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FocusON Blogging

Hispanic Bloggers Team Up to Research Market Outlook

Latina Mom Bloggers Digital Influencer Network Partners with iBlog Magazine to Launch 2nd Annual Survey on Latina Blogging Industry

Are U.S. Latina bloggers optimistic about the opportunities that exist in the digital marketing industry? How is the industry evolving and what does it mean for professional Latina bloggers? Which brands are successfully integrating culturally relevant campaigns that resonate with this niche group?

These are just some of the questions that a new national survey of Latina professional bloggers will attempt to uncover over the next few weeks.

The 2015 Latina Blogging Industry

Survey conducted by the Latina Mom Bloggers Digital Influencer Network and iBlog magazine, officially launched today and can be accessed here: <http://iblogmagazine.com/iblog-latina-survey/>

The national online survey will uncover the continuing evolution of Latina bloggers' beliefs about their careers and their use of social media and technology. Building upon the [first survey](#), the 2nd annual survey targets Latina bloggers based in the

latina
mom
bloggers

iBlog
The magazine for
women bloggers & influencers

U.S. and Puerto Rico who produce content for leading brands wanting to target U.S. Hispanic consumers.

The survey will be heavily promoted

nationally through iBlog magazine, the Latina Mom Bloggers Digital Influencer Network and the Hispanicize brand of companies.

"Our partnership with iBlog magazine reinforces our commitment to help elevate the Latina blogging industry by better understanding professional Latina bloggers' attitudes toward their profession," said Cristy Clavijo-Kish, Latina Mom Bloggers Partner and Co-Founder. "We want to

encourage as many Latina bloggers as possible to take the short survey so that we can ensure their voices are heard by industry leaders."

Latina Mom Bloggers and iBlog magazine will present the 2015 Latina Women's Blogging Industry Survey findings during the 6th Annual Hispanicize 2015, Latino trends and

influencer event taking place March 16-20, at the InterContinental Miami hotel. The final findings also will be available via a downloadable report that can be accessed at www.iblogmagazine.com.

HIGHLIGHTS

3 Comcast Touts Streaming Gains

Comcast's focus on its streaming services is paying off in new content and customers.

4 Four Things to Know About the Hispanic Tech Consumer

Market research has repeatedly shown that Hispanics are tech-savvy and ahead of the interactive media curve. How can marketers leverage this?

9 Using Content Marketing to Connect with Latina Moms

Where most marketers focus on 18-year-olds, maybe it's time to appeal to who really controls the purse strings...Mom.



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HISPANIC, MULTICULTURAL & MULTIPLATFORM RESEARCH



Identity Matters

Ethnographic and survey data on the media habits of Hispanic & multicultural audiences

Adriana Waterston, SVP, Insights & Strategy, Horowitz Research



Ad Effectiveness in an Increasingly Multi-Platform World: The Latest Data from ESPN Ad Analytics

Chris Barton, Assoc. Dir., Advertiser Analytics, ESPN

FocusON Entertainment

Comcast Touts Streaming Gains

Comcast today announced that in just over a year's time it has more than doubled its catalog of live streaming networks on the Xfinity TV Go app and website to more than 70 channels. Among the list of recently added networks now available to enjoy on-the-go are: AMC, BBC America, FOX Deportes, MOVIEPLEX, Showtime, Univision Deportes and The Weather Channel. The new offerings extend the growing list of current TV programming available to watch live - anytime, anywhere.

Comcast saw tremendous growth and adoption of TV Everywhere in 2014 and that momentum continues into 2015. More than thirty percent of Xfinity TV customers are using TV Everywhere monthly to tune into their favorite networks on-the-go, averaging about 20 percent growth year over year. Moreover, the average viewer consumed more than 7 hours per month on Xfinity TV Go, up nearly 40 percent from the same time last year. Available for Android and Apple devices, the Xfinity TV Go app has been downloaded more than 11 million times.

"2014 was a banner year for TV Everywhere highlighted by marquee sporting events that provided a fantastic platform for driving education and awareness around the TV Everywhere services our customers receive as part of their subscription," said Vito Forlenza, Senior Director of TV Everywhere Content and Product Strategy at Comcast Cable. "We

broke records during several events like the Sochi Olympics and the World Cup and continue to build momentum in 2015 as we provide more access to more content across platforms."

