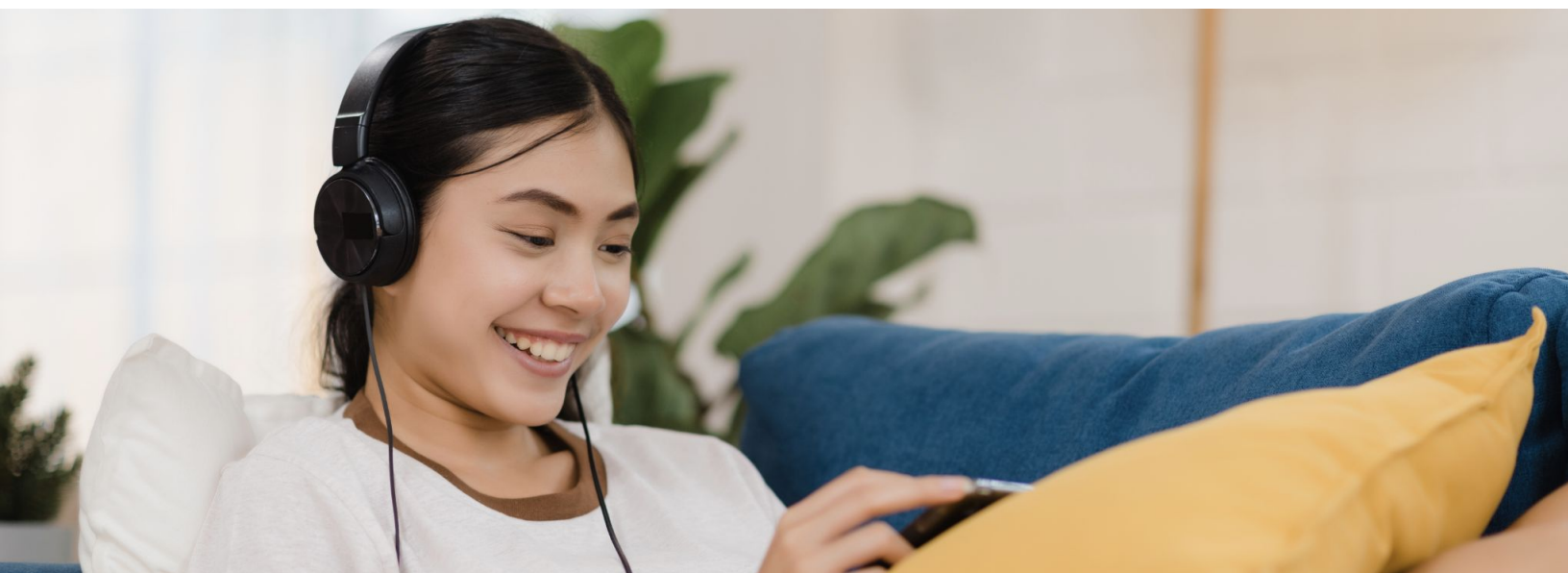




penthera

2021 Video Streaming Behaviors U.S. Latinos

Q2 2021



INTRODUCTION

Latinos are the second fastest growing ethnic group in the U.S., with 78% growth since 2000¹. To learn more about this audience of nearly 61 million, Penthera's newest report looks at media consumption and viewing behaviors among Latinos in the U.S. We learned that Latinos are spending less time watching TV in favor of streaming video.

In fact, video streaming among Latinos in the U.S. increased significantly in 2020, as the COVID-19 pandemic led to viewers watching more content across the board. “Our audience has grown 3x since the pandemic began,” said Natalia Borges, EVP, Marketing at VIX, Inc., a division of Univision Communications Inc. that offers ad supported video-on-demand content to U.S. Latinos and consumers in Latin America. “We believe that the pandemic merely accelerated trends around cord-cutting that we were already seeing.”

FlixLatino, a premium subscription video service focused on making Hispanic-created and Latino-based movies, series, documentaries and animation, saw similar growth. “We had been doubling our subscriber base year-over year and we expected that to continue in 2020,” said Luis Guillermo Villanueva, the company’s Chief Operating Officer. “However, with the COVID-19 pandemic, we saw 3x growth of our subscriber base last year. More Hispanic people in the U.S. were viewing more content.”

