

Digital Trends - Hispanics - US - May 2019

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This report looks at the following areas:

- Hispanics are making their homes streaming ready
- Smartphones can encourage ownership of more discretionary devices
- Device teamwork

The internet is enhancing Hispanics' content consumption through streaming services, and it is also enabling Hispanics to connect to friends and family and their surroundings, as well, through smartphones.



"Hispanics' reliance on fast and stable internet services is growing as they are online and own a variety of technology devices for the household and personal use."

- Juan Ruiz, Director of Hispanic Insights

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- **Several new streaming services will further fragment the market**

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- **Hispanics lead adoption of devices that support streaming**
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