A large, abstract graphic of a digital wave or data stream, composed of many small, glowing dots in shades of blue, purple, and pink, creating a sense of movement and depth.

Digitally Savvy, Family First:

U.S. Hispanic audiences in focus

Hispanic audiences, broadly defined as people from a Spanish-speaking culture, are unique for their scale and habits as media consumers: While most see themselves as early video tech adopters—reporting more significant numbers than those among the general population—they also still show a broad reliance on traditional, subscription-based Pay TV.

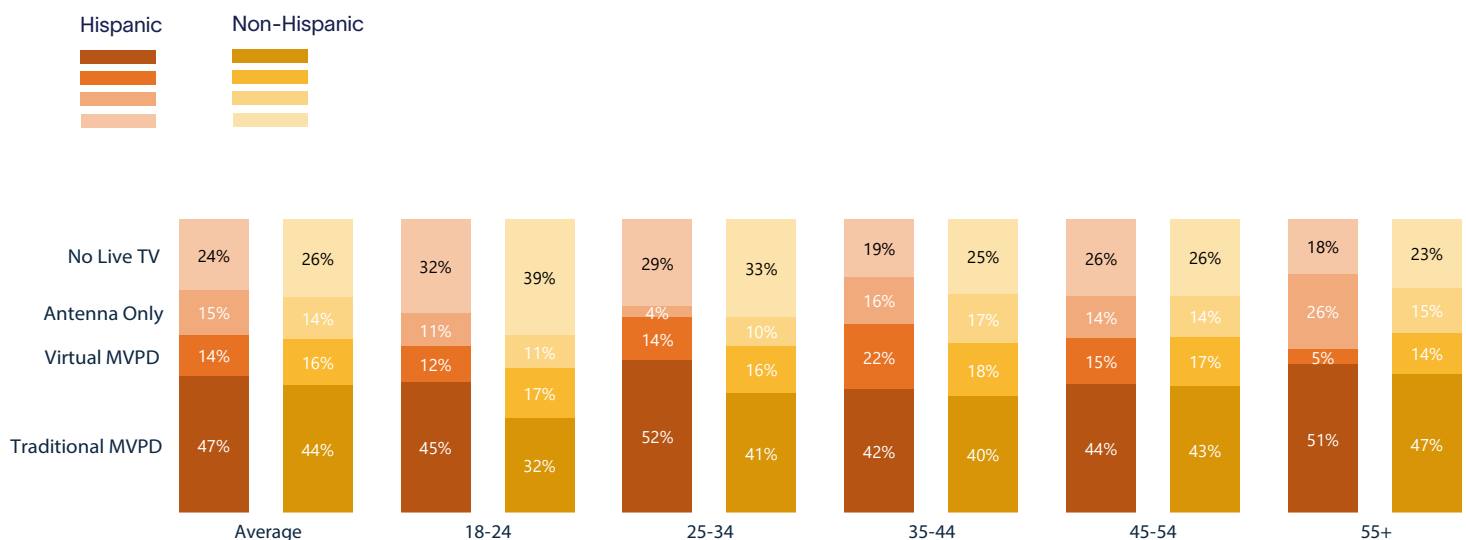
Hispanics make up nearly 20% of the U.S. population. Collectively, their average household wealth has tripled over the past decade, skyrocketing their purchasing power to \$2.8 trillion.

As part of our 15th annual Consumer Video Survey, Altman Solon surveyed over 500 Hispanic video consumers on their media consumption habits and content preferences. The study examined preferences across different content genres, channels, languages, and ad products – including long and short-form content. Our findings reflected the diversity of U.S. Hispanic audiences.

Findings show that overall viewing habits, from video service preferences to language preferences and content genre preferences are informed by factors including age, income level, and prevalence for multi-generational viewing. By focusing on developing long-form video and creative content that resonates with Hispanic audiences, marketers can effectively engage with an influential, trend-setting consumer segment.

Video Content Access by Age

% of respondents that consume video content



Sources: Altman Solon 2024 Consumer Video Survey, Altman Solon

Viewing preferences influenced by cost, variety, and flexibility

The U.S. Hispanic population skews young, [with a median age of 30](#), compared to 44.5 years of age of the non-Hispanic U.S. population. As one of the youngest and fastest-growing ethnic groups in the U.S., they are a critical audience for publishers, advertisers, and ad tech enablers looking to gain share while growing the digital video market.

