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KEY TAKEAWAYS

U.S. Multicultural Trends Report

1



Multicultural audiences are bigger streamers than the general market.

Asian Americans, Hispanic Americans, and African Americans are at least 17% more likely to have CTV streaming apps than the general market.

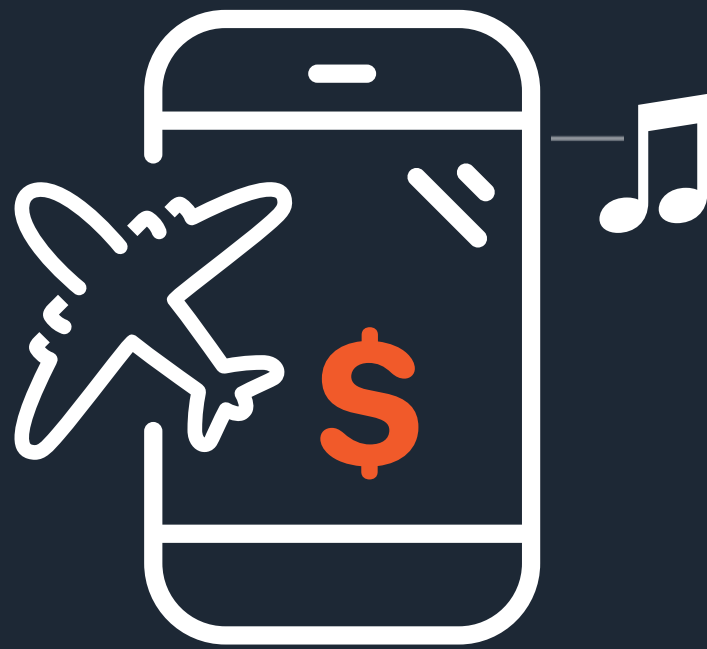
2



Sports, crime, and drama were the most popular CTV viewing genres amongst multicultural audiences.

Multicultural audiences were also at least 4x more likely to watch this type of entertainment.

3



Multicultural groups have strong, unique preferences for their mobile app usage in music, finance, and travel.

When indexed against the general market, they have differentiated interests in music, finance, and travel mobile app categories.

4



The western and southern U.S. have the highest representation of multicultural households.

Multicultural audiences represent 33% of the households in the western U.S. and 31% of the households in the southern U.S.



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