Yet, as content consumption increases, so does viewer frustration with experiential problems like slow startup times and re-buffering. Solving these technical challenges needs to be at the forefront of every streaming provider’s mind. Working with a third-party research firm, we surveyed 500 U.S. Latinos ages 18-50 to gain insights about how and where they watch streaming video, their viewing challenges, and their experience with ads.

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Natalia Borges, EVP, Marketing at VIX, Inc., a division of Univision Communications Inc.

KEY FINDINGS:



Mobile is the most popular device for daily viewing among U.S. Latino users. 55% of those surveyed watch on mobile every day compared to Connected TV (51%) and PC (22%).



88% of U.S. Latino panelists said they have experienced streaming video frustrations. The most common frustrations are videos taking too long to start up (47%), video re-buffering (44%), and advertisements stalling (36%).



61% of U.S. Latinos surveyed said that they did not feel represented in the streaming ads they see. 42% say the issue is that the products being advertised aren't local.





CONTENT & VIEWING BEHAVIOR

The vast majority of U.S. Latino viewers watch ad-supported subscription video on their mobile devices when they're at home. The data shows that despite travel being down in 2020 due to the COVID-19 pandemic, U.S. Latinos were streaming mobile video within their households.

Key Learnings:



86% watch video on mobile.



46% prefer to watch advertising video on-demand.

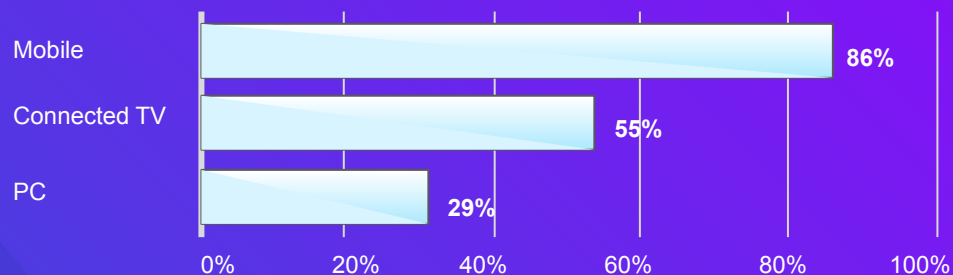


87% of those who watch on mobile do so at home.

