



## Marketer FAQs

**How can I best use video to connect with influential Asian American consumers?**



# Marketer FAQs

We have previously highlighted the [growth, buying power and sky-rocketing social influence of Asian-Americans](#).



## An American Phenomenon:

The Growing Influence of Asian American Consumers

Now we are answering the next logical question marketers have when thinking about this audience - **How can I best use video to engage with them?**

In this Marketer FAQ, we share trends on how Asian Americans are watching video content, what they are looking for in programming, and their expectations of advertising.



# Asian Americans are a fast-growing segment, with higher education and income levels than the average adult, and are leading tastemakers in technology and culture



**Asian Americans are the fastest growing multicultural population**

With almost **24MM people** in the U.S., Asian Americans have doubled in population size over the last twenty years.



**A lot of this growth in their population is driven by immigrants**

**57%** of Asian Americans were born outside of the U.S. vs. 14% of all Americans.



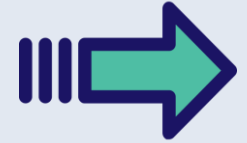
**These consumers are highly educated**

Asian Americans are more educated than the average adult - **56%** have at least a **bachelor's degree vs. 35%** of all U.S. adults.



**They have much higher household income levels**

Asian American median HHI is **40%** higher than the average U.S. HHI (\$94,718 vs. \$67,521).



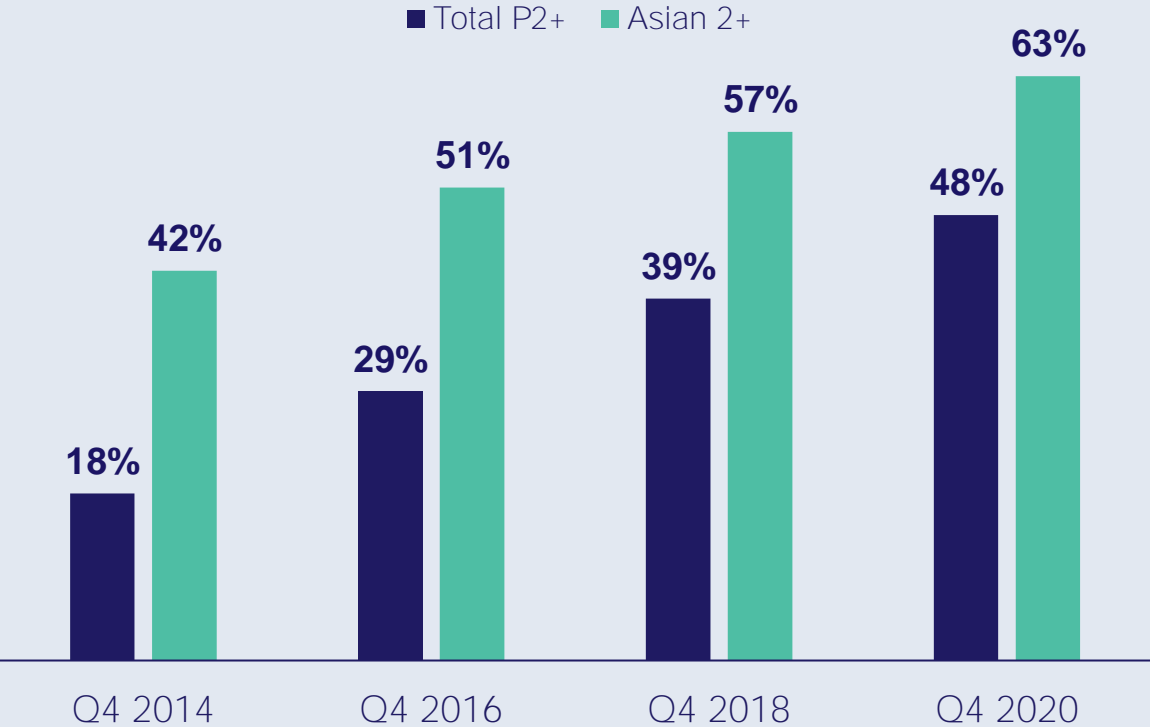
**They are early adopters which makes them a bellwether for behavior by other audiences**

Asian Americans are leading-edge consumers and **true tastemakers** across categories and technology, including video streaming.

