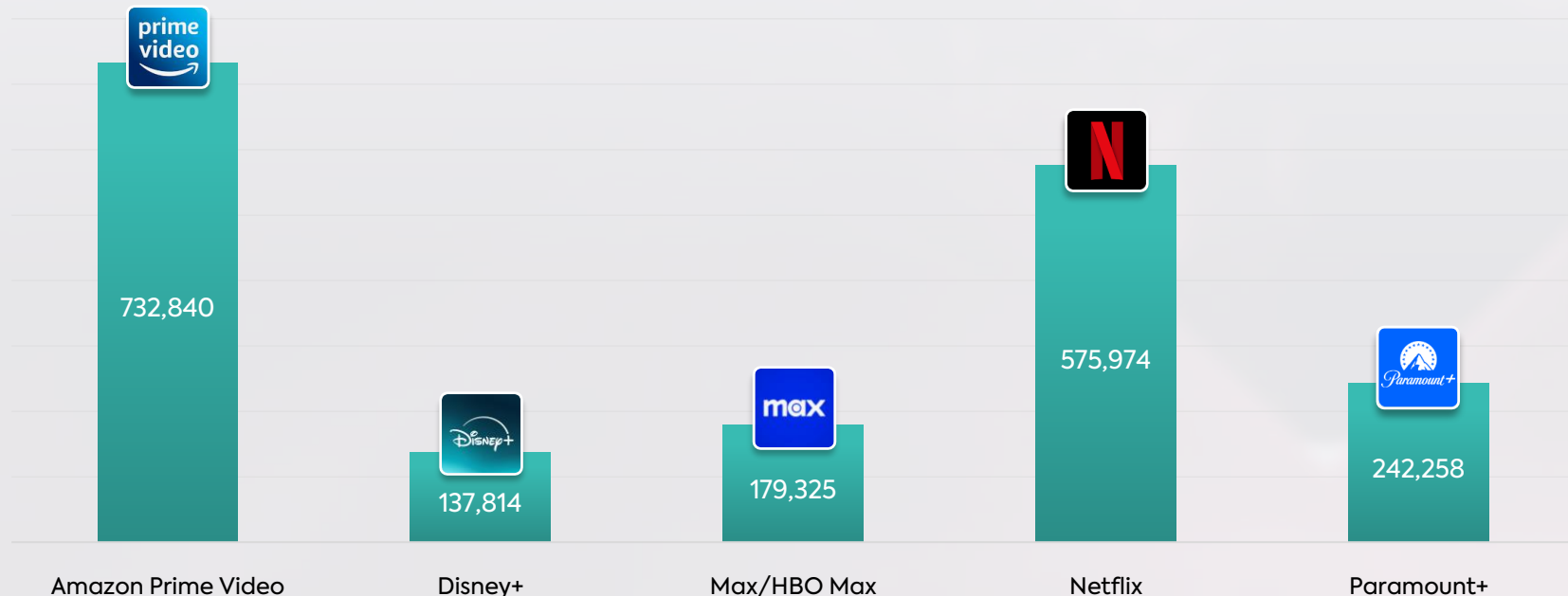
Global revenue share by origin market



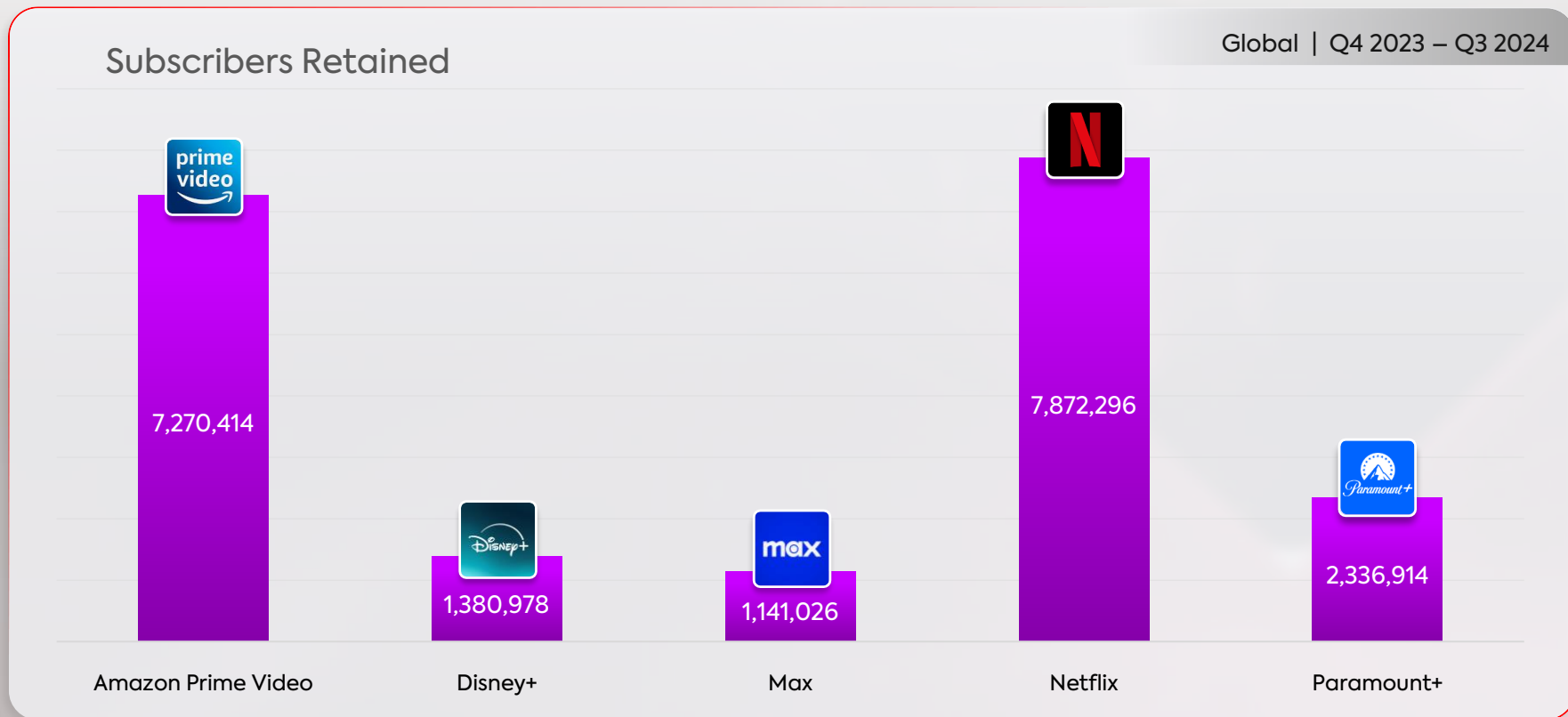
SPLATAM content's impact on subscriber acquisition

Subscribers Acquired

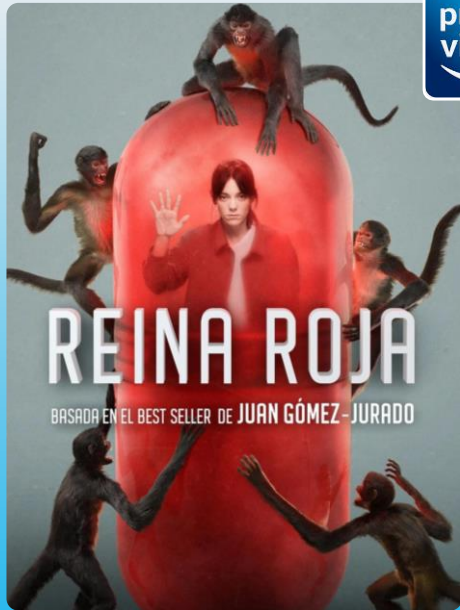
Global | Q4 2023 – Q3 2024



SPLATAM content's impact on retaining subscriber



Reina Roja



Total Global Subscribers Engaged
2.5M

Subscribers Acquired

Top 10 SPLATAM Titles: Q4 2023 – Q3 2024



Subscribers Renewed

Top 10 SPLATAM Titles: Q4 2023 – Q3 2024



Criminal Code (DNA Do Crime)

