

How Programmers Are Embracing Hispanic Culture in 2022

Hispanic Content Research by CIA and Fireside Chat

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Cultural Inclusion

Accelerator







Origin Story

For years, investments in multicultural and inclusive segments have been held back in large part by the lack of measures proving the value of culture and inclusion in communications.

The Cultural Inclusion Accelerator™, decoded the incremental value of deeply connecting with all consumer segments through cultural relevance in ads and content with an innovative industry measure called CIIM™, the Cultural Insights Impact Measure™ followed by the DEI Accelerator™ helping marketers understand the value of DEI reflections in ads, and the Diverse Media Accelerator™, gauging the multiplier effect of diverseowned & targeted media.

culturalinclusionaccelerator.com



Hispanic Media Viewers Have Highest Expectations



Hispanics Feel Invisible & Stereotyped

More than any other Multicultural segment

Hispanic consumers believe that they are under-represented or not represented at all in shows **April 2022**

August 2022

56% ⇒ 59%

Hispanic consumers perceive more stereotypical representation in shows than any other segment

77% ♦ 75%

Not Enough Representation esp. in English Media

Hispanic Representation based on on-screen casting

Hispanic Representation

13%

Hispanic Representation without Spanish Language Broadcasting



7%



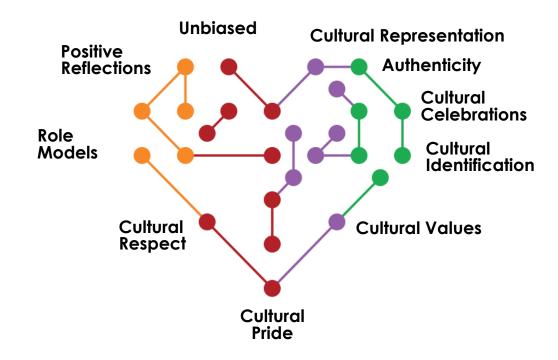
Cultural Insight Impact Measure™ Culture Matters in Advertising & Programming



CIIMTM Measures Consumers' Perceptions of Cultural Relevancy in Advertising and Programming

Cultural relevance is defined by a consumer's own **perceptions** of culture in communications.

CIIM measures every ad and program across 7 segments through 10 key cultural attributes





Culture Really Matters for Growth in Advertising

Re-validated CIIM™ attribution demonstrates that Cultural Relevance is a major contributor to **ads'** sales performance

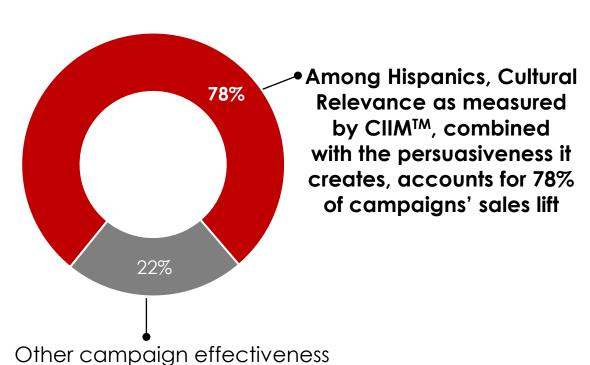
Culture Improves Ad Effectiveness

Brand Growth 2.8X

Brand Trust +66%

Culture Drives Sales Lift

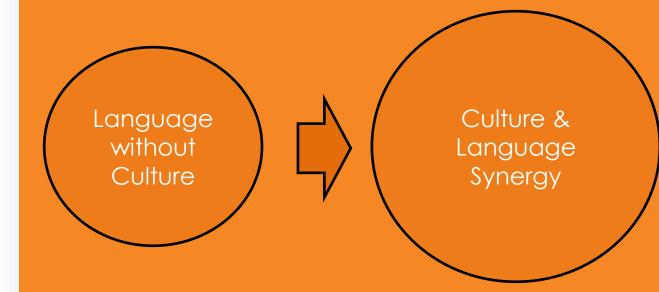
factors, i.e.: media weight, brand equity, offer, etc.





