

HISPANIC STREAMERS



YOUNG: 35 Years Old

TV STREAMERS: 4 out of 5 times watching on a TV

COVIEWING: 93% live with 2+ people

5.6M Monthly Active Users (17%)

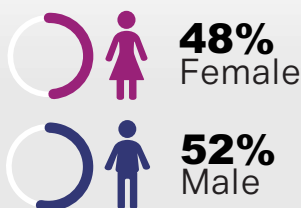
TOTAL VIEW TIME: 34M hours per month

HOUSEHOLDS WITH KIDS: 42% of households have kids

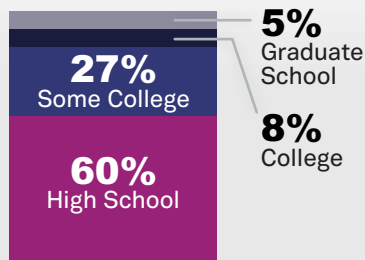
CABLE-FREE: 46% of Hispanic viewers don't have cable

TUBI TOP DESTINATION: Content for bilingual streamers

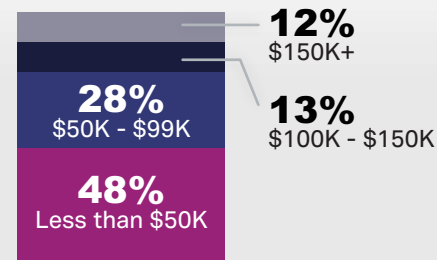
GENDER:



EDUCATION:



INCOME:



SERIES

TOP GENRES:

- 1 Drama
- 2 Documentary
- 3 Kids and Family
- 4 Anime
- 5 Comedy

TOP TITLES:



MORE LIKELY TO BUY:

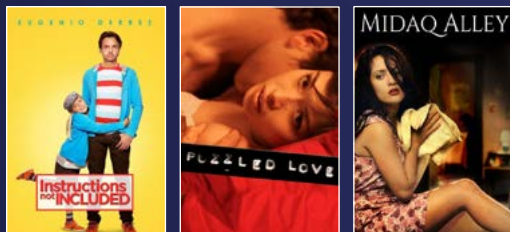
- | Telemundo [Index 579]
- | Skechers [Index 232]
- | Old Navy [Index 213]
- | Starbucks [Index 196]
- | Wendy's [Index 166]

MOVIES

TOP GENRES:

- 1 Action
- 2 Drama
- 3 Comedy
- 4 Horror
- 5 Thriller

TOP TITLES:



“My daughter was [practicing] her Spanish, I was like go find something on [Tubi] — then she was watching away and having a good time.”

Vincent, 41

INSIGHT:

Tubi caters to a large nationally representative audience with a broad selection of Spanish language content, which reaches an even broader audience.