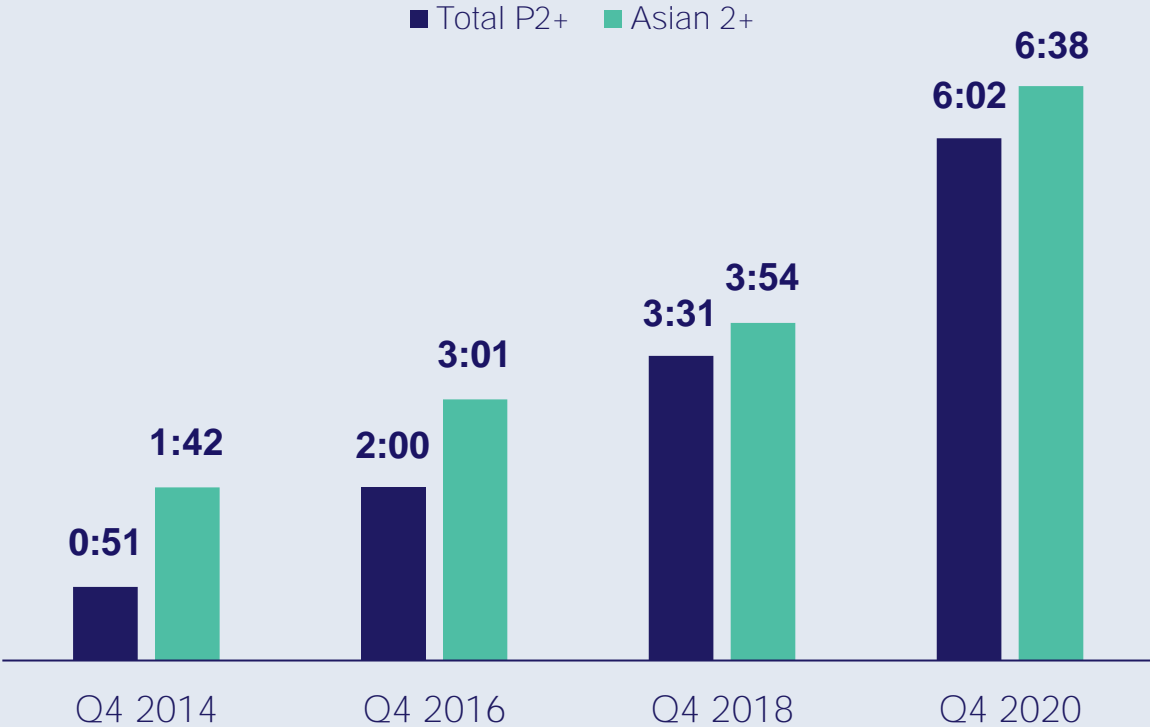
Source: VAB analysis of U.S. Census Bureau data, Population by Race Alone or in Combination and Age for the United States: 2000, Current Population Survey, Annual Social and Economic Supplement, 2010, Monthly Population Estimates by Age, Sex, Race, and Hispanic Origin for the United States: April 1, 2010 to July 1, 2020. Pew Research Center, Key facts about Asian Americans, a diverse and growing population, 4/29/21. U.S. Census Bureau, Current Population Survey, 2021 Annual Social and Economic Supplement (CPS ASEC). U.S. Census Bureau, Current Population Survey, 2020 Annual Social and Economic Supplement. 'Bachelor's+' includes Bachelor's degree, Master's degree, Professional degree or Doctoral degree. Read more in our recent VAB report '[An American Phenomenon: The Growing Influence and Value of Asian Americans Consumers](#)'

# Asian American consumers were adopting streaming TV well before it was a staple of other households

TV Connected Devices: Household Penetration %



TV Connected Devices: Weekly Time Spent



Source: VAB analysis of Nielsen Total Audience Report, Q4 2014 (Cross Platform Report), Q4 2016, Q4 2018 & Q4 2020, P2+ & Asian 2+, TV Connected Devices represent Multimedia devices for Q4 2014 and Q4 2016 & internet connected TV devices for Q4 2018 and Q4 2020.



