**ABC Could Go To More Spanish-Language Ads**

Disney-owned ABC is exploring the possibility of running more Spanish-language advertising on English-language TV in the wake of a Simmons survey that found that nearly one-quarter of Americans ages 6 to 34 are Hispanic or Latino. "The older generation still consumes media in-language, but when you are talking about millennials and Gen-Z people, they are definitely more culturally fluid," said Verizon's Diego Scotti.

***Variety 3/7/19***

[***https://variety.com/2019/biz/news/disney-spanish-language-commercials-abc-espn-1203157198/***](https://variety.com/2019/biz/news/disney-spanish-language-commercials-abc-espn-1203157198/)