



The Role of Language in the Hispanic Mobile-first Environment

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Hispanics Are Mobile-first

FOR ENTERTAINMENT, CONNECTIVITY AND PURCHASES

Hispanics versus P18+

131

INDEX

Consume content on mobile device in a typical week

148

INDEX

Watched TV on mobile device more often than last year

130

INDEX

"I think of my cell phone as a source of entertainment."

210

INDEX

"I'm always checking out the app store to see what's new"

130

INDEX

"I often use my mobile device inside a store to help me make purchase decisions"

WE SET OUT TO UNDERSTAND:

What Does This Mobile-first Consumption Mean for Brands?

Mobile-First Consumers



KEY AREAS OF DISCOVERY

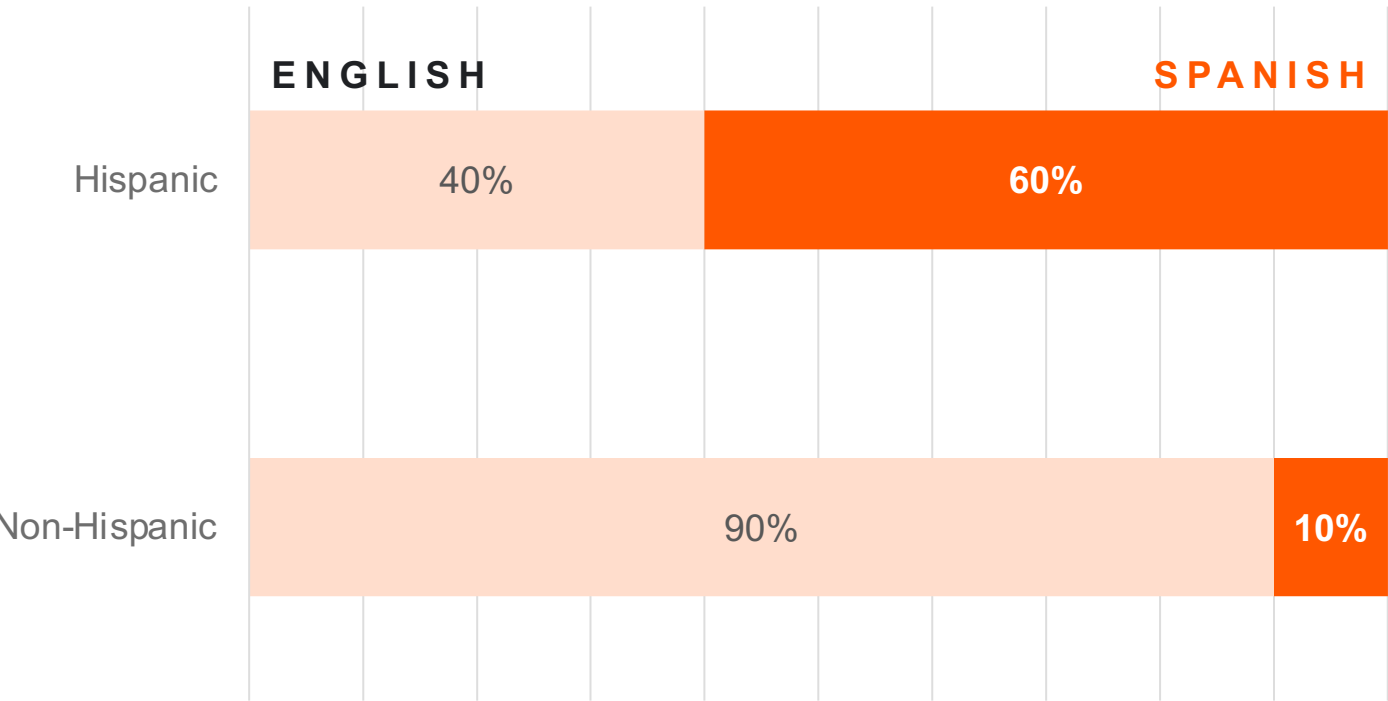
1. What Role Does Language Play in Mobile Content Consumption?
2. What Content Genres Pop for Hispanics vs. Non-Hispanics?
3. Does Language Impact Mobile App Usage?

1.WHAT ROLE DOES LANGUAGE PLAY IN MOBILE CONTENT CONSUMPTION?

Regardless of Acculturation Level, When Given a Choice Hispanics Choose to Consume Content in Spanish



On average, across the week:



