

DIGITAL ADVERTISING

In Latin America



Nativex

DIGITAL ADVERTISING

Latin America remains below the global average **on the mobile Internet penetration** in large part due to the limited penetration caused by the region's sheer TV influence. Nonetheless, as more customers come online, brands are beginning to utilize digital media as part of their **media strategy to better connect** and engage with consumers.

LATAM MOBILE INTERNET

318.8M

Mobile Internet Users

18% iOS Users




81% Android Users



 75.2%

of mobile phone users

 83.1%

of internet users

 50%

of the population

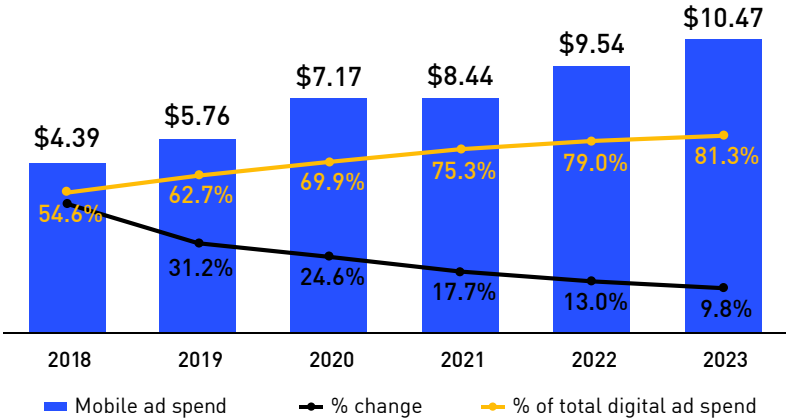
 9.7%

of worldwide mobile phone internet users



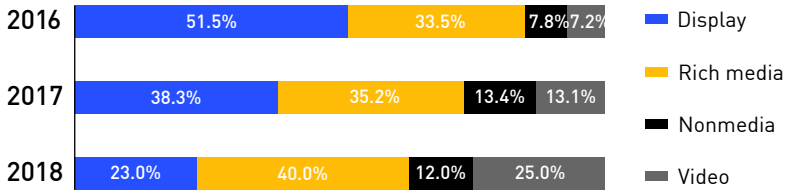
MOBILE AD SPEND IN LATAM

billions, % change and % of total digital ad spend,
2018–2023



BY FORMAT

2016–2018, % of total



We can see a rapid decline in display advertising and a shift to Video.

Includes SMS / MMS and push notifications.



BY FORMAT & COUNTRY

2016–2018, % of total

■ Display ■ Rich media ■ Video ■ Nonmedia

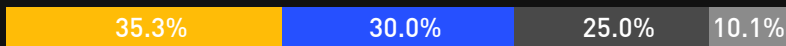
Chile 2.0%



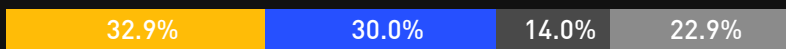
Bolivia



Brazil



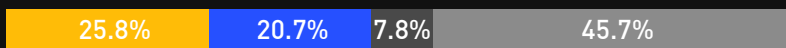
Mexico



Peru



Colombia



Argentina



Guatemala



Latin America





TOTAL MEDIA AD SPEND IN LATAM BY COUNTRY INCLUDE ALL TYPES OF MEDIA

billions, % change, 2019–2023.