In the 25-34 age group, 52% of Hispanic respondents reported having access to a traditional cable subscription from a multichannel video programming distributor (MVPD) compared to 41% of non-Hispanic respondents in the same demographic. We believe two mitigating factors drive this significant finding:

- **MVPD investment in more affordable, cord-cutter-friendly video products.** Known as “skinny bundles,” these packages offer more flexible subscriptions. Examples include Comcast’s NOW TV which provides Xfinity subscribers with live and on-demand programming, integrated FAST channels, and Peacock Premium streaming; and DirectTV Stream, which offers several packages with niche channel lineups.
- **A growing selection of Hispanic-targeted programming** with ample bilingual content offerings, such as Comcast NOW TV Latino and DirectTV en Espanol, among others.

Our study found that Hispanics tend to over-index on advertising-supported video on demand (AVOD) and subscription video on demand (SVOD), with AVOD usage primarily driven by the 45+ age group. In comparison, free ad-supported streaming television (FAST) formats were almost at parity between Hispanic and non-Hispanic responders.

Hispanic viewers value AVOD and FAST content for its quality, free access, and infrequent ads but expressed preference for fewer ads, greater content variety, recommendations, and more recent content. Some find the interfaces hard to use and face device compatibility restrictions.

FAST channels in the U.S. have been increasing access to more premium, bilingual content. Notable examples include Warner Bros. Discovery and TelevisaUnivision, both of which continue to expand their Spanish language FAST channel portfolios. The ad experience, however, is still evolving in terms of ad frequency, creative quality thresholds, and more accurate targeting.

Language preferences vary by types of content

Our study is unique in that it examined language preferences by content genre and short vs. long-form content. [Most U.S. Hispanics speak Spanish](#) with varying degrees of fluency, with 75% saying they can carry a conversation in Spanish.

Our findings show that, on average, Hispanic audiences have a slightly higher preference for English language long-form video content (42%) and short-form ad content (43%).

Per our data, language preferences for advertising content vary by age, but of the 55+ group, just over 20% preferred mostly Spanish language content. Respondents under 54 were far less likely to prefer ad content in Spanish.

Similarly, a sizeable portion of younger Hispanic respondents enjoy a variable combination of Spanish and English language content. Among respondents aged 25-34, 49% prefer ad content in both Spanish and English, and 39% prefer TV content in both languages equally.

Because audiences are exposed to broader English language content overall, only a small portion of respondents opt-out totally from English content. Nineteen percent strongly preferred Spanish-only programming and 14% preferred to view ads in Spanish.

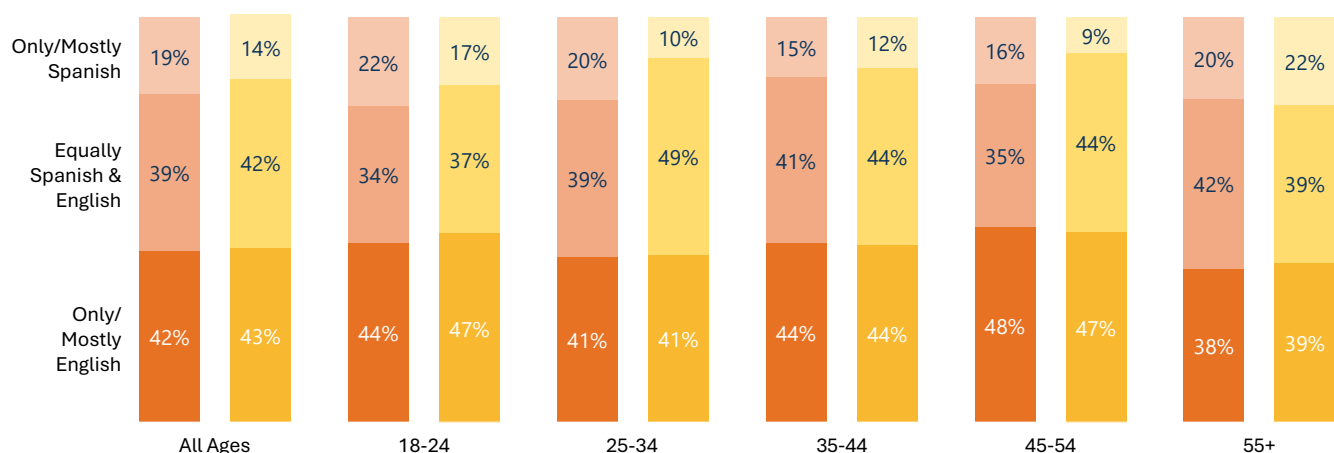
Though Spanish language preference increases slightly as the age groups rise, the difference is insignificant, **debunking previous notions that older Hispanic audiences strongly prefer all-Spanish content and that only younger audiences skew English.** For programmers and marketers developing content for this audience, these findings add much-needed depth and nuance to inform the way forward.

