



CULTURAL  
INSIGHTS

**CMC**  
CULTURE MARKETING COUNCIL

# IT'S TIME READY OR NOT FOR THE MULTICULTURAL MAJORITY

Media, Technology &  
the Escalating Power  
of Culture in Content



## INTRODUCTION

2020 has been a year where social distancing and quarantining has caused us to rely more and more on technology, but even before the pandemic, Gen Z teens—the first generation to be a multicultural majority—were already decluttering their devices with non-smart TVs, desktop computers and portable digital music devices (eg: iPods) all on the decline. However, they are keeping their smartphones and smart TVs, embracing smart watches and binging on subscription video on demand (SVOD).

With Netflix, YouTube creators and social media featuring increasingly diverse and global content, SVOD users ages 13 to 49 have become more culturally literate. In fact, more than half of Gen Zers and parents have watched a show in a language they do not speak, with Hispanics over indexing on this trend.

Today, the majority of teens—and also parents—are watching a diverse cross-section of cultural content, particularly on Netflix and YouTube, often in a foreign language, reflecting a trend of content globalism acting as a potentially powerful force to build cultural empathy.

Culture reflects and amplifies what is happening in our society.



## SVOD BECOMES THE BREEDING GROUND FOR TOP IN-CULTURE CONTENT

Ninety-six percent of people ages 13 to 49 use paid and/or unpaid TV streaming services with 91 percent using SVOD (paid services). SVOD yesterday share of viewing surpassed live + timeshifted TV viewing with all persons 13-49 in CMC's study.

Pre-COVID, Netflix was a go-to streaming service for watching TV among 83 percent of 13 to 49-year-olds, having adopted an intentional global strategy of great storytelling grounded in local culture. Even though Prime, HULU and Disney+ are on the rise, Netflix continued to lead with a 49 percent share of yesterday SVOD viewing among Gen Zers surveyed in the 2020 study and a 42 percent share among parents ages 25 to 49 (down 6 percent among teens ages 13 to 17 and down 21 percent among adults compared to 2018).

## NETFLIX DOMINATES

### Yet -7% v. 2018 As Competition Grows

% TV Streaming Service Users (13-49) That Use...

	2018	2020	+/-%
<b>Netflix</b>	<b>89%</b>	<b>83%</b>	<b>-7%</b>
<b>Prime</b>	<b>53%</b>	<b>61%</b>	<b>+15%</b>
<b>HULU</b>	<b>41%</b>	<b>60%</b>	<b>+46%</b>
<b>Disney</b>	<b>NA</b>	<b>53%</b>	<b>NA</b>
<b>YouTube TV</b>	<b>NA</b>	<b>29%</b>	<b>NA</b>
	13-17	P25-29	
<b>HBO</b>	<b>15%</b>	<b>25%</b>	
<b>ESPN+</b>	<b>11%</b>	<b>22%</b>	

**Starz uniquely strong with NHB users: 20% v 8% non-Blacks (2020)**

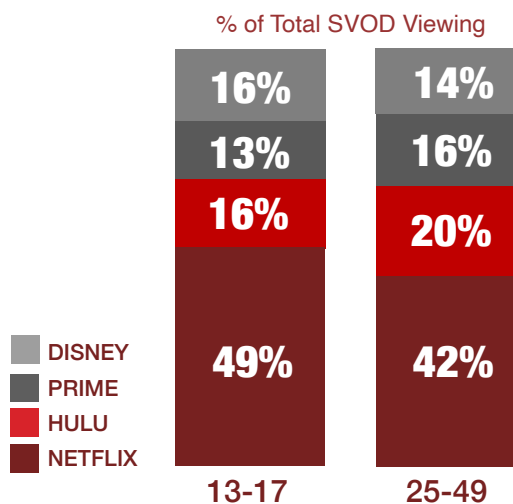
**HBO & ESPN+ experiencing a generation gap (2020 pre HBOMax)**

