

## Appendix N° 1

### Consumer Survey: Film, series, and streaming consumption habits in Bolivia

Estamos trabajando en una investigación sobre el uso de plataformas de streaming en Bolivia y los tipos de películas, series y shows que más se ven. La encuesta es totalmente anónima y voluntaria. Responder te tomará solo unos minutos. Los resultados serán usados con fines exclusivamente académicos y serán tratados por el equipo investigador en apego a los lineamientos éticos y de protección de datos vigentes en Bolivia. Estos datos no se van a compartir con otra institución o persona, publicándose solamente como resultados agregados en un artículo académico. Puedes contactar al equipo investigador con alguna pregunta o si quieres conocer los resultados en: [andreslaguna@upb.edu](mailto:andreslaguna@upb.edu) Te agradecemos mucho tu tiempo e interés.

Sí, estoy de acuerdo con participar en la encuesta.

No, no estoy de acuerdo con participar en la encuesta

1. Elige de entre las siguientes opciones todas las películas que has visto

*Averno*

*Muralla*

*En el murmullo del viento*

*El cuarto*

*La última Navidad de Julius*

*Eugenia*

*Santa Clara*

*Juana Azurduy: Guerrillera de la Patria Grande*

*Carga Sellada*

*Chaco*

Ninguna de las anteriores

2. Elige de entre las siguientes opciones todas las películas que has visto

*Dry Martina*

*No se aceptan devoluciones*

*La noche de 12 años*

*Guatemala: Corazón del mundo maya*

*Roma*

*El robo del siglo*

*La boda de la abuela*

*Boca Juniors Confidencial*

*Monos*

*El Hijo*

Ninguna de las anteriores

3. Elige de entre las siguientes opciones todas las series que has visto

*Monzón*

*La casa de las flores*

*Distrito Salvaje*

*Ingobernable*

*Andes Mágicos*

*Historia de un crimen: La búsqueda*

*José José: El Príncipe*

*Maradona en Sinaloa*

*Las Leyendas*

*El Recluso*

Ninguna de las anteriores

4. Elige de entre las siguientes opciones todas las películas que has visto

*Relatos Salvajes*

*Ixcanul*

*Gloria*

*El Club*

*Todo comenzó por el fin*

*El Clan*

*Cómo ser un latin lover*

*Videofilia (y otros síndromes virales)*

*Más sabe el diablo por viejo*

*El abrazo de la serpiente*

Ninguna de las anteriores

5. Elige de entre las siguientes opciones todas las series que hayas visto (el título original está en paréntesis)

*La casa de papel*

*Big Mouth*

*El Último Baile (The Last Dance)*

*High Score: El mundo de los videojuegos*

*Elite*

*La maldición de Bly Manor (The Haunting of Bly Manor)*

*En pocas palabras (Explained)*

*Bárbaros (Barbarians)*

*Love Alarm*

*Stranger Things*

Ninguna de las anteriores

6. Elige de entre las siguientes opciones todas las películas que hayas visto (el título original está en paréntesis)

*El rey proscrito (Outlaw king)*

*High Flying Bird*

*Lázaro Feliz (Lazzaro felice)*

*The Ridiculous 6*

*Triple Frontera (Triple Frontier)*

*A Ciegas (Bird Box)*

*Mi Primer Beso (The Kissing Booth)*

*Un gesto estúpido e inútil (A futile and stupid gesture)*

*Crónicas de Navidad (The Christmas Chronicles)*

*I called him Morgan*

Ninguna de las anteriores

7. Elige todas las plataformas de streaming a las que estés suscrito y/o uses de manera regular

Netflix

Disney +

Apple TV

Prime Video

Bolivia Cine

HBO Go/HBO Max

Hulu

Twitch

Mubi

YouTube

Retina Latina

Mowies

Peacock

Fox Play

Filmin  
 Atresplayer  
 Movistar Plus  
 Ninguna de las anteriores

8. Elige los géneros de películas y series que ves con más frecuencia

Drama  
Acción  
Comedia  
Documental  
Romance  
Animación  
Terror  
Deportes  
Ciencia Ficción  
Contenido familiar

9. Cuántas películas y/o series viste en un mes típico de 2020:

1 a 3  
 4 a 6  
 7 a 10  
 Más de 10

10. Cuántas películas y/o series viste en un mes típico de 2019:

1 a 3  
 4 a 6  
 7 a 10  
 Más de 10

11. Elige la opción que mejor te describa

Veo más películas en streaming que en el cine  
 Veo más películas en el cine que en streaming  
 Solo veo series en streaming

12. Elige la opción que mejor te describa

Ya sé qué película o serie voy a ver antes de entrar a la plataforma de streaming  
 Demoro de 1 a 5 minutos buscando qué ver en la plataforma de streaming  
 Demoro más de 5 minutos buscando qué ver en la plataforma de streaming

13. Elige el factor que influya con mayor importancia sobre tu decisión de ver una película o serie

Recomendaciones de la plataforma  
 Recomendaciones de amigos o amigas  
 Publicidad  
 Reseñas y críticas

14. ¿En qué rango de edad te encuentras?