	2019	2020	2021	2022	2023
TOTAL MEDIA AD SPENDING					
Brazil	\$14.56	\$15.25	\$15.85	\$16.45	\$16.98
Mexico	\$5.08	\$5.32	\$5.51	\$5.73	\$5.91
Argentina	\$1.21	\$1.23	\$1.25	\$1.28	\$1.31
Colombia	\$1.14	\$1.16	\$1.17	\$1.19	\$1.21
Chile	\$1.13	\$1.15	\$1.17	\$1.19	\$1.20
Peru	\$0.73	\$0.74	\$0.76	\$0.77	\$0.78
Other	\$4.89	\$5.05	\$5.19	\$5.30	\$5.41
Latin America	\$28.74	\$29.90	\$30.90	\$31.90	\$32.81

TOTAL MEDIA AD SPEND GROWTH					
Mexico	6.2%	4.7%	3.6%	4.0%	3.3%
Brazil	5.9%	4.8%	3.9%	3.8%	3.2%
Argentina	2.5%	1.0%	2.0%	2.5%	2.5%
Colombia	2.0%	1.5%	1.3%	1.6%	1.5%
Chile	1.8%	1.6%	2.0%	1.4%	1.2%
Peru	1.5%	1.5%	2.2%	1.3%	1.2%
Other	0.9%	3.4%	2.7%	2.0%	2.2%
Latin America	4.5%	4.0%	3.3%	3.2%	2.9%

➔ Brazil is the largest ad market in Latin America, making up more than half (50.7%) of regional ad spend, followed by Mexico (17.7%) and Argentina (4.2%).



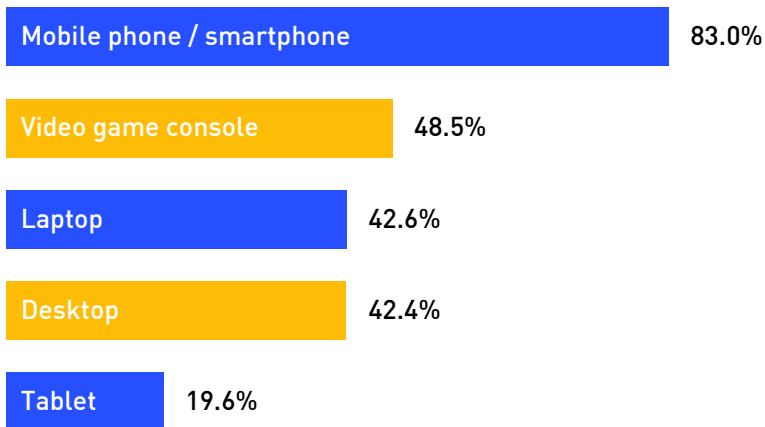
MOBILE GAMING IN LATAM

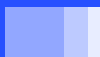
What Devices Do Video Gamers in Brazil Use to Play Video Games?

% of respondents, Feb 2019

BRAZIL RANKS TOP 5

in mobile gaming and non gaming app downloads.





TOP 5 COUNTRIES, RANKED BY MOBILE GAME VS. NONGAME APP DOWNLOADS.

billions and CAGR, 2016–2022.

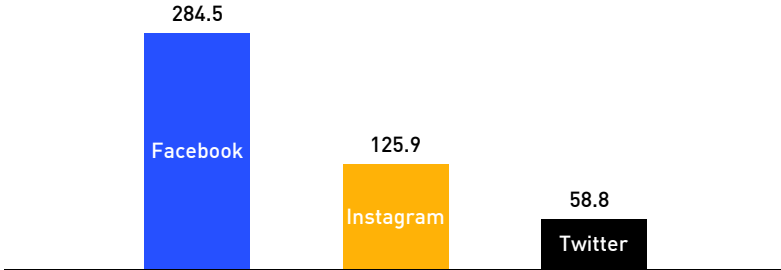
	2016	2017	2018	2022	CAGR (2017–2022)
NONGAME APPS					
1.China	37.42	54.16	68.19	85.73	9.6%
2.India	4.88	8.33	12.45	25.83	25.4%
3.US	7.22	6.98	6.89	6.71	-0.8%
4.Brazil	3.42	3.64	3.89	4.78	5.6%
5.Indonesia	2.05	2.45	2.73	4.10	10.9%
GAMES					
1.China	15.64	25.16	29.18	33.75	6.0%
2.India	1.64	3.74	5.65	11.38	25.0%
3.US	4.53	4.34	4.05	3.62	-3.6%
4.Brazil	2.30	2.64	2.89	3.60	6.5%
5.Russia	1.71	1.94	2.18	3.04	9.4%
TOTAL					
1.China	53.06	79.32	97.36	119.48	8.5%
2.India	6.51	12.07	18.11	37.21	25.3%
3.US	11.75	11.32	10.94	10.33	-1.8%
4.Brazil	5.72	6.28	6.78	8.39	6.0%
5.Indonesia	3.25	3.98	4.54	6.83	11.4%