2018 QTM3 / 220 QM2-2 2018  
BASE : Which of these paid or free TV streaming apps do you utilize?  
USE ANY PAID/FREE TV STREAMING SERVICES 2018 BASE (2028 A18-49 + 939 13-17s) 2020 BASE (1,168 P25-49 of Kids 8-12 + 1163 13-17s)

## NETFLIX DOMINATES SVOD SHARE OF YESTERDAY VIEWING

**Yet -21% with adults v 2018 as competition grows (42% v 53%)**

**Teens relatively steady (-6%/49% v 52%)**



SVOD = 38% OF 13-49 YESTERDAY VIEWING

QM1A: What % of your full-length TV show/movie time (yesterday) was spent with...? BASE: ALL RESPONDENTS: (1,220 25-49 Parents of Kids 8-12 + 1198 13-17s) + QM18 What % of your time with PAID online subscription services yesterday was with...? BASE: WATCH ONLINE PAID TV SVOD SERVICES (1,001 25-49 Parents of Kids 8-12 + 99813-17s) + 2018 DIG LIVES STUDY: QTM8AA What % of your time with SVOD services was with Netflix? (Did not ask about other services in 2018 study) BASE: THOSE THAT WATCHED FULL-LENGTH TV/MOVIES VIA SVOD (1,634 Adults 18-49 + 1,771 13-17s)



## THE RISE OF CROSS-CULTURE CROSS-POLLINATION

People around the world have watched English-language American shows as American culture has been exported for decades; however, few have embraced foreign language programming in the U.S., until now. Today, driven by Netflix's programming strategy and YouTube's global organic content, 58 percent of non-Hispanic Blacks (NHB), 53 percent of non-Hispanic whites (NHW) and 68 percent of Hispanics, ages 13 to 49, watch TV in a language they do not speak. For example, Money Heist, a Hispanic heist telenovela on Netflix, was #1 globally in ANY language with season 3 viewed by 34 million households in its first week. Also popular with CMC study participants were Bollywood, Nollywood and Turkish soap operas—in fact, Univision has capitalized on this trend with “Imperio de Mentiras,” its adaptation of the Turkish soap opera “Kara Para, Ask.”

## BOLLYWOOD, NOLLYWOOD & TURKISH SOAP OPERAS ALSO POPULAR GLOBAL CONTENT WITH QUAL RESPONDENTS



Source: CMC 2020 Qualitative. Imperio de Mentiras, Univision.

## AND...PEOPLE ARE WATCHING, ESPECIALLY PEOPLE OF COLOR!

53%+ 13–49s have watched a show in a language they do not speak; Hispanics MOST likely

**53%**  
NHW

**58%**  
NHB

**68%**  
HISP

2 in 10, 13–49s say they were  
“unaware but would watch”



QM5/M6: Many SVOD services such as Netflix, Prime, HULU offer programming from different countries in various language other than English (or for Hispanics also Spanish). Have you ever watched any of them? BASE: WATCH SVOD 1,109 25–49; Parents of 8–12 aged kids + 1,100 13–17s.

“It doesn’t matter where you live or what languages you speak; this is about great storytelling... Netflix members around the world want authentic storytelling; they want a perspective from a passionate creator that’s grounded in the local culture.”

—Greg Peters,  
COO & Chief Product Officer, Netflix



Culture cross-pollination also extends to YouTube, where the #1 creator is from India and #2 is from Sweden, and social media where, surprisingly, 26 percent of all people regardless of ethnicity have global social media networks. Where their friends reside, however, does fall along cultural lines.

