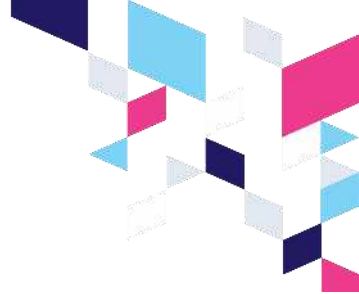


## A Fresh Take

▶ Staying ahead of evolving dynamics in the marketplace and our culture

# A Trillion Dollar Opportunity: How to Connect with Hispanic Consumers Through Streaming



## Looking for new customers? Discover how to connect with a trillion-dollar, brand-loyal audience

Did you know that nearly nine out of ten Hispanics are now streamers, a higher penetration than non-Hispanics?

*Why is this important to marketers?*

Understanding their unique streaming behaviors and cultural nuances allows marketers to develop relevant and authentic campaigns that drive engagement and brand loyalty across screens.

As the Hispanic segment collectively spends almost \$1 trillion annually on goods and services in the U.S., engaging them through streaming video is an important part of getting access to their wallets.

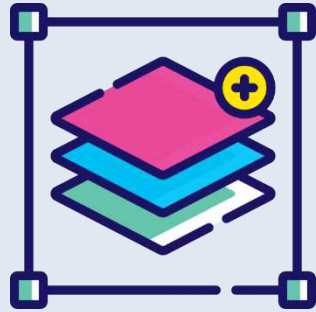


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## Hispanics Are Passionate, Highly Engaged Video Streamers

# Nearly three-fourths of Hispanic streamers began using a new streaming service during Covid and almost all are likely to continue with the service

## Covid-related streaming behaviors among Hispanic streamers



**73%**

Started using **new streaming services** as a result of the current COVID-19 pandemic

**vs. 56%**  
of non-Hispanic respondents (131 index)



**95%**

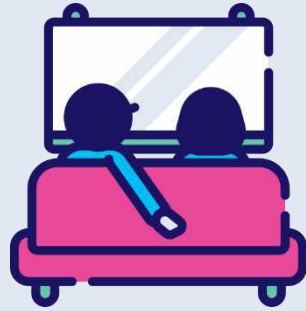
**Are likely to continue using** the new streaming service they added as a result of COVID-19\*

Source: VAB analysis of MRI-Simmons Cord Evolution Study, July 2021; P18+. Base = 'Streamed in the past 12 months.' \*Base = 'Added a new streaming service during COVID.'

# Hispanics see streaming as a communal experience and are more likely than non-Hispanics to co-view with others – both in-person and virtually

- ▶ Hispanic streamers are not only watching more with others, but they are also highly engaged co-viewers with **46%** ranking the ability to talk about shows with friends as an important aspect of their viewing experience\* vs. 38% of non-Hispanics

## COVID-related streaming behaviors among Hispanic streamers



**70%**

Are **watching more together** with the people they live with than before

**vs. 57%**  
of non-Hispanic respondents (125 index)



**56%**

Are **watching content remotely with others** (e.g., use Netflix Party, Discord, Zoom, etc. to co-view content)

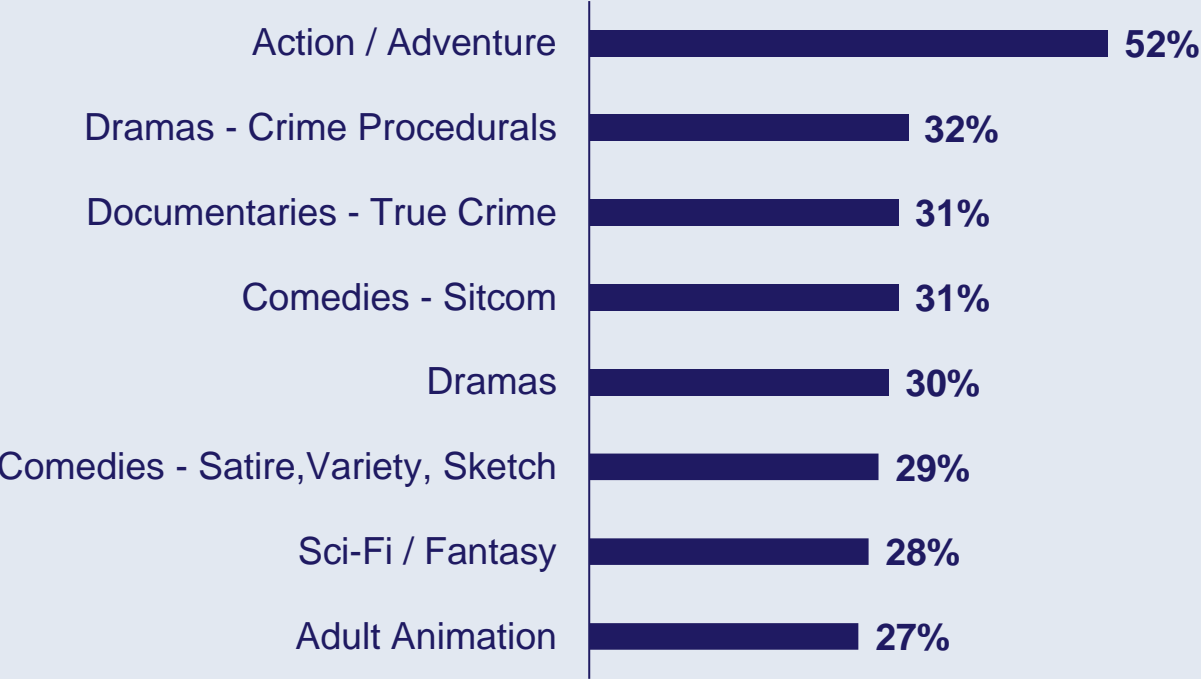
**vs. 42%**  
of non-Hispanic respondents (132 index)