“When we say that **Asians have been on the leading-edge of streaming**, we're not kidding, this is something that has been **20 years in the making**.”

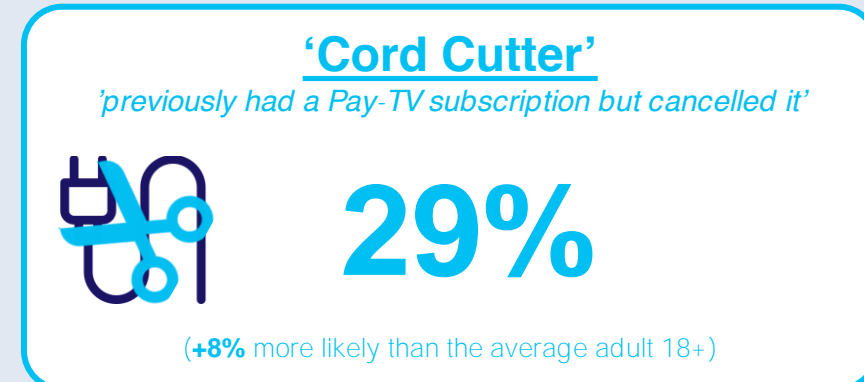
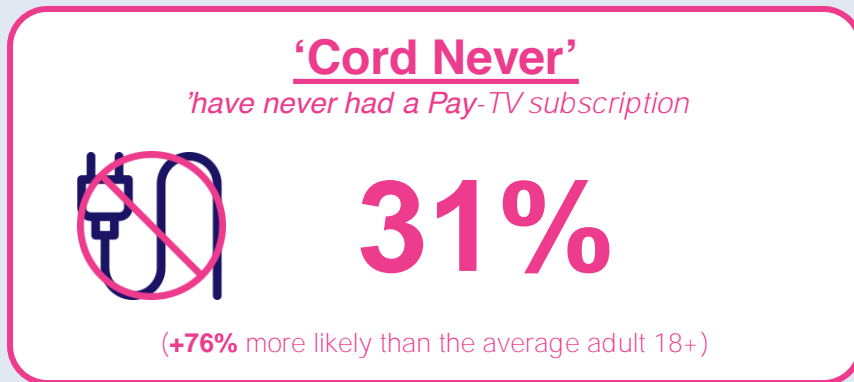
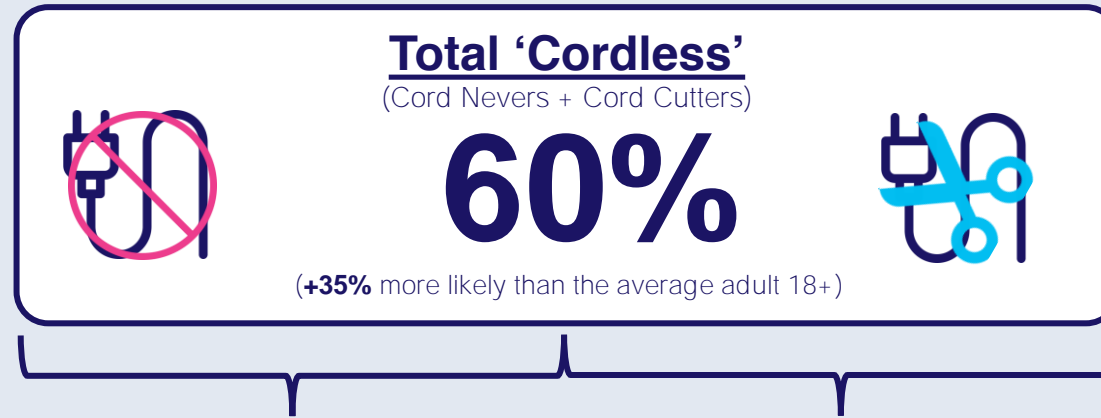
“...Even before broadband and YouTube, bilingual and Asian-language dominant Asian audiences **were going online to find the content they wanted**. Streaming solves the scalability issue, which presents an opportunity for both traditional and new providers to super-**serve Asian viewers**.”

