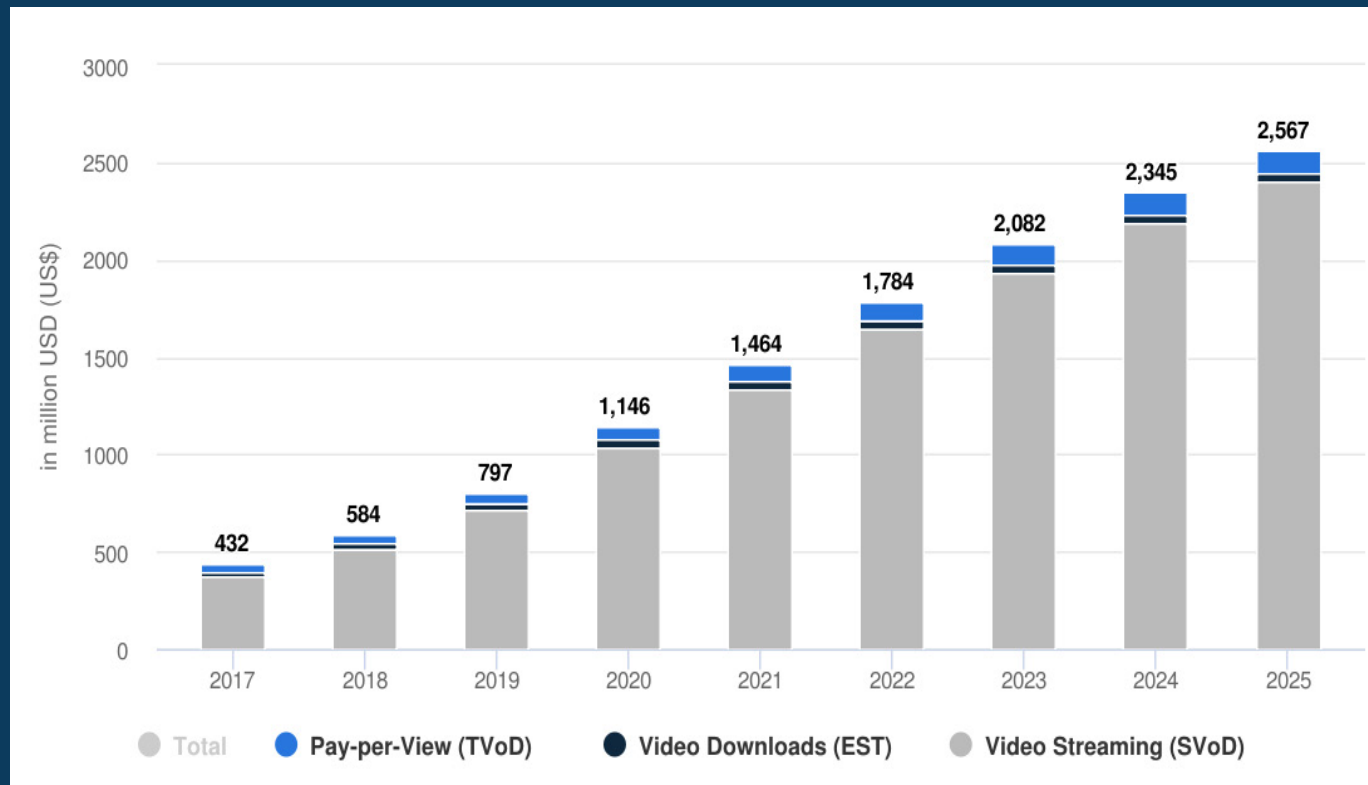
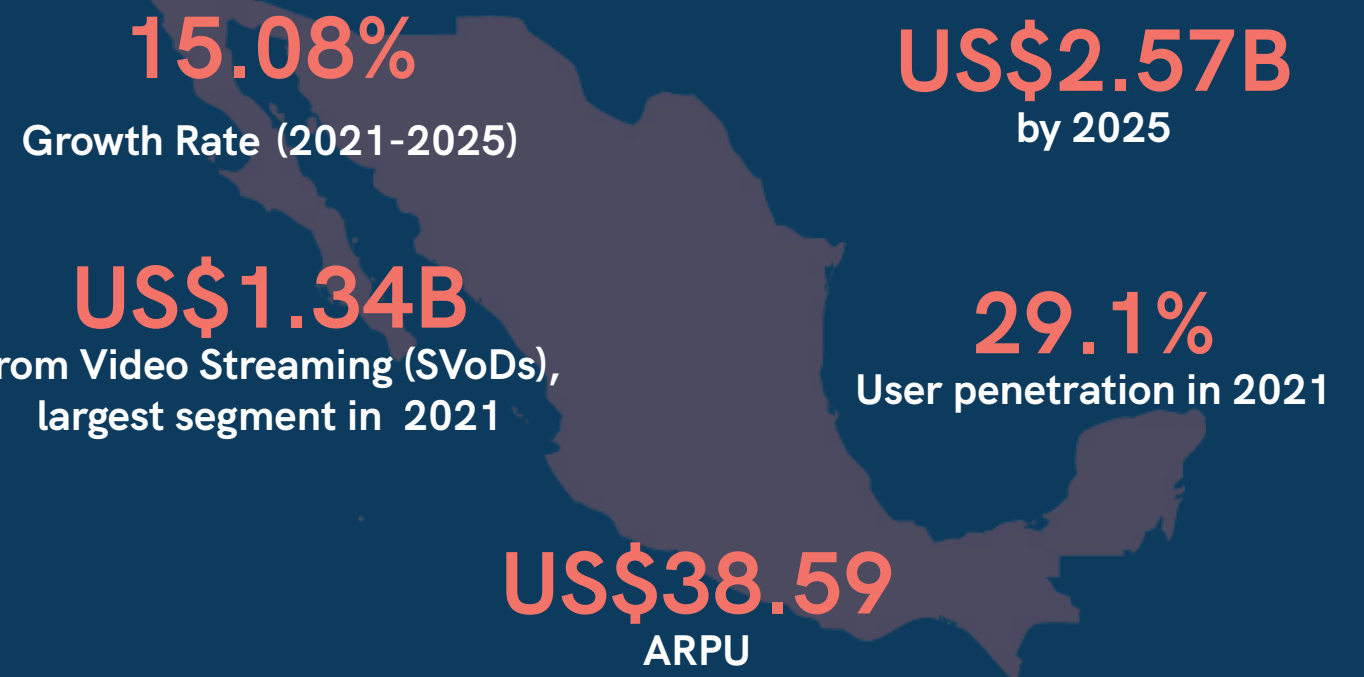
