Pay TV and the Spanish Language Household

SYNOPSIS

This 360 View Update analyzes the video consumption habits of bilingual Spanish-English households in the U.S., an increasingly important demographic segment. This analysis sheds new light on this unique consumer group, their adoption of technology and services, and their affinity for entertainment offerings.

ANALYST INSIGHT

“Bilingual Spanish-English households represent an important and growing portion of the U.S. population. These households have an appetite for both English and Spanish content. Our research shows that they are more likely than average broadband households to purchase and use several types of entertainment devices and services. They are active both online and on mobile devices. Understanding their preferences and tendencies will allow the entertainment industry to better craft offerings for this unique consumer group.”

— Brett Sappington, Senior Research Director, Parks Associates

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