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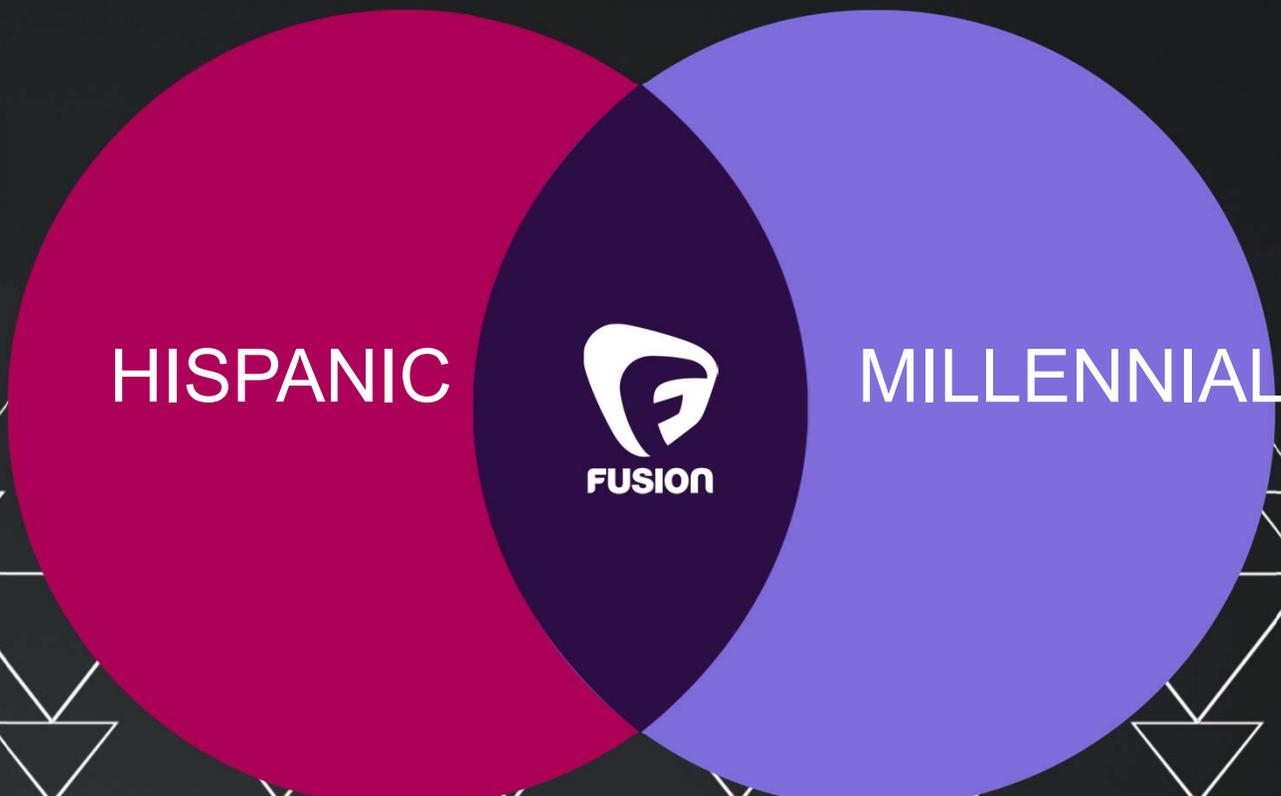
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FUSION

IS A NEWS, POP CULTURE &
SATIRE
TV & DIGITAL NETWORK



HISPANIC



MILLENNIALS

THE TWO BIGGEST DEMOGRAPHIC WAVES
SINCE THE BABY BOOM

Never has the US been more diverse.

$\frac{1}{4}$ of Millennials are Hispanic.

$\frac{1}{2}$ of all Hispanics are Millennial.