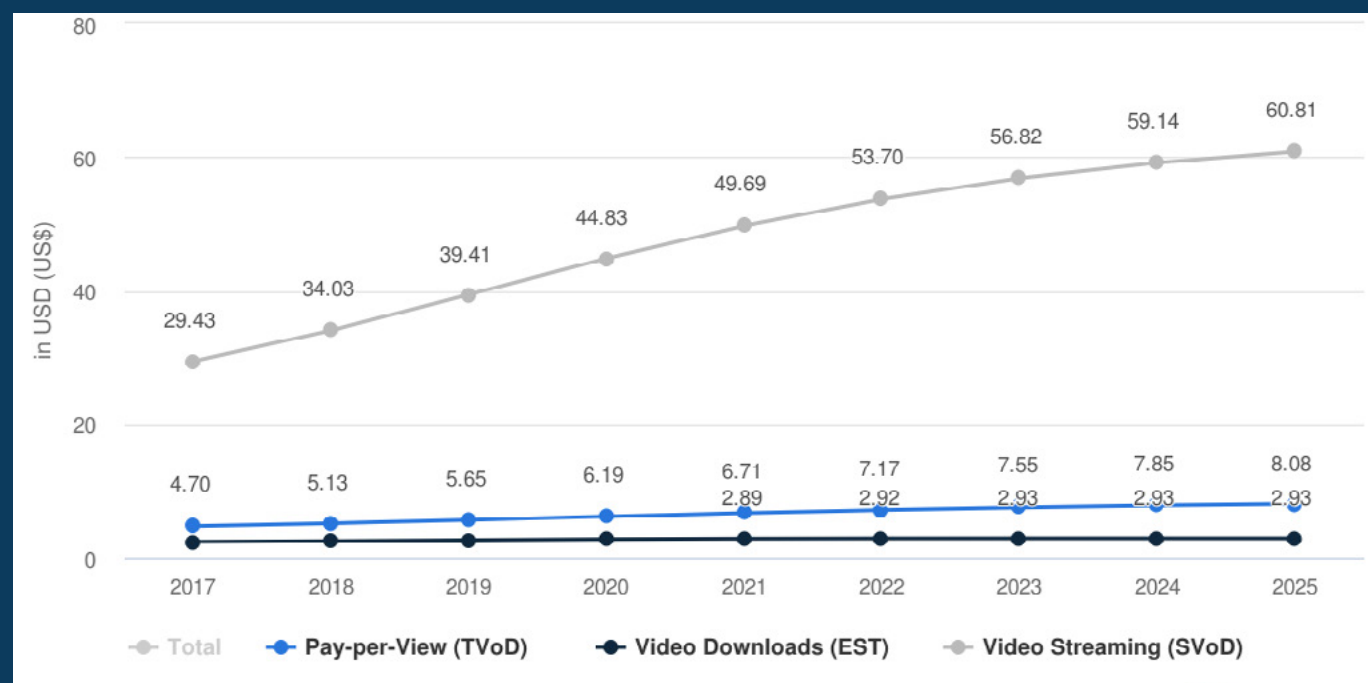


