



How Have Streaming Companies' Marketing Efforts Responded to the Growing Hispanic Population in the United States?



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Abstract

- Their economic impact in the U.S. of \$2.7 trillion has attracted companies' interest, specifically those of the entertainment industry (Hamilton et al.). Hispanics in the U.S. lead all ethnic groups in percentage streaming when on TV at 43.6%, and more than half at 58% are under the age of 34. Compared to the 42% of non-hispanic whites (Nielsen).
- Streaming company Hulu even included a 'Hispanic & Latinx Stories' hub on their platform. Adding content praised by the hispanic community such as *The Valet* and *Vida*. They have not been the only ones to receive praise, Netflix's *Mucho Mucho Amor*: The Legend of *Walter Mercado* has also seen positive reviews.
- These positive reviews were done by hiring hispanics to work on their films and marketing campaign. Along with added budgets, companies have been able to achieve higher ratings amongst hispanics.

Introduction

As denoted by the literature review, entertainment companies have had trouble creating efficient, appealing, and respectful content that draws the hispanic audience. While previous research existed on companies spending effort and their attempt at creating good content respectful to the hispanic market, not much data had been compiled as to their change since 2000. Therefore, it was our goal to compile the data, and analyze how and what companies have done in order to properly market their product.

Literature Review

- 62 million Hispanics in the U.S. (U.S. Census Bureau, 2020).
- \$2.7 trillion in economic impact (Hamilton et al.).
- Hispanics in the U.S. lead all ethnic groups in percentage streaming when on TV at 43.6%, and more than half at 58% are under the age of 34. Compared to the 42% of non-hispanic whites (Nielsen).
- 2022 D.C. Comics Hispanic Heritage month backlash. Where, they featured superheroes holding tamales, fried plantains, along with other food items, and a 'Viva Mexico' flag (Valdivia, 2022).

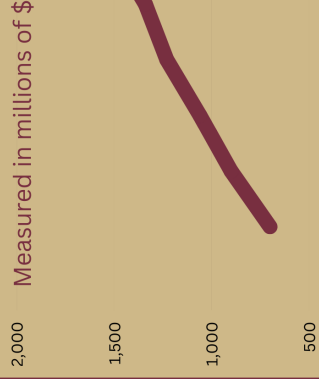


Methods

For purposes of this research subject, we chose to meta analyze the entertainment campaigns that ran from 2000-2022. That way we would be able to measure companies' monetary devotion to the Hispanic market, and then further analyze individually how, where, and on who they spent such money. And finally, through meta analysis, we were able to identify what worked. Primarily by analyzing any increase or decrease in profit after a product was released, audience feedback, and more.



Results - Spending



- In 2000, Advertising spending in North America totalled \$162,185M amongst all target audience.
- Today, that number has climbed to 251,000+M.
- Stark contrast to hispanic target audience. More research is needed.

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