18 a 24 ... 51 o más

15. ¿Con qué género te identificas?

Mujer ... Prefiero no responder

16. ¿Cuál es tu estado civil?

Soltero o soltera ... Otro

17. ¿Tienes hijas o hijos?

Sí

No

18. ¿Cuál es el máximo nivel de educación que has completado a día de hoy?  
▼ Educación primaria ... Ninguna de las anteriores

19. ¿Dónde vives?  
▼ Cochabamba ... Fuera de Bolivia

**Appendix N° 2**  
**Basic demographic characteristics of the participants of our consumer survey**

In this appendix we present the basic demographic information of the 340 Bolivian adults who responded to our anonymous survey on their use of SVOD platforms and consumption of Latin American and Bolivian content. More detailed information on the sample and its demographic characteristics is available upon request.

**Table N° 1**  
**Demographic information of the survey participants**

<b>Gender</b>			
	<b>Male</b>	<b>Female</b>	<b>Total</b>
<b>Age</b>			
18 - 24	22.6%	34.0%	28.3%
25 - 30	15.8%	9.0%	12.5%
31 - 35	11.0%	8.3%	9.8%
36 - 40	24.0%	10.4%	16.8%
41 - 45	6.2%	11.8%	8.8%
46 - 50	13.0%	7.6%	10.4%
51 or over	7.5%	18.8%	13.5%
<b>Marital Status</b>			
Single	50.7%	54.2%	51.9%
Married	14.4%	28.5%	30.0%
Other	34.9%	17.3%	18.1%

**Children**

Yes	37.0%	40.3%	39.1%
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No	62.3%	59.0%	60.3%
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**Education level**

Secondary education	10.3%	14.6%	12.5%
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Technical education	9.6%	8.3%	9.4%
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Bachelor's degree	38.4%	43.1%	41.1%
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Graduate degree	41.1%	33.3%	36.4%
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<b>Total</b>	49.2%	48.5%	
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## Appendix N° 3

### **Analysis of the consumption of film and streaming content of Bolivian audiences**

The insights we derived from the film and SVOD consumption habits of Bolivian audiences, based on the data obtained from the responses of a non-probabilistic sample of adults whom we surveyed, can be summarized as follows:

1. *Bolivian audiences overwhelmingly consume audiovisual content at home:* 69.67% of our sample claims they watch more movies on streaming than in the cinema, 89.64% if series are included.<sup>1</sup>
2. *Bolivian audiences largely decide what to watch once they enter the platform:* only 23.65% of the sample claim they know what to watch beforehand.
3. *Bolivian audiences decide what to watch based on recommendations from friends and professional reviews:* only 13.76% follow the platform recommendation system, although this does not seem to make the decision process simpler for them. Almost 45% of the sample claim to take over 5 minutes to decide what to watch, which is a paradoxical finding, requiring more research to make more nuanced comments.
4. *Bolivian audiences seldom watch Bolivian films:* from a randomly selected list of 10 new Bolivian film releases from 2015 to 2020, 31.4% of the sample did not watch any of them. This is twice the respondents for the most watched Bolivian film in the sample, *Averno* with 15.7%. Nonetheless, 68.6% of the sample did at least watch one of the ten Bolivian films in the period. However, many of the participants may have self-selected into participating in the survey because of their prior interest in Bolivian cinema.
5. *Bolivian audiences seldom watch Latin American cinema:* From a randomly selected list of 10 new Latin American film releases available in Bolivia between 2015 and 2020, excluding Netflix originals, 32.51% of the sample did not watch any of them. Interestingly, this proportion is almost identical to the one found for Bolivian cinema, which may indicate that thematic disparities or different production standards among Latin American and Bolivian cinema could be issues to explore.
6. *Production or distribution by Netflix is an important factor in the decision of Bolivian audiences who watch Latin American cinema:* From a randomly selected list of 10 new Latin American film releases available exclusively on Netflix in Bolivia, between 2015 and

