

## FocusON Children

### CBeebies To Reach US Hispanic Audiences

By *Jeremy Dickson*, [kidscreen.com](#)

BBC Worldwide Latin America/US Hispanic has partnered with the Hispanic Information and Telecommunications Network (HITN) to launch the first-ever CBeebies programming block in Spanish for US Hispanic audiences.

Set to broadcast Monday through Friday on HITN later this year, the block is aimed to help Hispanic preschoolers practice Spanish and stimulate their math and science learning.

Popular CBeebies shows featured in the block will include *Sarah y Pato* (*Sarah & Duck*), *Dinopaws*, *Katie Morag*, *Nina y las Neuronas* (*Nina and the Neurons*), *Mi Mascota y Yo* (*My Pet & Me*), *Dime Dime* and *Los Numtums* (*The Numtums*).

The new partnership falls in line with BBC Worldwide's ongoing strategy to expand the reach of CBeebies in Latin America, and it follows the launch of the new CBeebies SVOD app in Latin American territories.

CBeebies is also the only pay-TV network whose educational content is endorsed by the Mexican Pediatric Association.



Launched in 1983 as one of the first US Latino-controlled, commercial, Spanish-language, media companies, HITN is now available in more than 40 million

households across the US through Direct TV, DISH Network, AT&T U-verse TV, Verizon FiOS TV, Charter Communications and Cablevision and in select Time Warner Cable markets.

## HIGHLIGHTS

### 3 Who Watches Hispanic TV: A Picture

A by-the-numbers look at the TV networks primarily associated with Latinos.

### 6 Obama Administration Encourages U.S. Businesses to Forge Cuba Links

The administration is working to cement ties through economics.

### 9 Is 2015 the Best Year yet For Hispanic Digital Marketing?

As more brands seek the Hispanic dollar, more dollars are poured into Hispanic marketing.

# [hispanic] market works

FocusON Television

## Cathy Lewis Edgerton Joins Estrella TV

*Former Viacom Exec will  
be Senior Vice President,  
Distribution and Affiliate Sales*

Estrella TV announced last week that Cathy Lewis Edgerton has joined the Spanish language television network as senior vice president of distribution and affiliate sales. Reporting to the Chief Operating Officer, Winter Horton, Cathy joins Estrella TV from Viacom Media Networks where she was responsible for the distribution deals for a portfolio of networks including MTV, Vh1, Nickelodeon and Comedy Central. In her role at Estrella TV, Cathy is responsible for helping to attain and exceed the channel's distribution goals by maximizing existing client partnerships and forging new ones.

"Cathy brings a wealth of experience, deep

relationships and a genuine enthusiasm that make her a strong addition to our team. She has an extensive track record for developing creative and strategic approaches to the rapidly changing business of content distribution with strong business, sales and contract negotiation experience across Linear, On Demand, Digital, PPV and Mobile platforms," said Horton. "She is joining Estrella TV at an important moment as we develop high quality content that resonates with our viewers wherever they choose to view it."

Based in the network's Burbank, CA headquarters, Cathy is also responsible for the Network's retransmission, OTT and VOD distribution strategies and will oversee the Affiliate Relations which includes Estrella TV's broadcast affiliates.

Prior to Viacom Media Networks, Cathy held positions at Discovery Communications where she spent 6 years helping to secure distribution for Discovery, Animal Planet and the Travel Channel. Before that she worked at Fox Channels Group.



digital with a heart.

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## Who Watches Hispanic TV: A Picture

*Handy infographic breaks out viewership for the biggest networks*

*By the editors of Media Life*

This article is part of an ongoing Media Life series entitled "Catching the next big wave: Hispanic media." You can read previous stories by clicking [here](#).

A big complaint among media planners and buyers is the lack of readily accessible ratings information for Spanish-language networks.

This is a particular complaint among planners and buyers in the major general agencies that do not specialize in Hispanic media and are just now starting to integrate Spanish-language TV into their plans.

