

Latin America & Caribbean Entertainment: Streaming Boom, Music Revenue S

Entertainment · Answer Key · 15 Questions

1. Which segment of the Latin American media and entertainment market is projected to grow the fastest in terms of revenue during the forecast period of 2026-2033?

- A) Movies (box office)
- B) Music & Videos**
- C) Television
- D) Gaming

2. In 2025, what percentage of total US recorded music revenue did Latin music account for, marking a new record?

- A) 7.2%
- B) 8.8%**
- C) 6.5%
- D) 9.1%

3. According to Omdia, by what year are FAST (Free Ad-Supported Streaming TV) households in Latin America projected to more than double from their 2024 numbers, reaching 52 million?

- A) 2027
- B) 2029**
- C) 2031
- D) 2030

4. What was the projected revenue for the Latin America Creator Economy Market in 2025, and what is its projected CAGR from 2025 to 2031?

- A) USD 38.5 billion, 19.7% CAGR**
- B) USD 25.2 billion, 15.5% CAGR
- C) USD 45.1 billion, 22.3% CAGR
- D) USD 32.0 billion, 18.1% CAGR

5. In 2024, what was the approximate value of the global esports market, and what is it projected to exceed in 2025?

- A) \$1.5 billion in 2024, exceeding \$1.8 billion in 2025
- B) \$2.09 billion in 2024, exceeding \$2.2 billion in 2025**
- C) \$1.8 billion in 2024, exceeding \$2.0 billion in 2025
- D) \$2.2 billion in 2024, exceeding \$2.4 billion in 2025

6. Which region has recorded the strongest theatrical recovery of any global region by the end of 2024, reaching 73% of its pre-pandemic average cinema attendance?

- A) Asia-Pacific
- B) Europe / Middle East
- C) Ibero-America**
- D) North America

7. What is the primary driver of the Latin American media market's growth, as highlighted by Omdia data?

- A) Subscription Video on Demand (SVOD)
- B) Traditional Television Broadcasts
- C) Advertising-led models**
- D) Live Sports Broadcasting

8. In 2025, what was the projected revenue for Latin America's movie and entertainment market?

- A) USD 5,407.1 million**
- B) USD 6,789.5 million
- C) USD 4,900.2 million
- D) USD 7,123.4 million

9. What percentage of Latin music revenue in the US came from streaming in the first half of 2025?

- A) 90.2%
- B) 95.8%
- C) 98.0%**
- D) 92.5%

10. As of August 2025, what percentage of total box office revenue in Latin America was accounted for by VIP screens?

- A) Approximately 2.0%
- B) Approximately 5.0%**
- C) Approximately 8.5%
- D) Approximately 10.0%

11. What is the projected compound annual growth rate (CAGR) for the Latin America OTT Services Market from 2025 to 2035?

- A) 17.0%**
- B) 12.5%
- C) 15.5%
- D) 10.0%

12. In 2024, digital influencer advertising spending in Latin America and the Caribbean was expected to surpass what estimated amount?

- A) \$999 million
- B) \$1.12 billion**
- C) \$1.25 billion
- D) \$850 million

13. Which country is expected to register the highest CAGR in the Latin America movie and entertainment market from 2026 to 2033?

- A) Mexico
- B) Argentina
- C) Brazil**
- D) Colombia

14. According to IFPI's Global Music Report 2026, by what percentage did Latin America's music industry grow in 2025, marking its 16th consecutive year of growth?

- A) 15.2%
- B) 17.1%**
- C) 19.5%
- D) 12.8%

15. In 2025, what was the projected revenue for the Latin America esports market, and what percentage did it contribute to global market revenue?

- A) USD 68.6 million, 10.60%**
- B) USD 53.7 million, 8.50%
- C) USD 77.6 million, 12.10%
- D) USD 60.2 million, 9.80%