Video Content Language Preference by Age and Content Type

% of Hispanic respondents (N=503)

What language(s) does your household prefer watch video content or advertisements in?

TV Content Advertisements



Genre preferences: the impact of multigenerational co-viewing

Multigenerational co-viewing has a significant impact on content consumption. Over one-third of Hispanics in the U.S. live in multigenerational households, as opposed 20% of the general population, sometimes with up to three generations under one roof. These living arrangements can create a “mirroring effect” where both younger and older audiences are each exposed to each other’s language and genre preferences thanks to co-viewing.

For example, Hispanic respondents tend to watch more animated, reality, science fiction, and fantasy genres than non-Hispanic respondents. This trend may be tied to the prevalence of multigenerational viewing and integration of younger viewers as part of the household audience.

In Hispanic households, these genres appeared to be even more popular than telenovelas, which have long been considered a historic staple of Spanish language family TV viewing.

Viewers who engage in intergenerational co-viewing in Spanish tend to prefer watching live news, docuseries, reality shows, comedy, and telenovelas, as opposed to intergenerational viewers watching in both languages, whose stated preference was comedy first, followed by live news, action and crime series, telenovelas, and reality series.



Hispanic respondents see themselves as early video tech adopters, and data proves this out

Hispanic respondents were more likely to self-identify as near or early adopters of emerging video technology, with 33% saying they were “first to get new tech” as opposed to 23% for the non-Hispanic group.

This decidedly tech-savvy profile bears out further in our findings, revealing that Hispanic respondents are more likely to be interested in emerging video experiences. They are 1.5 times more likely to be interested in augmented reality (AR) and watch parties than the general population, and 1.4 times more likely to be interested in virtual reality (VR) and second-screen experiences.

The above also holds true for video ad experiences. Hispanics over-index on early adoption of emerging video ad experiences, particularly shoppable TV and pause screen ads, with Hispanic audiences more likely to be “somewhat” or “very” interested in each format compared to non-Hispanic audiences.

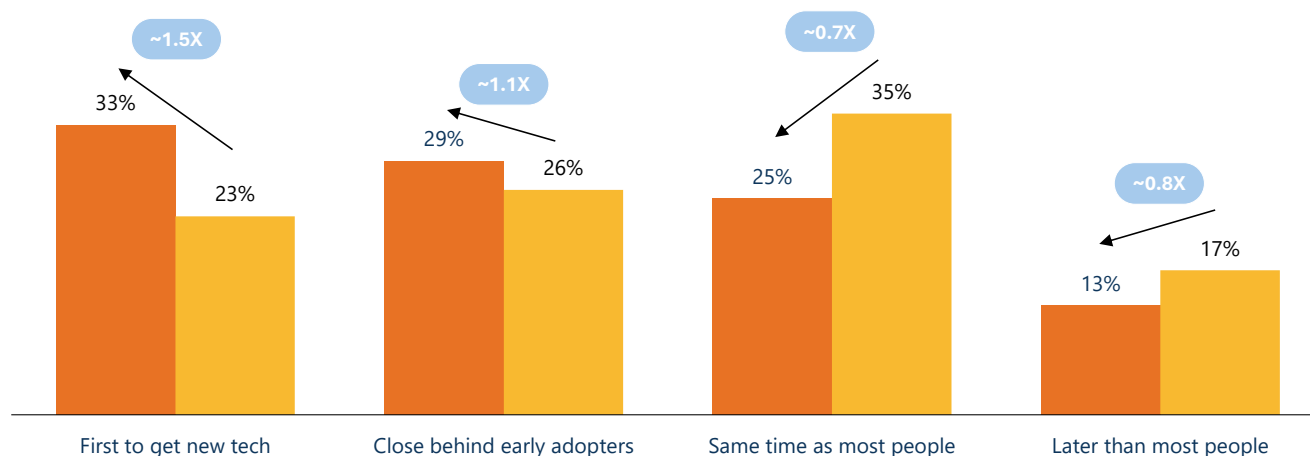
Tech Savviness of Hispanic and Non-Hispanic Respondents

% of respondents interested in watch parties by ethnicity

Which of the following statements best describes you (regarding adopting new video-focused technology)?