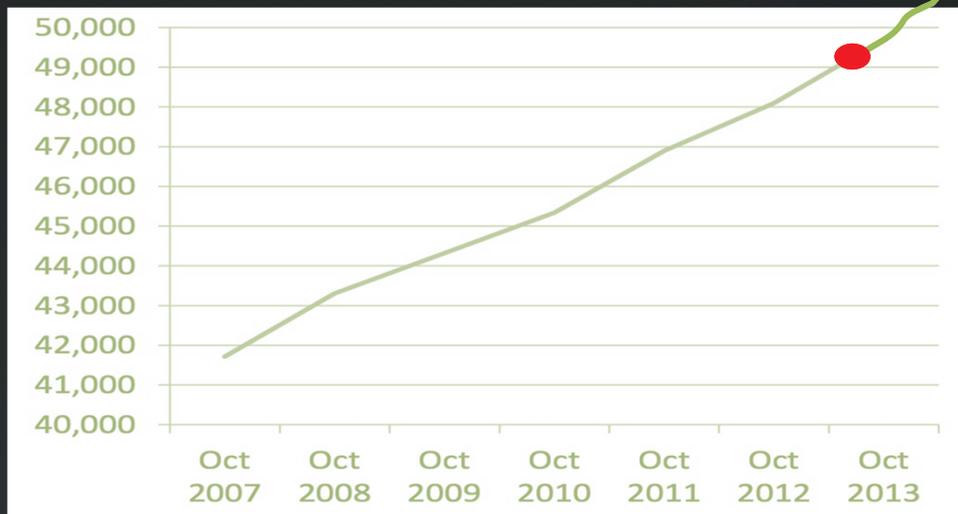
The majority of Hispanics are under the age of 35 (median age = 27).

Since 2011, the majority of US births have been diverse.

Source: US Census 2012 & Nielsen 2013 Universe Estimates.

1/3 of the US by 2050. (132M)

Hispanic TV Universe Estimate Trend



1 in 6 Americans is now Hispanic.

Millennials (P18-34) will become a majority minority during the next presidential term.

40% (5M) of net new US households over the next decade will be Hispanic.

Hispanics will represent \$1.5T in spending power by 2015.

84%

of Hispanic homes receive cable or satellite today.



Hispanics actually drove the majority (53%) of cable subscription growth in the US over the last five years. Hispanic cable penetration is up 5% since 2008, digital cable being the greatest source of growth in recent years (+57%).

Source: 2013 estimates from The Cable Advertising Bureau:
<http://www.thecab.tv/hispanics-and-cable-ads>

Hispanics lead device adoption.



Over 6M Hispanic Millennials live with in-home DVR access today. [nielsen](#)

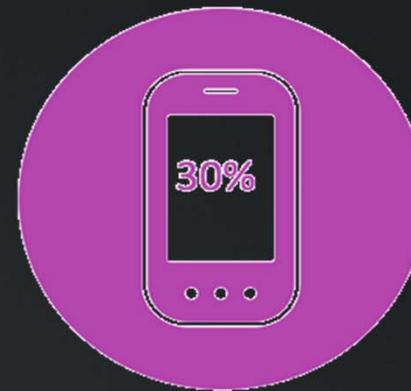
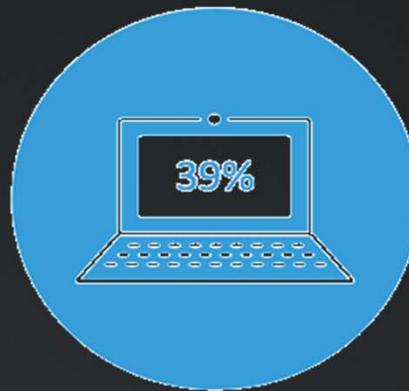


A majority ($\frac{2}{3}$) of Hispanic Millennials live in game console homes. 70% of them have high-speed connectivity at home. [nielsen](#)



Hispanics are not only the ethnicity/race most likely to own smartphones, but **Over 4M** Hispanic Millennials have acquired tablets over the past three years. [nielsen](#)

For first time in history, the US population **spent more time on smartphones during the day than in front of the tube**, or 151 minutes versus 147 minutes. Hispanics lead this transformation 2014