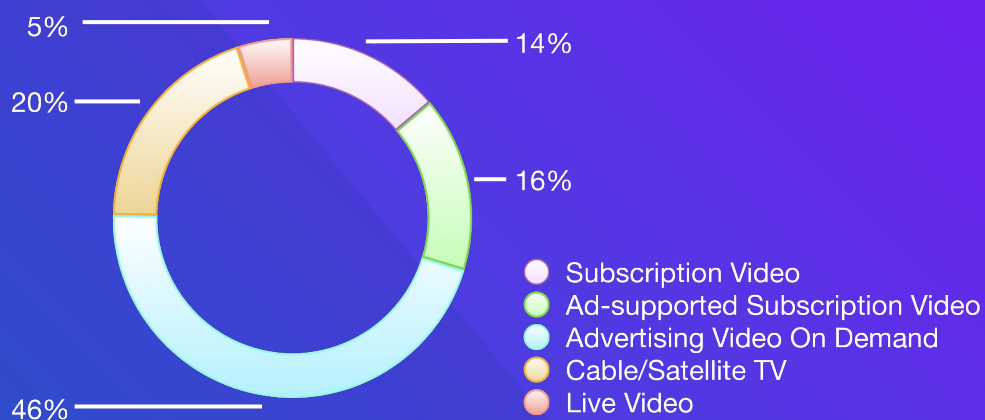
CONTENT & VIEWING BEHAVIOR



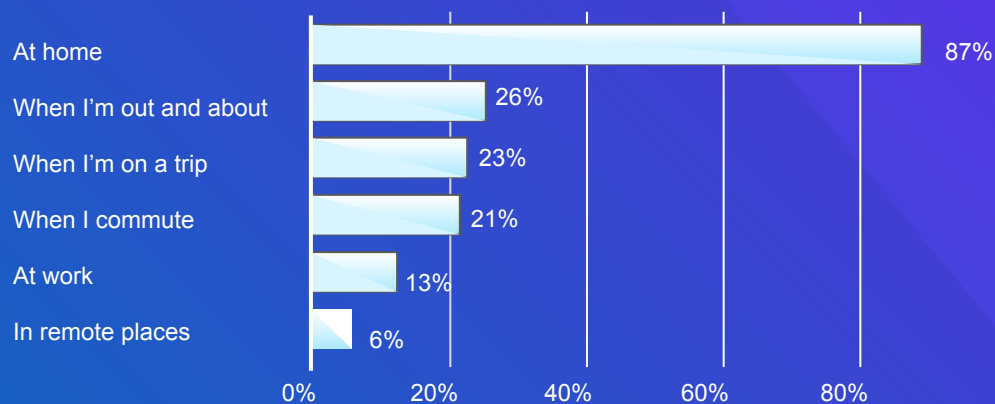
Platforms where U.S. Latinos watch video:



U.S. Latinos' preferred type of video to watch:



Where U.S. Latinos stream video on mobile apps:





STREAMING FRUSTRATIONS

In the U.S., Latino viewers reported that re-buffering consistently challenges the quality of their streaming experience. Further, most viewers say they abandon a stream after only a couple of re-buffers.

Key Learnings:



47% say their biggest frustration is when the video rebuffers.



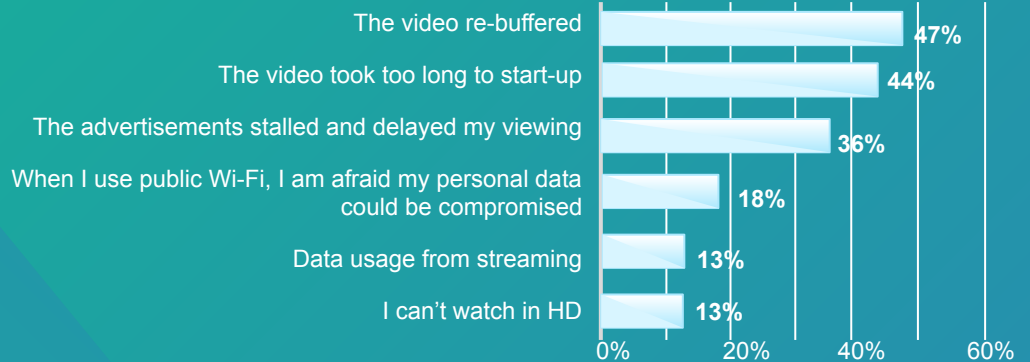
48% give up when they experience streaming frustrations.



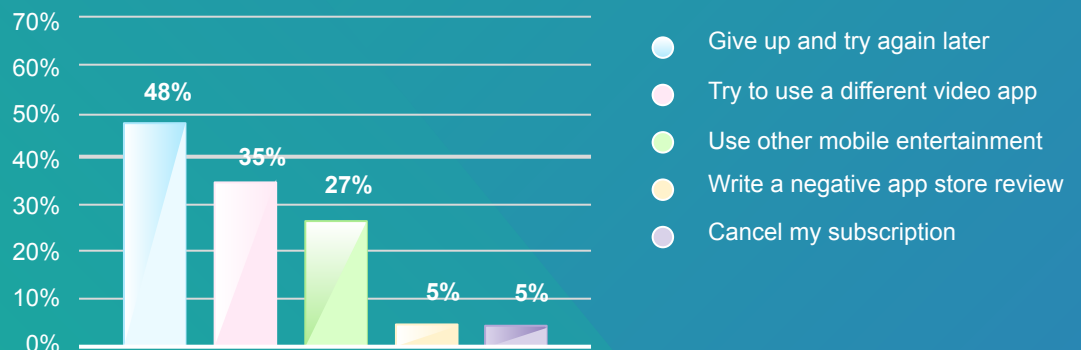
40% leave the video stream after it buffers twice.