In addition to more than 70 live networks, Xfinity TV Go offers approximately 21,000 on demand choices to stream on mobile devices, as well as nearly 466,000 available online. Many of these are also available to download and watch offline later. For more information on Xfinity TV Go, please visit www.xfinity.com/TV.

MundoFox Broadcasting Appoints BARÚ as Media Agency of Record

MundoFox has chosen BARÚ, an independent, cross-cultural marketing agency as its media shop of record. The agency will supervise all media planning and will work with MundoFox on executing media buying efforts for the 2015 calendar year.

"After a thorough and competitive review of very talented agencies, BARÚ was awarded the business. BARÚ's appointment came as a result of the agency being a proven leader in the entertainment category," said Oswald Mendez, EVP, Chief Marketing Officer at MundoFox.

In making the announcement he indicated that BARÚ has been tasked with developing cross-channel consumer media campaigns to "drive awareness, increase consideration and intent to watch and continue to position MundoFox as a leader in the Spanish-language television marketplace."

Entertainment Shorts



The New York Times has quietly launched its new "América" section, where it is posting articles from its regular New York Times newspaper, but in Spanish. This is a result of a new effort by the NYT as they aim to become a more global, multilingual company.

ESPN Deportes' coverage of the Caribbean Series Final between Cuba and Mexico on February 8th was the network's most-watched baseball game ever. The final of the series had over 270,000 Hispanic viewers, beating the previous record by more than 40,000 viewers.



Conan O'Brien, spent his President's day weekend filming in Havana for his March 4 episode of his TBS talk-show Conan. This episode is meant to give users a look at Cuba and will be the first time an American show visited the country since 1959, when Jack Paar interviewed Fidel Castro.

According to data provided by Rentrak, Telemundo has been named the #1 Hispanic Video On Demand network for the 4th consecutive year. The network's content ranked #1 in views and hours, coming in at 18.5 million hours of all the combined Hispanic VOD viewed last year.





FlixLatino, a Spanish-language movie platform, will be included on DirecTV's YaVeo digital OTT platform and features over 400 films originally produced in Spanish and theatrically released in Spain and Latin America.

FocusON Marketing

Four Things to Know About the Hispanic Tech Consumer

By John Kelly

Every year, CES convenes in Las Vegas to inform, empower, and excite marketers across industries on the leading trends and innovations in the digital sphere. Now more than ever, marketers are thinking and talking about tech. So let's talk tech, too. Any marketer looking to employ a digital strategy should turn to trend-leading U.S. Hispanics. Here's why...

ONE: Hispanics are Mobile Mavens

With mobile consumption and device adoption ever on the rise, marketers looking for the vanguard leading the mobile revolution need look no further than U.S. Hispanics: 81% of Hispanic mobile subscribers own a smartphone and they are using them to engage with brands on a deeper level. In fact, Hispanics are 80% more likely than their non-Hispanic counterparts to actually purchase the products they see advertised on their mobile devices. Plus, they are more socially connected with friends and family, they keep up with culturally

relevant topics, and they actively seek out deals and make purchases – all day long, all on their smartphones.

TWO: Hispanics Watch More Digital Video

Hispanic consumers both stream and download video content to a greater degree than non-Hispanics: 20% more likely to download, and 18% more likely to stream. They watch an average of 11+ hours of video on a desktop, and 2+ hours on a smartphone each month – more time spent than the U.S. average on either platform.

THREE: Connected at Home

At-home tech gurus, Hispanics are at the forefront of connected device adoption. They have more of the most cutting-edge devices in their homes than non-Hispanics. According to Nielsen's most recent Total Audience Report, they over index the total population for having high-tech items in their households such as HD TVs (89% of Hispanic households vs. 86% of the total U.S. households), video gaming consoles (54% vs. 46%) and enabled smart TVs (15% vs. 12%).

FOUR: Social Influence Like No Other

Culturally, Hispanics are particularly well connected in their personal lives with broad, influential networks of friends and family, and the same connectivity rings true in the digital world. They share 5x more often than non-Hispanics via social media, and the content they share is 35% more likely to be clicked on by others. With 79% of online Hispanics reporting they have a presence on social media sites, their scale combined with their engagement is unparalleled.

FocusON Entrepreneurs

Latino Travel Opportunities

By Hernan Tagliani, Orlando Business Journal

In the US, Hispanic travel is growing at a faster rate than the general market, with an economic impact estimated at more than \$56 billion annually in leisure travel, according to the National Tour Association.