Hispanic

Non-Hispanic



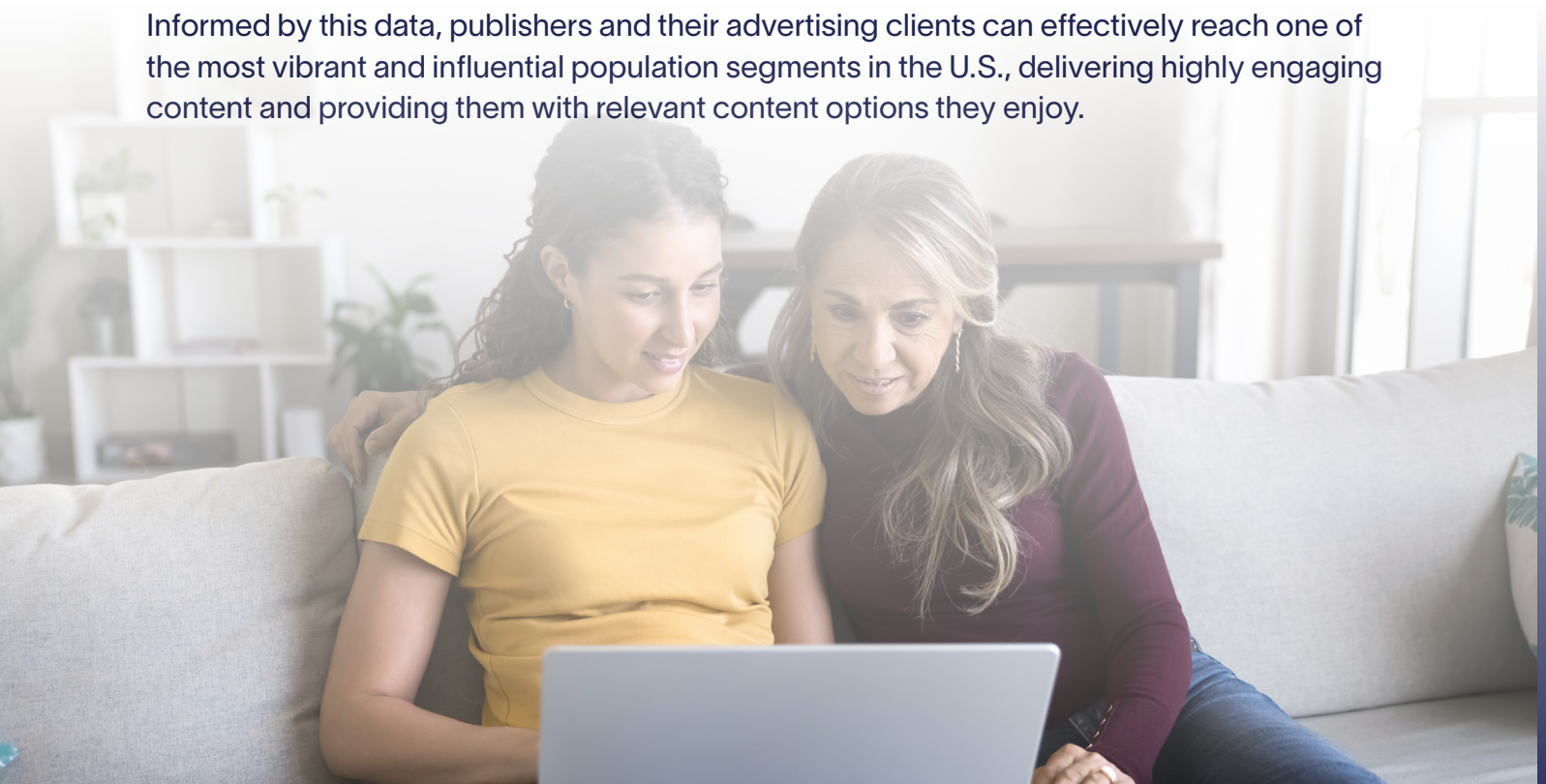
Engaging Hispanic consumers with options and content they want

The U.S. Hispanic market is one of the fastest-growing segments in the country. As a population, Hispanic media consumers are digitally savvy, have purchasing power in the trillions, and are trendsetters in video tech adoption.

Our 2024 Hispanic Consumer Video Study shows that to reach this group, marketers should focus on four critical areas:

- 1 Develop long-form video and creative content that promotes greater cross-channel and cross-device consumption experiences as part of a single viewing experience, which builds on preferences for AVOD and FAST formats.
- 2 Invest in consumers eager to adopt new video tech by developing content and viewing methods that can accentuate the use of emerging devices such as multi-screen viewing and the use of AR/VR headsets.
- 3 Learn from MVPD success and develop more Hispanic cord cutter-targeted video products, which offer greater flexibility in terms of contract pricing, duration and content diversity
- 4 Make product and content investments with co-generational viewing in mind, specifically docuseries, comedy series, reality television, and live news programming.

Informed by this data, publishers and their advertising clients can effectively reach one of the most vibrant and influential population segments in the U.S., delivering highly engaging content and providing them with relevant content options they enjoy.



Leadership & Oversight



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