# VIDEO-ON-DEMAND INDUSTRY SNAPSHOT: MEXICO

## Video-On-Demand By Revenue



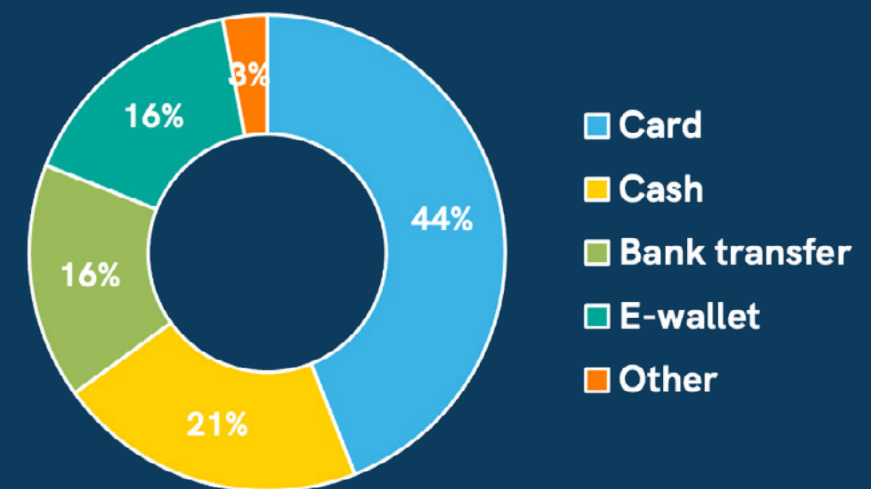
## Video-On-Demand ARPU by category



## Payment Ecosystem at a Glance

**US\$53.9B**  
DIGITAL PAYMENTS  
TXN VALUE IN 2021

**13.60%**  
ANNUAL GROWTH  
2021-2025



## They Trust us



**126M**  
POPULATION

**37%**  
BANKED  
POPULATION

**10%**  
CREDIT CARD  
POPULATION

**66%**  
INTERNET  
PENETRATION

**72%**  
SMARTPHONE  
PENETRATION