STREAMING FRUSTRATIONS

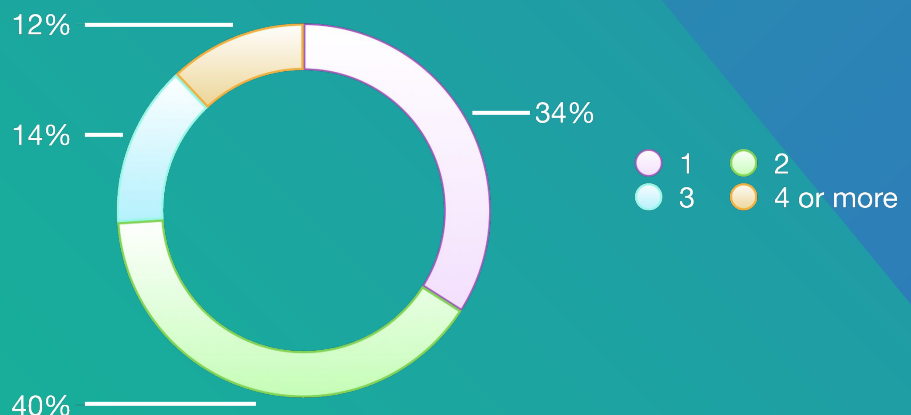
Frustrations U.S. Latinos have had when streaming:



How U.S. Latinos react to frustrating video experiences:



How many times a video buffers before U.S. Latinos leave the stream:





ADVERTISING

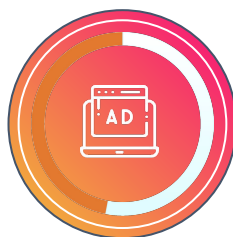
Perhaps most interestingly, across all ages, nearly two-thirds (61%) of U.S. Latino panelists report that they don't feel represented in the ads they see. When they don't feel represented, U.S. Latino panelists say the issue is that the products being sold aren't local (42%), that the ad is a translated version of its English counterpart (32%), that their native language isn't used enough (29%), and that the actors in the ads aren't Latino (24%).

Without Spanish-language ads, advertisers are missing an opportunity to craft their messaging towards Latinos and optimize their ad spend for video. Mobile is the most popular viewing device, as many as 85% of U.S. Latinos watch on their phones, so targeting them with the most relevant, non-repetitive ads should be advertisers' top priority. This is a frustration we also saw in our recent [Q1 2021 Latin America streaming survey](#), where 80% of our panelists across LATAM said they don't feel represented in the ads they see on streaming services.

Key Learnings:



42% say they don't feel represented because the products in ads aren't local.



53% would be more likely to use a service that offers them downloadable videos with ads for free.

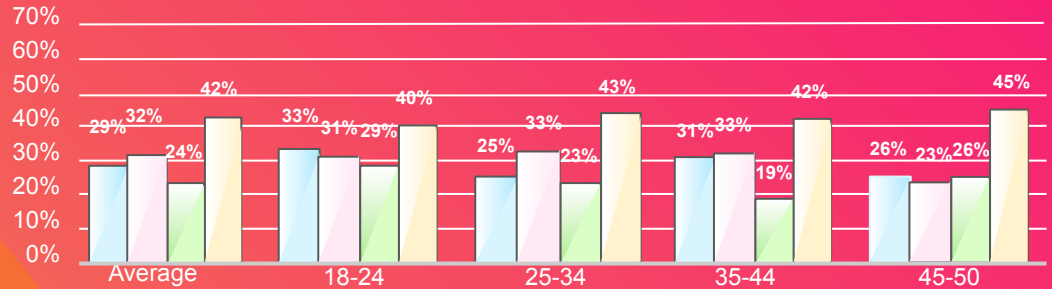


57% are frustrated when the same ad repeats.

