

# Targeting Hispanics in Central Florida



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# Why Target Hispanics in Cable?

## Hispanics rising: Growth continues in Central Florida

U.S. Census Bureau show that the economic slowdown has not stopped the growth of the Hispanic population in Central Florida. Census estimates indicate that there are about 584,000 Hispanics in the counties of Brevard, Lake, Marion, Sumter, Orange, Osceola, Seminole, Volusia, and Flagler. That's about 18% of the region's 3.1 million residents<sup>[1]</sup>

## Buying Power.

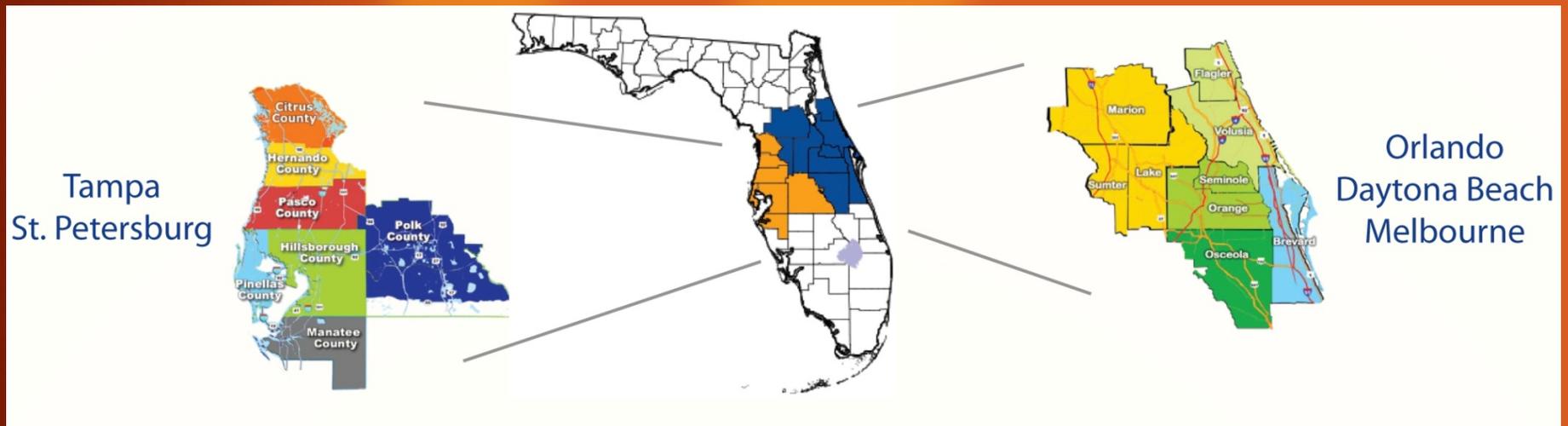
Nearly one in five students from kindergarten to high school is Hispanic, and this number will continue to rise. Over 10 years, Central Florida's Hispanic Purchasing Power increased 84%<sup>[2]</sup>; \$9.4 Billion dollar buying power in the Orlando DMA<sup>[3]</sup>

## Top 20 Hispanic Market.

In 2008, Nielsen Media ranks the Orlando-Daytona Bch-Melbrn DMA as the top 17<sup>th</sup> Hispanic Market in the U.S.



# Nearly 2 Million Bright House Homes Coast to Coast



## Over 400 Thousand Hispanic! Coast to Coast

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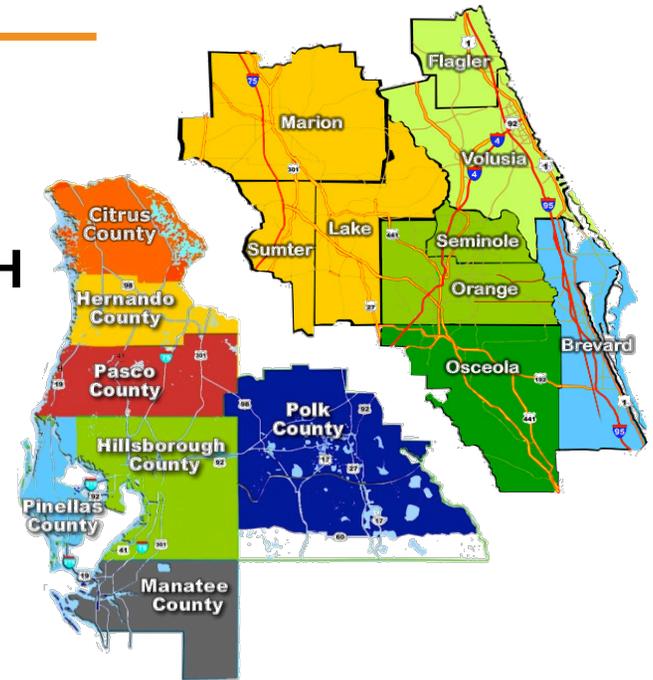
Source: Nielsen Media Research