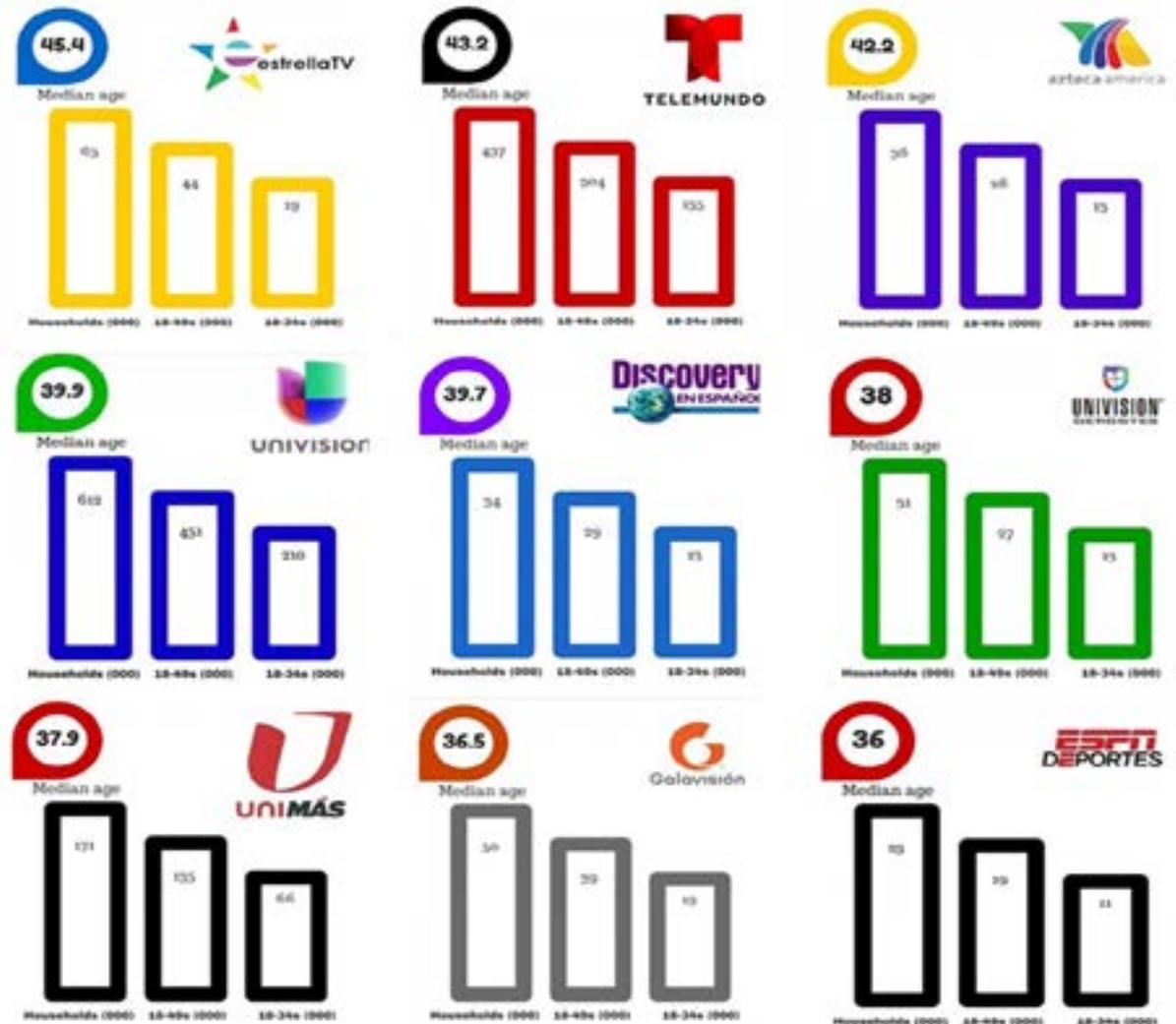
That sparked Media Life to do some digging.

Below is a breakdown of viewership and demographic data for many of the biggest Spanish-language networks, both broadcast and cable.

This includes the two top networks, Univision and Telemundo, as well as a sampling of other broadcast and cable networks.

The numbers reflect total-day averages for the 2014-'15 season, including live and the most recent seven-day DVR playback.

