



LIGHTS, CAMERA, ACTION:

Hispanic Viewing Habits



PHOTO CREDIT:
ECARTELERA
& PEOPLE US



AMRAX
SOLUTIONS

Hispanics list



movies as their

top interest

SOURCE: GWI USA, Q4 2023



Top 5 Interests, Hispanics

SOURCE: GWI USA, Q4 2023

01 Movies



64%

02 Listening to Music



62%

03 Eating Out / Restaurants



58.5%

04 Cooking



54%

05 Television



50%

Hispanics spend

2x more time

at the movies than
the general population

SOURCE: ATUS 2022, t120403



Top 5 Genres Movies / TV

(BY AUDIENCE &, HISPANICS)

SOURCE: GWI USA, Q4 2023

01 Drama



46.8%

02 Crime



43%

03 Mystery



39.8%

04 Adventure



39.7%

05 Action / Superhero



39.6%

Top 5 Genres Most Loved by Hispanics

SOURCE: GWI USA, Q4 2023

01 Soaps / Telenovelas



159 INDEX

02 Anime



136 INDEX

03 Children's / Kids



121 INDEX

04 Music



120 INDEX

05 Horror



118 INDEX



26.2% of Hispanics

**say watching TV/Movies
gives them a greater
connection to
their heritage**

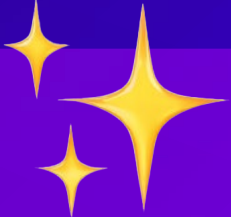




(241 INDEX, 11.62 M PEOPLE)

SOURCE: GWI USA, Q4 2023



Streaming Services are Popular with Hispanics!

SOURCE: GWI USA, Q4 2023

01	NETFLIX 	29.4 M	USH USERS
02	prime 	16.7 M	USH USERS
03	hulu	16 M	USH USERS
04		14.8 M	USH USERS
05	peacock 	10.1 M	USH USERS
06	<i>Paramount+</i>	9 M	USH USERS
07	max	9 M	USH USERS
08	 tv+	6.2 M	USH USERS