

Pay TV and the Spanish Language Household

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Abstracts

This consumer research analyzes the video consumption habits of bilingual Spanish-English households in the U.S., an increasingly important demographic segment. This analysis sheds new light on this unique consumer group, their adoption of technology and services, and their affinity for entertainment offerings.

Key Topics

Habits and preferences for pay-TV services and features

Activities on TV-related mobile apps and websites

Adoption of connected in-home entertainment devices

Attitudes and adoption of video services

Research Benefits

Identifies weekly use of pay-TV service features by feature type

Analyzes video consumption habits of bilingual Spanish-English households in the U.S.

Compares adoption of connected entertainment devices among Spanish-language broadband households with adoption among overall broadband households

Provides insight into adoption of connected in-home entertainment services

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