What you see are all the Spanish-language networks available from Nielsen.



## FocusON Influencers

### Six Tips for Working with Latino Influencers

By Holly Pavlika

Latinos are highly social, and while there is a fairly robust community of Latino influencers that brands can work with, there is still a lot of education that needs to be done between brands and clients who do not have a full understanding of the Latino market. Below are a list of six tips for engaging with Latino influencers.

#### 1. **Creating content in English misses the broader Latino audience.**

Often, clients request Latino influencers create blog content in English due to so they can share materials on their owned, English-speaking channels. This helps reach the general market, but it is not the best way to reach the Latino consumer. Instead, choose a mix of Latino influencers to create content in English and in Spanish, or even Spanglish. That way, content resonates with all consumers.

#### 2. **Treat Latino influencers differently than general market influencers.**

When working with Latino influencers, you must communicate beyond messaging; make small talk and make a real connection. We often find chatting with Latinas on Facebook instead of emails works profoundly better, as Facebook offers a more personal setting.



Photo Courtesy of FoxNews

#### 3. **Ensure messaging is relevant to the influencer.**

Latino influencers need to feel that the brand understands their interests and audience, and that the campaign messaging speaks to them both culturally and authentically. This is where making a personal connection becomes critical. Having real conversations with your Latino influencers can not only build relationships, but it is also a key step to assuring influencers will be passionate about your marketing campaign in order to deliver the authentic stories you're seeking.

#### 4. **Mentor your Latino influencers.**

We have found that some Latino influencers are less seasoned than general market influencers who have been blogging longer. So, it helps to provide training and mentorship in areas such as SEO or the latest social platforms. Mentoring one-on-one often helps create more successful campaigns in the long run.

#### 5. **Be flexible with your social platform selection.**

Be careful not to force fit your platform selection or ideas on a Latino influencer. They typically don't like Pinterest because, unlike Facebook, it is not a platform conducive to having a conversation.

We are seeing early signs Latino influencers are embracing Periscope so watch for that platform to grow.

#### 6. **Remember Latino Influencers are not one size fits all.**

If you are using Latino influencer and looking to tie into Latino holidays or cultural events, be sure to be thorough in your influencer selection. For example, The Day of The Dead or Día de Muertos is a Mexican celebration. To reach your desired level of engagement, you'll want to make sure you choose Latino influencers who are of Mexican descent in order for this to be relevant.

FocusON La Politica

## A Map of the World According To Donald Trump

By Lalo Alcaraz



Lalo Alcaraz is an editorial cartoonist, the creator of the daily comic strip, "La Cucaracha," and producer/writer for the forthcoming TV series "Bordertown" on Fox. You can follow him on Twitter at [@LaloAlcaraz](https://twitter.com/LaloAlcaraz)



## FocusON CubaNear

### Obama Administration Encourages U.S. Businesses to Forge Cuba Links

By Felicia Schwartz

Nearly a year into President Barack Obama's thawing of relations with Cuba, the administration is urging American companies to move quickly into the island nation in the hope of making the shift irreversible.

Diplomatic relations have been restored and embassies reopened, but the U.S. embargo remains in place and American-Cuban business ties are still limited. Congress isn't expected to pass legislation lifting the embargo before Mr. Obama leaves office.

The message from the administration during a trip by executives to Havana this week: Seize on the momentum of the past year to forge links with Cuba.

"President Obama and Secretary Kerry are working on lifting the embargo," said David Thorne, a senior adviser to Secretary of State John Kerry, at a meeting with Cuban officials and American executives at the Cuban Ministry of Commerce and Trade in Havana this week. "But in the meantime, we have the opportunity to change the regulations...to be able to encourage the lifting of this embargo."

Carlos Gutierrez, the former George W. Bush administration commerce secretary who this year dropped his longtime support of the embargo, is urging other Republicans to back the thaw, and was in Havana as part of a delegation led by the U.S. Chamber of Commerce.