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<sup>1</sup> To a certain extent, economic factors could be driving these numbers. On average, the price of a cinema ticket in Bolivia is around 8 USD, with an urban average monthly income of 465 USD in 2019, according to the National Statistics Institute (INE, 2019). A monthly Netflix subscription in Bolivia costs 7.99 USD, making it a rather cost-effective entertainment option for families. The subscription prices of other DSPs are similar: Disney+ 5.99 USD, Amazon Prime 5.99 USD. Bolivia Cine, a SVOD platform specialized on Bolivian films, offers several pricing options: buy a new release for 5.05 USD, buy a “classic” film for 2.89 USD, rent a new release for 2.89 USD, and rent a “classic” for 1.44 USD. (All the prices and exchange rates were valid for December 2020).

2020, only 10.82% of the sample claimed to not have watched any of them. Indeed, the two most watched films, *Roma* and *No se aceptan devoluciones* have almost twice as many spectators as the most watched Latin American film not produced or distributed by Netflix (26.95% and 27.30% respectively, compared to *Relatos Salvajes* with a 16.48%). Thus, distribution and promotion strategies, and content differences in the films offered on Netflix, merit further analysis.

7. *Bolivian audiences consumption of international films and series is influenced by media and audience phenomena:* The most watched films and series produced outside of Latin America are releases that generated considerable buzz at the time of their release (*Bird Box*, *La Casa de Papel*, *Stranger Things*, *Elite*). This may even be the case for many Latin American releases, for *Roma* and *La Casa de las Flores* are both the most watched film and series in our sample and they share those characteristics. Conversely, none of the randomly selected Latin American series, all Netflix originals, were watched by more than 5% of the sample. Moreover, 47% of the participants claimed to not have watched any of them. This contrasts with anecdotal evidence from Netflix top trending shows in Bolivia, which often include Latin American series and soap operas, such as *Yo soy Betty la fea* or *Pasión de Gavilanes*, which were not included in the survey. A complete list of the films and series presented in the survey can be found in Appendices N° 4 (Bolivian films), 5 and 6 (Latin American films on Netflix and not on SVOD).

**Appendix N° 4**  
**Bolivian films released between 2015 and 2020 included in the consumer survey**

Title	Genre (run time)	Production company	Release date	SVOD release date	SVOD platforms	Festival participation	Box office revenue	Audience rating	Viewers in the sample
<i>El cuarto</i>	Thriller (90 minutes)	JPBM Films, E2S Productora, Terrigenos Films	25/02/2015	15/01/2016	Google Play Movies	✓ **	\$ 20,746	–	3.79%
<i>La última Navidad de Julius</i>	Documentary (48 minutes)	Tuntun Productions, Laptra, Festín Mutante	22/01/2015	–	Not available on SVOD platforms	✓ **	–	–	2.59%
<i>Carga sellada (Sealed cargo)</i>	Drama (107 minutes)	Cieca, Iris producciones, Artemecánica, Imagina Films	28/08/2015	25/09/2020	Bolivia cine, Vimeo on demand, Filmin, Kanopy	✓ **	\$ 12,232	7.5 (95 votes)	3.39%
<i>Juana Azurduy, Guerrillera de la Patria Grande</i>	Historical drama (100 minutes)	Fundación Grupo Ukamau	25/05/2016	28/11/2020	Bolivia cine, Vimeo on demand	✓✓ **	\$ 21,503	6.2 (21 votes)	9.18%
<i>Averno</i>	Adventure (87 minutes)	Alma Films	11/01/2018	24/04/2020	Tubi Tv, Amazon Prime Video, Bolivia Cine	✓✓ **	\$ 78,969	5.3 (127 votes)	15.97%
<i>Muralla (The Goalkeeper)</i>	Thriller (90 minutes)	Macondo Films, bf Distribution	22/09/2018	22/09/2018	HBO Go	✓ **	\$ 90,168	6.3 (81 votes)	10.38%
<i>En el murmullo del viento</i>	Documentary (61 minutes)	Albor Cine, Entrecruzar Films, Estación Marte	25/05/2019	29/06/2020	Ibermedia Digital, DOCTV Latinoamérica	✓ **	–	9.4 (5 votes)	3.39%
<i>Eugenia</i>	Drama (82 minutes)	CQ Films, Klaxon Cultura Audiovisual	22/11/2017	01/05/2020	Bolivia cine, Amazon Prime, Google Play, Vimeo on Demand	✓ **	\$ 12,971	5.2 (65 votes)	7.39%
<i>Santa Clara</i>	Drama (116 minutes)	Abubuya Producciones	08/08/2019	14/06/2020	Bolivia cine, Mowies	✓ *	–	6.1 (25 votes)	2.99%
<i>Chaco</i>	Historical drama (80 minutes)	Color Monster, Pasto Cine, Murillo Cine	28/01/2020	19/11/2020	Multicine	**	–	5.7 (44 votes)	10.18%

✓: Participated in Bolivian festivals, ✓✓: Won prizes in Bolivian festivals, \*: Participated in International festivals, \*\*: Won prizes in International festivals.