Source: VAB analysis of MRI-Simmons Cord Evolution Study, July 2021; P18+. Base = 'Streamed in the past 12 months'; respondents who agree (top 2 box – strongly agree or somewhat agree). \*Top 2 box – very important or somewhat important. Cision PR Newswire, *Canela.TV & Target Team Up for Nostalgic Family Movie Weekends; Ryan's World Season 7*, 8/4/21.

# With more Hispanics streaming together, there are greater opportunities to engage with this attentive audience through their preferred genres

► Hispanic streamers enjoy action, true crime and sitcoms and are much more likely to watch telenovelas and kids programming

*'In general, what types of TV programming do you typically watch?'*  
% of Hispanic streamers that watch the following



...and Hispanic streamers are more likely to enjoy other types of TV programming vs. non-Hispanics such as...



Source: VAB analysis of MRI-Simmons Cord Evolution Study, July 2021; P18+. 'Comedies – satire, variety, sketch' programming includes shows like SNL, Drunk History, Ridiculousness and more. Base = 'Streamed in the past 12 months.'



# Hispanic streamers enjoy the large libraries of exclusive content and the convenience that allows them to stream any time, any place which enables marketers to reach viewers across many devices and screens

*'What are the benefits of streaming?'*

% of Hispanic streamers (top 5 ranked)



**45%**

Large selection of TV shows, movies, and videos



**45%**

It is convenient – I can watch anywhere on any device



**44%**

There are TV shows, movies, or videos that I want to watch that are only available through streaming



**44%**

Easier to catch up on shows / watch on my own schedule



**41%**

It makes it easier to binge watch shows

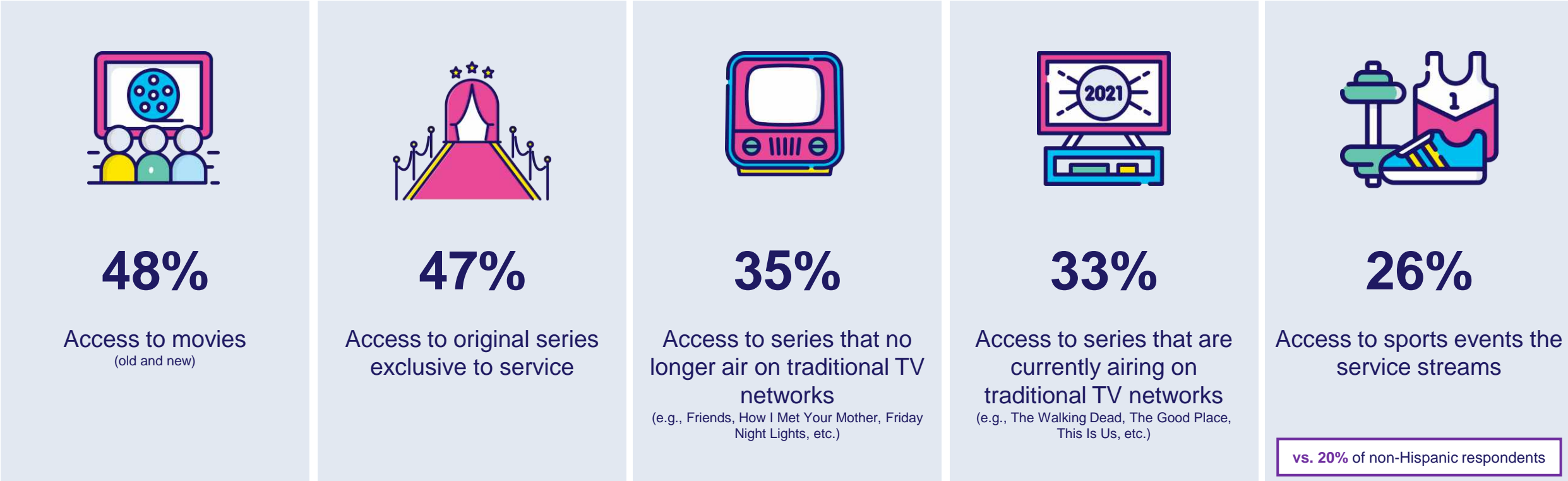
Source: VAB analysis of MRI-Simmons Cord Evolution Study, July 2021; P18+. Base = 'Streamed in the past 12 months.'