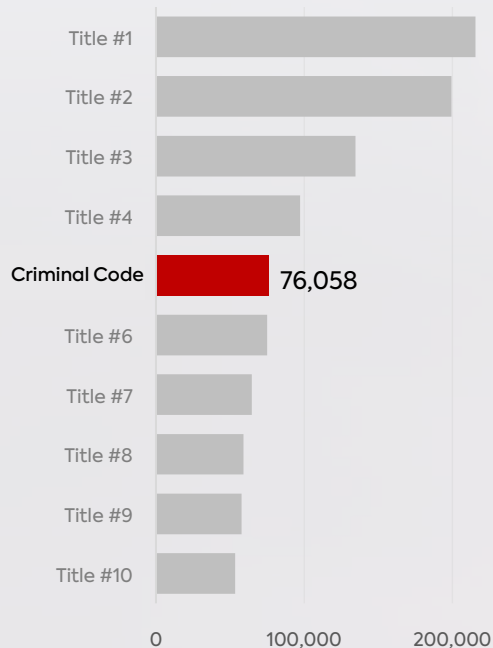


Total Global Subscribers Engaged
804k

N

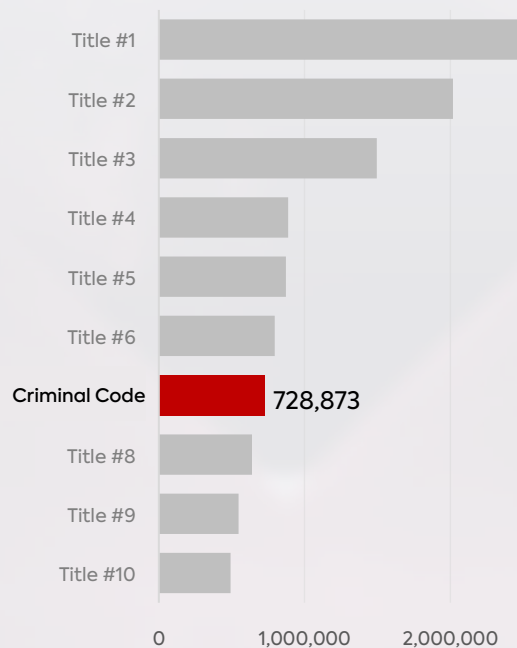
Subscribers Acquired

Top 10 SPLATAM Titles: Q4 2023 – Q3 2024



Subscribers Renewed

Top 10 SPLATAM Titles: Q4 2023 – Q3 2024



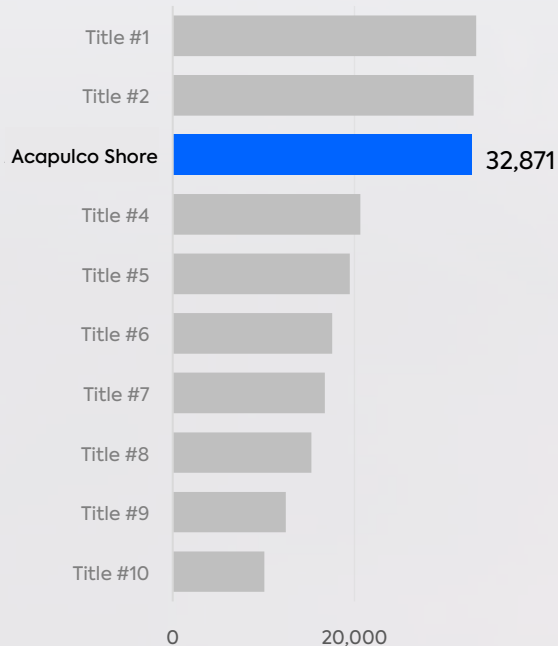
Acapulco Shore



