



An Introduction to Streamers in LATAM:

As streaming rises, it's reshaping viewing behaviors across regions.

98%

Say they watch at least some content from other countries.

86%

Say they "enjoy streaming shows and movies from other countries."

Audiences seek authentic cultural connections through stories told in their original voices.

76%

Like having the option of watching content in the original language it was created in.

Primetime is all the time, thanks to a seamless experience.

79%

Like streaming during downtime in the day.

The perfect mix of content discovery is smart *and* personal.

77%

Agree with, "I wish video recommendations included shows and movies that my family and friends are watching."

Storytelling and sports go hand-in-hand.

65%

Want to watch storytelling and documentaries about players, teams and coaches.

What They're Saying:

"Most of the time, we have some idea of what we want to see based on recommendations from friends or an idea based on each other's mood. It is not so common for us to go directly to a platform and explore the menus until we find something."

- Joaquín, 35 | Mexico 

Bookmark the new [Generation Stream: Global Edition Hub](#) to access upcoming trends and more.

Source: Disney Advertising and Culture Co-Op, 2024

LATAM Audience Segments

Four viewing segments emerged from this proprietary research study, further knitting the common thread of why global audiences stream and what these experiences uniquely fulfill for them.

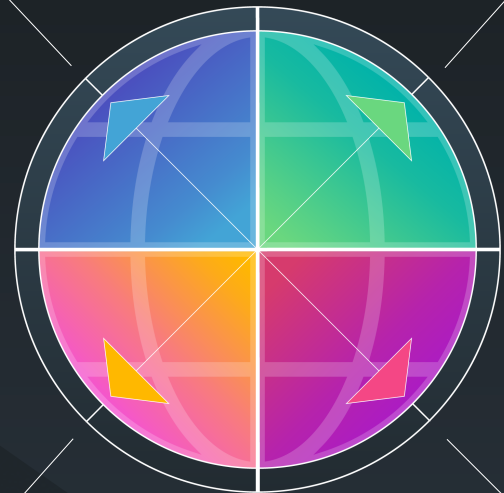
► The below percentages represent the composition of the segments in LATAM:

23% Empathetic Escapists

Stream TV shows for some quality alone time, where they can **fully escape and find empathy through the characters and storylines** they immerse themselves in.

31% Social Shapers

Are all about **connecting with each other and pop culture**. They stream for connection, inspiration, and excitement. They also stream when they feel disconnected, presumably to find the connection they are lacking.



18% Reflective Explorers

Want to engage more thoughtfully when they stream and **like to experience all the feelings**. They are driven to stream for nostalgia, curiosity, and a desire to feel engaged.

29% Comfort Connectors

Seek to sit back, relax, connect, and laugh. They stream TV shows and movies when they want to **feel at ease, happy, and comforted**.



Una introducción a los streamers en Latinoamérica:

Con el auge del streaming, los hábitos de consumo están cambiando en todas las regiones.

78%

De los streamers de LATAM declara que consume contenido de otros países.

86%

De los latinoamericanos afirma que "disfruta consumir series y películas de otros países en plataformas de streaming."

Las audiencias buscan conexiones culturales auténticas a través de historias contadas en sus voces originales.

76%

Le gusta tener la opción de visualizar contenido en el idioma original en el que fue creado.

Cualquier momento es bueno para el streaming, gracias a una experiencia fluida

79%

Le gusta consumir streaming durante su tiempo libre en el día.

La mezcla perfecta para descubrir contenido: inteligente y personal.

77%

Está de acuerdo con, "Me gustaría que las recomendaciones de videos incluyeran series y películas que mi familia y amigos estén viendo."

Contar historias y el deporte van de la mano.

65%

Quiere ver historias y documentales sobre jugadores, equipos y entrenadores.

¿Qué están diciendo?:

"Para mí, el streaming cumple una función de consumir cultura desde casa. **Siento que nos ayuda a entender el entorno en el que vivimos, o entornos que nos son ajenos o lejanos, e incluso a conocer mundos completamente inimaginables y de fantasía.**"

- Joaquín, 35 | Mexico 🇲🇪

Link al nuevo estudio [Generation Stream: Edición Global](#) para acceder a nuevas tendencias y mucho más.