Note: includes smartphones and tablets via the Apple App Store, Google Play and third-party Android app stores in China; excludes re-installs and updates.

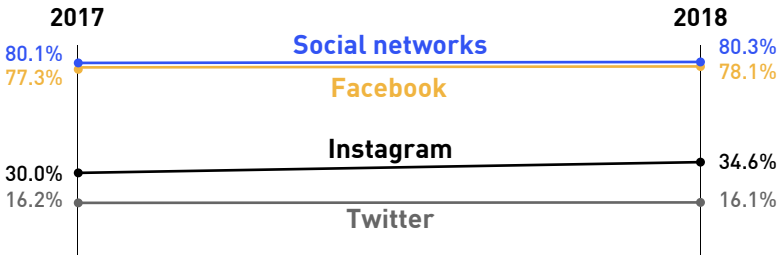
Source: App Annie, "App Annie Forecast: 2017–2022," May 2, 2018.

LATAM SOCIAL NETWORKS

Social Network Users in Latin America, by Platform,
2018 (millions)



Social Network User Penetration, by Platform
(% of internet users)



Facebook is the largest social network in Latin America, with an estimated **284.5 million users** in 2018. Facebook growth is plateauing and will rise by low single digits over the next five years.






Instagram is on a very different trajectory. We forecast its user base to increase by **18.4% to 125.9 million** this year, reaching **43.1% of social network users**.

LATAM TOP 5 APPS BY MARKET (BY DOWNLOAD)






November 2019, Source: AppAnnie.

BRAZIL

iOS






- 1  Mercado Pago
- 2  Americanas
- 3  Magazine Luiza: Black Friday
- 4  WhatsApp Messenger
- 5  iFood: Ofertas de Black Friday

Android






- 1  Americanas Black Friday: Loja Online com Descontos
- 2  Kwai - Short Video Maker & Community
- 3  Casas Bahia: Compras e Ofertas Online
- 4  WhatsApp Messenger
- 5  TikTok - Make Your Day

ARGENTINA

iOS

- 1  Ink Inc.- Tattoo Drawing
- 2  MAS OSDE
- 3  WhatsApp Messenger
- 4  Instagram
- 5  Mercado Pago

Android






- 1  Ink Inc.- Tattoo Drawing
- 2  Instagram
- 3  WhatsApp Messenger
- 4  Risapp - Disfruta de este momento divertido
- 5  Sand Balls

LATAM TOP 5 APPS BY MARKET (BY DOWNLOAD)






November 2019, Source: AppAnnie.

COLOMBIA

iOS






- 1  WhatsApp Messenger
- 2  Instagram
- 3  Facebook
- 4  YouTube: Watch, Listen, Stream
- 5  Beat - Ride app

Android






- 1  WhatsApp Messenger
- 2  Facebook Lite
- 3  Stump Me! - Can you pass it?
- 4  Messenger - Text and Video Chat for Free
- 5  Beat - Ride app

MEXICO

iOS

- 1  WhatsApp Messenger
- 2  YouTube: Watch, Listen, Stream
- 3  Facebook
- 4  Messenger - Text and Video Chat for Free
- 5  Ink Inc.- Tattoo Drawing

Android

- 1  WhatsApp Messenger
- 2  Ink Inc.- Tattoo Drawing
- 3  Facebook
- 4  Messenger - Text and Video Chat for Free
- 5  Sand Balls

Nat̄ivex