

Networks vs Streaming

The Battle for the Latinx Viewing Market

Ivanna Hernandez-Angel
LAS 1420
Go6773@wayne.edu

Introduction

- 39 geographic television markets represent 78.8% of viewers from Hispanic households in the United States.
- There are 60 million Hispanics living in the United States, making 18% of the total U.S. population.
- 60% of Hispanics in the U.S. are under the age of 35.

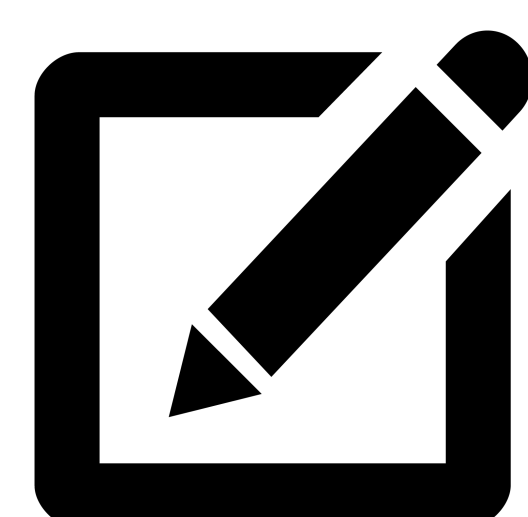
Research Question

How are streaming outlets like Netflix impacting cable and other Spanish language outlets?

Methods



Looked at a trade journal



Peer-reviewed articles.

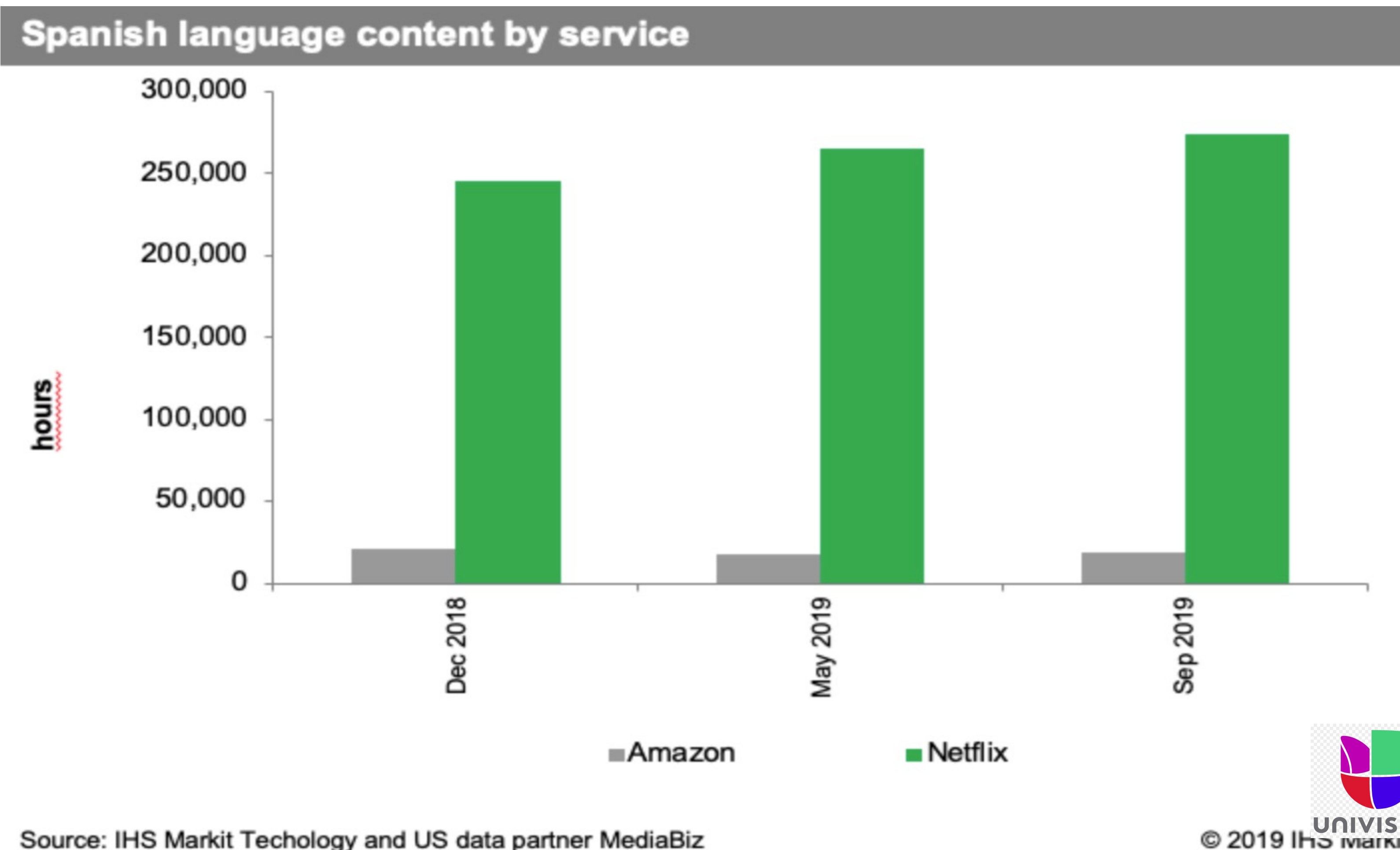


Government publication



Interviewed consumers (My Parents)

