



Marketer FAQs

What types of content are diverse audiences more likely to stream?



Marketer FAQs

With so many choices to include in their streaming ad campaigns, marketers often ask how they should prioritize content based on what's most relevant to their target audience.

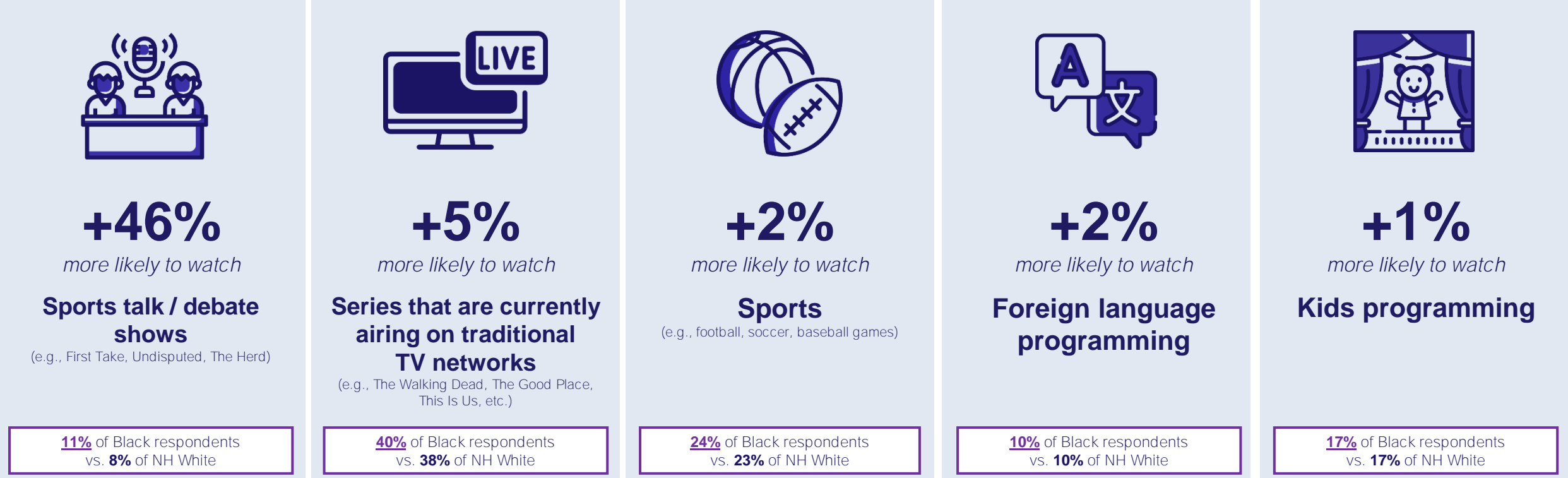
This is particularly true of marketers developing inclusive marketing plans and wanting to ensure they select content that these viewers are more likely to watch.

To help marketers make more informed decisions on which types of programming to include in their campaigns, this insights piece will highlight the content that 5 diverse audience segments are more likely to view as compared to other groups.



Black audiences are more likely to stream sports talk because, for the sports fan, it helps fuel conversation and social currency among their offline and online communities