NA (–): Information unavailable

The release date column reflects the earliest public exhibition date, including international festivals.

The box office revenue is presented in USD and represents the global, worldwide total.

The English title is presented in brackets when available.

Sources: FilmAffinity, Imdb, The Numbers, retrieved in December 2020.

**Appendix N° 5**  
**Latin American films released between 2015 and 2020 available on Netflix and included in the consumer survey**

Title	Genre (Run time)	Production company (Country)	Release date	SVOD release date	SVOD platforms	Festival Participation	Box office revenue	Audience rating	Viewers in the sample
<i>Dry Martina</i>	Romantic comedy (97 minutes)	Productora Forastero, Rizoma Films, Escuela de Cine de Chile, Cine Sur (Chile)	17/04/2018	15/03/2019	Netflix	**	\$ 4,727	5.3 (198 votes)	1.24%
<i>La noche de doce años</i> <i>(A twelve-year night)</i>	Historical drama (123 minutes)	Alcaravan, Haddock Films, Hernández y Fernández P.C, Manny Films, Movistar+, Salado Films, Tornasol Films, ZDF/Arte (Uruguay)	1/09/2018	28/12/2018	Netflix	**	\$ 825,391	6.9 (4,953 votes)	2.65%
<i>Roma</i>	Drama (107 minutes)	Participant Media, Esperanto Filmoj. Distribuida por Netflix (México)	30/08/2018	14/12/2018	Netflix	**	\$ 1,140,769	7 (24,868 votes)	26.9%
<i>Guatemala: Corazón del mundo Maya</i>	Documentary (67 minutes)	Trailer Films. Distribuida por Trailer Media, Netflix (Guatemala, Uruguay)	26/11/2019	30/11/2019	Netflix	No	—	5.5 (39 votes)	1.06%
<i>La boda de la abuela</i>	Comedy (97 minutes)	Los Güeros Films, Corazón Films. (México)	11/10/2019	5/02/2020	Netflix	No	\$ 584,868	3.9 (95 votes)	6.73%
<i>Monos</i>	Drama (102 minutes)	Franja Nomo, Campo Cine, Film I Väst, Le Pacte, Lemming Film, Mutante Cine, Pandora Film, Snowglobe Films. (Colombia)	27/01/2019	—	Netflix, Filmin, Movistar Plus, Apple TV, Rakuten TV	**	\$ 1,601,199	6.5 (2287 votes)	3.54%
<i>El Hijo</i>	Thriller (92 minutes)	Buffalo Films, Instituto Nacional de Cine y Artes Audiovisuales (INCAA) (Argentina)	2/05/2019	26/07/2019	Netflix	*	\$ 244,401	5.3 (1287 votes)	3.19%

\*: Participated in International Festivals, \*\*: Won prizes in International festivals.

NA (—): Information unavailable

The release date column reflects the earliest public exhibition date, including international festivals.

The box office revenue is presented in USD and represents the global, worldwide total.

The English title is presented in brackets when available.

Sources: Filmaffinity, Imdb, The Numbers, retrieved in December 2020.

**Appendix N° 6**  
**Latin American films released between 2015 and 2020 not available on Netflix and included in the consumer survey**

