SYNOPSIS

*Video Consumption by Language Groups* analyzes the uptake and use of pay-TV and digital video services among select ethnic groups and households that speak a language other than English in the home. The research compares video habits and expenditures of these demographic groups against habits and spending among all broadband households and provides perspective on the similarities and differences between language and ethnic groups. The research provides recommendations for service operators and video content providers for targeting these particular markets as the market faces an increasingly diverse audience.

ANALYST INSIGHT

“As the United States continues to grow into a more diverse nation, both the digital and traditional spaces will need diverse offerings to attract an increasingly multicultural audience.”

— Glenn Hower, *Senior Analyst*, Parks Associates
CONTENTS

About the Research
Previous Research
Industry Insight
Key Findings
Recommendations

Service Adoption & Subscription
• Pay-TV Subscription by Language/Ethnicity (Q3/16)
• Pay-TV Service Features by Language/Ethnicity (Q3/16)
• Premium Pay-TV Features by Language/Ethnicity (Q3/16)
• Bundled Service Subscription by Language/Ethnicity
• Cord Cutters and Cord Shavers by Language/Ethnicity (Q3/16)
• Attitudes Toward Pay-TV Service by Language/Ethnicity (Q3/16)

Video Habits
• Overall Adoption of Connected In-Home Entertainment Devices by Language/Ethnicity (Q3/16)
• Adoption of Specified Connected In-Home Entertainment Devices by Language/Ethnicity (Q3/16)
• Use of Internet Video by Language/Ethnicity (Q3/16)
• Use of Specified Devices to Watch Internet Video by Language/Ethnicity (Q3/16)
• Frequency of Watching Video on a TV Set by Language/Ethnicity (Q3/16)
• Frequency of Watching Video on a Computer by Language/Ethnicity (Q3/16)
• Frequency of Watching Video on a Tablet by Language/Ethnicity (Q3/16)

Video Expenditure
• Standalone Pay-TV Service ARPU by Language/Ethnicity (Q3/16)
• Average Monthly Expenditure on Media Types by Language/Ethnicity (Q3/16)
• Breakdown of Video Consumption vs. Expenditure (2014 - 2016)
• Breakdown of Video Consumption & Expenditure by Language/Ethnicity (Q3/16)