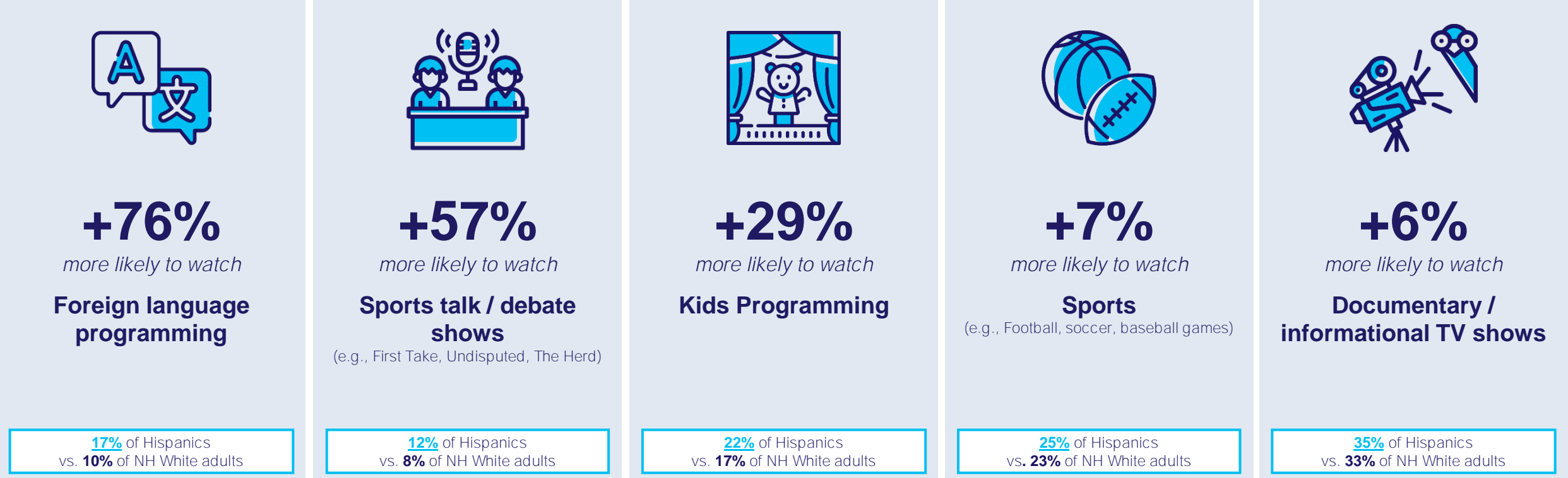
Type of TV content streamed
Black A18+ Index vs. non-Hispanic White A18+ respondents



Source: VAB analysis of MRI-Simmons Cord Evolution Study, November 2021; P18+. Base = 'Used any streaming services in the past 12 months'. To learn more, download [The Best Seats In The House: Recreating The Gameday Sports Experience At Home](#).

Hispanics see streaming as a communal experience and gravitate towards in-language, sports and family-friendly programming that is often watched together

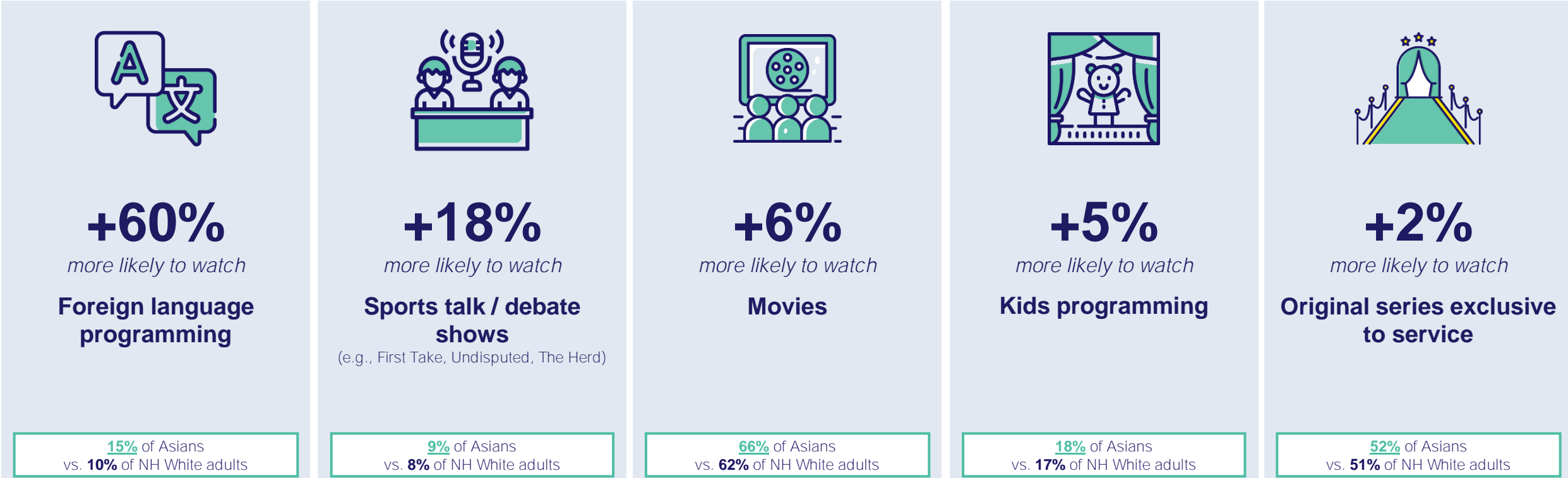
Type of TV content streamed
Hispanic A18+ Index vs. non-Hispanic White A18+ respondents