# Their insatiable appetite for content is driving them to subscribe to more services in order to access a wide variety of content

▶ More than three-fourths (**78%**) of Hispanic streamers are always on the hunt for new shows to stream; often looking to access movies, original series, TV programs – both current and older shows – and sports

***‘What drives you to want to use / subscribe to a new streaming service?’***

% of Hispanic streamers (top 5 ranked)



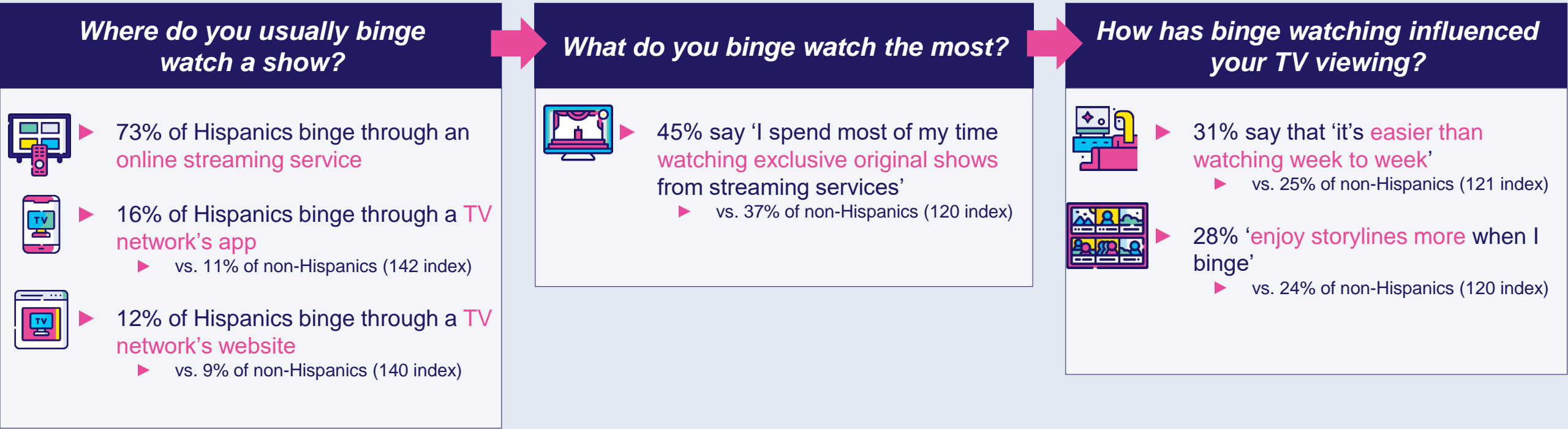
Source: VAB analysis of MRI-Simmons Cord Evolution Study, July 2021; P18+. Base = ‘Streamed in the past 12 months.’



# Hispanic streamers are more likely to be ‘binge’ viewers, offering advertisers an opportunity to continually engage them while watching their favorite programming

▶ Over half (53%) of Hispanic streamers regularly binge-watch their favorite TV programs and Hispanics greatly over index non-Hispanics on binge-viewing across TV networks’ streaming platforms

## Binge watching behaviors among Hispanic ‘binge’ streamers



Source: VAB analysis of MRI-Simmons Cord Evolution Study, July 2021; P18+. To determine ‘% of regular binge watchers’ we used a base of ‘streamed in the past 12 months’ against ‘how often do you binge watch TV? – always/almost always or frequently.’ For binge-watching behaviors, we used a base of ‘How often do you binge watch TV? – always/almost always or frequently or sometimes or rarely.’ ‘Binge watching’ = three or more episodes in a single sitting. ‘Regularly binge watch’ = always/almost always or frequently. ‘Online streaming service’ includes Netflix, Hulu, Amazon Prime Video, etc. Non-Hispanics who ‘regular binge watch’ = 48%.

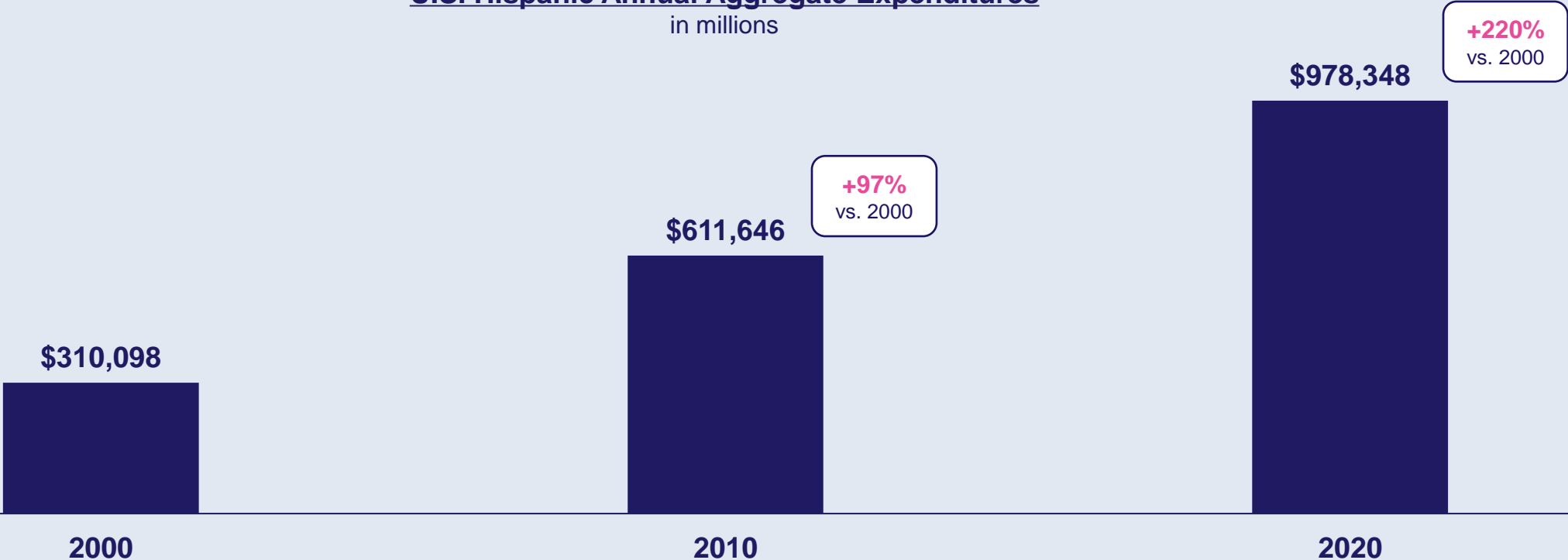
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# **Streaming Delivers Reach & Relevancy Across Valuable Hispanic Consumers**



