

Multicultural Entertainment: Content Services for Language Groups Table of Contents

By Glenn Hower, Senior Analyst

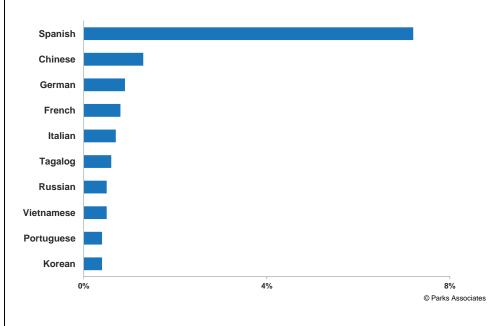
Synopsis

The United States has long been considered a "melting pot" for different global cultures, and the digital world has given cultural groups easier access to relevant content. Pay-TV operators have capitalized on cultural diversity by offering limited packages of multilingual content to customers, but Internet video has allowed consumers to access a wealth of local language content anywhere in the world. This report provides an overview of multilingual content offerings and assesses the competitive landscape for content providers to effectively reach and monetize

Languages in U.S. Households

Secondary Languages Spoken in the Home

U.S. Broadband Households



Publish Date: 3Q 16

multicultural consumers.

"The licensing environment for multicultural and language-specific service carriage stands to get more complex as services open content to global audiences. However, broadcasters maintain strong brand equity, which gives them an advantage building global services," said Glenn Hower, Senior Analyst.

Contents

1.0 Report Summary

- 1.1 Purpose of Report
- 1.2 Scope of Report
- 1.3 Research Approach/Sources

2.0 Multicultural and Multi-language Content

- 2.1 Multi-language Households
- 2.2 Creating Content for Second Languages

3.0 Broadcasting Multicultural Content

- 3.1 Trends
- 3.2 Implications



Multicultural Entertainment: Content Services for Language Groups Table of Contents

By Glenn Hower, Senior Analyst

4.0 Pay-TV Multicultural Entertainment

- 4.1 Trends
- 4.2 Implications

5.0 Multicultural Video goes OTT

- 5.1 Trends
- 5.2 Implications

6.0 Forecast

- 6.1 Language-specific Pay-TV Subscribers
- 6.2 Culturally-specific OTT Service Subscriptions

7.0 Recommendations

- 7.1 Content Creators
- 7.2 Broadcasters
- 7.3 Pay-TV Operators
- 7.4 OTT Video Providers

8.0 Appendix

- 8.1 Glossary
- 8.2 Index

Figures		
	Secondary Languages Spoken in the Home	
	Voice Actor Costs for Television Series Dubbing	
	Dubbing vs. Subtitling - Advantages and Disadvantages	
	Subscription to a Language-specific Pay-TV Package (U.S.)	
	Subscription to a Language-specific Pay-TV Package (Global)	
	Premium Pay-TV Features	
	Average Monthly Cost of Home Services	
	Monthly Cost of Pay-TV Service	
	Changes to Pay-TV Service	
	Subscription to a Premium Sports Pay-TV Package (U.S.)	
	Subscription to a Premium Sports Pay-TV Package (Global)	
	Number of OTT Services Offering Multi-language Content	
	Concerns About the Amount of Video Available in 4K by Country	
	Penetration of Mobile and Household Broadband	
	Subscription OTT Adoption & Average Subscriptions per Household	
	Average # of OTT Video Subscriptions by Ethnic/Language Group	
	Language-specific Pay-TV Subscriber Forecast Methodology	
	Forecast: Language-specific Pay-TV Service Subscribers	
	Culturally-specific OTT Subscriptions Forecast Methodology	
	Forecast: Culturally-specific OTT Service Subscriptions	

List of Companies		
	Acorn TV	HDR
	AT&T/DIRECTV	KT

© 2016 Parks Associates. All rights reserved.



Multicultural Entertainment: Content Services for Language Groups Table of Contents

By Glenn Hower, Senior Analyst

ATSC Net Insight
BBC NHK
BelN Sports Rabble.TV

BT Rogers Communications

Cablevision Sky Sling TV CBC CJ HelloVision Telemundo TruConnect Comcast **Twitter** Crunchyroll **DISH Network** UHD **DOCSIS** Univision Dolby Viki DramaFever WeSubtitle Fubo.TV Yahoo **Funimation** YipTV G.fast YouTube GolTV YuppTV

Attributes

Parks Associates 15950 N. Dallas Pkwy Suite 575 Dallas TX 75248

800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax

parksassociates.com sales@ parksassociates.com Authored by Glenn Hower Executive Editor: Jennifer Kent Published by Parks Associates

© August 2016 Parks Associates Dallas, Texas 75248

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

Disclaimer

Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.