- **Adriana Waterston, Horowitz's SVP of Insights and Strategy**  
(excerpted from NBC News article 8/16/19 & Horowitz Research 12/7/18)

Source: NBC News, “From Korean dramas to Filipino sitcoms, Asian Americans lead the way on streaming”, 8/16/19; Horowitz Research, “Asian American TV viewers are twice as likely to say they check YouTube for TV content first, according to Horowitz's FOCUS Asian: The Media Landscape 2018 report”, 12/7/18.

**Because of their long-term relationship with streaming, Asian Americans are much more likely to have never had a cable subscription, making them a difficult segment for marketers to traditionally reach through video**

**Asian American 18+: % of Population by 'Cordless' Group**



Source: VAB analysis of MRI-Simmons Cord Evolution Study, March 2022; Asian P18+



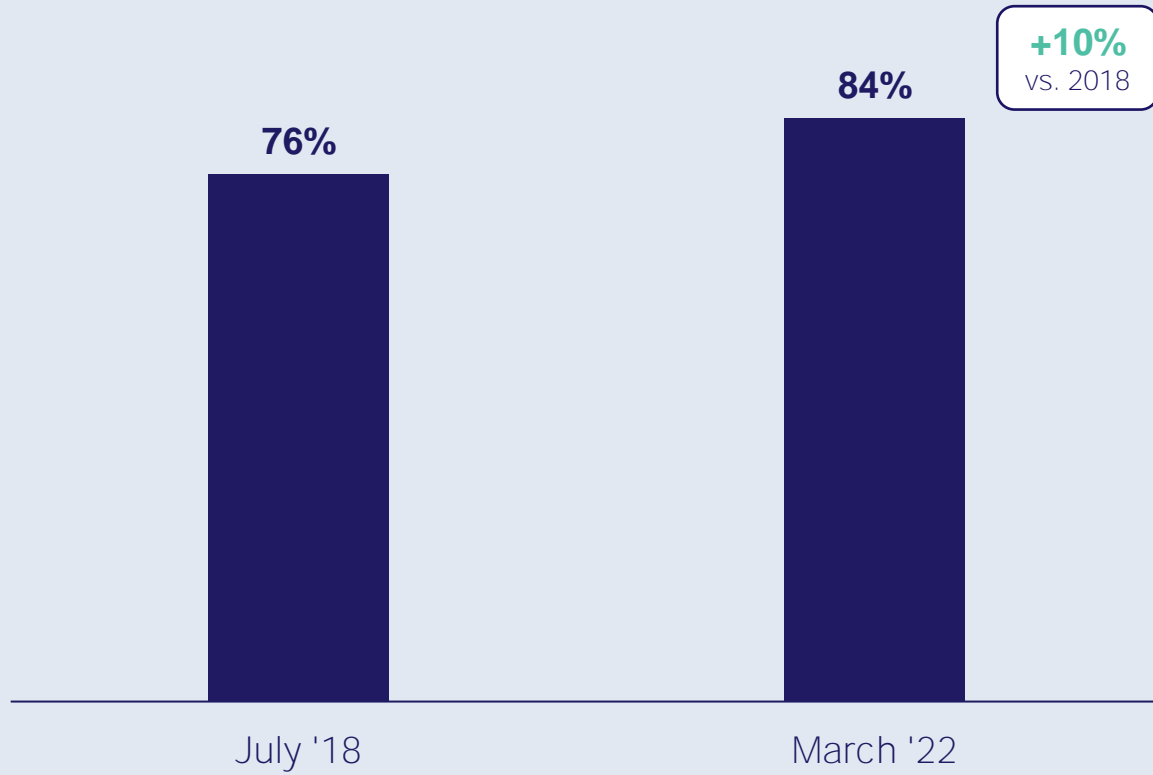
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**How can I best use video to connect with influential Asian American consumers?**

