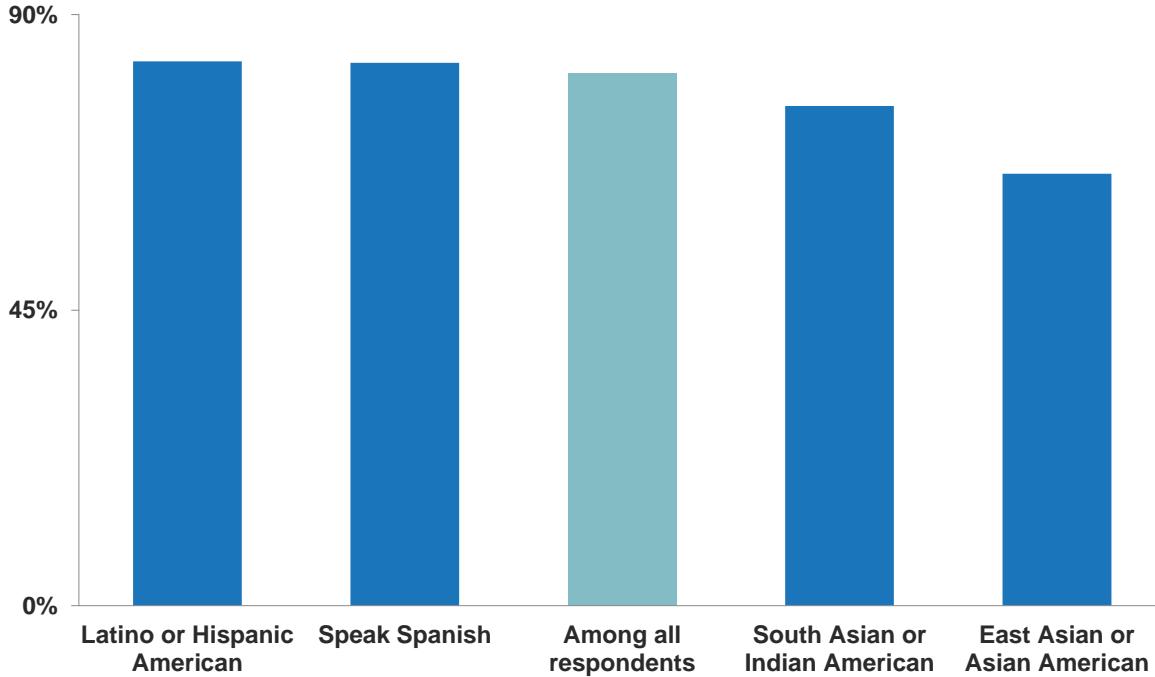


Pay-TV Subscription by Language/Ethnicity U.S. Broadband Households



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Consumer Analytics Team



Yilan Jiang, Manager of Consumer Research



David Mitchel, Research Analyst



Katherine Li, Researcher

Industry Analyst



Glenn Hower, Senior Analyst

SYNOPSIS

Video Consumption by Language Groups analyzes the uptake and use of pay-TV and digital video services among select ethnic groups and households that speak a language other than English in the home. The research compares video habits and expenditures of these demographic groups against habits and spending among all broadband households and provides perspective on the similarities and differences between language and ethnic groups. The research provides recommendations for service operators and video content providers for targeting these particular markets as the market faces an increasingly diverse audience.

ANALYST INSIGHT

“As the United States continues to grow into a more diverse nation, both the digital and traditional spaces will need diverse offerings to attract an increasingly multicultural audience.”

— Glenn Hower, *Senior Analyst*, Parks Associates



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ATTRIBUTES

Parks Associates

15950 N. Dallas Pkwy
Suite 575
Dallas TX 75248

parksassociates.com

sales@parksassociates.com

PHONE 972.490.1113

Toll free 800.727.5711

FAX 972.490.1133

Authored by Yilan Jiang, David Mitchel, Katherine Li, and Glenn Hower
Executive Editor: Tricia Parks

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