If your firm isn't marketing to Hispanic travelers, you may be missing out on a lot of revenue.

In the US, Hispanic travel is growing at a faster rate than the general market, with an economic impact estimated at more than \$56 billion annually in leisure travel, according to the National Tour Association.

Hispanics, who see taking vacations as a sign of success, represent a growth in cruise vacations of 34 percent vs. 21 percent on non-Hispanics, 11 percent vs. 0.2 percent on foreign travel, and 13 percent vs. -0.4 on domestic travel, according to Experian's Simmons National Consumer Study.

Hispanics also represent 11 percent of hotel guests within the last 12 months, or \$17.1 billion, according to the American Hotel & Lodging Association.



MARCH GLADNESS

COME FOR THE SUMMIT, STAY FOR MIAMI



Calle Ocho, The Miami Open and Wynwood Art Walk... these are just a few of the amazing events taking place in Miami this March. And of course, you can't miss up the New Mainstream Business Summit. The New Mainstream is multicultural and digital and inhabited by Millennials who are the drivers of the Total Market. These are the main themes of our conference this year – replete with top-notch speakers, hard hitting case studies and valuable workshops and panels. Arrive the weekend of March 14th and take advantage of everything else the vibrant city of Miami has to offer.

- Network with leading multicultural marketers and your peers.
- Gain insight and knowledge as you discuss strategies and tactics with these successful and experienced authors, executives and thought-leaders.
- Explore new ideas and sources of innovation, information and resources that will help you build your business and grow your market share.
- Discover the secrets of successful multicultural marketing strategies and avoid costly mistakes.
- Indulge in the chic ambiance of The Mandarin Oriental Hotel – one of Miami's hottest venues – at an unbeatable price! Your registration includes all meals and entertainment. Fine dining and spectacular views of Miami.

March 17-19, 2015

MORE INFORMATION

Florida International University Partners With U.S. Hispanic Chamber

By Amy Ellis

In a move that could bolster internships, jobs and scholarships for students – and promote Florida International University’s research and legislative priorities on a national scale – FIU has signed a collaborative agreement with the U.S. Hispanic Chamber of Commerce (USHCC.)

It is the first such partnership between the USHCC and a public university in the nation.

“This is an historic partnership for our FIU,” said President Mark B. Rosenberg, who met with USHCC President and CEO Javier Palomarez at FIU’s Reagan House this week to sign the agreement. “We are excited to join with USHCC and we look forward to promoting our shared interests, including recruitment, research, legislative advocacy and economic development.”

The largest Hispanic business organization in the country, the USHCC advocates on behalf of nearly 3.2 million Hispanic-owned businesses that together contribute more than \$486 billion to the U.S. economy each year. It also serves as an umbrella to more than 200 local chambers and business associations across the nation and partners with more than 240 major corporations.

“Florida International University – a world class institution that awards more bachelor’s and master’s degrees to Hispanic students than any other school in the country,” Palomarez said on signing the agreement. “FIU has demonstrated – both in word and action – a true

commitment to cultivating the economic and professional development of the next generation of American leaders.”

In addition to creating internship and job opportunities for students, the USHCC will connect FIU to Hispanic-owned businesses around the United States for possible collaboration and work with FIU’s Governmental Relations team to advocate for shared legislative priorities.



President Mark B. Rosenberg and USHCC President and CEO Javier Palomarez sign a partnership agreement at the Reagan House this week.

For its part, FIU will support shared research priorities, including STEM, healthcare, agriculture, energy, trade and travel.

FIU’s Latin American and Caribbean Center (LACC), School of International and Public Affairs (SIPA) and the Small Business Development Center (SBDC), among others – will help promote investment in and success of Hispanic businesses and entrepreneurs.

Kevin Hernandez, an FIU alumnus who now serves as

USHCC’s manager of government affairs and policy, was instrumental in brokering the partnership, said Carlos Becerra, FIU’s director of federal relations.

“This partnership is proof that engaged alumni like Kevin Hernandez are the future of our collaborative advocacy efforts – locally and in our nation’s capital,” Becerra said.

“This partnership is also a testament to the standing that FIU has as an urban research university and a leader in economic development, job creation and entrepreneurship.”

Hernandez, who graduated last year with a degree in international relations and began working with the USHCC in May, said he had a personal interest in bringing FIU and the chamber together.

“It was something I felt very strongly about – that we could find ways to collaborate – from research and events to jobs and internship opportunities for FIU students,” he said. “What sets this apart from other partnerships is that we see FIU as being a research arm and thought leader for our work in higher education.”