# While the population has nearly doubled, Hispanic consumer buying power has more than tripled during the same time period to nearly \$1 trillion annually

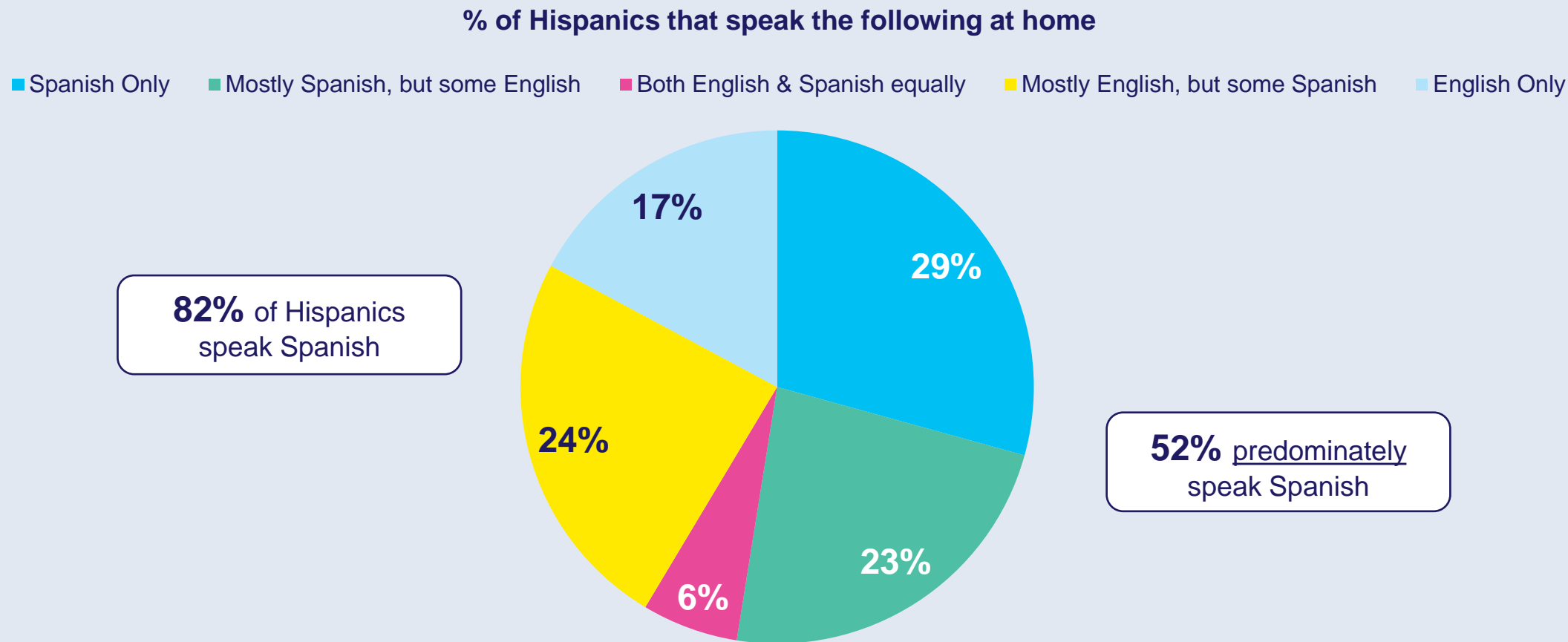
**U.S. Hispanic Annual Aggregate Expenditures**  
in millions



U.S. Hispanic Pop (000):	35,305	50,500	62,100
% of total U.S. pop:	12.5%	16.3%	18.7%

Source: VAB analysis of Consumer Expenditure Survey data, U.S. Bureau of Labor Statistics, 2000, 2010 & 2020. VAB analysis of U.S. Census Bureau data, population by sex, age, Hispanic origin, and race from Current Population Survey, Annual Social and Economic Supplement, 2000. U.S. Census Bureau 2020 data via Census.gov, 2020 Census Illuminates Racial and Ethnic Composition of the Country, 8/12/21. MM = millions.

# By understanding the varying degrees of language acculturation across the Hispanic population, marketers can utilize streaming to deliver relevant and authentic campaigns that speak directly to this audience



Source: VAB analysis of MRI-Simmons Spring Doublebase 2021. Base = 'Spanish, Hispanic or Latino Origin or Descent.'

# There has been an explosion of popular Spanish- & dual-language streaming content to meet increased demand, resulting in new opportunities for marketers to reach the growing Hispanic consumer segment

“There is a market for all sorts of streamed Spanish and Latinx-themed content, ranging from traditional telenovelas to content that speaks to the sensibilities of younger, bilingual, bicultural U.S. Latinx. Importantly, much of this content will not only appeal to Latinx consumers but other audiences as well.”

