

By Glenn Hower, Senior Analyst

<p><b>Synopsis</b></p>	<p><b>Languages in U.S. Households</b></p>																						
<p>The United States has long been considered a “melting pot” for different global cultures, and the digital world has given cultural groups easier access to relevant content. Pay-TV operators have capitalized on cultural diversity by offering limited packages of multilingual content to customers, but Internet video has allowed consumers to access a wealth of local language content anywhere in the world. This report provides an overview of multilingual content offerings and assesses the competitive landscape for content providers to effectively reach and monetize multicultural consumers.</p>	<p><b>Secondary Languages Spoken in the Home</b> U.S. Broadband Households</p> <table border="1"> <caption>Secondary Languages Spoken in the Home (Estimated Data)</caption> <thead> <tr> <th>Language</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Spanish</td> <td>7.5%</td> </tr> <tr> <td>Chinese</td> <td>2.5%</td> </tr> <tr> <td>German</td> <td>2.0%</td> </tr> <tr> <td>French</td> <td>1.8%</td> </tr> <tr> <td>Italian</td> <td>1.5%</td> </tr> <tr> <td>Tagalog</td> <td>1.2%</td> </tr> <tr> <td>Russian</td> <td>1.0%</td> </tr> <tr> <td>Vietnamese</td> <td>0.8%</td> </tr> <tr> <td>Portuguese</td> <td>0.7%</td> </tr> <tr> <td>Korean</td> <td>0.5%</td> </tr> </tbody> </table> <p>© Parks Associates</p>	Language	Percentage	Spanish	7.5%	Chinese	2.5%	German	2.0%	French	1.8%	Italian	1.5%	Tagalog	1.2%	Russian	1.0%	Vietnamese	0.8%	Portuguese	0.7%	Korean	0.5%
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<p><b>Publish Date:</b> 3Q 16</p>	<p>“The licensing environment for multicultural and language-specific service carriage stands to get more complex as services open content to global audiences. However, broadcasters maintain strong brand equity, which gives them an advantage building global services,” said Glenn Hower, Senior Analyst.</p>																						
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**List of Companies**

Acorn TV	HDR
AT&T/DIRECTV	KT

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ATSC	Net Insight
BBC	NHK
BeIN Sports	Rabble.TV
BT	Rogers Communications
Cablevision	Sky
CBC	Sling TV
CJ HelloVision	Telemundo
Comcast	TruConnect
Crunchyroll	Twitter
DISH Network	UHD
DOCSIS	Univision
Dolby	Viki
DramaFever	WeSubtitle
Fubo.TV	Yahoo
Funimation	YipTV
G.fast	YouTube
GoTV	YuppTV

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<p>Parks Associates 15950 N. Dallas Pkwy Suite 575 Dallas TX 75248</p> <p>800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax</p> <p>parksassociates.com sales@ parksassociates.com</p>	<p>Authored by Glenn Hower Executive Editor: Jennifer Kent Published by Parks Associates</p> <p>© August 2016 Parks Associates Dallas, Texas 75248</p> <p>All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.</p> <p>Printed in the United States of America.</p> <p><b>Disclaimer</b> Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.</p>