## eMarketer

## 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.

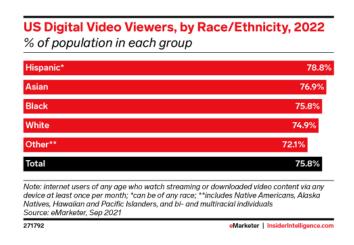
**Hispanic DEI:** At last week's **IAB NewFronts**, presentations focused on content for diverse audiences.

- 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 <u>launching Tplus</u>, 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 <u>spend more time streaming video</u> 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.



**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.

