

# DISCOVER THE DIFFERENCE

## EXPLORING BLACK VIEWERS' DEEP RELATIONSHIP WITH TV PROGRAMMING



**25%**

**More Likely** To Feel Personally Connected To The Characters Of Their Favorite TV Programs

PASSIONATELY-ENGAGED VIEWERS



**52%**

**More Likely** To Look For Spoilers Online Regarding Future Storylines



SOCIAL SHARERS



**62%**

**More Likely** To Frequently Tweet About, Or Read A Tweet About, A TV Program



**60%**

**More Likely** To Regularly Discuss TV Programs With Friends, Family Or Co-workers

DRIVEN TO PURCHASE



**82%**

**More Likely** To Frequently Purchase Products They See While Watching A TV Program

% Difference vs. Non-Hispanic Whites

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# DISCOVER THE DIFFERENCE

## EXPLORING HISPANIC VIEWERS' DEEP RELATIONSHIP WITH TV PROGRAMMING



**19%**

**More Likely** To Feel Personally Connected To The Characters Of Their Favorite TV Programs

PASSIONATELY-ENGAGED VIEWERS



**50%**

**More Likely** To Regularly Read Online Recaps, Blogs Or Reviews About A TV Episode



**59%**

**More Likely** To Frequently Share, Post Or Tweet Video Content About A TV Program

SOCIAL SHARERS



**46%**

**More Likely** To Regularly Discuss TV Programs With Friends, Family Or Co-Workers

DRIVEN TO PURCHASE



**50%**

**More Likely** To Frequently Purchase Products They See While Watching A TV Program

% Difference vs. Non-Hispanic Whites

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