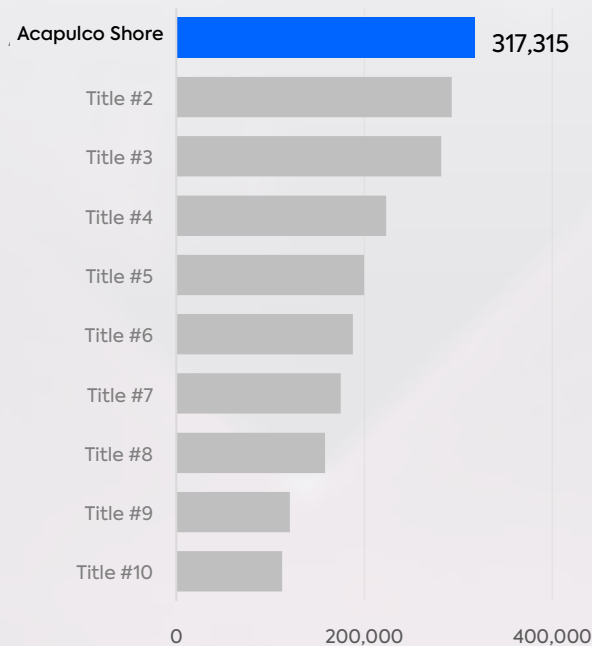
Total Global Subscribers Engaged
350k



Subscribers Acquired Top 10 SPLATAM Titles: Q4 2023 – Q3 2024



Subscribers Renewed Top 10 SPLATAM Titles: Q4 2023 – Q3 2024



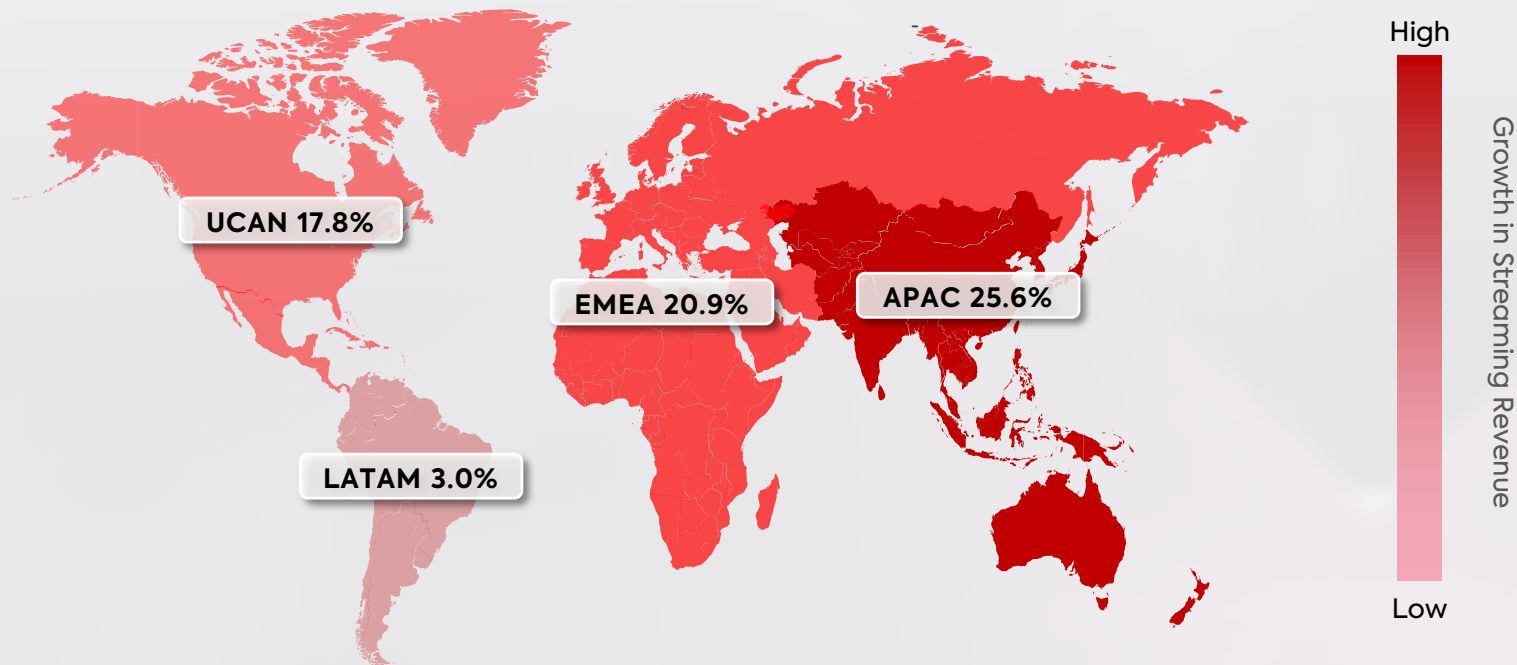
FUTURE



Growth in SPLATAM content demand

Global | Q3 2023 – Q3 2024

