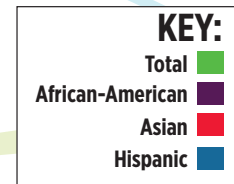


The Multicultural, Multimedia Universe

Hispanics have embraced digital video in a big way, with 79% having an SVOD service, versus 72% of the general market and 87% of Hispanics reporting that they can stream video to the TV, according to Horowitz Research.

Ethnic Groups and Video Technologies

(% of urban viewers of TV content who have the device or service)



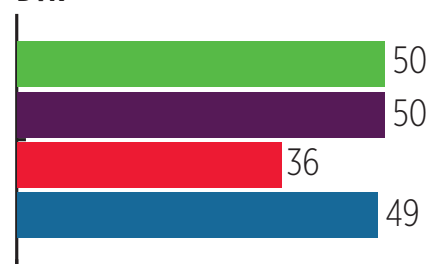
Multichannel subscription



SVOD subscription



DVR



High-speed Internet



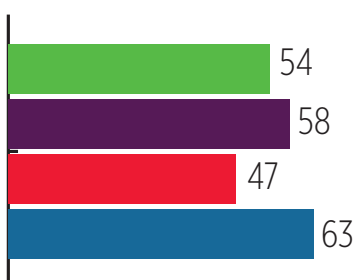
Handheld with video capability



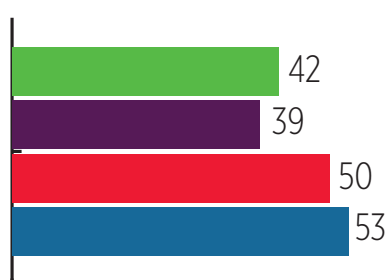
Able to stream video to TV from any device



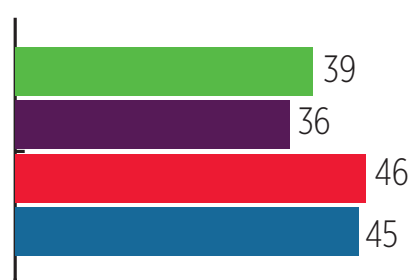
Able to stream video to TV with game console



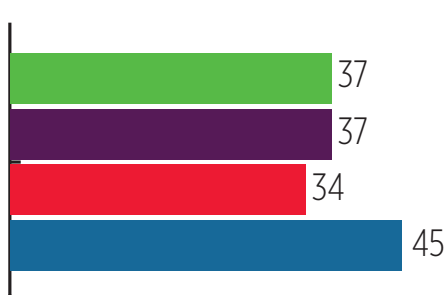
Stream from smart TV



Stream from stick or box to TV



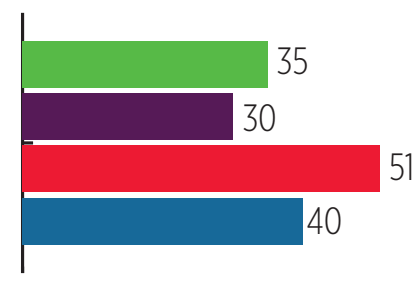
Stream from Blu-ray/DVD Player



Tablet



iPad



SOURCE: Horowitz Research, *State of Pay TV, OTT and SVOD*, 2017