

BROADCAST TELEVISION AND RADIO IN

# HISPANIC COMMUNITIES



The number of broadcast-only households in the U.S. continues to rise, experiencing a 12 percent increase over the previous year.<sup>1</sup> More than 27.3 million American television households, making up 23 percent of all television viewing households in the U.S., receive television through over-the-air broadcast signals. **Of these, nearly 4.8 million Hispanic households, representing 14.6 million Hispanic individuals, receive broadcast television signals over-the-air.**<sup>2</sup> In fact, 31.1 percent of Hispanics use an antenna to receive their programming. This increases to 47.7 percent among homes where Spanish is the language of choice.

## LOCAL TELEVISION MARKET ESTIMATES: HISPANIC OR LATINO TV HOMES

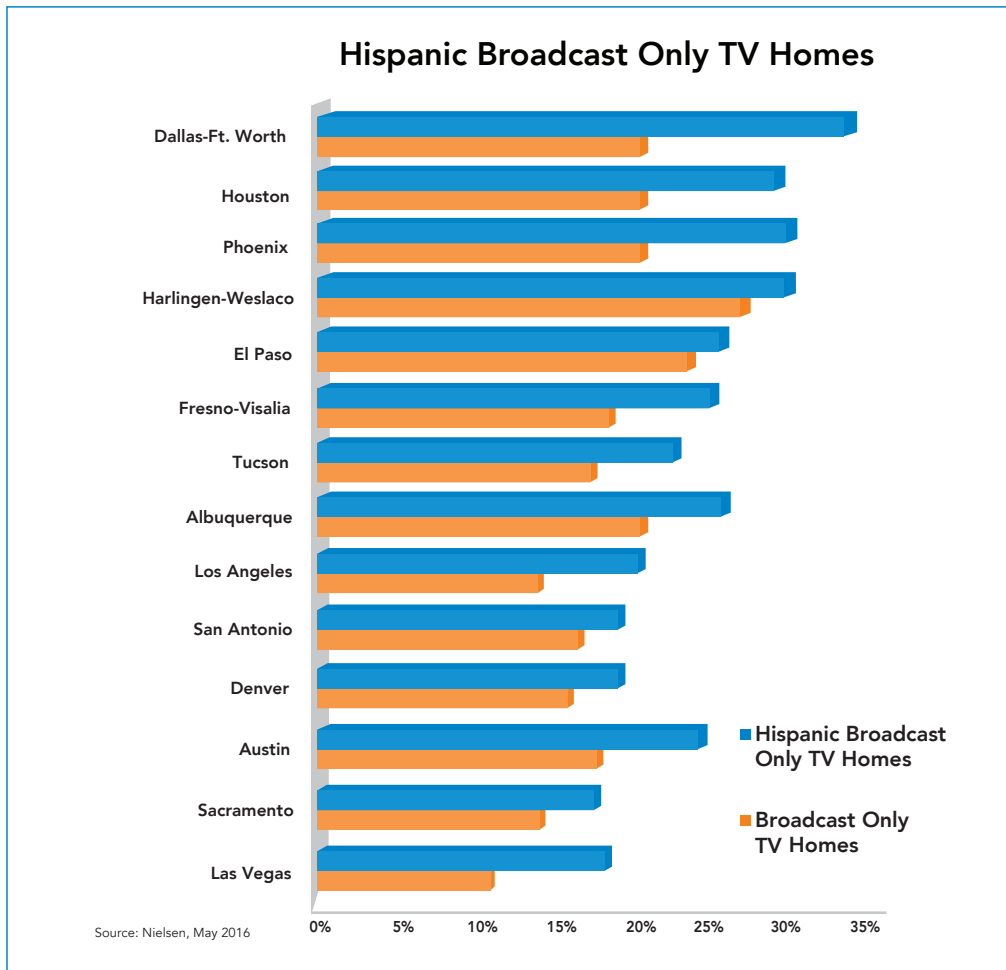
Hispanics continue to rely disproportionately on the free and local TV and radio that local broadcasters provide. Reliance by Hispanics on over-the-air TV and radio, multicast and Spanish-language programming is significant across the American landscape, and broadcasting continues to provide a vital and irreplaceable resource to Hispanic communities.

