

## NBC expands streaming news service to Latin America

## Article



**The news:** In a move that reflects changes in international news consumption, **NBC News Now** is bringing its 24/7 streaming service to Mexico and Brazil. With this expansion, NBC News Now becomes the first US-based news channel to stream on platforms like Samsung TV+ in Latin America, building on its successful European presence across services like **Freevee** and **LG**.



**By the numbers:** NBC News Now shattered records in Q3 2024, achieving its largest primetime audience to date. The platform's Election Day coverage generated over 100 million views—its best single-day performance. During Election Week, the service delivered 40 hours of continuous live programming, contributing to **NBCNews.com's highest-traffic day in history**.

While MSNBC drew 6 million viewers on election night, its subsequent viewership drop reflects a familiar pattern in news consumption.

**Strategic timing and markets:** Mexico and Brazil are high-growth digital markets, where internet penetration and social media usage continue to reshape how people access information. By offering free, ad-supported content through platforms like Samsung TV+ that have traction in the market, NBC News Now removes barriers to entry.

- Brazil and Mexico showcase unique strengths in media consumption, highlighting their growing reliance on digital platforms.
- Brazil leads the world in time spent with online press (2 hours and 40 minutes daily), per GWI data. That figure is driven by high device usage and possibly elevated engagement with news shared on social platforms, making it a great opportunity for NBC News Now.
- Mexico's online press time (54 minutes daily), the lowest out of all Latin American markets we forecast, likely reflects its reduced engagement with desktop/laptop devices and a preference for audio and video formats over text-based news.
- Streaming adoption is near universal in both countries, with Mexico (96.9%) and Brazil (95.8%) surpassing the global average, per GWI data.

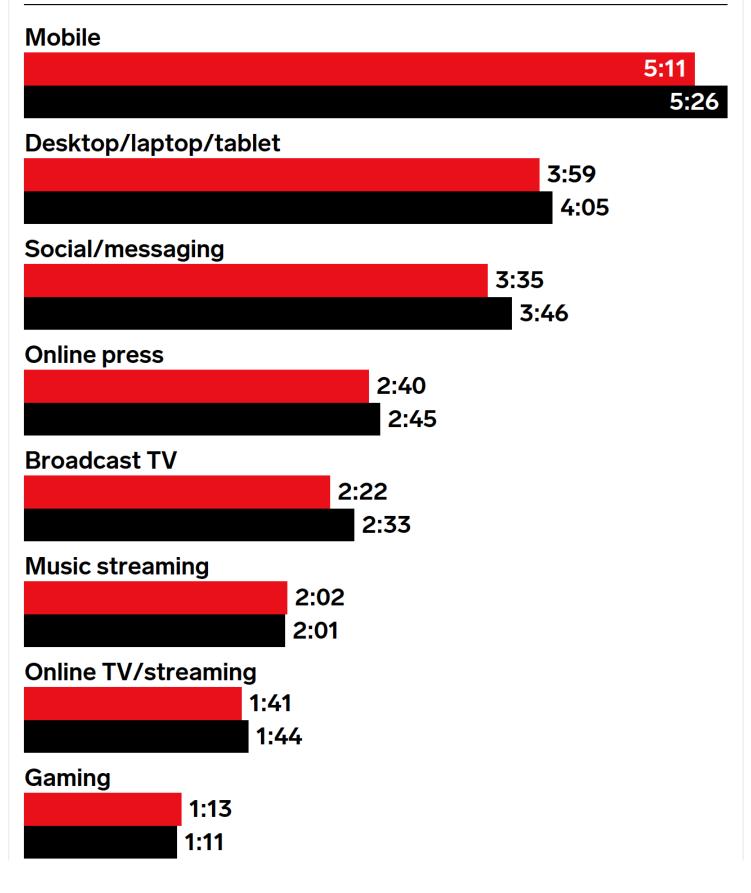
Our take: With over half of Brazil's internet users already consuming news online and Mexico's digital news landscape rapidly evolving beyond traditional powerhouses **Televisa** and **TV Azteca**, NBC News Now's ad-supported, free-to-access model seems tailor-made to meet the demand in these markets. The platform's commitment to hard news over opinion-based content aligns well with global trends in digital news consumption.

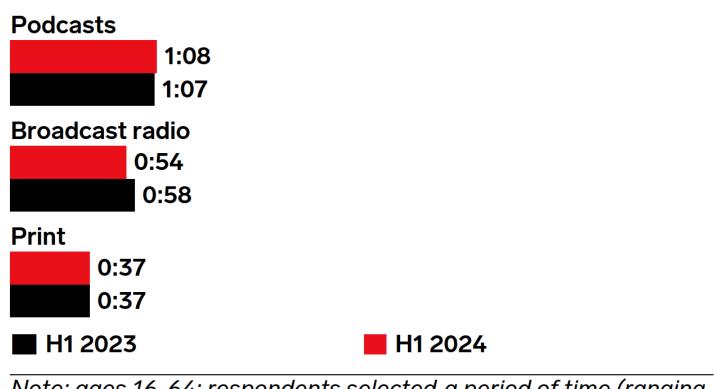


## Average Time Spent With Media in Brazil, H1 2023 & H1 2024



## hrs:mins per day among internet users





Note: ages 16-64; respondents selected a period of time (ranging from <30 minutes to up to 10 hours) with GWI then averaging these figures; the averages also include those who selected "do not use"; respondents were asked, "Roughly how many hours do you spend on x?" Source: GWI, August 2024

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