Source: VAB analysis of MRI-Simmons Cord Evolution Study, November 2021; P18+. Base = 'Used any streaming services in the past 12 months'. To learn more, download [A Trillion Dollar Opportunity: How to Connect with Hispanic Consumers Through Streaming](#)

Asian adults are more likely to watch foreign programs (either in-language or subtitled), attracted by the growing amount of popular, premium content from abroad featuring culturally relevant characters and storylines

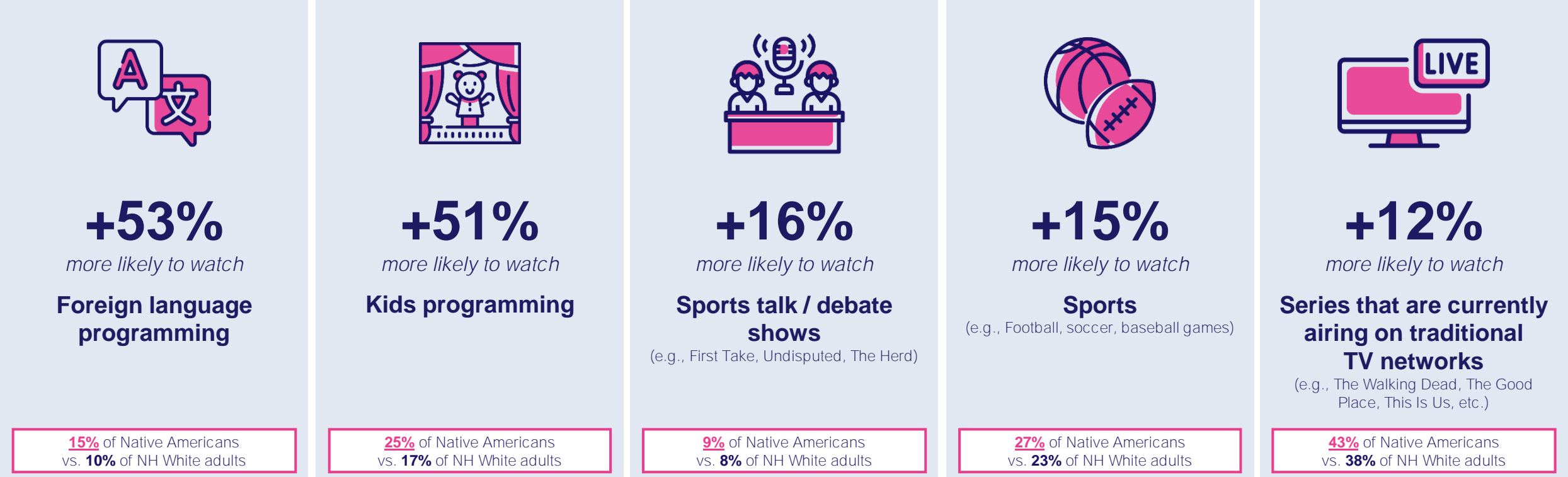
Type of TV content streamed
Asian A18+ Index vs. non-Hispanic White A18+ respondents



Source: VAB analysis of MRI-Simmons Cord Evolution Study, November 2021; P18+ . Base = 'Used any streaming services in the past 12 months'. To learn more, download [An American Phenomenon: the Growing Influence and Value of Asian American Consumers](#).