- Adriana Waterston, Senior Vice President, Insights & Strategy, Horowitz Research

*U.S. Latinx Media Consumers Value a Diverse, Affordable, and Easy to Navigate High-Quality Spanish-Language Content Experience, 7/29/21*

**VARIETY**

9/13/21

**Fuse Plus Streaming Service Launching With 500 Hours of Content, Amara La Negra Show Coming Later**

**The New York Times**

6/4/20

**6 Shows to Stream From Latin America**

Our writer recommends “The House of Flowers,” “The Queen of Flow” and four other Spanish- and Portuguese-language shows now on Netflix and Hulu.

**OBSERVER**

4/9/20

**Why Netflix’s ‘Money Heist’ Is the Most In-Demand Show in the World**

After it became available on Netflix, its demand accelerated with each new season. Netflix has capitalized on this strong demand and leveraged its international platform to catapult the series into a truly global hit.”

**VARIETY**

5/12/21

**Telemundo Revs Up Streaming Content, Orders First Period Drama for 2021-22 Slate**

**CISION**

3/30/21

**Press Play on PrendeTV - Univision's Free Streaming Service Launches with Unmatched Channels and VOD Lineup of the Best Spanish-language Content from Around the World**

**MediaPost**

5/20/20

**Canela.TV Debuts, Focuses On U.S. Millennial Hispanics**

The just-launched free streaming service Canela.TV is offering Latino-focused movies and TV. Its 8,000-hour library houses entertainment in various genres, comedies to novelas, documentaries to cartoons and action films.

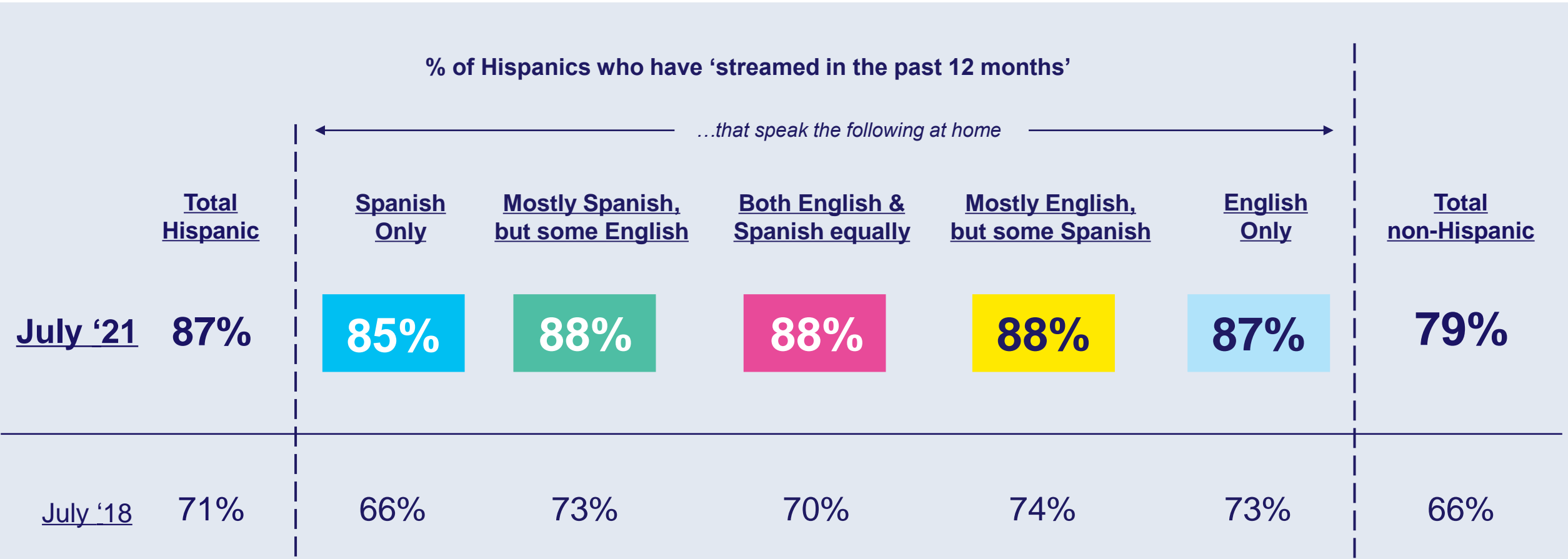
**The Outline**

6/24/19

**We're living in an American renaissance for Spanish-language television**

The release of HBO's 'Los Espookys' represents the latest ground bilingual Spanish television has won among mainstream American audiences.

# The breadth of Spanish & bilingual streaming content has contributed to the near universal adoption of streaming across all Hispanics, regardless of their spoken language



Source: VAB analysis of MRI-Simmons Cord Evolution Study, July 2018, July 2019, July 2020 & July 2021; P18+.