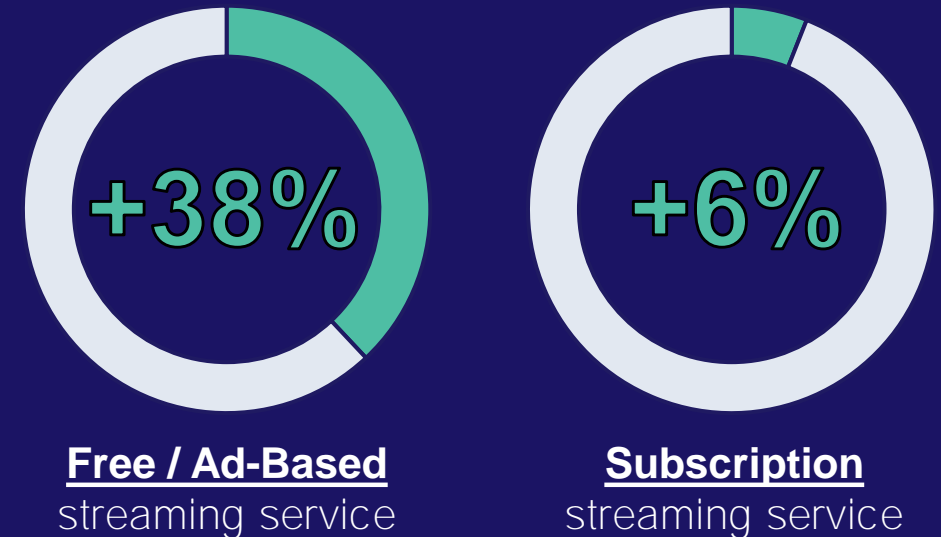
# Asian American consumers' rapid adoption of ad-supported services is providing marketers with a growing opportunity to reach and engage these tastemakers through premium video via streaming campaigns

▶ As early adopters with the ability to spot new trends, marketers should view Asian Americans as a bellwether for ad-supported service adoption by other audiences as well

% of Asian adults 18+ that have 'streamed in the past 12 months'



% change in Asian adults 18+ streamers who have access to a...  
July '18 vs. March '22



Source: VAB analysis of MRI-Simmons Cord Evolution Study, July 2018 vs. March 2022. Access to free/ad-based vs. subscription streaming service: Base = 'Streamed in the past 12 months.' Free Streaming services (e.g., Pluto TV, YouTube, Tubi, etc.). Subscription services may include ads or limited ad load tiers.

# Marketers can leverage addressability and ad customization to resonate particularly with Asian Americans in a streaming environment

## Streaming Advertising Attitudes

% Who Agree Among Asian 18+



43%

'The ads/commercials I see on streaming services I use are **relevant to me**'

(+12% more likely than the average adult)



42%

'Ads/commercials are **more memorable** when I see them while streaming'

(+22% more likely than the average adult)

Source: VAB analysis of MRI-Simmons Cord Evolution Study, March 2022; Asian P18+

# A campaign that runs across devices can reach Asian Americans who are streaming from anywhere on the platforms they trust to serve them relevant content

## Benefits Of Streaming

Asian 18+ vs. Average Adult 18+



They recommend shows for me to watch

**+31%**

*more likely than the average adult 18+*

(20% of Asian P18+)



I can watch anywhere on any device

**+15%**

*more likely than the average adult 18+*

(38% of Asian P18+)



It is easier to cancel if I need to

**+15%**

*more likely than the average adult 18+*

(21% of Asian P18+)



