



The most comprehensive data available anywhere on the Hispanic market
Part 1: Delivered in May; Part 2: Delivered in September

WHAT WE STUDY: PART 1

Penetration of Telecommunication Services

- Penetration and spending
- Providers and satisfaction
- Likelihood to cancel landline
- Interest in subscribing to cell phone service from cable company

U.S Hispanics and Digital/Interactive Features

- Penetration of VOD, DVR, and HD
- Configuration in the home
- Usage and satisfaction
- Spanish language On-Demand penetration and usage

Broadband Video

- Capability to watch broadband video (computer, mobile devices, streamed to TV)
- Incidence of watching broadband video
- Percent of viewing that is broadband
- Interest in having TV Everywhere
- Impact of broadband video on subscription to pay TV services

U.S. Hispanic Market for TV Programming

- Frequency of viewing by genre
- Subscription to in-language programming packages
- Satisfaction with in-language programming package
- Interest in subscribing to in-language programming packages among those without
- Incidence of watching TV programs in Spanish and from country of origin
- Percentage of TV viewing that is in English vs. Spanish
- Premium subscriptions

Media and Technology in the Home

- Blu Ray
- Mobile w/video (i.e. cell phone, iPod/MP3 player)
- PSP
- Slingbox
- Video game consoles with streaming capability (i.e. PS3, Xbox 360, Wii)
- AppleTV
- Roku
- Vudu
- ...and more

Ethnic Profile

- Languages spoken in the home (by head of household and others)
- Language orientation in the home
- Country of origin
- US born vs. foreign-born, and length of time in the US

Tracking Data

- Growth of multichannel, Internet, and other technologies in Hispanic homes

SAMPLE & METHODOLOGY

- 600 telephone interviews among Hispanic heads of household, 18+
- 350+/- online surveys of Hispanic broadband users 15+ with Internet access at home
- Spanish or English survey, depending on preference

WHAT WE ANALYZE

- Spanish-dominant, bilingual, and English-oriented households
- Foreign-born/U.S. born, country of origin
- Personal fluency in Spanish/English
- Subscription level
- Standard demographics: household income, household type, home ownership, age, education

List price: \$6,500 | Purchase as part of a package for a better price!

Contact for More Information or to Order

Adriana Waterston | Vice President, Market & Business Development | Horowitz Associates, Inc.
adrianaw@horowitzassociates.com | 914.834.5999



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WHAT WE STUDY: PART 2

Access to Internet, Technology & Alternative Platforms

Penetration of Internet services - at home, on mobile devices, at work/school, and wireless
Media and technology in the home, including OTT

Hispanic Internet Users' Web Profiles

Average number of hours per week spent online (home, work, school, other devices)
Frequency of performing web-based activities
Social network participation and frequency
Incidence of having a blog or website
Most often used search engines, web sites, and social networks
Frequency of visiting ethnically targeted or in-language websites

TV/Video Content Online and on Alternative Platforms

Frequency of watching broadband video (on the computer, on mobile devices, and streamed to TV)
Percent of TV viewing that is broadband
Specific TV content that is watched on computers, mobile, or streamed vs. traditional live TV on TV sets
Behaviors surrounding OTT and handheld devices (i.e. when, where, why, and how)
Interest in TV Everywhere
Netflix subscription and usage
Percent of time viewing on handhelds and on alternative platforms vs. "traditional" TV

Online Brands & Sites

Websites used for specific types of web-based activities
Websites/apps used for specific types of video content
Relationships between media brands consumed on TV and on alternative platforms

Relationship to New Technologies and Impact on Users' Lives

How respondents relate to the Internet and new technologies
iPad and other tablets: usage, impact on users' lives, impact on other technologies

Profiles of Key Segments

Tracking Data

Growth of Internet, broadband, and alternative platforms in Hispanic homes

PRE-ORDER BENEFITS

Questionnaire

Provide input on the questionnaire to make sure we address your most pressing concerns

Custom Analyses

Viewership of specific channels
Value of and demand for specific Spanish language and Latino-themed targeted channels

DELIVERABLES

Comprehensive Reports

Two (2) comprehensive reports in PowerPoint format complete with charts, graphs, and written analysis.

Executive Summary

Management summaries and implications with links to the detailed data.

Presentation of the Findings

In-person or webinar presentation of the findings clients, at your convenience.

Complimentary Pass

One (1) complimentary pass to our annual Multicultural Media for Multicultural America Forum (\$450 value).

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To order: Please complete this form and then print this page and fax back to (866) 716-6564, or call (914) 834-5999 and ask for Adriana.









Single

Full Package

Multicultural

Custom Package

Select Your Purchase Method:

Study	Pub. Date	List Price	Single Study	Price: \$66K <i>16.5K off List</i>	Price: \$41.5K <i>10K off List</i>	Custom <i>15% discount if 2+</i>
 a videography of TV households	January <i>(Please check either Premium or Regular)</i>	\$16,500 <i>(Premium)</i>				\$14,025
		\$12,000 <i>(Regular)</i>				\$10,200
	April	\$12,000 <i>(Early Bird \$10,800)</i>		✓		\$10,200
	May	\$12,000 <i>(Early Bird \$10,800)</i>		✓	✓	\$10,200
	October	\$10,000 <i>(Early Bird \$9,000)</i>		✓		\$8,500
	October	\$10,000 <i>(Early Bird \$9,000)</i>		✓	✓	\$8,500
	Part 1: May Part 2: Sept	\$6,500 <i>(Early Bird \$5,850)</i>		✓	✓	\$5,525
	Part 1: June Part 2: Oct	\$6,500 <i>(Early Bird \$5,850)</i>		✓	✓	\$5,525
	July	\$4,500 <i>(Early Bird \$4,050)</i>		✓		\$3,825
	July	\$4,500 <i>(Early Bird \$4,050)</i>		✓		\$3,825

Total:

**Regular subscription to Viewing the Viewer does not include your custom video/presentation. Prices are adjusted accordingly.*

Contact:

Email:

Company:

Phone:

Address:

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State:

Zip code:

Authorized by:

Signature/digital signature:

Date: