

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

Mobile



Desktop/laptop/tablet



Social/messaging



Online press



Broadcast TV



Music streaming



Online TV/streaming



Gaming



Podcasts



Broadcast radio



Print



■ H1 2023

■ H1 2024

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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