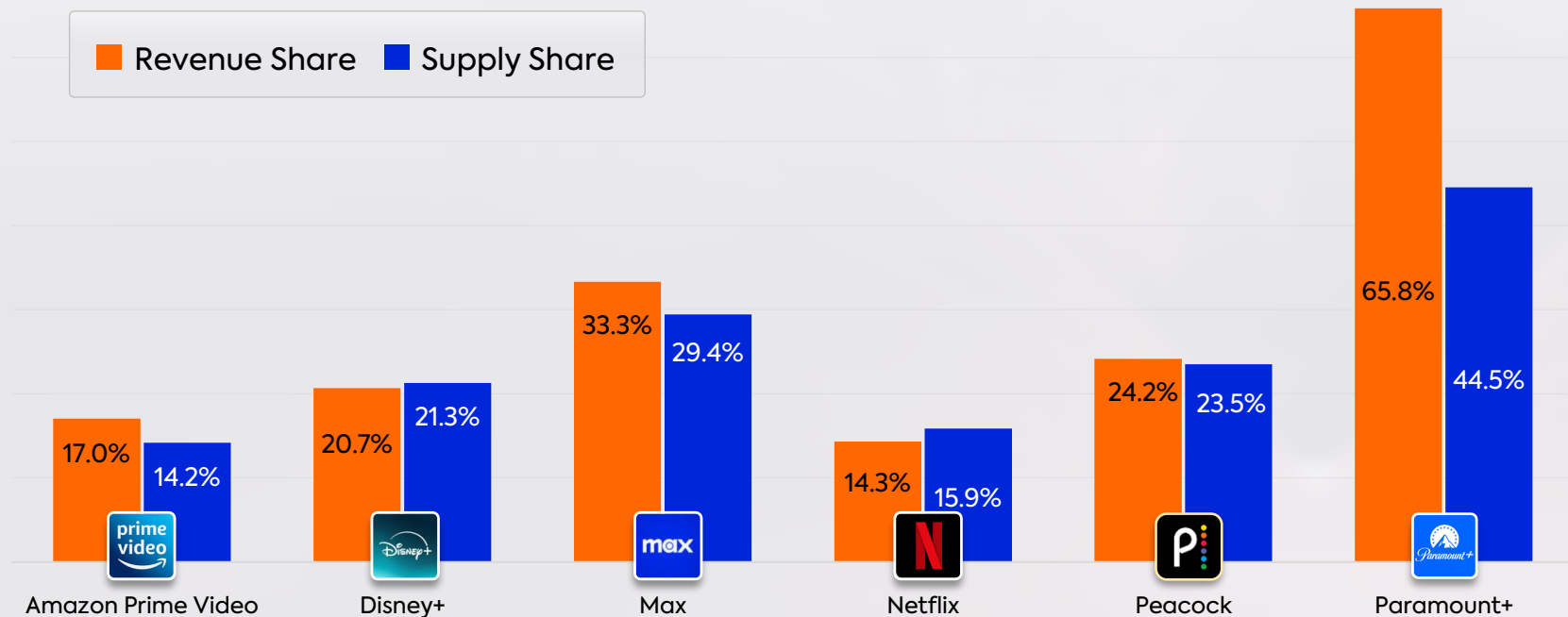
Regions outside of LATAM represent growth opportunity for SPLATAM content



Revenue & Supply shares of Spanish/Portuguese content by platform

Revenue & Supply as share of Non-English Content

Global | Q3 2024





Thank You

Jaime Otero

VP, Partnerships

jaime.otero@parrotanalytics.com