From left: MBF Healthcare Chairman Mike Fernandez, former U.S. Commerce Secretary Carlos Gutierrez, and Myron Brilliant and Jodi Bond, both of the U.S. Chamber of Commerce. The four attended the U.S.-Cuba Business Council board meeting last week in Havana. PHOTO: IAN WAGREICH/U.S. CHAMBER OF COMMERCE

"We need two or three or four or five important deals...to show that there's momentum, to show that this is for real," said Mr. Gutierrez, a Cuban-American who chairs Albright Stonebridge Group, a strategy firm.

Business executives are starting to take up the cause and are urging the administration to further loosen regulations. "There's genuine enthusiasm," said Bill Lane, senior director of global government and corporate affairs at Caterpillar

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Inc. CAT 0.75 % who is on the board of the U.S.-Cuba Business Council. "The baby boomers want to travel to Cuba, the business community wants to sell to Cuba and the agricultural community is exceedingly anxious to do more business. Now's the time to open up markets, not to close markets."

Many Republicans, however, oppose the warming relations, citing human rights concerns. Marco Rubio, a contender for the Republican presidential nomination, has threatened to end diplomatic relations with Cuba if elected.

Regulatory changes by the Obama administration this year allow U.S. firms to make some deals with the Cuban government, particularly in telecommunications and agriculture. But officials and executives say they fear the window will close if U.S. companies don't act.

Jodi Bond, a vice president of the pro-normalization Chamber of Commerce and head of the U.S.-Cuba Business Council, said many businesses want the embargo lifted.

"Universally, business people in Miami and all across the United States want a renewed relationship with Cuba, and the economic relationship is the key to transforming that," she said.

The Chamber of Commerce group included more than 60 representatives from 32 companies such as Boeing Co., Amway, Sprint Corp., American Airlines Group, Caterpillar, Morgan Stanley and others. It was the largest U.S. business group to travel to the island at least since the 1959

revolution.

A main destination was the annual Havana International Fair, the first since last year's normalization move and an event that Cuban organizers said was the biggest ever. Besides the Chamber group, dozens of other U.S. executives



traveled to Havana.

In a sign of the changes under way, this year's fair was seen as a must-attend event for the U.S. companies, said two longtime Cuba consultants. The mezzanine cafe of the upscale Hotel Saratoga in Old Havana, where many of the Americans in town stayed, was filled during the week with high-profile encounters and meetings over Cuban coffee

or, at later hours, mojitos and cigars. The U.S. embassy hosted several events this week for the Americans in town trying to take stock of opportunities.

Despite the fanfare, challenges remain for U.S. companies because of the embargo and Cuba's own laws.

Cuba has a dual-currency system, which officials here have pledged to unify. Foreign companies can't hire their own staff and face steep taxes to import basic goods for their businesses, such as cars. All imports must go through the Cuban government. Additionally, some of the activities the new U.S. regulations allow U.S. companies to do aren't yet permitted by the Cuban government, and making deals there can take several years.

Cuban officials here told business representatives this week that they welcome U.S. investment but cautioned against efforts to try to change Cuba's economic system.

Besides the embargo, the U.S. and Cuba are opening talks on a variety of issues of varying complexity. They have prioritized reaching a civil aviation agreement, now expected in 2016.

"We are doing all that we can to enable a civil aviation agreement," said Howard Kass, vice president of regulatory affairs at American Airlines, adding that to foster economic changes and spur business, "We need air service." The airline company's planes currently are used for 22 charter flights a week to Cuba.

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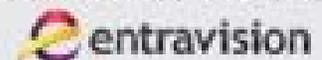
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## FocusON Digital

### Is 2015 the Best Year yet For Hispanic Digital Marketing?

By Lee Vann, Founder and CEO, Captura Group

With the holidays around the corner and 2015 coming to a close, I took some time to reflect back on what's happened in Hispanic digital marketing. I must say, it was quite a year.

The Hispanic digital marketing industry has evolved exponentially this year as more and more brands realize that to grow, they must win with online Hispanics. As a result, brands are increasing their investments in Hispanic digital marketing, which in turn has sparked innovation and growth across the Hispanic digital industry.