Segmentos de Audiencia en Latinoamérica

Surgieron cuatro segmentos de consumo a partir de este estudio de investigación propio, que profundiza en las razones por las cuales las audiencias globales eligen visualizar streaming y lo que hace significativas a estas experiencias.

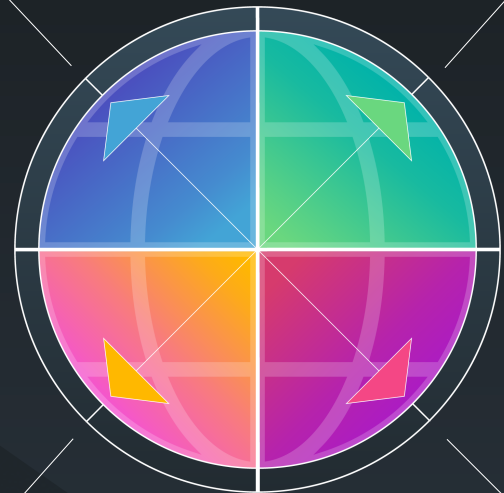
► Los porcentajes debajo representan la composición de estos segmentos en LATAM:

23% Empathetic Escapists

Consumen series y películas para disfrutar tiempo de calidad a solas, donde **pueden escapar por completo y empatizar con los personajes y las historias** en las que se sumergen.

31% Social Shapers

Les interesa **conectar entre sí y con la cultura pop**. Consumen streaming en busca de conexión, inspiración y emoción. También lo hacen cuando se sienten desconectados, probablemente para encontrar la conexión que les falta



18% Reflective Explorers

Quieren conectar de manera más reflexiva cuando consumen streaming y **les gusta experimentar todas las emociones**. Se sienten impulsados por la nostalgia, curiosidad y el deseo de sentirse entretenidos.

29% Comfort Connectors

Les interesa sentirse y relajarse, conectar y pasar un buen rato. Consumen series y películas cuando quieren **sentirse en paz, felices y cómodos**.



An Introduction to Streamers in Colombia:

As streaming rises, it's reshaping viewing behaviors across regions.

89% Say they "enjoy streaming shows and movies from other countries."

Audiences seek authentic cultural connections through stories told in their original voices.

82% Like having the option of watching content in the original language it was created in.

Primetime is all the time, thanks to a seamless streaming experience.

81% Like streaming during downtime in the day.

The perfect mix of content discovery is smart *and* personal.

83% Agree with, "I wish video recommendations included shows and movies that my family and friends are watching."

Storytelling and sports go hand-in-hand.

73% Want to watch storytelling and documentaries about players, teams and coaches.

What They're Saying:

"I decided to **watch movies I'm familiar with in German** to test my language skills. Normally, at this time, I would be studying, but today **I chose to study in a more fun way.**"

- Sergio, 23 | Colombia 

Bookmark the new [Generation Stream: Global Edition Hub](#) to access upcoming trends and more.

Source: Disney Advertising and Culture Co-Op, 2024

Colombia Audience Segments

Four viewing segments emerged from this proprietary research study, further knitting the common thread of why global audiences stream and what these experiences uniquely fulfill for them.

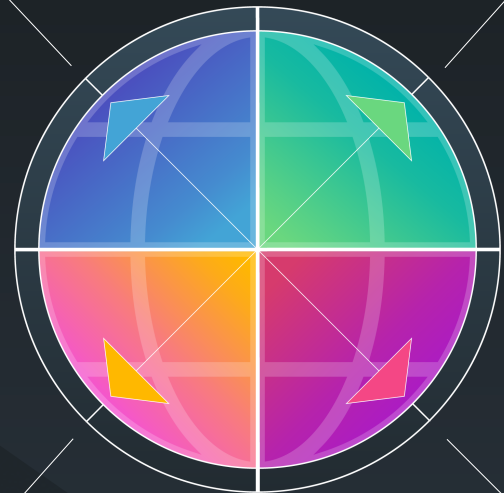
► The below percentages represent the composition of the segments in Colombia:

20% Empathetic Escapists

Stream TV shows for some quality alone time, where they can **fully escape and find empathy through the characters and storylines** they immerse themselves in.