Culture with Language Plays A Crucial Role In Cultural Relevancy

Among Bilingual viewers, Spanish Language ads seem to open an emotional door that drives additional resonance than English Language Ads especially with culture present. Language with Culture Creates a 22% Lift to Cultural Relevancy





2021-2022 TV Shows CIIM Tested Against All Segments

664 Shows

405 Broadcast, 240 Streaming, 19 Digital Shows tested



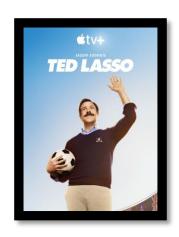
Respondents Self-Select Familiar Shows or Movies

(watching or not watching anymore)



71,000 Show Respondents 226,000 Show Evaluations

Conducted in Jan 2021 - to-date















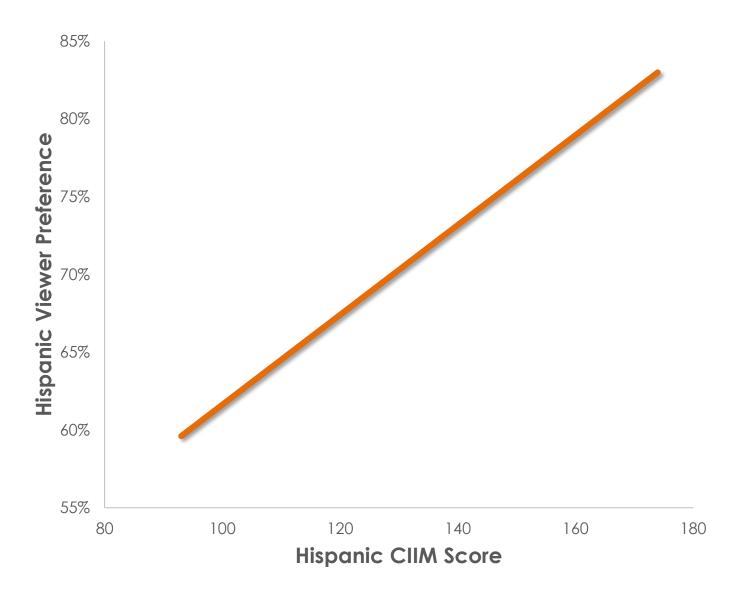






Hispanic Viewer Preference rises with CIIM Score

 Hispanics prefer watching shows that they feel a cultural connection to.





Change the Currency from Media Reach To Encompass Representation & Cultural Relevance

MC&I Reach/Viewership

- + Representation in Ads & Shows
- + Relevance (Cultural) in Ads & Content
 - → Higher Return On Investment

Good for Society and Good for Growth!



Which Genres are Embracing Hispanic Culture

Programmers and Creators Are Developing Too Few Shows That Resonate with Hispanics



4th QUARTILE

Documentary

3rd QUARTILE

Superhero

Any Scripted

Romance

Sketch Comedy

Drama

Historical/Period Drama

Sitcom

Crime Drama

Sci-Fi/Fantasy

2 nd QUARTILE

Talk Show

Any Unscripted

Police

Procedural

Reality Show

Comedy/Drama

1st QUARTILE

Live Sports

Telenovela/ Soap Opera

News

Game Show

*Minimum of 10 shows tested

Hispanic Bilingual Media Viewers Are Not Seeing Cultural Relevance In Emmy Nominees

AMONG 59 EMMY NOMINEES

Hispanic Bilingual Media Viewers are 30% more likely than White Non-Hispanics to rate content with a D grade (Culturally Irrelevant)



Hispanic Best In Culture Networks & Shows

Broadcasters And Producers Have The Power To Ensure Authentic Portrayals













Best-In-Culture Drama/Comedy







Best In Culture

Hispanic Spanish Media Viewers

Top Scoring Scripted Program



Rank 9





Best In Culture

Hispanic English Media Viewers

Top Scoring English Language Scripted **Program**

Rank 24



Best-In-Culture Sports, Reality/Game/Talk Show







Best In Culture

Hispanic Spanish Media Viewers

Top Scoring Program



Rank 1





Best In Culture

Hispanic English Media Viewers

Top Scoring English Language Program



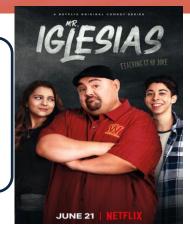
Rank 28

The Pipeline of Culturally Authentic Hispanic English Shows Is Way Too Narrow

- Currently there aren't enough English Language shows specifically targeting Hispanics, especially US Hispanic based.
- Presents a need and opportunity for creative Hispanic culturally authentic content

BIC for HEMV, HBMV, and HSMV

Ran for 2 seasons and was cancelled in 2021



BIC for HEMV and HBMV

Ran for 1 season and was cancelled in 2020





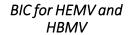
BIC for HEMV, HBMV, and HSMV

Ran for 3 seasons and was cancelled in 2020



BIC for HEMV, HBMV, and HSMV

Ran for 2 seasons and was cancelled in 2022



Ran for 3 seasons and was cancelled in 2020





Thank You!

For additional information & inquiries, please contact:

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Learn more about how the Emmy Nominees measure up for DEI and fair and accurate representation of diverse groups in our latest Infographic

