



THE BEST OF BOTH WORLDS: HISPANICS AND CABLE

The definitive guide to connecting with Hispanic Consumers using cable television.

Presenting the latest one stop resource for those looking to connect with today's Hispanic consumers. This is an essential planning tool designed to provide you with the most up to date information on Hispanic media consumption in the total cable universe.

This publication answers some of the most frequently asked questions about Hispanics and cable, in language and in-culture.

TOPICS INCLUDE:

A DIVERSE POPULATION

HISPANICS AND CABLE

- Growing Cable Penetration
- Entertainment Options that Consumers are Willing to Pay For
- Rising Adoption of DVRs
- Hispanic Cross-Platform Usage
- Cable Viewing on the Rise
- How Do They View?
- More Individualized Viewing
- Increase Reach with Network Brand Extensions

CABLE VIEWING TRENDS BY DAYPART, DEMO, AND VIEWING SOURCE

- Cable Share of Total Hispanic Viewing
- Spanish Cable Share of Spanish Network Viewing
- Spanish Cable Share of Overall Hispanic Viewing
- English-Language Cable Share of Overall Hispanic Viewing
- Cable Share of Spanish-Dominant Hispanic Viewing
- Cable Share of English-Dominant Hispanic Viewing
- Cable Share of Bilingual Hispanic Viewing

WHAT HISPANICS ARE WATCHING

- Viewing Genres —Total Cable & Spanish Language Cable Genres

HISPANICS AND ENGLISH LANGUAGE NETWORKS

- Hispanic Audience Contribution to Top English Language Cable Networks

WHO IS THE HISPANIC CABLE VIEWER?

- Spanish Cable Viewer Profile
- Spanish Cable Viewer vs. Hispanic Population
- Hispanic Targeted Cable Network Profiles (CAB Member Networks)

REACHING THEM WHERE THEY LIVE: Local Cable

- Hispanic Cable Penetration by Market: May 2013

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