ADVERTISING



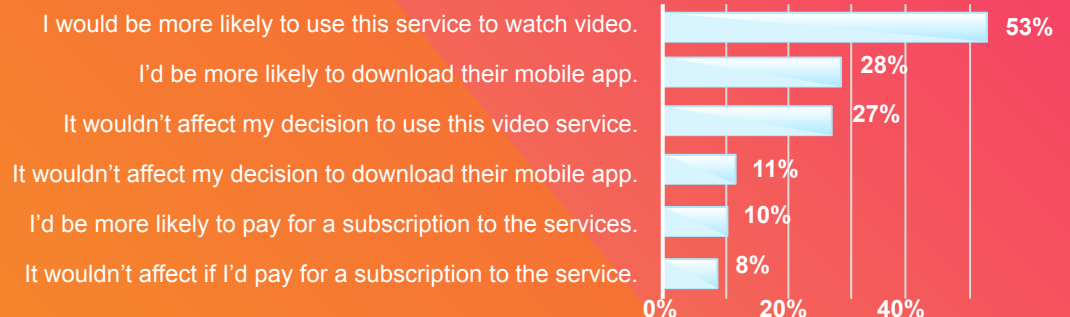
Why U.S. Latinos perceive that they are not represented:



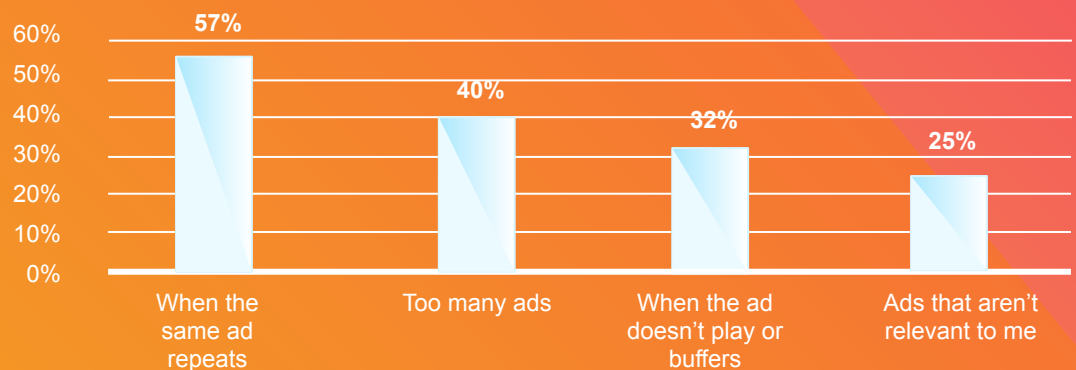
- Language, my native language isn't used enough or it is a combination of spanish or portuguese and english.
- The ad is a translated version of its english counterpart.
- Many of the actors in ads are not latino.
- The products they are selling are not local.



How U.S. Latinos react if a service lets them download videos for free, with ads, to view on their mobile device:



What frustrates U.S. Latinos about the ad experience:





SUMMARY

Buffering issues, start-up delays and ad frustrations plague the viewer experience around the world. Our survey data shows that this is also true among the growing demographic of U.S. Latino streaming viewers.

Penthera is dedicated to improving viewer experience with unique solutions for streaming providers that eliminate lag, buffering and other last-mile streaming challenges. Our patented technology helps OTTs around the globe provide a perfect viewing experience, so they can keep churn and stream abandonment low.

For more information how to keep customers engaged, prevent viewer churn and drive revenue, visit www.Penthera.com/download or contact Penthera at contact@Penthera.com

Citations:

1. Claritas 2020 Hispanic Market Report

Contributors:



Vix, A Division of Univision Communications Inc.

Natalia Borges, EVP, Marketing



FlixLatino

Luis Guillermo Villanueva, Chief Operating Officer

About Penthera

Penthera is a global SaaS company that offers a suite of streaming solutions to OTT providers to improve the video experience for their users. Our technology helps eliminate last-mile streaming issues, such as buffering and low video quality, to reduce stream abandonment and churn.



Penthera Contact

Dan Hurwitz, Chief Revenue Officer
dan.hurwitz@penthera.com

Connect with Penthera

Website: penthera.com

LinkedIn: [/ Penthera/](https://www.linkedin.com/company/penthera/)

Twitter: [@WeArePenthera](https://twitter.com/WeArePenthera)



Media Contact

Jodi Susman, Chief Marketing Officer
jodi.susman@penthera.com