Top 10 Hispanic Markets<sup>3</sup>

Rank	Designated Market Area (DMA)	Hispanic TV Homes	Percent of US Hispanic TV Homes
1	Los Angeles	1,933,480	12.8
2	New York	1,456,790	9.7
3	Miami-Ft. Lauderdale	798,890	5.3
4	Houston	692,620	4.6
5	Dallas-Ft. Worth	553,080	3.7
6	Chicago	535,870	3.6
7	San Antonio	458,930	3.0
8	San Francisco-Oak-San Jose	427,430	2.8
9	Phoenix	388,950	2.6
10	Harlingen-Weslaco-Brownsville-McAllen	321,630	2.1

## OVER-THE-AIR TELEVISION PENETRATION IN AREAS WITH SIGNIFICANT HISPANIC PRESENCE

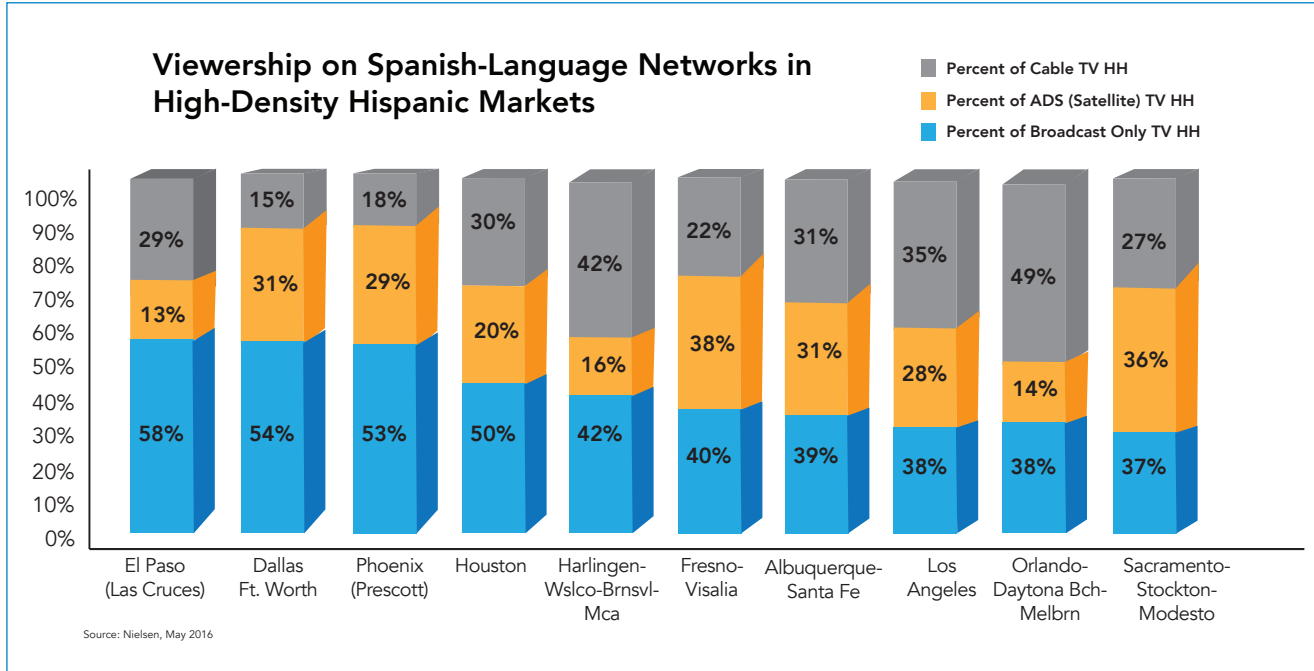
Many high-density Hispanic Designated Market Areas (DMAs) depend exclusively on over-the-air broadcasting, dramatically outpacing other population groups' reliance on broadcast-only television. The chart below shows the percent of total market broadcast-only TV homes<sup>4</sup> compared to the percent of Hispanic broadcast-only TV homes.<sup>5</sup>



In the chart above, nearly one-third of Hispanic homes in Dallas rely exclusively on broadcast-only TV, yet less than one-fifth of total market homes are broadcast-only. In some cases the majority of broadcast-only TV homes are Hispanic. For example, in Harlingen nearly 95 percent, in El Paso 83 percent and in Fresno nearly 68 percent of broadcast-only TV homes are Hispanic.<sup>6</sup>

## BROADCAST-ONLY HOMES DOMINATE SPANISH-LANGUAGE TELEVISION VIEWERSHIP <sup>7</sup>

Viewership of Spanish-language television networks is more likely to occur in broadcast-only homes than in satellite or cable homes. The following are examples of viewership on Spanish-language networks in high density Hispanic markets.



## LATINO AND SPANISH LANGUAGE BROADCAST TELEVISION AFFILIATES

Broadcast TV provides a number of Spanish-language viewing options for the Hispanic community. Several markets offer multiple viewing options, including Univision, Telemundo, UniMás (formally TeleFutura), MundoMax, Estrella, Mega TV, Azteca América and LATV.