They offer free trials that allow me to sample

**+15%**

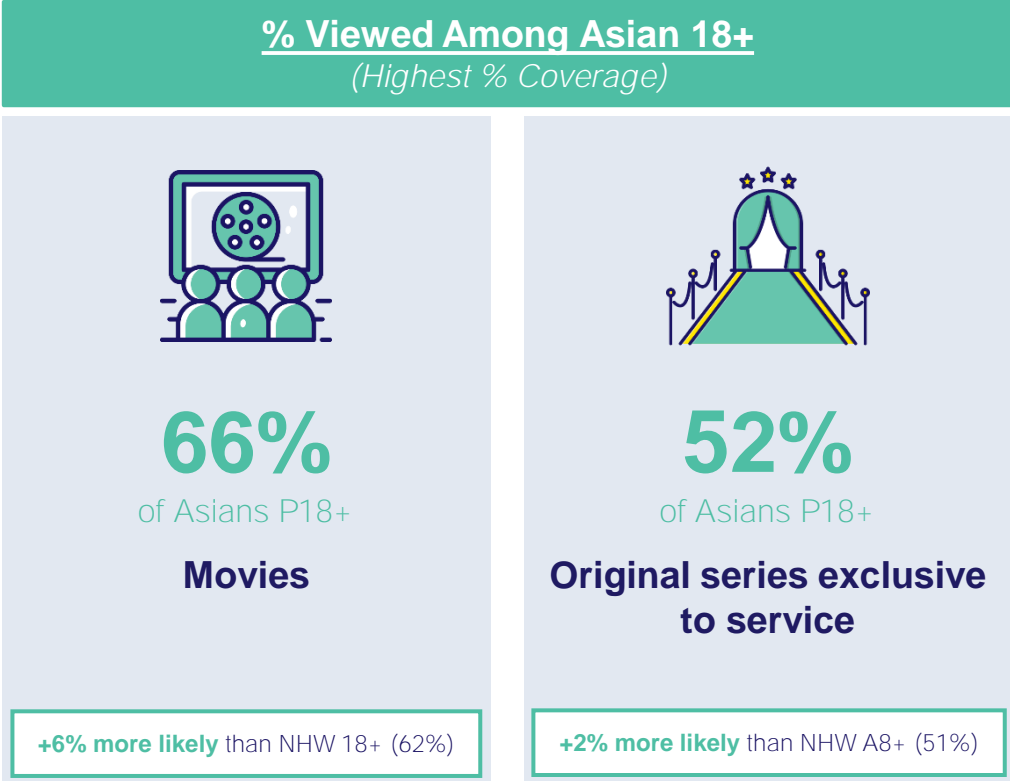
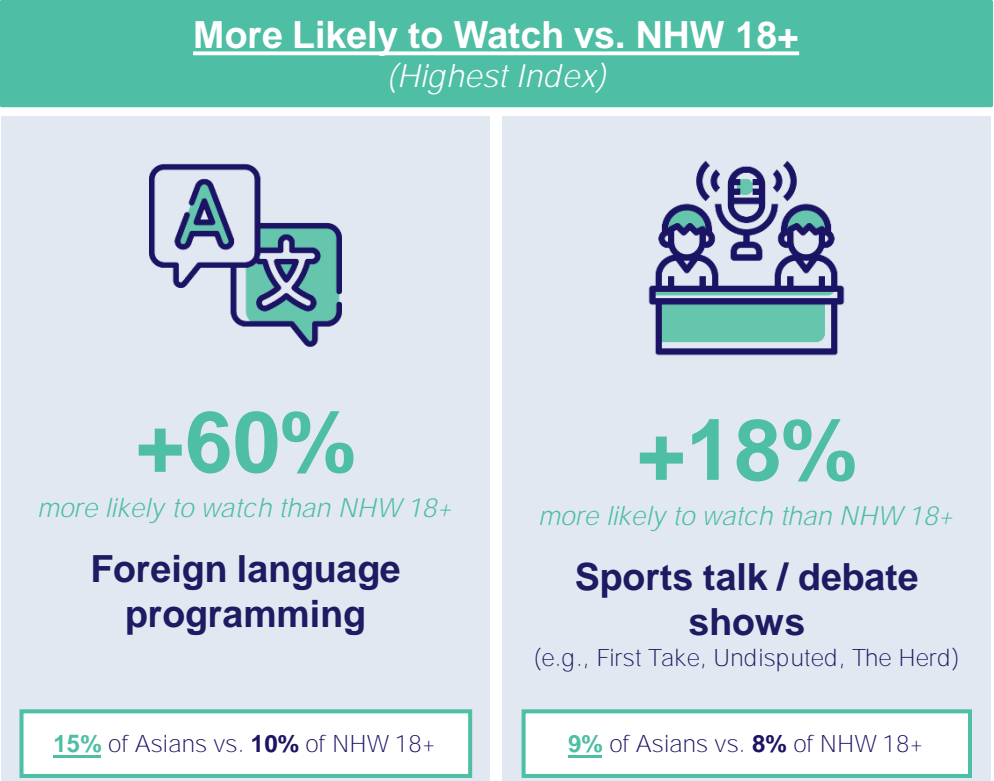
*more likely than the average adult 18+*