**HISPANICS ARE NOT MORE LIKELY TO HAVE GLOBAL SOCIAL NETWORKS, INC. INCLUDING FOREIGN BORN**

26% of all 13-49s have them  
Tend to reflect our cultural backgrounds

<b>HISP</b>	<b>NHB</b>	<b>NHW</b>
<b>Mexico</b>	<b>Africa</b>	<b>Europe</b>
<b>63%</b>	<b>61%</b>	<b>77%</b>
<b>Central/ So. America</b>	<b>Caribbean</b>	<b>Canada</b>
<b>42%</b>	<b>53%</b>	<b>65%</b>
	<b>Asia</b>	<b>Australia</b>
	<b>43%</b>	<b>44%</b>

QM4: How far reaching is your SM network of friends & influencers? BASE ALL RESPONDENTS 1,220 25-49 Parents of 8-12 aged kids + 1,198 13-17s + QM4A Which global areas have people you know & follow? BASE: THOSE WITH A GLOBAL SM NET (303 25-49 Parents of 8-12 aged kids/271 13-17s)

**IN-CULTURE CONTENT REMAINS STRONG, INCLUDING SPANISH-LANGUAGE PROGRAMMING**

Many marketers mistake Hispanic marketing for Spanish-language marketing, despite the vast majority of Hispanics under 50 being bilingual and not Spanish-reliant. Today, Spanish continues to be a powerful connector to culture, particularly among Hispanic teens, 94 percent of whom were born in the U.S.—and that is reflected in language viewing habits:

- Three quarters of Hispanic teens ages 13 to 17 and 83 percent of Hispanic parents ages 25 to 49 watch SVOD content originally in Spanish—71 percent prefer the original Spanish while 29 percent opt for English dubbing/sub-titles.

**8 OF 10 HISPANICS 13-49 WATCH SVOD CONTENT ORIGINALLY IN SPANISH**

71% prefer the original Spanish,  
29% opt for English dubbing/sub-titles

% Watch SVOD Orig. in Spanish (2020)

<b>HISP</b>	<b>HISP</b>
<b>13-17</b>	<b>P25-49</b>
<b>75%</b>	<b>83%</b>

QM8: Do you watch shows from Netflix, Amazon Prime, HULU etc. that are originally in Spanish? ...Yes, in original Spanish...Yes, but select English dubbing or sub-titles all or most of the time  
BASE: HISP THAT WATCH SVOD 381 H25-49 parents of Kids 8-12 + 369 H13-17s 2018 DIGITAL LIVES STUDY QMA20/15 Do you visit sites that have content specifically for African Americans/Hispanics? BASE: TL. RESPONDENTS (802 NHB/808 HISP 18-49 + 361 NHB/366 HISP 13-17s)  
Picture source: Fandom Wiki



## 8 IN 10 HISPANICS 13-49 WATCH TV IN SPANISH ON TRADITIONAL CHANNELS LIKE UNIVISION & TELEMUNDO



QM13 Do you watch traditional Spanish TV channels such as Univision or Telemundo? BASE: TL HISP RESPONDENTS: 420 HP25-49 of Kids 8-12 + 400 H13-17s

Forty percent of Hispanics (ages 13 to 49) SVOD viewing is in Spanish, a mix of Spanish originals dubbed in English or sub-titled in Spanish. More than three quarters of Hispanic Gen Zers and adults under 50 watch English SVOD using Spanish dubbing or subtitles. For 76 percent of them, they do this for practical reasons such as co-viewing in a language everyone in the family can speak. For the other 24 percent, they enjoy having new Spanish content to watch, beyond traditional Spanish-language TV.

## 33% OF HISPANIC 13-17 SVOD VIEWING IS IN SPANISH, 41% HISPANIC PARENTS 25-49

A mix of Spanish originals & English language content dubbed/sub-titled in Spanish



QSM12 What % of your SVOD viewing to Netflix, Amazon Prime etc. Is in Spanish? (including shows originally in Spanish or dubbed/subtitled in Spanish)? BASE: HISP THAT WATCH SVOD 381 H25-49 Parents of Kids 8-12 + 368 H13-17s + Digital Lives 2018 study: QTVM14/15: What % of your total time spent watching full length TV shows or movies yesterday was in content specifically for Hispanics/African Americans? BASE HISP AND NHB (808 HISP/790 NHB ADULTS + 366 HISP/361 NHB 13-17s)

"I never watch the news in English. It sounds boring."