38% Social Shapers

Are all about **connecting with each other and pop culture**. They stream for connection, inspiration, and excitement. They also stream when they feel disconnected, presumably to find the connection they are lacking.



15% Reflective Explorers

Want to engage more thoughtfully when they stream and **like to experience all the feelings**. They are driven to stream for nostalgia, curiosity, and a desire to feel engaged.

27% Comfort Connectors

Seek to sit back, relax, connect, and laugh. They stream TV shows and movies when they want to **feel at ease, happy, and comforted**.



An Introduction to Streamers in Chile:

As streaming rises, it's reshaping viewing behaviors across regions.

86% Say they "enjoy streaming shows and movies from other countries."

Audiences seek authentic cultural connections through stories told in their original voices.

81% Like having the option of watching content in the original language it was created in.

Primetime is all the time, thanks to a seamless streaming experience.

80% Like streaming during downtime in the day.

The perfect mix of content discovery is smart *and* personal.

80% Agree with, "I wish video recommendations included shows and movies that my family and friends are watching."

Storytelling and sports go hand-in-hand.

70% Want to watch storytelling and documentaries about players, teams and coaches.

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Source: Disney Advertising and Culture Co-Op, 2024

Chile Audience Segments

Four viewing segments emerged from this proprietary research study, further knitting the common thread of why global audiences stream and what these experiences uniquely fulfill for them.

► The below percentages represent the composition of the segments in Chile:

22% Empathetic Escapists

Stream TV shows for some quality alone time, where they can **fully escape and find empathy through the characters and storylines** they immerse themselves in.

37% Social Shapers

Are all about **connecting with each other and pop culture**. They stream for connection, inspiration, and excitement. They also stream when they feel disconnected, presumably to find the connection they are lacking.



14% Reflective Explorers

Want to engage more thoughtfully when they stream and **like to experience all the feelings**. They are driven to stream for nostalgia, curiosity, and a desire to feel engaged.

28% Comfort Connectors

Seek to sit back, relax, connect, and laugh. They stream TV shows and movies when they want to **feel at ease, happy, and comforted**.



An Introduction to Streamers in Mexico:

As streaming rises, it's reshaping viewing behaviors across regions.

98%

Say they watch at least some content from other countries.

82%

Say they "enjoy streaming shows and movies from other countries."

Audiences seek authentic cultural connections through stories told in their original voices.

79%

Like having the option of watching content in the original language it was created in.

Anytime is a good time to stream, thanks to a seamless experience.

79%

Like streaming during downtime in the day.

The perfect mix of content discovery is smart *and* personal.

81%

Agree with, "I wish video recommendations included shows and movies that my family and friends are watching."

Storytelling and sports go hand-in-hand.

70%

Want to watch storytelling and documentaries about players, teams and coaches.

What They're Saying:

"Most of the time, we have some idea of what we want to see based on recommendations from friends or an idea based on each other's mood. It is not so common for us to go directly to a platform and explore the menus until we find something."

- Joaquín, 35 | Mexico

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Source: Disney Advertising and Culture Co.-Op, 2024

Mexico Audience Segments

Four viewing segments emerged from this proprietary research study, further knitting the common thread of why global audiences stream and what these experiences uniquely fulfill for them.

► The below percentages represent the composition of the segments in Mexico:

20% Empathetic Escapists

Stream TV shows for some quality alone time, where they can **fully escape and find empathy through the characters and storylines** they immerse themselves in.

37% Social Shapers

Are all about **connecting with each other and pop culture**. They stream for connection, inspiration, and excitement. They also stream when they feel disconnected, presumably to find the connection they are lacking.



18% Reflective Explorers

Want to engage more thoughtfully when they stream and **like to experience all the feelings**. They are driven to stream for nostalgia, curiosity, and a desire to feel engaged.

25% Comfort Connectors

Seek to sit back, relax, connect, and laugh. They stream TV shows and movies when they want to **feel at ease, happy, and comforted**.



An Introduction to Streamers in Argentina:

As streaming rises, it's reshaping viewing behaviors across regions.

98%

Say they watch at least some content from other countries.

86%

Say they "enjoy streaming shows and movies from other countries."

Audiences seek authentic cultural connections through stories told in their original voices.

79%

Like having the option of watching content in the original language it was created in.

Anytime is a good time to stream, thanks to a seamless experience.

68%

Like streaming during downtime in the day.

The perfect mix of content discovery is smart *and* personal.

66%

Agree with, "I wish video recommendations included shows and movies that my family and friends are watching."

Storytelling and sports go hand-in-hand.

59%

Want to watch storytelling and documentaries about players, teams and coaches.

What They're Saying:

"I think that my generation is **one of the first generations to be so connected with the world and sharing so many practices that are global.** It's like the borders are blurring a bit."

- Vicky, 19 | Argentina 

Bookmark the new [Generation Stream: Global Edition Hub](#) to access upcoming trends and more.

Source: Disney Advertising and Culture Co-Op, 2024

Argentina Audience Segments

Four viewing segments emerged from this proprietary research study, further knitting the common thread of why global audiences stream and what these experiences uniquely fulfill for them.

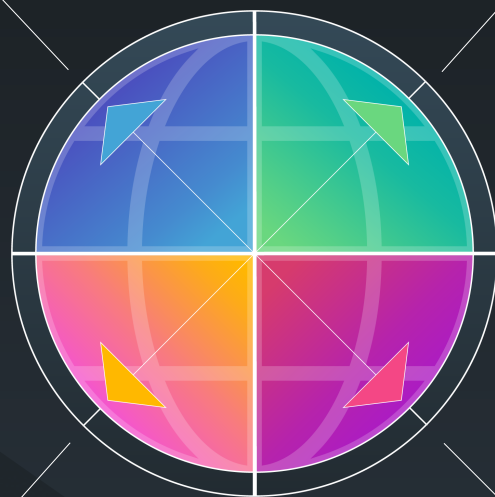
► The below percentages represent the composition of the segments in Argentina:

21% Empathetic Escapists

Stream TV shows for some quality alone time, where they can **fully escape and find empathy through the characters and storylines** they immerse themselves in.

22% Social Shapers

Are all about **connecting with each other and pop culture.** They stream for connection, inspiration, and excitement. They also stream when they feel disconnected, presumably to find the connection they are lacking.



20% Reflective Explorers

Want to engage more thoughtfully when they stream and **like to experience all the feelings.** They are driven to stream for nostalgia, curiosity, and a desire to feel engaged.

36% Comfort Connectors

Seek to sit back, relax, connect, and laugh. They stream TV shows and movies when they want to **feel at ease, happy, and comforted.**



An Introduction to Streamers in Brazil:

As streaming rises, it's reshaping viewing behaviors across regions.

98%

Say they watch at least some content from other countries.

92%

Say they watch (either often or sometimes) content that is dubbed or has subtitles.

Audiences seek authentic cultural connections through stories told in their original voices.

72%

Like having the option of watching content in the original language it was created in.

Anytime is a good time to stream, thanks to a seamless experience.

80%

Like streaming during downtime in the day.

The perfect mix of content discovery is smart *and* personal.

76%

Agree with, "I wish video recommendations included shows and movies that my family and friends are watching."

What They're Saying:

"Streaming allows us to connect with people. You're on the sofa in your living room, a common environment for everyone, and not just with a computer screen alone. Even if at some point you lose a little excitement, you see your relatives and you are happy."

- Gabriel, 31 | São Paulo 

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Source: Disney Advertising and Culture Co-Op, Q2 2024

Brazil Audience Segments

Four viewing segments emerged from this proprietary research study, further knitting the common thread of why global audiences stream and what these experiences uniquely fulfill for them.

