

# Multicultural Entertainment: Content Services for Language Groups

<https://marketpublishers.com/r/ME5E4EE5D01EN.html>

Date: June 2016

Pages: 55

Price: US\$ 3,500.00 (Single User License)

ID: ME5E4EE5D01EN

## Abstracts

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.

## Contents

### **1. REPORT SUMMARY**

- 1.1 Purpose of Report
- 1.2 Scope of Report
- 1.3 Research Approach/Sources

### **2. MULTICULTURAL AND MULTI-LANGUAGE CONTENT**

- 2.1 Multi-language Households
- 2.2 Creating Content for Second Languages

### **3. BROADCASTING MULTICULTURAL CONTENT**

- 3.1 Trends
- 3.2 Implications

### **4. PAY-TV MULTICULTURAL ENTERTAINMENT**

- 4.1 Trends
- 4.2 Implications

### **5. MULTICULTURAL VIDEO GOES OTT**

- 5.1 Trends
- 5.2 Implications

### **6. FORECAST**

- 6.1 Language-specific Pay-TV Subscribers
- 6.2 Culturally-specific OTT Service Subscriptions

### **7. RECOMMENDATIONS**

- 7.1 Content Creators
- 7.2 Broadcasters
- 7.3 Pay-TV Operators
- 7.4 OTT Video Providers

## **8. APPENDIX**

8.1 Glossary

8.2 Index

## List Of Figures

### LIST OF FIGURES

Secondary Languages Spoken in the Home  
Voice Actor Costs for Television Series Dubbing  
Dubbing vs. Subtitling - Advantages and Disadvantages  
Subscription to a Language-specific Pay-TV Package (U.S.)  
Subscription to a Language-specific Pay-TV Package (Global)  
Premium Pay-TV Features  
Average Monthly Cost of Home Services  
Monthly Cost of Pay-TV Service  
Changes to Pay-TV Service  
Subscription to a Premium Sports Pay-TV Package (U.S.)  
Subscription to a Premium Sports Pay-TV Package (Global)  
Number of OTT Services Offering Multi-language Content  
Concerns About the Amount of Video Available in 4K by Country  
Penetration of Mobile and Household Broadband  
Subscription OTT Adoption & Average Subscriptions per Household  
Average # of OTT Video Subscriptions by Ethnic/Language Group  
Language-specific Pay-TV Subscriber Forecast Methodology  
Forecast: Language-specific Pay-TV Service Subscribers  
Culturally-specific OTT Subscriptions Forecast Methodology  
Forecast: Culturally-specific OTT Service Subscriptions

## I would like to order

Product name: Multicultural Entertainment: Content Services for Language Groups

Product link: <https://marketpublishers.com/r/ME5E4EE5D01EN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/ME5E4EE5D01EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970