



U.S. HISPANIC STREAMING AUDIENCE INSIGHTS

UNCOVERING UNIQUE PREFERENCES AMONG BILINGUAL AND SPANISH-SPEAKERS

In this analysis of U.S. Hispanic streaming audiences, we compared Bilingual (Spanish/English) and Spanish-only audiences' streaming and mobile preferences against one another.

EXAMPLE— HOW TO READ AN INDEX

452



PARAMOUNT +

100 is the baseline score representative of the other audience
> 100 is over-index or stronger affinity
< 100 show under-index or less affinity



BILINGUAL SPEAKERS ARE ___ THAN SPANISH SPEAKERS:

- ◆ **2.4x as likely** to have *Crunchyroll*
- ◆ About **5x more likely** to have social networking apps
- ◆ **4x as likely** to have *Podcast Addict*
- ◆ At least **5x more likely** to bank with military banks
- ◆ **26% more likely** to travel domestically



SPANISH SPEAKERS ARE ___ THAN BILINGUAL SPEAKERS:

- ◆ **2.8x as likely** to have *Canela.TV*
- ◆ **29% more likely** to have *fuboTV*
- ◆ About **3x more likely** to have communication apps, likely seeking free messaging both domestically and abroad
- ◆ More than **2x as likely** to have apps used for sending money abroad.
- ◆ **5.4x as likely** to have *Finhabits*, a bilingual financial planning app



TV VIEWING PREFERENCES

BILINGUAL SPEAKERS

STREAMING APPS

PARAMOUNT+



452

HULU



349

CRUNCHYROLL



243

CTV GENRES

COMEDY



100

DRAMA



100

BUSINESS & FINANCE



100

SPANISH SPEAKERS

STREAMING APPS

CANELA.TV



280

TUBI



138

FUBOTV



129

CTV GENRES

HOME & DESIGN



102

FAITH & RELIGION



101

HISTORICAL DRAMA



101



MOBILE APP ECOSYSTEM



BILINGUAL SPEAKERS

MOBILE APP CATEGORIES

SOCIAL NETWORKING

COMICS

WORD



599



516



454

MUSIC APPS

PANDORA

AUDIOMACK

AMAZON MUSIC



1275



995



634

FINANCE APPS

USAA MOBILE

MINT

FIDELITY



1446



939



725

TRAVEL APPS

MARRIOTT BONVOY

ALASKA AIRLINES

HILTON HONORS



696



519



507

RETAIL APPS

HOME DECOR

CRAFTS & HOBBIES

PETS



131



129



129

SPANISH SPEAKERS

MOBILE APP CATEGORIES

COMMUNICATION

MAPS & NAVIGATION

EDUCATION



394



243



198

MUSIC APPS

RADIO MEXICO

ESOUND

LAMUSICA



875



461



457

FINANCE APPS

FINHABITS

MI BANCO MOBILE

XOOM



541



255



230

TRAVEL APPS

BOOKING.COM

TRIVAGO

SKYSCANNER



549



362



239

RETAIL APPS

MENS APPAREL

JEWELRY

WOMENS APPAREL



98



89



89

Index scores represent how likely an outcome is to occur. Preferences among Bilingual and Spanish-only audiences are analyzed against each other with an assigned baseline of 100.

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