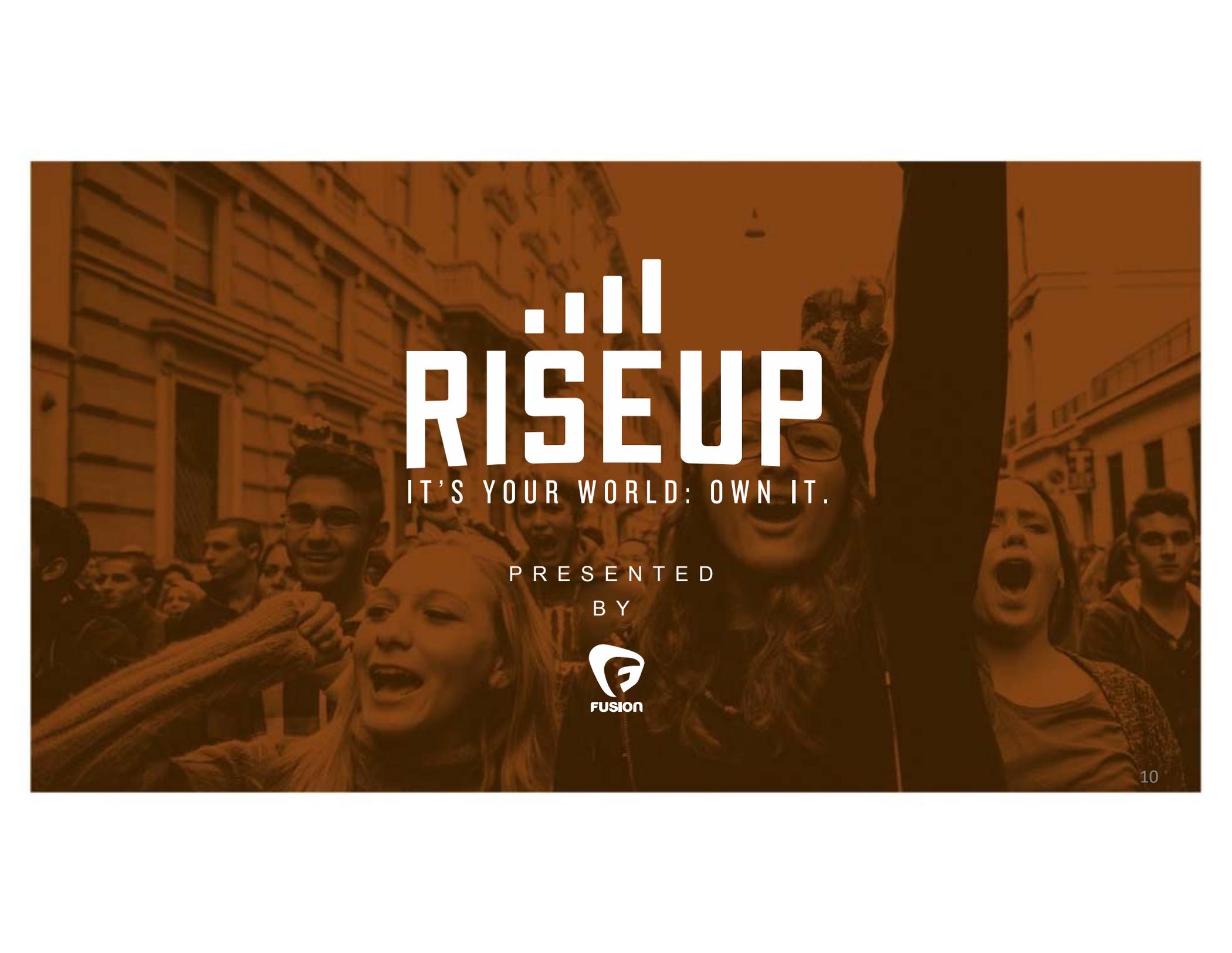
Hispanic PUTs are in decline since 2012.
Consumer internet video traffic is on the rise, though, and will represent 69% of all traffic by 2017.



Hispanics are 21% of US smartphone video consumers, almost 2X (12%) their share of TV users.



Sources: Millward Brown 2014. Nielsen Cross-Platform Report, Q3 2013, Based on Total US Hispanic Population, Persons 2+ for TV and Online (Total), 13+ for Mobile. Nielsen Cross-Platform Report, Q4 2014. Cisco Visual Networking Index: Forecast and Methodology, 2012–2017.



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