Title	Genre (Run time)	Production company (Country)	Release date	SVOD release date	SVOD platforms	Festival participation	Box office revenue	Audience rating	Viewers in the sample
<i>Ixcanul</i>	Drama (100 minutes)	Productora Forastero, Rizoma Films, Escuela de Cine de Chile, Cine Sur (Guatemala)	7/02/2015	–	Vudu, Amazon Video, Google Play Movies, You Tube, Apple iTunes, Mubi, Kanopy	**	\$ 4,727	7.1 (506 votes)	2.02%
<i>El Club (The Club)</i>	Drama (97 minutes)	Fábula (Chile)	9/02/2015	09/10/2015	Filmin	**	\$ 541,515	7.1 (10,005 votes)	7.42%
<i>Todo comenzó por el fin (It all started at the end)</i>	Documentary (208 minutes)	Luis Ospina, Proimagenes (Colombia)	13/09/2015	–	Mowies, Retina Latina	**	\$ 18,562	7.7 (118 votes)	2.70%
<i>El Clan (The Clan)</i>	Thriller (110 minutes)	K&S Films, Matanza Films, El Deseo, Telefén, INCAA (Argentina)	13/08/2015	–	Google Play Movies, Rakuten Tv	**	\$ 20,381,995	6.7 (10,414 votes)	6.74%
<i>Videofilia y otros síndromes virales (Videophilia and other viral syndromes)</i>	Experimental (102 minutes)	Tiempo Libre (Perú)	25/01/2015	–	Filmin	**	–	5.7 (111 votes)	1.57%
<i>El abrazo de la serpiente (Embrace of the serpent)</i>	Drama (125 minutes)	Ciudad Lunar Producciones, Buffalo Producciones, Caracol Televisión, Dago García Producciones, MC Producciones, Nortesur Producciones (Colombia)	15/05/2015	–	Filmin, Rakuten Tv, Google Play Movies, Apple iTunes	**	\$ 3,217,176	7.3 (5367 votes)	7.19%
<i>Más sabe el diablo por viejo</i>	Romantic comedy (113 minutes)	Traziende Films, La Victoria Films (Mexico)	26/07/2018	–	Apple iTunes, Cinépolis Klic, Google Play Movies, Microsoft Store, Movistar Play	No	\$ 2,263,958	4.5 (28 votes)	6.29%

\*: Participated in International Festivals, \*\*: Won prizes in International festivals.

NA (–) : Information unavailable

The release date column reflects the earliest public exhibition date, including international festivals.

The box office revenue is presented in USD and represents the global, worldwide total.

The English title is presented in brackets when available.

Sources: Filmaffinity, Imdb, The Numbers, retrieved in December 2020.

## **Appendix N°7**

## Word-frequency analysis of the synopsis and genre information for the films

In this appendix we present the word clouds obtained from the frequency count for the 300 most used words, 5 characters or longer, including derivative words (talk, talking, talked are pooled), for the sinopsis and genre descriptions of the films we analyze. Namely, those released between 2015 and 2020, available to stream in Bolivia in December 2020, corresponding to the following categories: Netflix original film releases, Third-party films available on Netflix, Bolivian films available on SVOD, Bolivian films not available on SVOD. We also present bar chart graphs with the top 20 most frequently used words in those descriptions.

## Figure N° 1

## **Sinopsis and genre word cloud for Netflix original films released in 2015-2020**



Source: The authors with data from Filmaffinity.