With more than 60 percent Hispanic students, FIU is the leading university in the nation for awarding bachelor’s and master’s degrees to Hispanic students.

Nicole Kaufman Glasgow, the university’s vice president for engagement, said the partnership is a natural fit for FIU. “This is precisely the kind of public-private partnership that FIU seeks to develop locally and throughout the state and nation,” Kaufman Glasgow said. “We see it as an opportunity for our students, our alumni and our faculty to collaborate in meaningful ways and interact with the vast network of corporations and businesses that USHCC brings to the table.”

Estranged Father Mum on Amazon CEO

By Paul Giblin, *The Arizona Republic*

This article was published in the Arizona Republic on October 11, 2013. We run it now in preparation for an update on Jeff Bezos' ethnicity and how it has influenced his role as the most important retailer in the U.S., the founder Amazon, America's Store.



(Photo: Photograph by Benjamin Rasmussen for Bloomberg Businessweek)

Glendale bicycle shop owner Ted Jorgensen, who learned nearly a year ago that the son adopted decades ago by his ex-wife's husband is Amazon.com CEO Jeff Bezos, has had no contact with the Internet entrepreneur since a reporter told him about the connection.

Jorgensen and stepsons Darin and Todd Fala, who work at their Jorgensen Road Runner Bike Center, declined comment but distributed a three-paragraph statement that briefly recounted the family ties that are more fully explained in the cover story of the latest issue of Bloomberg Businessweek.

The magazine article, "Secret Amazon" by Businessweek reporter Brad Stone, is an excerpt from his book, "The Everything Store: Jeff Bezos and the Age of Amazon,"

Jorgensen says in his statement that he had regular contact with his son until the boy was 3 and then reluctantly agreed to allow former wife Jacklyn's new husband, Mike Bezos, to adopt the boy.

"This has been a decision that I have regretted my whole life," Jorgensen says in the statement. "Jacklyn asked me to not try and contact Jeff as they were going to raise Jeff as their own, and I stated that I would respect her wishes."

More than four decades later, Stone approached Jorgensen in the small bike shop in a strip mall. After verifying Jorgensen was Bezos's biological father, Stone told him a lot of people were looking for him, Jorgensen says in the statement.

"This was the first time that I learned that Jeff knew that I existed, and had knowledge of his adoption. Had I known that Jeff learned of his adoption at an earlier age, I would have taken steps to locate him," he says in the statement.

"Because I have not spoken to Jeff since he was 3 years old, I have no further comment at this time. While I have no expectations

of Jeff, I am hopeful (as any father would be) that I can begin a relationship with him again, and do not want to make any other statements until I have had the opportunity to do so," he says in the statement.

Amazon's Jeff Bezos was born to Ted Jorgensen and Jacklyn Gise, who later divorced. Gise married Mike Bezos, who adopted Jeff.

Asked Friday whether family members have tried to contact Bezos since learning about the connection, Darin Fala referred reporters to the statement and declined comment.

According to the Businessweek article, Jorgensen decided this year to reach out to the Bezos family, and he asked his stepson Darin to help him write letters to Bezos and his former wife. Jorgensen's statement does not address the matter.

The shop owner was affable but stayed mostly in the back of the shop while his stepsons spoke with a small group of reporters.

Jorgensen and Jacklyn Gise were married in 1963, and Jacklyn gave birth to the boy just two weeks after her 17th birthday, on Jan. 12, 1964, in New Mexico, where they lived.

When the boy was 17 months old, they filed for divorce. Later, she met and married Mike Bezos, asked Jorgensen not to interfere in their lives, and then moved away with her new husband and son, according to the magazine article.

"After thinking it over and reasoning that the boy would probably have a better life as the son of Jackie and her new husband, Ted obliged. After a few years, he lost track of the family and then forgot their last name," according to Businessweek.

Jorgensen later remarried. His wife, Linda, has four sons from a previous marriage, who all are close with their stepfather, according to the magazine.



(Photo: Stephen Brashear, AP)

If You Know, Let Us Know

Bezos was born Jeffrey Preston Jorgensen in early 1964, His parents divorced when he was 3 and his mother married Miguel Bezos, who had been born in Cuba and came to the U.S. as a teenager. Bezos adopted the boy and the family moved to Houston. They later lived in Miami where young Jeff graduated from Palmetto Senior High.