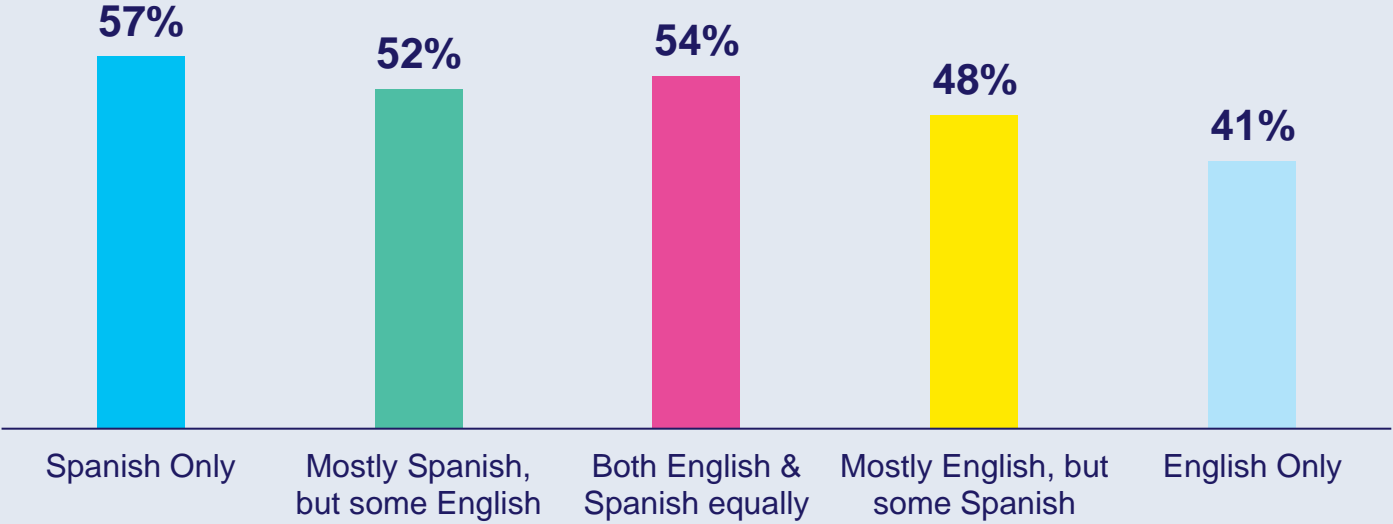


# The inclusion of subtitles in Spanish-language content creates greater accessibility across languages and broadens the relevant programming for marketers when they are determining their buys

► 50% of Hispanic streamers have streamed Spanish-language content in the past 12 months

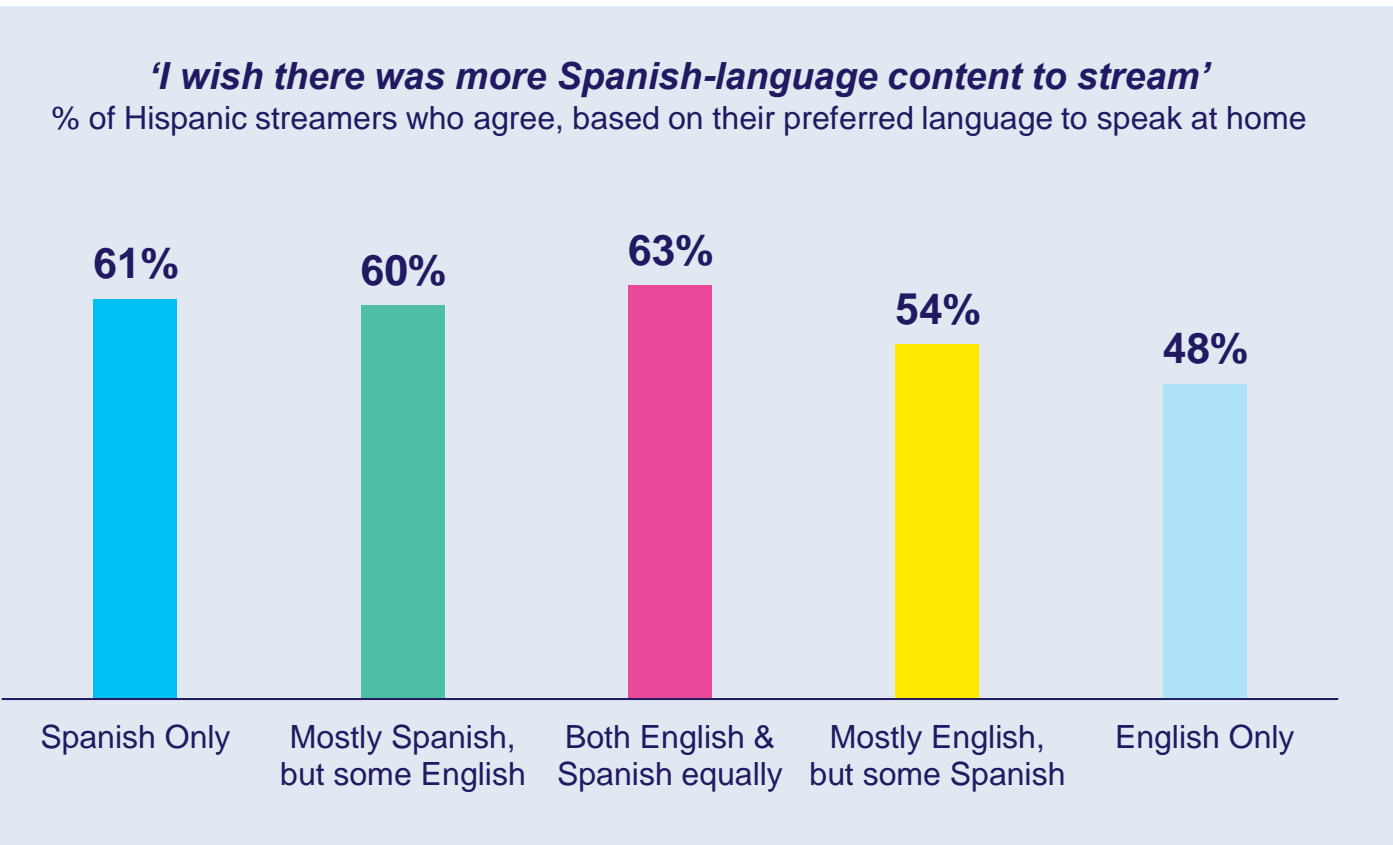


% of Hispanic streamers who have ‘streamed Spanish-language content in the past 12 months’ based on their preferred language to speak at home