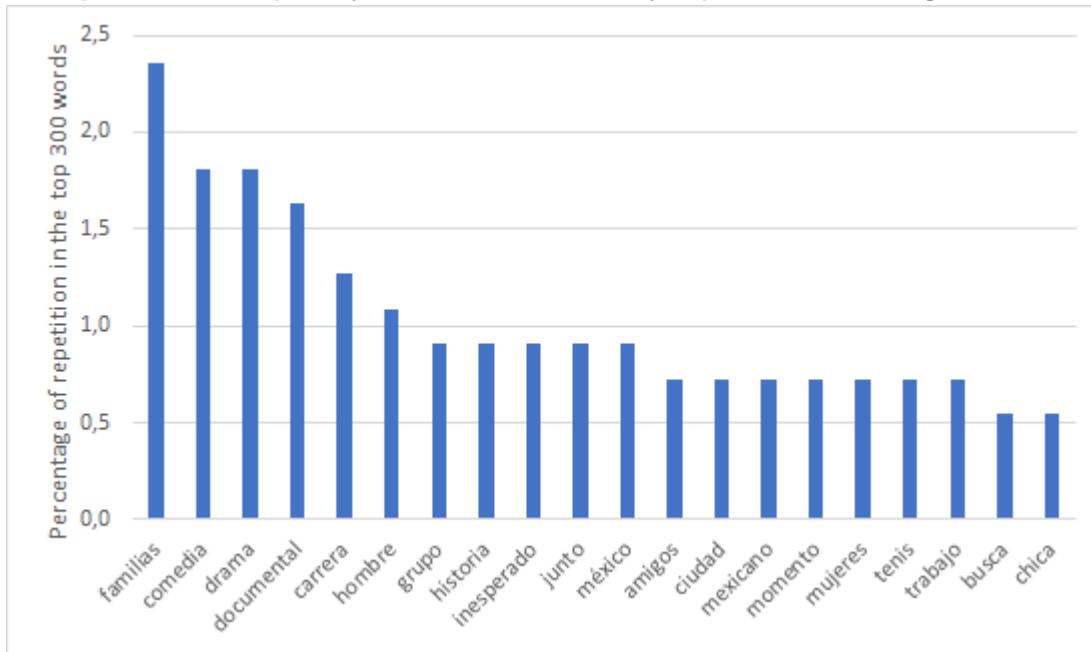
## Figure N° 2

## Sinopsis and genre word cloud for Latin American films released in 2015-2020 and available to stream on Netflix

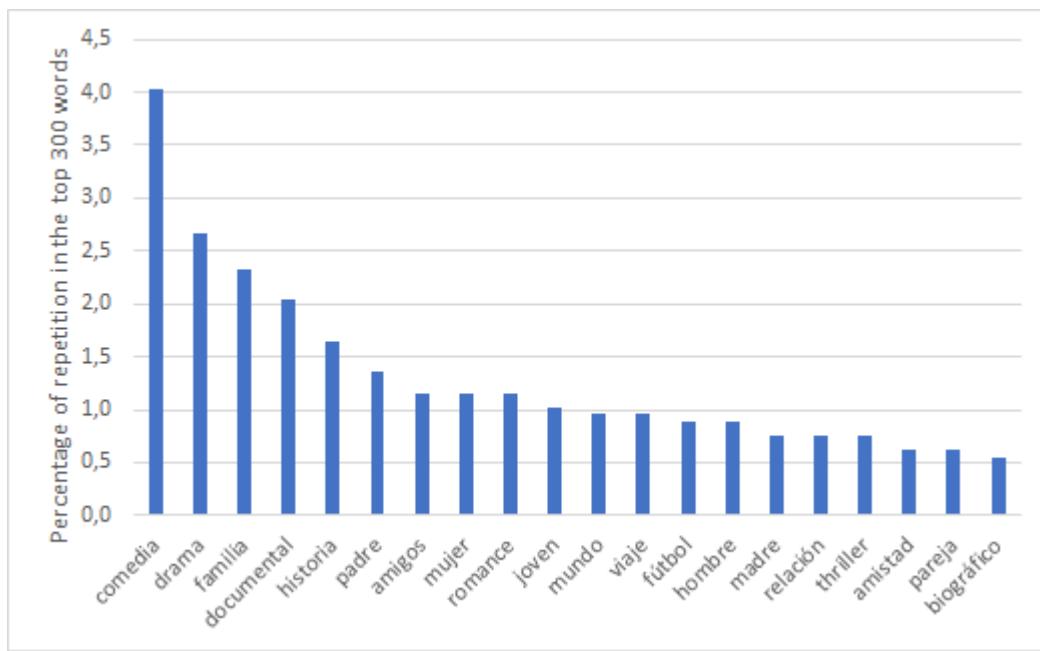


Source: The authors with data from FilmAffinity.