—Hispanic female 16-17

## 77% WATCH ENGLISH SVOD USING SPANISH DUBBING OR SUB-TITLES

Mostly for practical reasons (76%)

**31%** Language entire family speaks

**24%** Most comfortable in Spanish

**22%** Able to watch shows people talk about

For the other 24%, it's variety... "Enjoy having new Spanish content to watch, beyond traditional Spanish TV"

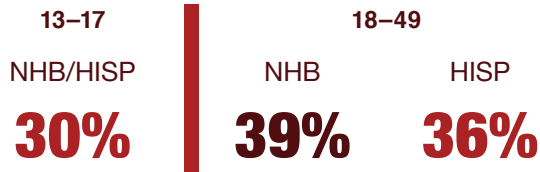


QM9 Have you watched English-language shows from Netflix, Amazon Prime, HULU, etc. using Spanish dubbing or sub-titles? BASE HISP THAT WATCH SVOD 381 HP25-49 of Kids 8-12 + 368 H13-17s. QM10 What is the primary reason you watch these English-language shows in Spanish? BASE HISP THAT WATCH ENGLISH SVOD WITH IN SPANISH 296 HP25-49 Parents of Kids 8-12 + 160 H13-17s

But this is not just a Hispanic story. STARZ began specifically targeting Black viewers in 2017 with relevant, in-culture and overall content—in fact, two-and-a-half times as many NHB Gen Zers and parents surveyed by the CMC watch STARZ compared to non-Blacks.

## 30%+ OF POC TV/MOVIE ONLINE SHARE OF VIEWING (INCLUDING SVOD) IS WITH IN-CULTURE CONTENT

Share of Yesterday TV/Movie Viewing With In-Culture Content (online overall including SVOD)



2018 Digital Lives Study QTVM14/15 What % of your total time spent watching full length TV shows or movies yesterday was in content specifically for Hispanics/African Americans? BASE: HISP AND NHB TL RESPONDENTS (808 HISP/790 NHB 18-49 + 366 HISP/361 NHB 13-17s)

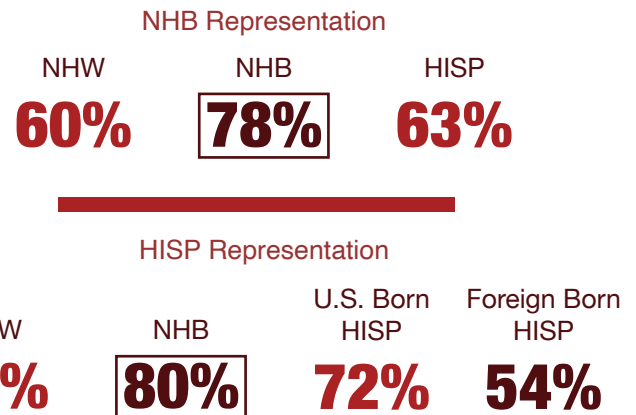


## FILM & TV REMAIN A WHITE WORLD BEHIND THE CAMERA

Despite progress being made, most Gen Zers and parents believe NHBs and Hispanics are not yet properly represented in advertising, movies and music. While casting has made progress with Blacks & Asians, casting alone without cultural fluency does not solve the fact that nine out of 10 film and eight of 10 scripted TV writers and directors are non-Hispanic white, according to a 2019 UCLA Hollywood Diversity Report. In CMC's study, most Gen Z teens and parents 25-49 feel Blacks and Hispanics are not properly represented—likely a result of this lack of diversity behind the camera with writers and directors who often fail to portray POC characters authentically. UCLA data shows that Hispanics continue to be uniquely and grossly