Nearly

40%

of content consumed by Hispanic Gen Z and Millennials is in Spanish

Note: mobile web

2.
WHAT CONTENT
GENRES POP FOR
HISPANICS &
NON-HISPANICS?

**Food & Drink Pops
for Hispanics
While News Pops
for Non-Hispanic
White**

Content Interest: IAB Categories

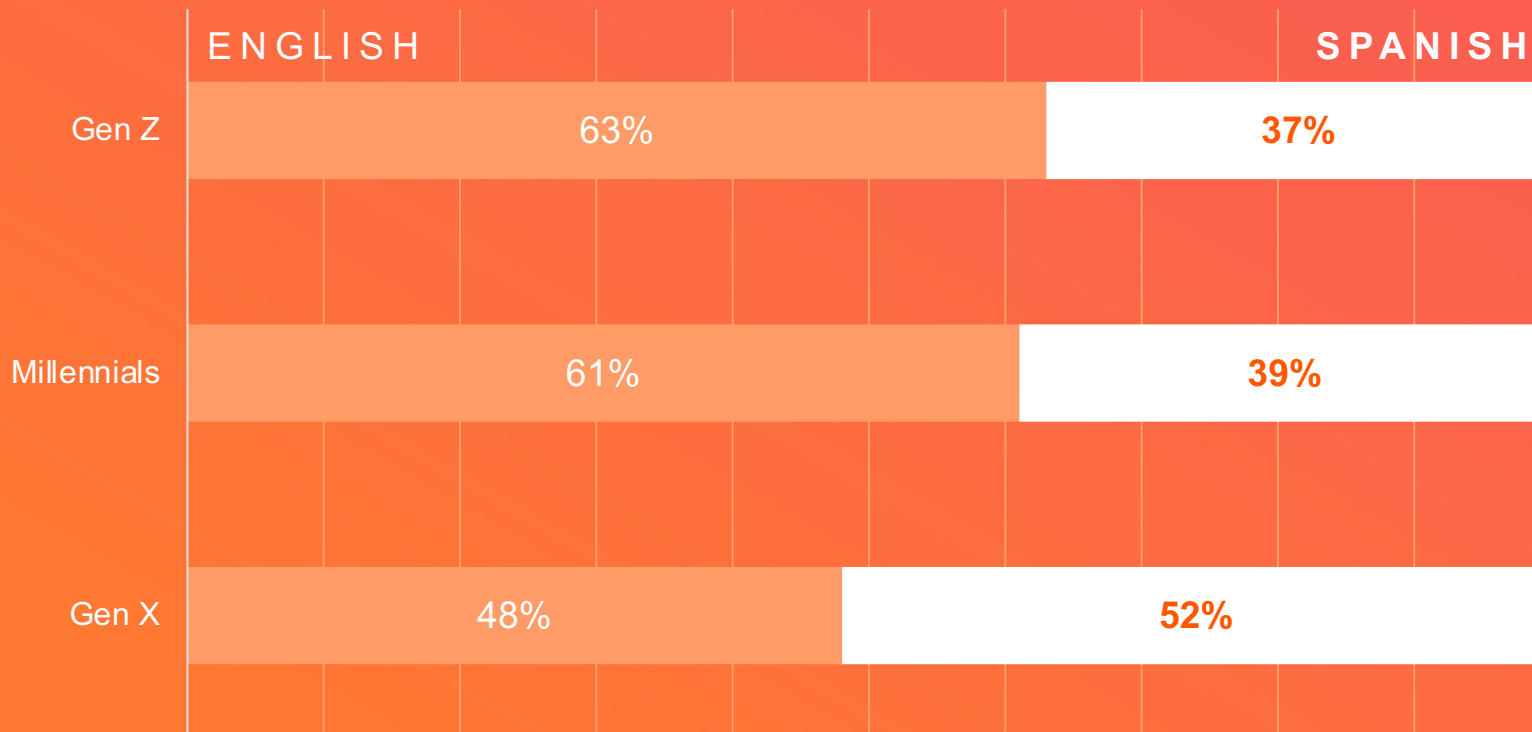
HISPANIC		NON-HISPANIC	
Arts & Entertainment	85%	Arts & Entertainment	87%
Food & Drink	72%	Sports	78%
Sports	71%	Technology & Computing	73%
Technology & Computing	71%	Society	71%
Style & Fashion	70%	News	69%
Society	69%	Style & Fashion	69%



3. DOES LANGUAGE IMPACT MOBILE APP USAGE?

When Content is Not Available in Language, the Journey Does Not Stop for Hispanic Consumers

App Usage among Hispanic Consumers



QSR Example



18 Restaurant Apps Used: *ONLY* **3** were in Spanish

10 Delivery Apps Used: *ONLY* **4** were in Spanish

+72%

Index for App Usage Overall
Hispanics account for 31% of App Usage, only 18% of population

Key Takeaways

<div>Mobile-First Consumers</div> <div> Infinia ML <small>REDEFINE POSSIBLE</small></div>	<div>KEY AREAS OF DISCOVERY</div> <div>1. What Role Does Language Play in Mobile Content Consumption?</div>	<div>TAKEAWAYS</div> <div>Regardless of Acculturation Level, When Given a Choice, Hispanics Choose to Consume Content in Spanish</div>
	<div>2. What Content Genres Pop for Hispanics vs. Non-Hispanics?</div>	<div>Food & Drink Pops for Hispanics</div> <div>While News Pops for Non-Hispanic</div>
	<div>3. Does Language Impact Mobile App Usage?</div>	<div>When Content is Not Available in Language, The Journey Does Not Stop for Hispanic consumers</div>



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Thank You

FOR MORE INFORMATION, PLEASE REACH OUT:

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