(16% of Asian P18+)

Source: VAB analysis of MRI-Simmons Cord Evolution Study, March 2022; Asian P18+, Statements reflect the top four indexing 'Benefits of Streaming' statements for Asian 18+

# In-language programming is important to the immigrant heavy Asian American population and streaming programmers are meeting this demand with exclusive, culturally relevant content

**Type of TV content streamed**  
Asian 18+ vs. non-Hispanic White (NHW) 18+



Source: VAB analysis of MRI-Simmons Cord Evolution Study, November 2021; P18+. Base = 'Used any streaming services in the past 12 months'.

# 59%

of Asian respondents agree that  
'having shows that highlights  
issues / stories that are **important  
to racial diverse communities  
available on a streaming service**  
makes it more valuable to me'

“Being Asian American, there is this truth serum that we all have, I take a lot of pride in being able to say that I’m Asian and talking about it. Talking about it will **normalize casting more Asians and giving them those opportunities**, then that means a lot.”

- **Olivia Munn, Actress & Advocate for Stop Asian Hate**  
(USC Annenberg Media, 9/8/20)

Source: VAB analysis of MRI-Simmons Cord Evolution Study, March 2022; Asian P18+; USC Annenberg Media, “Olivia Munn discusses Asian heritage and representation with USC Price”, 9/8/20

# Marketers have an opportunity to better engage with Asian American audiences through inclusive ads that accurately represent them, since they feel more underrepresented than any other segment

% who said they feel they're rarely, if ever, represented in advertising materials\*

62%

Asian Americans

41%

Hispanic Americans

32%

Black Americans

24%

White Americans

73%

of Asian Americans say brands need to **create culturally diverse advertising** in order to stay relevant in an increasingly more diverse society

*(+13% more likely than average adult)*

Source: Morning Consult, data based on survey of among 1,000 Asian adults (conducted October 12-19, 2020), 999 Hispanic adults (conducted October 14-19, 2020), 2000 Black adults (conducted June 18-26, 2020), and 1,722 white adults (conducted June 18-21, 2020), with margins of error of +/-2% to +/-3%. \*Like TV commercials and sponsored content pots on social media; VAB analysis of MRI-Simmons Cord Evolution Study, March 2022: Asian P18+

# Key Implications for Marketers

- ▶ Although historically hard-to-reach through premium, long-form video in the past, ad-supported streaming offers a viable platform to engage Asian American tastemakers who also act as a bellwether for further AVOD adoption by other audiences
- ▶ To best resonate with Asian American consumers, it is important to include programming within your media buys that highlights culturally relevant issues with relatable characters
- ▶ Not only is it important for advertisers to run their campaigns in culturally-relevant content, but the ads themselves should be authentically inclusive to best resonate with these tastemakers

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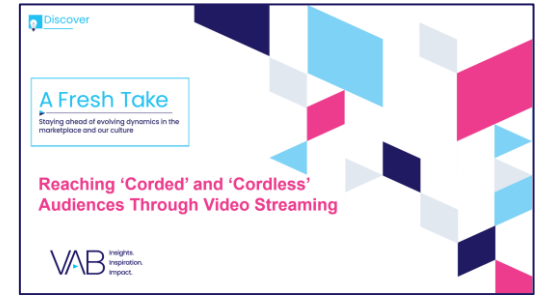
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We are committed to providing marketers with the data and insights they need to develop thoughtful, inclusive campaigns & strategies. To find out more on the unique media consumption behaviors and cultural trends of multicultural consumers, visit the VAB's **Multicultural Marketing Resource Center**.



**A Fresh Take**  
The Growing Influence and Value of Asian Americans Consumers



**A Fresh Take**  
Reaching 'Cordless' and 'Cordless' Audiences Through Video Streaming



**A Fresh Take**  
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