- Is he a Hispanic Entrepreneur?
- How Latino is he?
- Does he practice his ethnicity?

Give us your input

Cuban Import Opportunities, But No Cigars Yet

As part of the plan for easing the trade embargo against the Cuban government, the US announced a number of goods and services that may enter the country. For this, the products must be produced by Cubans, based on a number of private businesses categories.

The Department of State said the initiative seeks to stimulate and support the emerging Cuban private sector.

According to the list published by the Department of State, there are exceptions in exportable goods to the US like food and agricultural products, alcohol, minerals, chemicals, textiles, machinery, vehicles, weapons and ammunition.

In contrast, US companies can export building materials, tools and supplies for use by the private sector without a license.

And although there are not many details about what exactly the private entrepreneurs would import, the service area may include consulting for US companies interested in settling on the island, as well as independent lawyers, economists, graphic designers and software programmers, among others.

Cubans private entrepreneurs can export to the US goods which are not prohibited in the US Harmonized Scheme Rates, such as live animals, animal and plant products, animal or vegetable fats, oils and related products, prepared edible fats or animal or vegetable waxes.

Also left out are processed foods, beverages, alcohol and vinegar. Tobacco and tobacco manufactured substitutes may not enter the US market.

The Department of State's list mentions minerals, chemicals, basic metals, machinery and mechanical equipment, electrical equipment, parts, sound players and recorders, DVD television and images, parts and accessories of such articles.

Vehicles, aircraft, vessels, associated transport equipment, as well as weapons and ammunition, their parts and accessories, are prohibited from entering.

FocusON Immigration

"Indignation, Lest We Forget"

An Editorial in La Opinión, Los Angeles, an impreMedia newspaper

Republicans celebrate while the immigrant community feels utter disillusionment.

A Texas judge ruled in favor of 26 states led by the GOP, opening the door to deportation for hundreds of thousands of 'Dreamers' and preventing millions of parents living in this country from working without fear of being expelled.

This is a triumph for those who believe that exploiting and deporting undocumented people is a priority. We cannot ignore the fact that this represents a defeat in the debate on presidential power. Aside from humiliating President Obama, the ruling destroys the future of millions of people.

This is a victory for those who think -- based on fear, stereotypes and ignorance, -- that legalizing the status of undocumented people will drain the U.S. treasury. They think the same way California ex-governor Pete Wilson did 20 years ago. They will also suffer the same backlash.

This court decision has emboldened the Republican majority. The ruling would normally give a rest to the Department of Homeland Security's budget dispute, since it allows Republicans to break out of the current gridlock by leaving that decision in the hands of judges. On the contrary, today more than ever they are set on tying the fate of the budget to the elimination of executive actions.

This is the time for Latino voters to take a look around them and see who is celebrating this ruling, who denounces it and who looks the other way. There is no middle ground here or room for benevolent interpretations.

The human reality cannot be hidden behind supposed legal excuses. Republican legislators and governors are the reason there will be more people deported, and that Dreamers' who have integrated to society to contribute with their labor are once again on the brink of expulsion.

The impact of this verdict is temporary, as there is still much to resolve, but the indignation it has provoked and the animosity against those who promoted it and are now celebrating will remain for a long time. We cannot forget those soulless and ignorant people who believe that they are doing the country a favor by destroying working families.

FocusON Latinas

Using Content Marketing to Connect with Latina Moms

Presented by Captura Group <http://www.capturagroup.com/our-thinking/>

With all the buzz surrounding Millennials, marketers should keep their eye on Latina moms. This influential demographic controls the majority of Hispanic purchasing power, is growing in numbers, and is looking for content that is tailored to them.

