**Video On Demand Services Win Big Among Latinx Viewers**

Among Latinx viewers, 74% have a subscription to at least one streaming video on demand service, Horowitz Research reports. Spanish-language content is important for 58%, 63% view international programming and 48% use free ad-supported streaming TV.

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[***https://www.tvtechnology.com/news/horowitz-latinx-viewers-heavy-svod-subscribers?utm\_term=A25693A1-51B6-4112-BDE4-56BD420E983F&utm\_campaign=3E572E13-3FBC-11D5-AD13-000244141872&utm\_medium=email&utm\_content=24035C1D-EE15-409E-A0DA-6026222242E4&utm\_source=SmartBrief***](https://www.tvtechnology.com/news/horowitz-latinx-viewers-heavy-svod-subscribers?utm_term=A25693A1-51B6-4112-BDE4-56BD420E983F&utm_campaign=3E572E13-3FBC-11D5-AD13-000244141872&utm_medium=email&utm_content=24035C1D-EE15-409E-A0DA-6026222242E4&utm_source=SmartBrief)

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[***https://media.gettyimages.com/videos/hispanic-family-watching-tv-together-in-the-living-room-video-id1131970220?s=640x640***](https://media.gettyimages.com/videos/hispanic-family-watching-tv-together-in-the-living-room-video-id1131970220?s=640x640)