**Figure N° 3**  
**Top 20 most frequently used words in the synopses: Netflix original films**

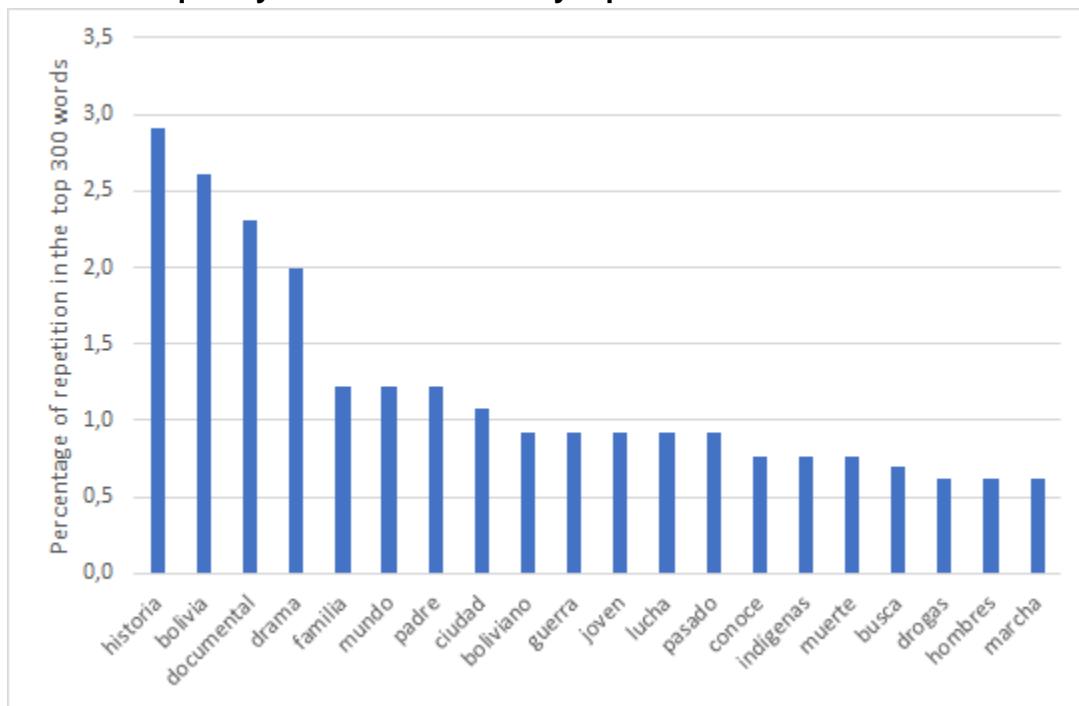


**Figure N° 4**  
**Top 20 most frequently used words in the synopses: Latin American third-party films on Netflix**



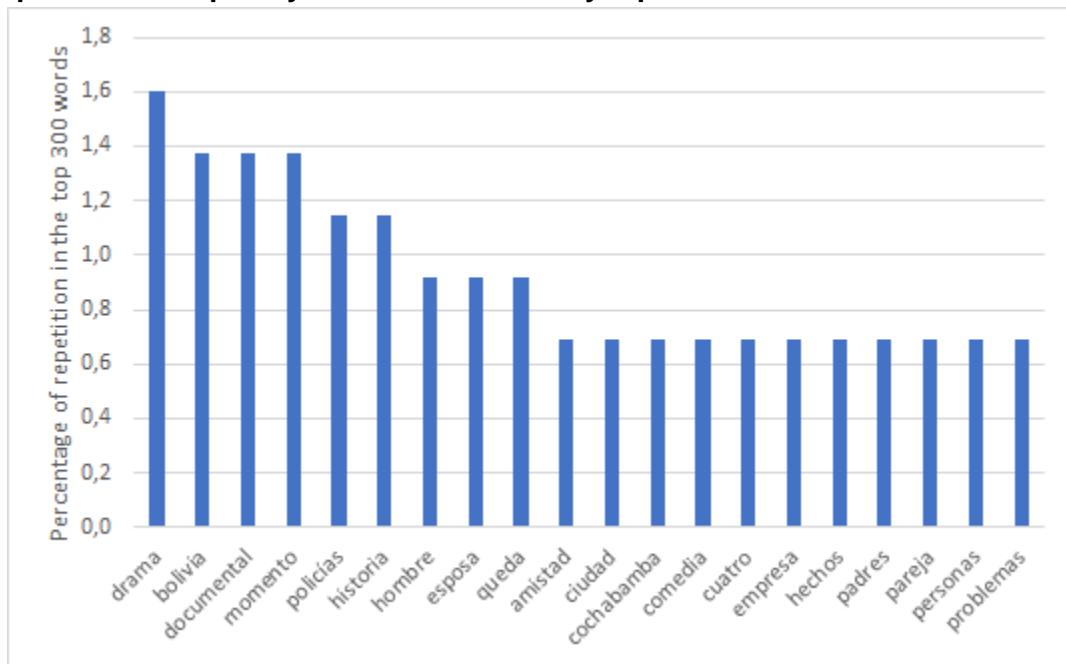
**Figure N° 5**

**Top 20 most frequently used words in the synopses: Bolivian films available on SVOD**



**Figure N° 6**

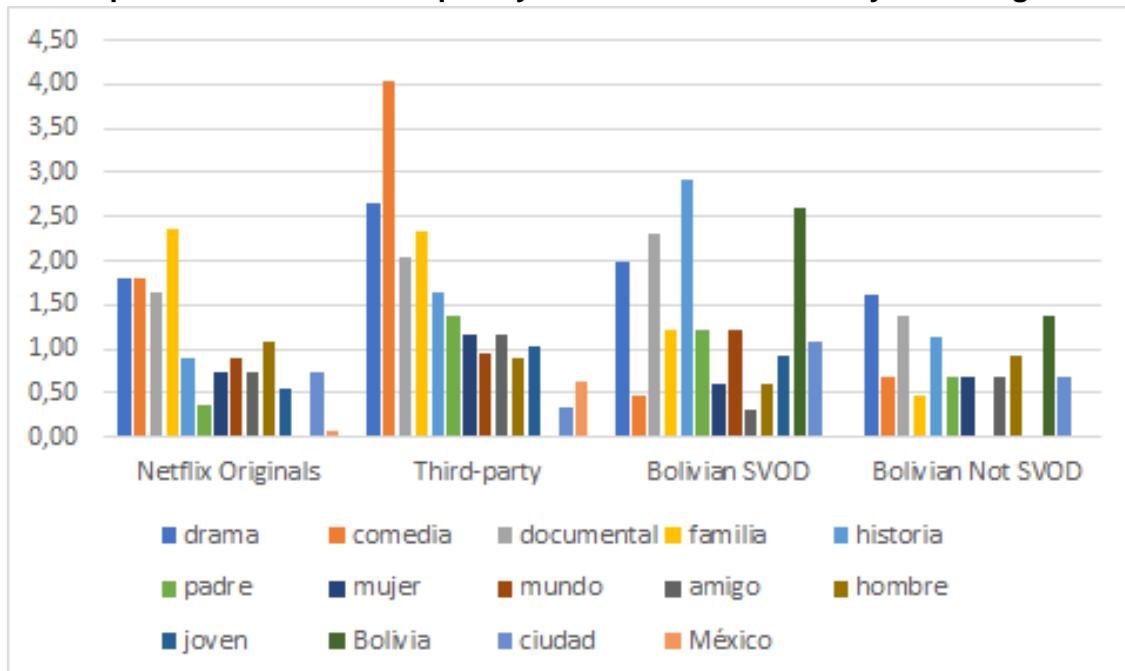
**Top 20 most frequently used words in the synopses: Bolivian films not on SVOD**



**Table N° 1**  
**Frequency table for the ten most frequently used words in the film synopses**

Most frequently used words	Netflix Originals	Third-party films	Bolivian films on SVOD	Bolivian films not on SVOD	Total (weighted sum)
drama	1.81%	2.66%	1.99%	1.60%	2.28%
comedia	1.81%	4.03%	0.46%	0.69%	2.57%
documental	1.63%	2.05%	2.30%	1.37%	1.97%
familia	2.36%	2.32%	1.23%	0.46%	1.88%
historia	0.91%	1.64%	2.91%	1.14%	1.75%
padre	0.36%	1.37%	1.23%	0.69%	1.12%
mujer	0.72%	1.16%	0.61%	0.69%	0.93%
mundo	0.91%	0.96%	1.23%	0.00%	0.90%
amigo	0.72%	1.16%	0.31%	0.69%	0.86%
hombre	1.09%	0.89%	0.61%	0.92%	0.86%
<b>Sample size</b>	<b>119</b>	<b>436</b>	<b>176</b>	<b>92</b>	<b>823</b>

