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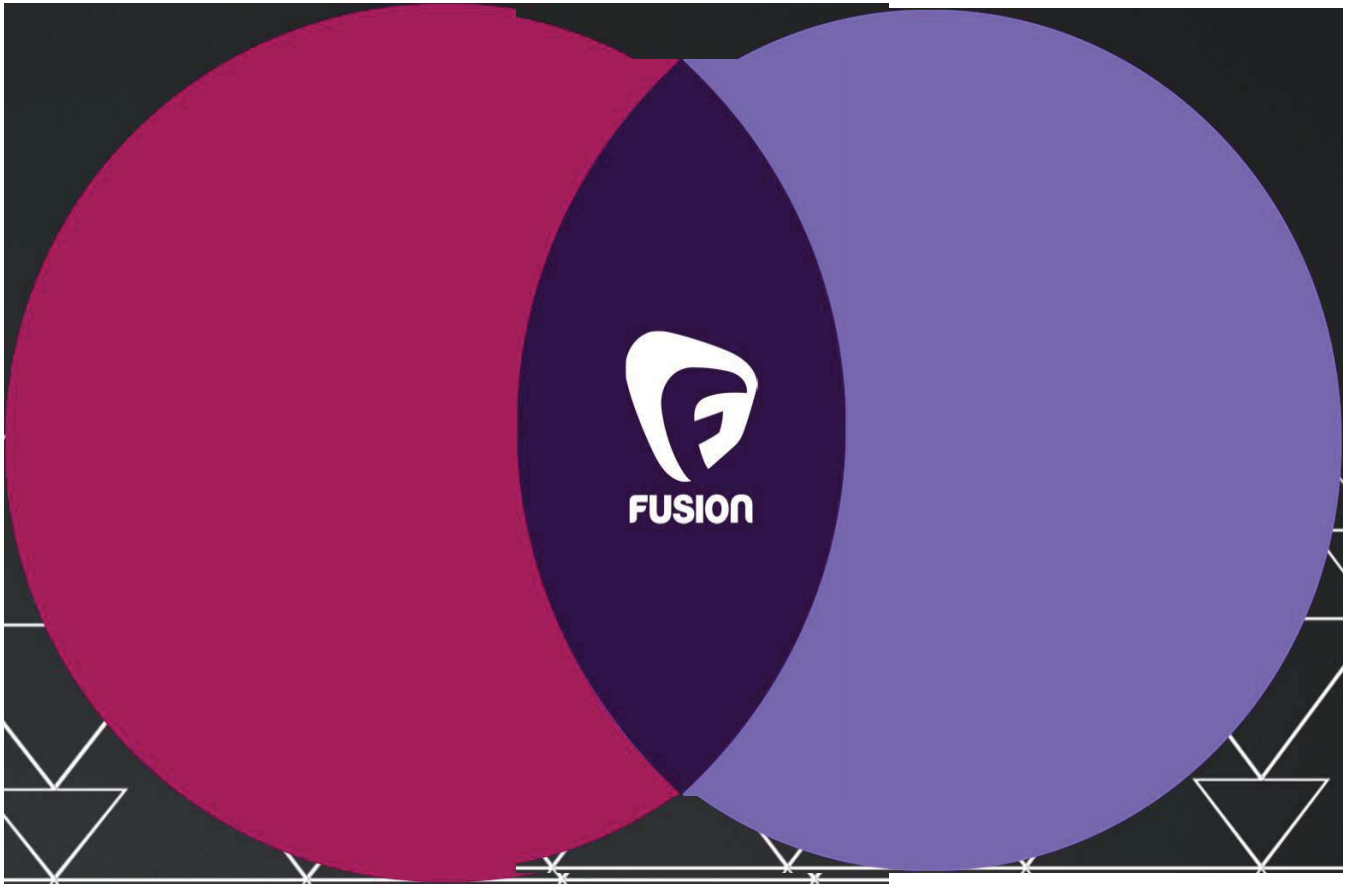
SATIRE
TV & DIGITAL NETWORK

HISPANIC MILLENNIALS
THE TWO BIGGEST DEMOGRAPHIC WAVES SINCE THE BABY BOOM



Never has the US been more diverse.

