

Hispanics and Media Consumption: Incl Impact of COVID-19 - US - May 2020

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This report looks at the following areas:

However, after lockdown and into the medium and longer term, streaming media services need to emphasize and promote the value of their content to retain viewers after free trials have ended.

- The impact of COVID-19 on Hispanics and media consumption
- How the market will fare after the post-COVID-19 slowdown
- Perceived value of streaming services and cable/satellite TV services
- The importance of Spanish-language in media consumption



“Media consumption is one of the top activities Hispanics do in their leisure time. Shelter-at-home and social distancing orders due to COVID-19 have made it an even more integral part of Hispanics’ daily lives. As services aim to promote trial, with hopes of consumers signing up for longer-term paid subscriptions, free trials have become the industry standard.”

– Juan Ruiz, Director of

Hispanic Insights
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