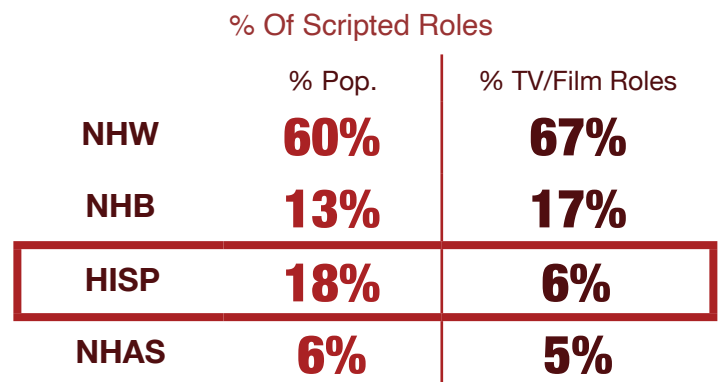
underrepresented in casting, and CMC's study indicates that all segments find Hispanics not properly represented and portrayed. One caveat: foreign-born Hispanics are less likely to see Hispanic underrepresentation, given that they see themselves portrayed with more cultural nuance on Spanish-language TV.

## NOT YET PROPERLY REPRESENTED IN ADVERTISING, TV, MOVIES & MUSIC



QM1A: What % of your full-length TV show/movie time (yesterday) was spent with...? BASE: ALL RESPONDENTS: (1,220 25-49 Parents of Kids 8-12 + 1198 13-17s) + QM18 What % of your time with PAID online subscription services yesterday was with...? BASE: WATCH ONLINE PAID TV SVOD SERVICES (1,001 25-49 Parents of Kids 8-12 + 998 13-17s) + 2018 DIG LIVES STUDY: QTVM8AA What % of your time with SVOD services was with Netflix? (Did not ask about other services in 2018 study) BASE: THOSE THAT WATCHED FULL-LENGTH TV/MOVIES VIA SVOD (1,634 Adults 18-49 + 1,771 13-17s)

## IN TERMS OF CASTING, NOT QUALITY OF PORTRAYAL, HISPANICS HAVE MOST SERIOUS REPRESENTATION GAP



Data source: UCLA Hollywood Diversity Reports 2019 (TV) & 2020 (FILM) Scripted roles; TV is avg. of broadcast & cable

## TO RECAP...

- The multicultural majority has arrived and is spreading rapidly—from teens in 2020 to the under-35 segment in 2028 and the under-50 segment in 2035.
- If brands and agencies do not see the urgency in becoming culturally fluent, they risk becoming irrelevant, or worse, earning negative social currency.
- SVOD and YouTube content is increasingly diverse and global, exposing all segments to cultures not their own and building cultural fluency and empathy.
- Most say NHB and Hispanics are not yet properly represented in advertising, TV, movies and music.
- In-culture content remains strong and Spanish, as a cultural thread, continues to transcend reliance.
- Be culturally fluent and hire in-culture marketing experts to guide you.

## METHODOLOGY & FUNDERS

- The study received financial or operational support from **Kantar, ThinkNow, ViacomCBS and Univision**
- Quantitative research came from 2,418 13-17s (Gen Z) and 25-49 parents of kids 8-12 (65% Millennials/ 35% Xers) with equal sample representation of Hispanics (HISP), non-Hispanic Blacks (NHB) & non-Hispanic Whites (NHW) from January 2020 to February 2020
- Qualitative interviews with 54 respondents (36T/18P), in-home pairs (HISP/NHB/NHW) and two Gen Z multicultural workshops (HISP/NHB/NHW/Asian-American/Other)

## For more information:

Visit [culturemarketingcouncil.org](http://culturemarketingcouncil.org) and follow the CMC on Facebook, Instagram, and Twitter at @cmchispanic.

## About CMC:

Founded in 1996 as the Association of Hispanic Advertising Agencies, the Culture Marketing Council: The Voice of Hispanic Marketing is the national trade organization of all marketing, communications, and media firms with trusted Hispanic expertise.