Results/Analysis



- Netflix has nearly 15 times the amount of Spanish content in hours than Amazon Prime.



- Cable networks have not been able to keep up with the volume and diversity of streaming by Netflix and Amazon.



- Univision is now going to launch their own streaming service similar to Netflix but it is up to the everyday consumer to decide if they stick with Netflix or give this new platform a chance.



WAYNE STATE UNIVERSITY
Center for Latina/o and Latin American Studies



Conclusion

In conclusion there has been a revolution on how Spanish television has been brought to its everyday consumers like my parents. Both Telemundo and Univision have partnered with streaming services like FuboTV to broadcast Spanish language shows. The question now is cable network going to be able to regain their Spanish viewing audience with this new streaming systems?

References

Allen, Craig. Univision, Telemundo, and the Rise of Spanish-Language Television in the United States, University Press of Florida, 2020. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/WAYNE/detail.action?docId=6380583>.

Avila, Jacqueline. "La música en las casas": Musicalizations in *La casa de papel* and *La casa de las flores* and Netflix's Global Audience." *American Music*, vol. 37 no. 4, 2019, p. 472-492. [Project MUSE muse.jhu.edu/article/741667](https://muse.jhu.edu/article/741667).

Durand, Jorge. "The Demographic Foundations of the Latino Population." *Hispanics and the Future of America*, U.S. National Library of Medicine, 1 Jan. 1970, www.ncbi.nlm.nih.gov/books/NBK19901/.

Hayes, Dade. *Univision Reveals 2018-19 Programming, HIGHLIGHTS NETFLIX Relationship, GLOBAL Pilot Program - Upfronts*. 10 May 2018, deadline.com/2018/05/univision-2018-19-programming-netflix-global-televisa-pilot-program-1202387641/.

Hernandez, Hector and Consuelo. Interview. Conducted by Ivanna Hernandez-Angel, 9, April 2021.

Llomas-Rodriguez, Juan. "The 'Narco-Stories' of Kate Del Castillo: Stardom, Gender, and Entrepreneurship in a Transnational Context." *Television & New Media*, vol. 22, no. 3, Mar. 2021, pp. 317-334, https://journals.sagepub.com.proxy.lib.wayne.edu/doi/full/10.1177/1527476419877548?utm_source=summon&utm_medium=discovery-provider#articleCitationDownloadContainer.

Lobato, Ramon. "Rethinking International TV Flows Research in the Age of Netflix." *Television & New Media*, vol. 19, no. 3, Mar. 2018, pp. 241-256, https://journals.sagepub.com.proxy.lib.wayne.edu/doi/full/10.1177/1527476417708245?utm_source=summon&utm_medium=discovery-provider.

Piñon, Juan. "The Unexplored Challenges of Television Distribution: The Case of Azteca America." *Television & New Media*, vol. 12, no. 1, Jan. 2011, pp. 66-90, <https://journals.sagepub.com.proxy.lib.wayne.edu/doi/abs/10.1177/1527476410365706#articleCitationDownloadContainer>.

Straubhaar, Joseph D., et al. "Class, Pay TV Access and Netflix in Latin America: Transformation within a Digital Divide." *Critical Studies in Television*, vol. 14, no. 2, June 2019, pp. 233-254, https://journals.sagepub.com.proxy.lib.wayne.edu/doi/full/10.1177/1749602019837793?utm_source=summon&utm_medium=discovery-provider#articleCitationDownloadContainer.

11:52, 20th January 2020 @. "How Netflix Won Back Hispanic and Latinx Subscribers." *TBI Vision*, 20 Jan. 2020, tvision.com/2020/01/20/how-netflix-won-back-hispanic-and-latinx-subscribers/.

United States, Congress, Office of Strategic Planning and Policy Analysis and Industry Analysis Division, Media Bureau, and Federal Communications Commission Staff. *Hispanic Television*, 2016, pp. 1-81.

"We decided to start paying for a streaming service like Netflix because we get better content than watching cable tv." –Hector Hernandez

"We have more control and freedom on deciding what to watch on paid streaming services compared to cable tv and everyone in the family enjoys it." - Consuelo Hernandez