

# Pay TV and the Spanish Language Household

<https://marketpublishers.com/r/PF5657D28E3EN.html>

Date: March 2016

Pages: 47

Price: US\$ 5,000.00 (Single User License)

ID: PF5657D28E3EN

## 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



## Contents

### **ABOUT THE RESEARCH**

### **PREVIOUS RESEARCH**

### **INDUSTRY INSIGHT**

### **KEY FINDINGS**

### **RECOMMENDATIONS**

### **DEMOGRAPHICS:**

Daily Use of Spanish in the Home (Q4/15)

Comparison of Spanish-bilingual BB HHs with All BB HHs (Q4/15)

### **PAY-TV SERVICE & FEATURE UPTAKE:**

Pay-TV Service Subscription (Q4/15)

Pay-TV Service Subscription (2014 - 2015)

Pay-TV Service Providers (Q4/15)

Uptake of Premium Pay-TV Services (2015)

Premium Pay-TV Features (Q4/15)

Monthly Cost of Pay-TV Service (Q4/15)

Average Monthly Cost of Home Services (Q4/15)

### **FEATURE USE:**

Weekly Use of Premium Pay-TV Service Features (Q4/15)

Weekly Use of Complimentary Pay-TV Service Features (Q4/15)

App/Website Sources for Watching TV Programs on Specified Platforms (Q4/15)

### **CHANGES TO PAY-TV SERVICE:**

Changes to Pay-TV Service (Q4/15)

Previous Pay-TV Subscription Period (Q2/15)

**CE DEVICES OWNED AND USED:**

Adoption of In-Home Entertainment Devices (Q4/15)

Adoption of Connected In-Home Entertainment Devices (Q4/15)

**ATTITUDES AND ADOPTION OF VIDEO SERVICES:**

Attitudes About Pay-TV Service (Q4/15)

Appeal of Television Channel Types in a Pay-TV Service Package (Q4/15)

Attitudes About Video Services (Q4/15)

Adoption of OTT Subscription Services (Q4/15)

Personal Use of OTT Services (Q4/15)

## I would like to order

Product name: Pay TV and the Spanish Language Household

Product link: <https://marketpublishers.com/r/PF5657D28E3EN.html>

Price: US\$ 5,000.00 (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/PF5657D28E3EN.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