The following are examples of the prevalence of Hispanic-focused television in several major markets.

Hispanic Rank	DMA	Hispanic Full-Power Television Channels <sup>8</sup>	Hispanic Multicast Channels <sup>9</sup>
1	Los Angeles	7	18
2	New York	7	9
3	Miami-Ft. Lauderdale	4	6
4	Houston	5	12
5	Chicago	6	3
6	Dallas-Ft. Worth	6	7
7	San Antonio	4	6
8	San Francisco-Oak-San Jose	5	5
9	Phoenix	4	8
10	Harlingen-Weslaco-Brownsville-McAllen	7	5

Univision is now one of the top five networks in the U.S., regardless of language, reaching 93 percent of U.S. Hispanic television households, and 83 million unduplicated media viewers in the first six months of 2016 across all consumer platforms.<sup>10</sup> Univision's sister network, UniMás, is also a leading Spanish-language broadcast network, available in 87 percent of Hispanic television households.<sup>11</sup> Telemundo Network reaches viewers in 47 markets, including all of the top 10 Hispanic markets.<sup>12</sup> MundoMax reaches 19 television markets across the country.<sup>13</sup> Estrella TV launched in 2009, broadcasting a combination of game, talk, news, talent, comedy and music shows<sup>14</sup> reaching 15 television markets across the U.S.<sup>15</sup> Azteca America is viewed by more than 21 million people across the U.S.<sup>16</sup>

Spanish-language networks continue to experience viewership growth. UniMás broadcasts Mexico's Liga MX soccer matches, averaging more than 1.1 million viewers.<sup>17</sup> In August 2016, Azteca America reached 3.1 million total viewers in primetime, nearly half of which were within the 18-49 demographic.<sup>18</sup> Local Spanish-language stations are also witnessing substantial audience expansion. In December 2015, the finale of "La Banda" on Univision recorded 5.1 million total viewers nationally and outperformed ABC and CBS stations with 18-49-year-old viewers in Los Angeles, New York, Dallas, Miami and Houston.<sup>19</sup>

Spanish-language news continues to expand in several markets across the country. Recognizing the importance of the Hispanic community access to local news, Telemundo began airing 6 and 11 p.m. local newscasts at WNEU-TV in Boston in late 2015.<sup>20</sup> In Fresno, Telemundo followed up on this new initiative by launching a one-hour, live weekday morning newscast from 5:30-6:30 a.m. in September 2015.<sup>21</sup> Univision's national news program, Noticiero Univision, has been serving the Hispanic community for over 25 years and is the only Spanish-language newscast to receive the Edward R. Murrow Award.<sup>22</sup> Noticiero Univision employs many high profile Hispanic journalists, including nationally renowned anchor Jorge Ramos, who is often referred to as "the Walter Cronkite of Latino America."<sup>23</sup>

Broadcast networks, along with Spanish-language broadcast networks, are providing Hispanics more viewing options for popular sports programming. The 2016 Major League Soccer (MLS) Cup Final will air on UniMás as well as on Fox. This marks the first time that the MLS Cup Final will air on primetime network television.<sup>24</sup>

## HISPANICS' ROLE IN BROADCAST TELEVISION

Hispanic-Americans enjoy an increasingly prominent role in broadcast television. Latino actors can be found in leading roles on some of the most popular and award-winning broadcast programs, including "Modern Family,"<sup>25</sup> "Grey's Anatomy"<sup>26</sup> and "Criminal Minds."<sup>27</sup> Hispanic actors play a diverse range of roles, including Sara Ramirez's portrayal of orthopedic surgeon Dr. Callie Torres for more than 10 seasons on "Grey's Anatomy."<sup>28</sup> Additionally, Adam Rodriguez stars as a new addition to CBS's "Criminal Minds," playing Fugitive Task Force agent Luke Alvez. Rodriguez was also a long-time star on CBS's popular crime drama "CSI: Miami."<sup>29</sup>

Numerous Hispanic-American actors have been recognized for their stand-out performances on broadcast television programs. Jimmy Smits was awarded a Golden Globe, Screen Actors Guild Award and Emmy for his work on "NYPD Blue and LA Law."<sup>30</sup> America Ferreira, currently starring in NBC's sitcom series, "Superstore,"<sup>31</sup> has won two Imagen Awards, an Emmy, a Screen Actors Guild Award and a Golden Globe Award for her performance on "Ugly Betty," which was based on the hit Colombian telenovela "Yo Soy Betty, La Fea."<sup>32</sup> Most recently, Gina Rodriguez was nominated for the 2016 Golden Globe Award for Best Actress in a TV Series for her role as Jane Villanueva in "Jane the Virgin."<sup>33</sup>

