

SOURCES:

¹2/3rds of all households subscribe to SVOD (~95% Spanish adults can access streaming) - AIMC MARCAS

²(~7% market share within 2 years) – GECA

³30% of the category spend in market – INFOADEX

⁴SkyShowtime’s content appeals more to older, ‘discerning viewers’ (affinity i115) – AIMC MARCAS

⁵88% of under 35s have multiple subscriptions vs 70% for over 35s – GWI.

⁶(household savings above 50k i115 among 35+) – AIMC MARCAS

⁷Intent to stay with subscription 87% for 35+ vs 77% for younger audiences – AIMC MARCAS