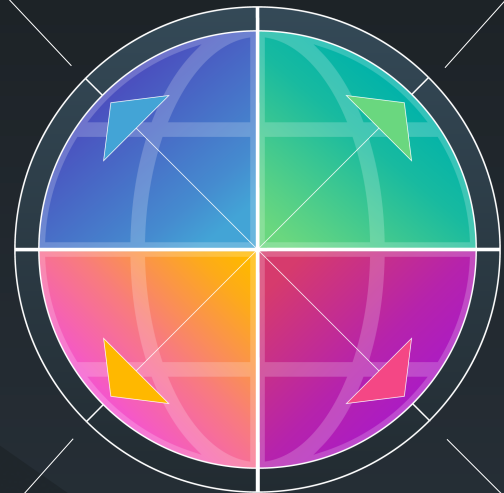
► The below percentages represent the composition of the segments in Brazil:

26% Empathetic Escapists

Stream TV shows for some quality alone time, where they can **fully escape and find empathy through the characters and storylines** they immerse themselves in.

26% Social Shapers

Are all about **connecting with each other and pop culture**. They stream for connection, inspiration, and excitement. They also stream when they feel disconnected, presumably to find the connection they are lacking.



18% Reflective Explorers

Want to engage more thoughtfully when they stream and **like to experience all the feelings**. They are driven to stream for nostalgia, curiosity, and a desire to feel engaged.

30% Comfort Connectors

Seek to sit back, relax, connect, and laugh. They stream TV shows and movies when they want to **feel at ease, happy, and comforted**.



Uma introdução ao público de streaming no Brasil

Com o crescimento do streaming, os comportamentos de consumo estão se transformando

98% Dizem que assistem a conteúdos de outros países.

O público busca conexões culturais autênticas por meio de histórias contadas em suas vozes originais

72% Gostam da opção de assistir a conteúdos no idioma original em que foram produzidos.

Streaming combina com qualquer hora

80% Gostam de consumir streaming durante os momentos livres ao longo dia.

A combinação ideal para descobrir novos conteúdos é tech e pessoal

76% Gostariam de receber recomendações de vídeos, séries e filmes indicados por amigos e familiares.

O que estão dizendo:

O streaming nos permite conectar-se a outras pessoas. Você está no sofá da sala, num ambiente comum e familiar, e não apenas diante de uma tela sozinho. Mesmo que em algum momento você perca um pouco da empolgação, ainda vê seus familiares por perto e se sente bem.

- Gabriel, 31 | São Paulo 🇧🇷

Adicione aos seus favoritos o novo hub [Generation Stream: Global Edition](#) para acessar as próximas tendências e muito mais.

Source: Disney Advertising and Culture Co-Op, 2024

Segmentos de Audiência Brasileiros

Quatro perfis de audiência surgiram a partir deste estudo, reforçando o fio condutor que une os motivos pelos quais o público global consome streaming e o que essas experiências representam de forma única para cada um.

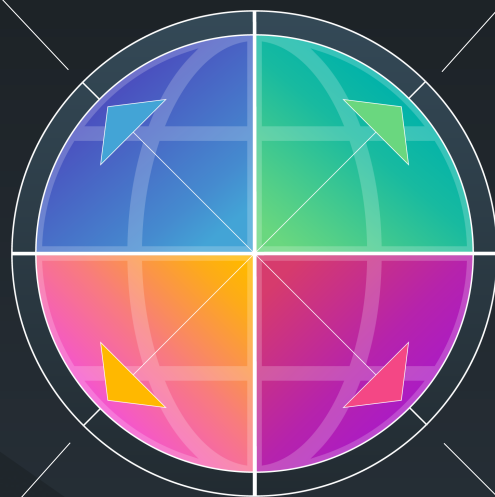
▶ As porcentagens abaixo representam a composição dos segmentos no Brasil:

26% Empathetic Escapists

Usam o streaming como um refúgio emocional e criativo, **buscando histórias que os permitam sentir, imaginar e se conectar profundamente** — tudo isso em um momento de qualidade com eles mesmos.

26% Social Shapers

Veem o streaming como uma forma de se conectar, expressar e participar da cultura pop — **transformando o que assistem em conversa, inspiração e momentos sociais compartilhados.**



18% Reflective Explorers

Usam o streaming como uma jornada emocional e intelectual, buscando conteúdos que **provoquem reflexão, despertem memórias e ofereçam novas formas de enxergar o mundo.**

30% Comfort Connectors

Buscam no streaming momentos de leveza, bem-estar e conexão afetiva — **transformando o ato de assistir em um ritual de relaxamento, muitas vezes compartilhado com a família.**