Source: VAB analysis of MRI-Simmons Cord Evolution Study, July 2021; P18+. Base = ‘Streamed in the past 12 months.’

# Over half (57%) of all Hispanic streamers wish there was even more Spanish-language content, creating opportunities for programmers to expand their audience through the development of more in-language programming



Source: VAB analysis of MRI-Simmons Cord Evolution Study, July 2021; P18+. Base = 'Streamed in the past 12 months'; respondents who agree (top 2 box – strongly agree or somewhat agree).

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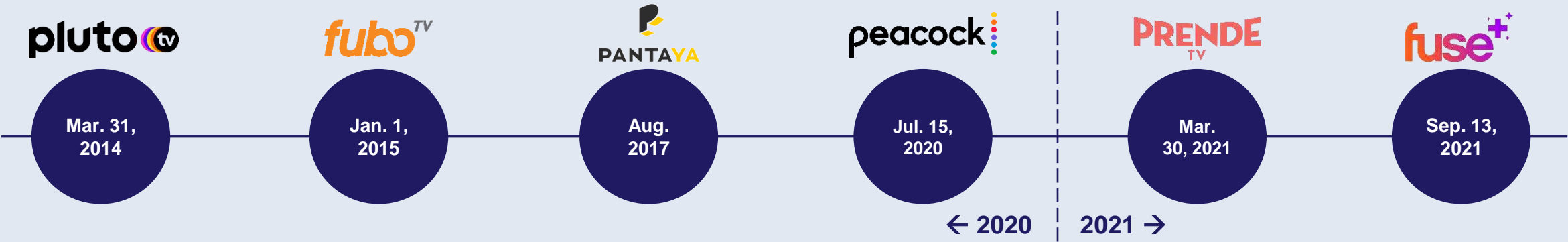
## Hispanic Streamers Are Receptive to Advertising



# The streaming landscape for ad-supported Latinx-targeted and Spanish-language content – through popular existing platforms and new, upstart standalone services – is significantly expanding

▶ Nearly two-thirds (64%) of Hispanic streamers get excited when they hear about new streaming services / apps being launched in the future

## Launch Dates of Popular Streaming Services Featuring Spanish-Language & Latinx-Themed Content

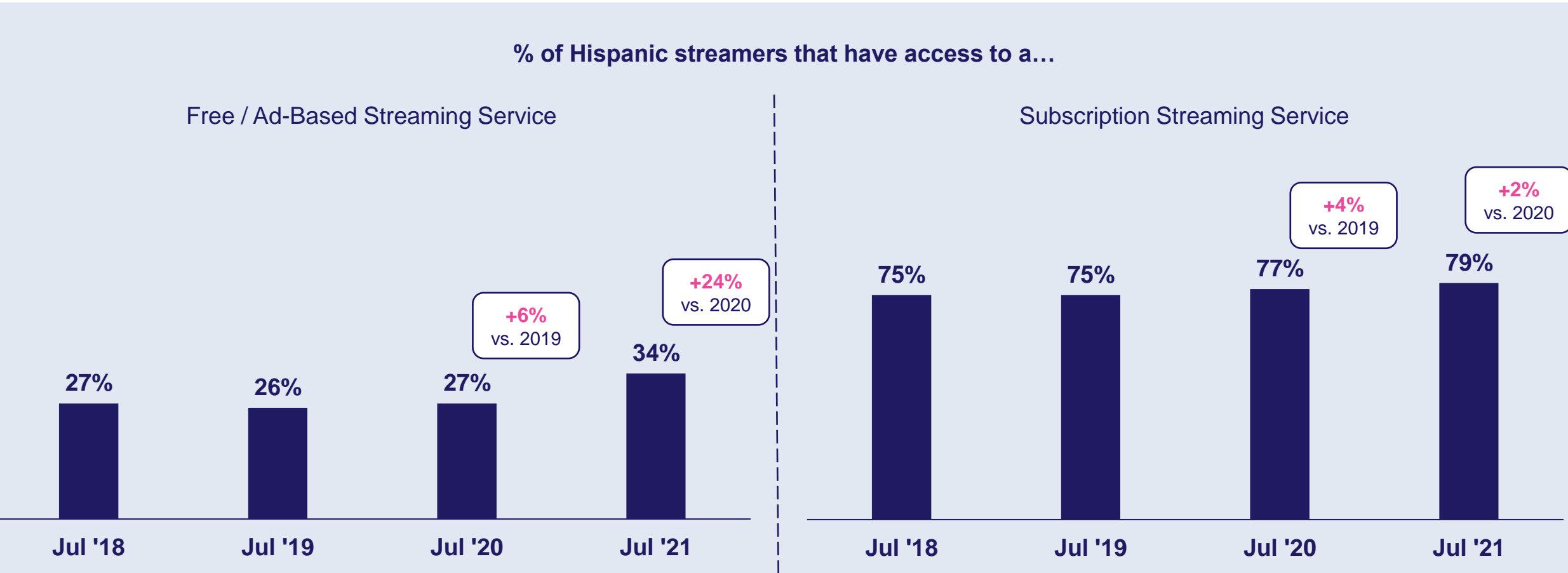


Additionally, Spanish-language and Latinx-themed content has recently become even more accessible through both free and paid streaming services



Source: VAB analysis of MRI-Simmons Cord Evolution Study, July 2021; P18+. Base = 'Streamed in the past 12 months.'

