

# DISCOVER THE DIFFERENCE

## EXPLORING BLACK VIEWERS' DEEP RELATIONSHIP WITH TV PROGRAMMING



**25%**

**More Likely** To Feel Personally Connected To The Characters Of Their Favorite TV Programs

PASSIONATELY-ENGAGED VIEWERS



**52%**

**More Likely** To Look For Spoilers Online Regarding Future Storylines



SOCIAL SHARERS



**62%**

**More Likely** To Frequently Tweet About, Or Read A Tweet About, A TV Program



**60%**

**More Likely** To Regularly Discuss TV Programs With Friends, Family Or Co-workers

DRIVEN TO PURCHASE



**82%**

**More Likely** To Frequently Purchase Products They See While Watching A TV Program

% Difference vs. Non-Hispanic Whites

FOR THE FULL REPORT, VISIT [AUDIENCE INSIGHTS](https://www.thevab.com) AT [WWW.THEVAB.COM](https://www.thevab.com)



Join Our Email List:  
[thevab.com/mailling-list](https://thevab.com/mailling-list)



Follow Us:  
[@VideoAdBureau](https://twitter.com/VideoAdBureau)



Connect With Us:  
VAB (Video Advertising Bureau)

# DISCOVER THE DIFFERENCE

## EXPLORING HISPANIC VIEWERS' DEEP RELATIONSHIP WITH TV PROGRAMMING



**19%**

**More Likely** To Feel Personally Connected To The Characters Of Their Favorite TV Programs

PASSIONATELY-ENGAGED VIEWERS



**50%**

**More Likely** To Regularly Read Online Recaps, Blogs Or Reviews About A TV Episode



**59%**

**More Likely** To Frequently Share, Post Or Tweet Video Content About A TV Program



**46%**

**More Likely** To Regularly Discuss TV Programs With Friends, Family Or Co-Workers

DRIVEN TO PURCHASE



**50%**

**More Likely** To Frequently Purchase Products They See While Watching A TV Program

% Difference vs. Non-Hispanic Whites

FOR THE FULL REPORT, VISIT [AUDIENCE INSIGHTS](https://www.thevab.com) AT [WWW.THEVAB.COM](https://www.thevab.com)



Join Our Email List:  
[thevab.com/mailling-list](https://thevab.com/mailling-list)



Follow Us:  
[@VideoAdBureau](https://twitter.com/VideoAdBureau)



Connect With Us:  
VAB (Video Advertising Bureau)