Hispanic-Americans can also be found working behind the camera. George Lopez not only starred in his autobiographical hit show "George Lopez," but was a co-creator, writer, director and producer as well.<sup>34</sup> In the cop drama "Shades of Blue," Jennifer Lopez plays both the lead role and serves as a show producer.<sup>35</sup>

## HISPANIC AND SPANISH LANGUAGE PROGRAMMING ON DIGITAL MULTICASTING AFFILIATES

In addition to broadcasting on primary channels throughout the U.S., Hispanic-focused television provides a variety of culturally relevant Spanish-language programming on 195 Spanish-language multicast channels.<sup>36</sup>

Below are examples of Spanish-language multicast channels.

Spanish-Language Multicast Channels <sup>37</sup>					
V-Me	42	TeleXitos	16	Tele Vida Abundante	2
Telemundo	27	Univision	11	Mega TV	2
LATV	21	Azteca	8	Spanish Independent	1
Estrella TV	20	Tele-Romantica	2	Guadalupe Radio TV (US)	1
UniMás	20	Inmigrante TV	2	BYU TV International (US)	1
MundoMax	16	Aliento Vision	2	RT in Spanish	1

## HISPANIC-AMERICAN BROADCAST TELEVISION AND RADIO STATION OWNERSHIP

Hispanics continue to be important stakeholders in broadcast station ownership. According to the FCC’s Report on Ownership of Commercial Broadcast Stations, 42 full power and 126 low power broadcast television stations have a Hispanic or Latino majority owner(s).<sup>38</sup> The report also states that 322 full power television stations, or 26 percent of these stations, and 296 low-power stations, or 24 percent of these stations, have at least partial Hispanic or Latino ownership.<sup>39</sup>

In terms of radio station ownership, Hispanics have majority ownership of 374 AM/FM stations. They also have a partial stake in 799 AM/FM stations.<sup>40</sup>

## OVER-THE-AIR RADIO ADOPTION BY HISPANICS

Regardless of age, time of day or location, AM and FM radio are true companions for Hispanics. Forty-one million Hispanics use radio each week, or 97 percent of all adult Hispanics in the U.S.<sup>41</sup> Hispanics spend nearly 13 hours each week listening to radio at home, in the car and on the go.<sup>42</sup>

Broadcast radio provides a number of Spanish-language listening options for Hispanic communities across the U.S. There are nearly 1,200 commercial and non-commercial AM/FM radio stations playing Spanish-language or Latino-focused programming.<sup>43</sup> Univision radio operates in nine of the top 10 markets, and 16 markets overall through 68 stations.<sup>44</sup> Entravision Communications Corp., another broadcaster providing Spanish-language listening options, operates 48 AM/FM stations reaching nearly 19 million U.S. Hispanics through its over-the-air broadcasts.<sup>45</sup>

Hispanics are heavily engaged with Spanish-language radio, as Univision radio reaches 15.2 million listeners each week.<sup>46</sup> The following are examples of the time Latinos in major markets spend with Spanish-language and English-language radio each week.<sup>47</sup>

Market Rank	Market	Time Spent with English-language Radio (hrs:mins)	Time Spent with Spanish-language Radio (hrs:mins)
1	Los Angeles	7:45	8:30
2	New York	6:30	6:30
3	Miami	6:30	7:15
4	Houston	7:00	9:15
5	Chicago	7:15	7:30

## LOCAL TELEVISION AND RADIO ECONOMIC IMPACT

Local TV and radio broadcasters not only provide Hispanic communities with local news, sports, weather and emergency information, but also remain valuable sources of employment that impacts local economies. Local broadcasting generates billions of dollars in annual gross domestic product and thousands of jobs in states with large Hispanic populations. The table below shows this economic impact in states with Hispanic populations of one million or more.<sup>48</sup>

Local TV and Radio Economic Impact by State				
State	Hispanic <sup>49</sup> Population (millions)	Hispanic <sup>50</sup> Population Share	Total Economic <sup>51</sup> Impact (billions)	Number <sup>52</sup> of Jobs (thousands)
California	14.0	47%	\$158.01	318.0
Texas	10.2	46%	\$109.39	223.3
Florida	4.6	29%	\$73.87	162.8
New York	2.9	20%	\$77.84	150.2
Illinois	2.0	20%	\$51.19	105.4
Arizona	1.9	33%	\$25.98	55.8
New Jersey	1.5	23%	\$34.47	68.3
Colorado	1.1	22%	\$22.86	48.6
New Mexico	0.9	53%	\$6.76	14.6

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