**Figure N° 7**  
**Comparison of the most frequently used words for the analytical categories**



**Appendix N° 8**  
**Spanish – English equivalences for Table N° 2**

In this appendix se include the equivalences for the Spanish words obtained from the film data, presented in the body of the study as Table N° 2. The table includes the ten most frequent words appearing in the synopses for the films in study. These are not direct translation, but linguistic equivalents validated from the context of use (i.e. *carrera* meaning career and not race).

Spanish	English
Familias	Families
Familia	Family
Comedia	Comedy
Drama	Drama
Documental	Documentary
Carrera	Race
Hombre	Man
Grupo	Group
Historia	History/story
Inesperado	Unexpected
Junto	Together
México	Mexico
Amigos	Friends
Ciudad	City
Mexicano	Mexican
Momento	Moment
Mujeres	Women
Mujer	Woman
Tenis	Tenis
Trabajo	Work/Job
Busca	Search/Seeks

Chica	Girl
Padre	Father
Romance	Romance
Joven	Young
Mundo	World
Viaje	Travel
Fútbol	Soccer/football
Madre	Mother
Relación	Relationship
Thriller	Thriller
Amistad	Friendship
Pareja	Couple/Partner
Biográfico	Biographic
Boliviano	Bolivian
Guerra	War
Lucha	Fight/Struggle
Pasado	Past
Conoce	Know/meet
Indígenas	Indigenous
Muerte	Death
Drogas	Drugs
Marcha	March
Momento	Moment
Policías	Policemen
Esposa	Wife
Queda	Remains/Stay
Cochabamba	Cochabamba
Cuatro	Four

Empresa	Business/Company
Hechos	Facts
Padres	Parents
Personas	People
Problemas	Problems