



REACH THE MOST AVID CONSUMERS OF STREAMING VIDEO - *AMERICAN HISPANICS*

There are over 50 million Hispanics currently living in the U.S., with purchasing power of \$1.7 trillion.

Latino Americans are the most avid consumers of digital media, over-indexing on smartphone, laptop, tablet, desktop, and gaming console usage - streaming more video per day than non-hispanics¹.



Univision is the leading Spanish-language media company and premier publisher serving Hispanic America, with culturally-focused content accessible across all screens. Univision delivers unmatched reach and scale against the Hispanic demographic - within the U.S. and throughout LATAM.

SPOTX IS THE #1 VIDEO AD ECOSYSTEM²

Providing inventory across all screens accessible through the Open Marketplace or Private Marketplaces - including Programmatic Guaranteed.



MILLENNIALS



SPORTS FANS



FAMILIES



ALL DEVICE TYPES, LIVE AND VOD.



1:1
PUBLISHER DIDS



CURATED
MARKETPLACES

Ask your SpotX representative how to activate Univision inventory in the U.S. or throughout LATAM, including 1:1 or Private Curated Deals.

Contact SpotX or Univision today for more information.



Source: ¹ PWC report: Always Connected: U.S.-based Hispanic Consumers Dominate Mobile, Entertainment, and Beyond. ² comScore (Video Metrix Report - video ad ecosystem).