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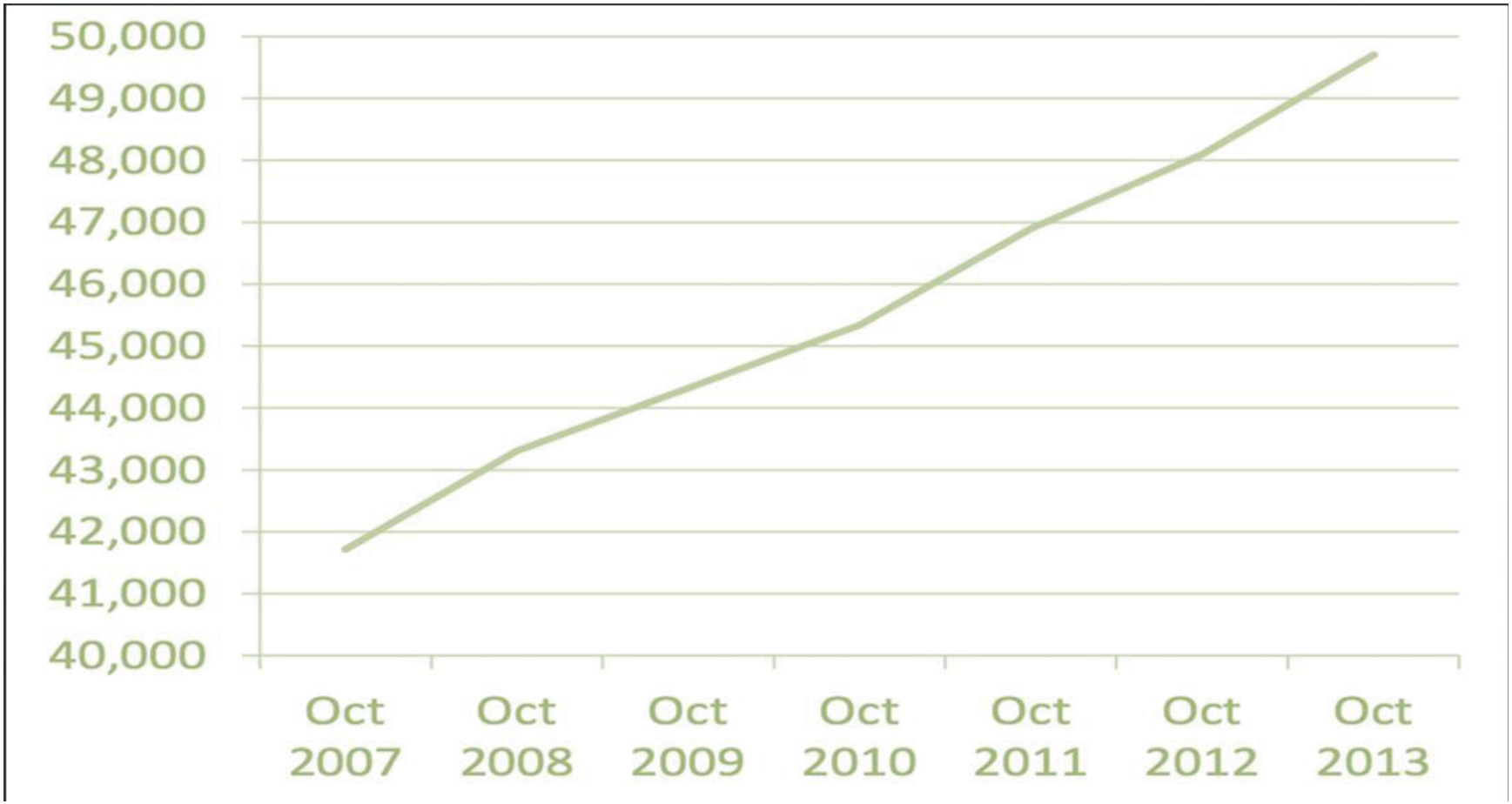
- ¼of Millennials are Hispanic.
  ½ of all Hispanics are Millennial.
  The majority of Hispanics are under the age of 35 (median age
  = 27).
  Since 2011, the majority of US births have been diverse
- Source: US Census 2012 & Nielsen 2013 Universe Estimates

⅓ of the US by 2050. (132M)

- **1 in 6** Americans is now Hispanic.
- Millennials (P18-34) will become a majority
- minority during the next presidential term.
- **40%** (5M) of net new US households over
- the next decade will be Hispanic.
- Hispanics will represent **$1.5T** in spending
- power by 2015.
- Source: Nielsen NPM, % of P2+ UEs 10/15/13, TV Universe Estimates. US Census 2012. Selig Center Spending Power Projections

Hispanic TV Universe Estimate Trend



84% of Hispanic Homes Receive Cable or Satellite Today

- Hispanics actually drove the majority (53%) of cable subscription
- growth in the US over the last five years. Hispanic cable
- penetration is up 5% since 2008, digital cable being the greatest
- source of growth in recent years (+57%).

- Source: 2013 estimates from The Cable
- Advertising Bureau:
- http://thecab.tv/hispanics-and-cable.php

Hispanics lead device adoption.

- **Over 6M** Hispanic Millennials live with in-home
- DVR access today.

- **A majority** (⅔) of Hispanic Millennials live in
- game console homes. 70% of them have high speed connectivity at home.

- Hispanics are not only the ethnicity/race most likely to own smartphones, but **Over 4M** Hispanic Millennials have acquired
- tablets over the past three years.

- Sources: Nielsen NPOWER Universe Estimate Report. P18-34, Q4 2013. 8

For first time in history, the US population **spent more time on smartphones during the day than in front of the tube**, or 151 minutes versus 147 minutes. Hispanics lead this transformation 2014

- **Hispanic PUTs are in decline since 2012.**
- Consumer internet video traffic is on the rise,
- though, and will represent 69% of all traffic by 2017.
- **Hispanics are 21% of US smartphone video**
- **consumers**, almost 2X (12%) their share of TV
- users.

- Sources: Millward Brown 2014. Nielsen Cross-Platform Report, Q3 2013, Based on Total US Hispanic Population,
- Persons 2+ for TV and Online (Total), 13+ for Mobile. Nielsen Cross-Platform Report, Q4 2014. Cisco Visual
- Networking Index: Forecast and Methodology, 2012–2017.

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THE EVENT

INSPIRE & EMPOWER A NEW GENERATION OF LEADERS

A ONE-DAY EVENT IN WASHINGTON D.C. ON NOVEMBER 19TH, WILL FEATURE CONVERSATIONS, PROVOCATIONS, AND DEEP INSIGHT INTO GLOBAL YOUTH PROTEST MOVEMENTS AND THE ASCENDANT POWER OF TECHNOLOGIES AND PEOPLE TO INSPIRE AND IMPROVE LIVES.