# Hispanic Opportunity

## 7<sup>th</sup> Ranked Hispanic DMA

### MARKET

1 Los Angeles	1,817,270
2 New York	1,207,480
3 Miami-Fort Lauderdale	635,610
4 Houston	524,810
5 Chicago	468,440
6 Dallas-Fort Worth	458,410
7 San Antonio	367,650
8 Phoenix (Prescott)	358,440
9 San Francisco-Oak.-San Jose	352,900
10 Harlingen, Texas	279,880



The Tampa-St. Pete-Orlando DMA Combined would Rank as the #7<sup>th</sup> Hispanic TV HH Market in the U.S with **389,490 Hispanic TV HHLDS** and **1,165,000 Hispanics**

Source: 2009 Hispanic Ranks by Nielsen Media. Age 2+

# Orlando is the Fastest Growing DMA in the Major Hispanic Markets in the U.S.

Source: Nielsen  
Universe Estimates as  
dated

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Growth Rank vs. 2000	Hispanic Market Rank	DMA	2000 Hispanic TV HHs	2010 Hispanic TV HHs	% Hispanic Growth vs 2000
1	17	Orlando-Daytona Bch-Melbrn	79,000	202,710	157%
2	5	Dallas-Ft. Worth	225,140	506,020	125%
3	18	Tampa-St. Petersburg (Sarasota)	98,970	194,490	97%
4	8	Phoenix (Prescott)	201,150	391,770	95%
5	20	Washington, DC (Hagrswn)	103,340	184,970	79%
6	4	Houston	326,280	561,390	72%
7	15	Denver	137,780	234,750	70%
8	19	Philadelphia	112,470	189,490	68%
9	11	Sacramnto-Stkton-Modesto	172,650	264,100	53%
10	6	Chicago	331,250	492,170	49%
11	10	Harlingen-Wslco-Brnsvl-Mca	206,720	294,640	43%
12	3	Miami-Ft. Lauderdale	486,850	666,230	37%
13	14	Fresno-Visalia	175,410	240,950	37%
14	12	Albuquerque-Santa Fe	189,050	248,590	31%
15	13	San Diego	189,110	239,520	27%
16	16	El Paso (Las Cruces)	177,980	222,800	25%
17	1	Los Angeles	1,502,780	1,868,200	24%
18	7	San Antonio	318,230	388,800	22%
19	2	New York	1,031,330	1,251,460	21%
20	9	San Fransisco-Oak-San Jose	348,410	382,460	10%

# How Advertisers Benefit?

## Year-end 2009 Cohort Hispanic Households within our service area.

BHN Subscribers coded as Hispanic has increased from 145,190 HH's to 176,629, an increase of **21.7%**

The largest populations within our Hispanic residents are Families with Teenagers, and younger Families, which if targeted and engaged correctly, can mean life long customers.



# Hispanic Acculturation



## Least Assimilated

- Recent Immigrants
- Primarily foreign born
- Spanish Dominant
- Family values – all about sacrificing for the family
- Struggling but optimistic

## Bicultural

- Largest segment of Hispanics
- Values Hispanic Identity
- Look for English and Spanish ads
- Embrace Technology
- Speak English and Spanish

## Assimilated

- Consumption patterns similar to General Market
- Second generation born in the US.
- English dominant with knowledge of the Hispanic Culture

**With Bright House Networks you CAN reach  
Hispanics with ANY level of Acculturation**

# Spanish Language Networks

Bright House Media Strategies offers advertisers the opportunity to reach Hispanics, the fastest growing segment of the Tampa Bay and Central Florida population.

