

Hispanic Media companies woo advertisers, both at NewFronts and via acquisitions

Article

A note on language: “Hispanic” refers to someone who comes from or has a background in a Spanish-speaking country. This article discusses Hispanic consumers who reside in the US.

The trend: Media entities are aiming to woo Hispanic consumers.

- **TelevisaUnivision** is acquiring **Pantaya**, the Spanish-language streaming platform, to expand its ad-supported video-on-demand (AVOD) ViX platform.
- At last week’s NewFronts, **Canela Media**, **Estrella Media**, and newcomer **Nuestra.TV** vied to show advertisers why they are safe destinations to place major ad buys.

ViX ascendant: Last month, TelevisaUnivision launched ViX, a combination of Univision’s PrendeTV and Televisa’s Blim TV.

- Pantaya had approximately 900,000 subscribers as of April 2021. Adding those users can help TelevisaUnivision with content for its ViX+ service.
- Consolidation of the market for specific demographics should allow TelevisaUnivision to charge more for ads.

Hispanic DEI: At last week’s **IAB NewFronts**, presentations focused on content for diverse audiences.

- Canela.TV’s upcoming content includes a docuseries on a perilous immigrant trip to the US to a reality dating show in which the “abuela” (grandmother) chooses her grandchild’s mate. CEO **Isabel Rafferty Zavala** said the show illustrates that there is no such thing as a “generic” Hispanic viewer: “The Latin viewer comes in many flavors [including] Afro-Latinos, Hispanic Americans, immigrants, and many more.”
- Estrella Media’s offerings include its hit “Rica Famosa Latina,” though episodes will initially air on digital in Q3. The company’s “MasterChef Latinos” will return for a second season with a new digital-exclusive content series, and the “Tengo Talento, Mucho Talento” franchise will also feature exclusive digital material. **René Santaella**, chief of Estrella Digital and Streaming, expects streaming viewership to expand 25% this year, reaching 1.3 billion minutes of streaming a month.
- **Adsmovil**, a Hispanic mobile advertising and digital media firm, has launched Nuestra.TV, its first-ever ad-supported streaming video service aimed at “bicultural, bilingual” Hispanic viewers, including English and Spanish content from the US, Latin America, and Spain.

Zoom out: Increasingly, major streaming players understand that catering to Hispanic viewers makes business sense.

- Later this year, NBCUniversal’s Peacock is [launching Tplus](#), a content hub aimed at Spanish-speaking audiences featuring existing and original Telemundo content. The content hub will be available at launch to premium-tier Peacock subscribers at no additional cost.

Behind the numbers: The US has 62 million Hispanic consumers with \$2 trillion in purchasing power. On the whole, this group is leaving linear TV for streaming video, and appears to be over-indexing in their interest in ad-supported content.

- Hispanic viewers spend 34% of their viewing time on streaming, [per](#) Nielsen, compared with 25% of non-Hispanic whites.
- Hispanic audiences are avid smartphone users and [spend more time streaming video](#) than the population at large.
- Nearly four in five (78.8%) of the Hispanic population streams video content, representing the highest rate of digital video viewership among all racial and ethnic groups, [per](#) our forecast.

US Digital Video Viewers, by Race/Ethnicity, 2022

% of population in each group

Hispanic*	78.8%
Asian	76.9%
Black	75.8%
White	74.9%
Other**	72.1%
Total	75.8%

Note: internet users of any age who watch streaming or downloaded video content via any device at least once per month; *can be of any race; **includes Native Americans, Alaska Natives, Hawaiian and Pacific Islanders, and bi- and multiracial individuals
Source: eMarketer, Sep 2021

271792

eMarketer | InsiderIntelligence.com

Analyst insight: The average household income of Hispanics is lower than the national average, notes senior analyst **Jingqiu Ren**. To tap into this market, Ren notes, pricing is important—and could explain why this group typically prefers AVOD options.

Why it matters: As streaming companies look for incremental growth, they inevitably spend more time on cohorts that have been underserved by marketing efforts to date—and the Hispanic consumer certainly fits that bill.