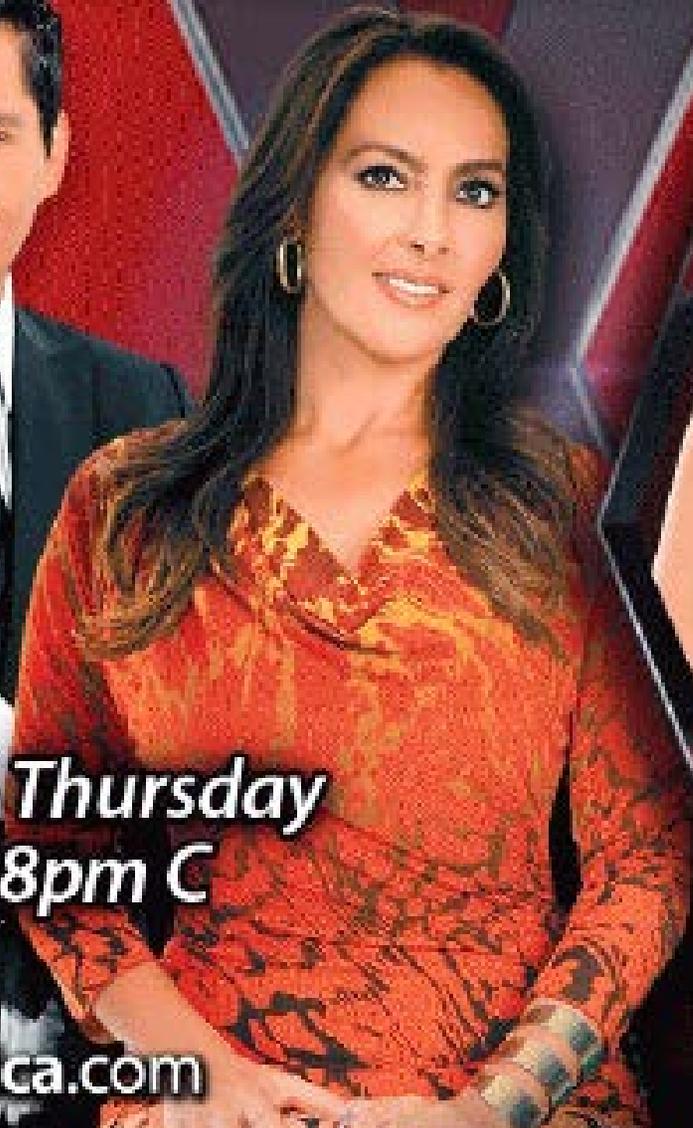


Latina moms control the lion's share of the \$1.2 trillion Hispanics will spend each year. According to Nielsen's 2013 "Latina Power Shift" report, 86% of Latinas say they are the primary decision makers in their households for

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categories including food and beverage, insurance, education and financial services. Couple this with the fact that 63% of Latinas have children under age 18 (compared to 40% for non-Hispanic white females), and the fact that Latinas are expected to become 30% of the total female population by 2060, and you have unlocked a golden market.

Content is the pathway

Batanga Media's "Latinas and Online Content Study," conducted by Nielsen, reports that Latinas believe lifestyle content helps them be more successful. They actively seek opportunities to educate, entertain, and empower themselves, and they don't stop there. They also create and share content with their connections.

Connections are important to Latinas by nature —and digital media is the perfect vehicle to keep her connections alive and thriving. These connections allow her to not only to stay close with relatives and friends from her country of origin, but also to build affinity groups within the U.S.

Speak, identify, and seek to connect with Latina moms

To connect with Latina moms you must speak her language, identify with her experience, and seek her out where she spends most of her time online.

Speak

The answer to the question, "What language do Latina moms speak?" is simple: both. The Latina mom chooses Spanish while embracing English at the same time. Bilingualism is her way of life as we discussed in this post.

Identify

Everyone wants to be heard and understood, and Latina

moms are no exception. When writing for her, think of the many roles she plays in her daily life. She is her family's CEO: a mom, wife, coworker, and next-door neighbor, all while also managing the complexities of living in constant balance between two cultures. Acknowledging the differences among Latina moms is also an important aspect of identifying with the group. Yes they are all Latina, but they come from different backgrounds and have different traditions. Recognizing these individualities will pull them in, while appearing unaware of their diversity can alienate them.

Seek

Latina moms live in the digital world, specifically on mobile devices. As Nielsen reports, "Online Latinas are more likely than their non-Hispanic white counterparts to own smart phones at 77% (vs 55%)." You can reach her at the palm of her hand! When she has time, she picks up her phone and actively participates on social media sites where she can interact with a community that shares her cultural interests. She is also seeking content that can help her make informed decisions about products and services.

Reaching Latina moms with valuable content is critical for brand growth

Brands have a tangible opportunity with Latina moms through online content. The Batanga Media study reports that 62% of Latinas wish more lifestyle information was written "for Latinas like me." Their life in the digital world not only informs their purchasing choices but also fulfills their need to share and recommend what they like. It is also a market that is on the rise and the desire for Hispanic-specific content continues to grow.

They are asking for it and brands that deliver on their needs will prosper.

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