Growth among ad-supported services has been outpacing paid subscription services for Hispanic viewers and, with the increasing amount of free content available, there are even more platforms to reach this growing audience



Source: VAB analysis of MRI-Simmons Cord Evolution Study, July 2018, July 2019, July 2020 & July 2021; P18+. Base = 'Streamed in the past 12 months.'



# Hispanic consumers across all acculturations, even many English speakers, appreciate when advertisers respect their culture and engage with them in Spanish which increases attention and fosters brand loyalty

% of Hispanic streamers who agree with the following statements



66%

'I believe that companies who advertise in Spanish respect my culture and want my business'



54%

'I am more likely to be loyal to a company that makes an effort to advertise in Spanish'



49%

'When a product or service is advertised in Spanish, I am more likely to pay attention to the advertisement and remember it later'

% of Hispanic streamers who agree and speak the following at home

- ▶ Only Spanish - 74%
- ▶ Mostly Spanish but some English - 74%
- ▶ Both English & Spanish equally - 59%
- ▶ Mostly English but some Spanish - 58%
- ▶ Only English - 55%

- ▶ Only Spanish - 69%
- ▶ Mostly Spanish but some English - 60%
- ▶ Both English & Spanish equally - 46%
- ▶ Mostly English but some Spanish - 45%
- ▶ Only English - 38%

- ▶ Only Spanish - 73%
- ▶ Mostly Spanish but some English - 65%
- ▶ Both English & Spanish equally - 35%
- ▶ Mostly English but some Spanish - 28%
- ▶ Only English - 24%

Source: VAB analysis of MRI-Simmons Cord Evolution Study, July 2021; P18+. Base = 'Streamed in the past 12 months'; respondents who agree (any agree).



# Due to their high engagement with relevant content, Hispanic audiences - particularly Spanish speakers - are more receptive to advertisements on streaming services than non-Hispanics

% of Hispanic streamers who agree with the following statements



68%

'I prefer streaming free video content with ads / commercials instead of paying for a subscription without ads / commercials'



47%

'Ads / commercials are more memorable when I see them while streaming'



55%

'The ads / commercials I see on streaming services I use are relevant to me'

% of Hispanic streamers who agree and speak the following at home

- ▶ Only Spanish - 72%
- ▶ Mostly Spanish but some English - 69%
- ▶ Both English & Spanish equally – 70%
- ▶ Mostly English but some Spanish - 63%
- ▶ Only English - 64%

vs. 61% of non-Hispanics who agree (111 index)

- ▶ Only Spanish - 53%
- ▶ Mostly Spanish but some English - 50%
- ▶ Both English & Spanish equally – 53%
- ▶ Mostly English but some Spanish - 43%
- ▶ Only English - 40%

vs. 32% of non-Hispanics who agree (146 index)

- ▶ Only Spanish - 60%
- ▶ Mostly Spanish but some English - 55%
- ▶ Both English & Spanish equally – 58%
- ▶ Mostly English but some Spanish - 51%
- ▶ Only English - 51%

vs. 42% of non-Hispanics agree (131 index)

Source: VAB analysis of MRI-Simmons Cord Evolution Study, July 2021; P18+. Base = 'Streamed in the past 12 months'; respondents who agree (top 2 box – strongly agree or somewhat agree).

# Key Marketer Takeaways

- ▶ Hispanics now collectively represent a trillion-dollar opportunity for marketers and are more likely to be video streamers across all levels of acculturations than non-Hispanics
- ▶ The explosion of Spanish-language and bilingual Latinx-themed content coupled with the high engagement of Hispanics through greater co-viewing and binge-watching has created many more opportunities for marketers to connect with this segment
- ▶ Hispanics are much more likely to be receptive to advertisements on streaming platforms but its important for advertisers to be authentic and respectful of cultural nuances across all levels of acculturation

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**A Sea Change in Video Viewing**  
Helping Marketers Find More Fish  
in the Streaming Ecosystem



**Navigating the Flood**  
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VAB is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in fully informed decisions.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.

## Simplify

We save you time by bringing you the latest data & actionable takeaways you can use to inform your marketing plans.

## Discover

We keep you one step ahead with the latest thinking so you can create innovative, forward-looking strategies.

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We help you build your brand by focusing on core marketing principles that will help drive tangible business outcomes.

We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access** at [theVAB.com](https://theVAB.com).

# Hispanic Streaming Directory

*click on any logo to learn more about each service*

## Standalone Spanish-Language Services

Paid Subscription	    
Free Ad-Supported	 

## General Market with Spanish-Language & Latinx-Themed Content

Paid Subscription	        
Free Ad-Supported	       