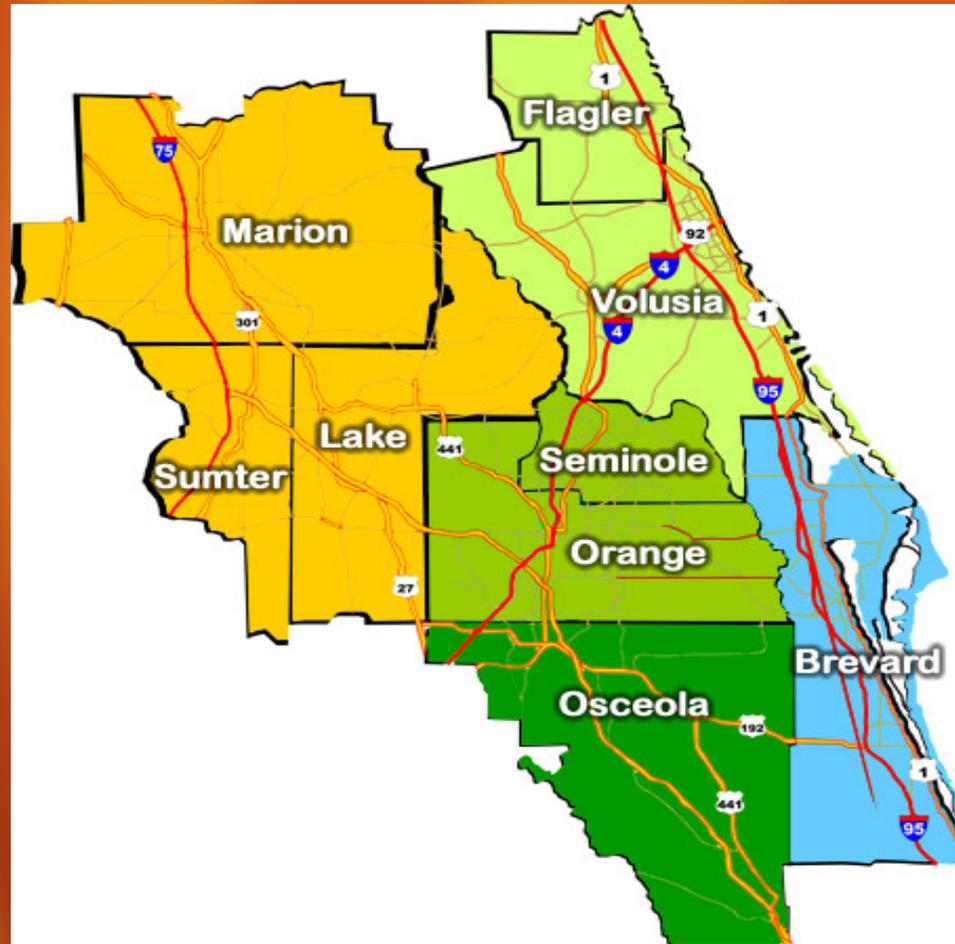
## Tampa Bay



## Central Florida



# Coverage Map of the Orlando DMA





*Nosotros*

Channel 630



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# What is Nosotros and How can it Benefit Our Community?

- Nosotros is a Digital Video On Demand Channel providing educational and informative content that is important, meaningful and worthwhile to the Spanish speaking community throughout Central Florida.
- Nosotros provides an effective and efficient vehicle to share critical information dealing with the process of Cultural and Language assimilation.
- Nosotros On Demand is a place where U.S. and Foreign Cultures meet and where true U.S. acculturation begins.
- Nosotros will host free information and education on topics such as: Learning to speak English and/or Spanish, Legal information and advice, Medical & Health Information, Financial information, Family and Community Services, Housing, Food & Culture, Employment Opportunities and more!



# Mobile Text Messaging

## How to dramatically increase sales & brand awareness, build loyalty & create New Revenue Streams!

- 4.1 Billion text messages are sent each day
- 60% of mobile users text on a regular basis
- Mobile Text Advertising is **Immediate & Impulsive**
- 90% of text messages are viewed and read within 15 minutes of receipt and responded within 60 minutes.
- Enhancement to Cable Schedule
- Robust / Actionable
- Immediately Motivating
- Personal to the Viewer
- Average redemption rate is 10x national media average



## Reporting, Analysis, & Data Mining

### Data Reports Include:

- Customizable reports
- Messages requested & sent
- Coupon & ticket redemptions
- Double opt-ins (per campaign)
- Results per campaign
- Breakdowns by location & area codes
- Breakdowns by day of week and hour of day



# Five Simple Steps:

## Advertiser Decides on Text Campaign

1. Bright House Networks adds the text request banner to the existing commercial.
2. Bright House Networks viewer sees ad and texts the KEYWORD to the SHORT CODE given on the commercial's banner.
3. Consumer receives text offer.
4. Consumer receives second text message (double opt-in) asking if they would like future offers and/or info from the advertiser. If they press yes their information is added to the clients' exclusive database for remarketing. (33% DOI rate on average).
5. The Advertiser can text messages or send a prerecorded message anytime (up to 4 msg/mo) to clients in the database.



**For additional information contact:**

**Mike Nieves**

**Multicultural Sales Manager**

**(407) 215-5259**

**[Mike.Nieves@mybriighthouse.com](mailto:Mike.Nieves@mybriighthouse.com)**

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