Like Hispanics, Native Americans also enjoy streaming family-friendly programs, sports and other premium content as part of their communal viewing experience

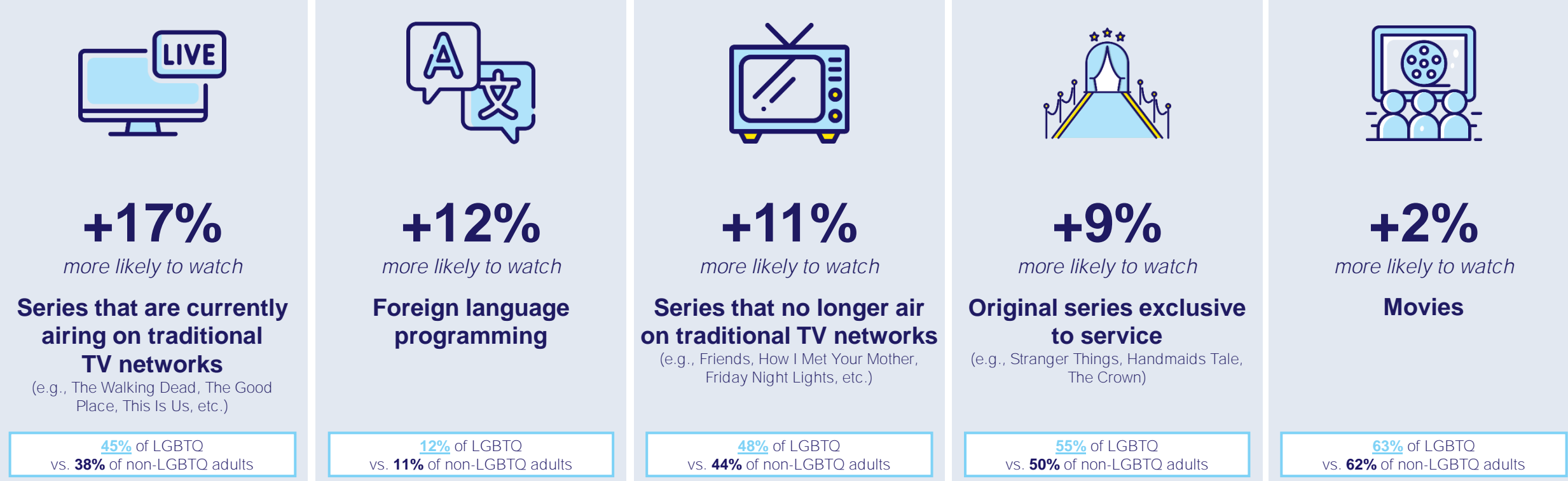
Type of TV content streamed
 American Indian or Alaska Native A18+ Index vs. non-Hispanic White A18+ respondents



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

LGBTQ audiences gravitate towards premium content, both niche and mainstream, that generates conversation and engagement within their offline and online communities

Type of TV content streamed
 LGBTQ A18+ Index vs. non-LGBTQ A18+ respondents



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

Key Implication for Marketers

- ▶ By understanding the cultural nuances of each segment – such as *why*, *how* and *what* they are watching - marketers can connect with these diverse audiences in a meaningful and impactful way

Creators

Leah Montner-Dixon

Associate Insights Director
leahm@thevab.com

Karolina Guillen

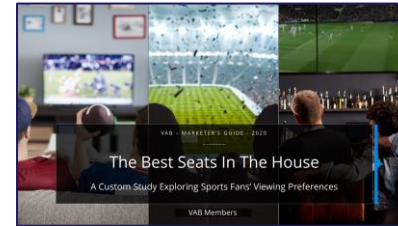
Insights Manager
karolinag@thevab.com

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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 our

[Multicultural Marketing Resource Center.](#)



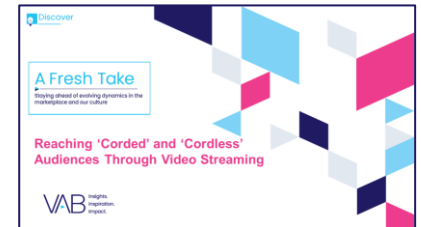
The Best Seats in the House
A Custom Study Exploring Sports Fans' Viewing Preferences



An American Phenomenon
The Growing Influence and Value of Asian American Consumers



A Trillion Dollar Opportunity
How to Connect with Hispanic Consumers Through Streaming



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Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



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