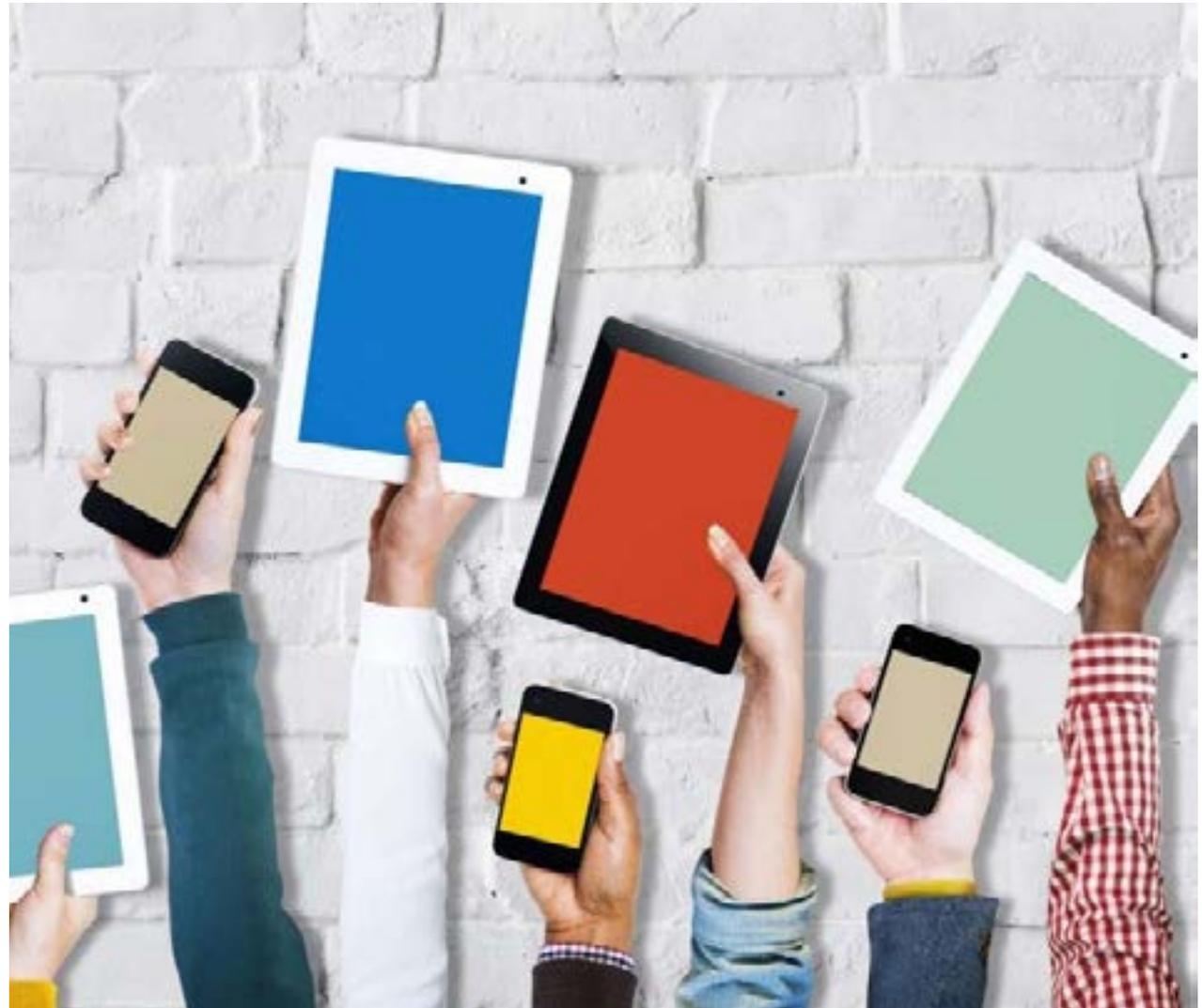
#### *Here are four key trends from 2015:*

##### Mobile usage among Hispanics skyrocketed

More data points to the fact that U.S. Hispanics, across segments, are mobile mavens. As I pointed out in a post early this year, if you are targeting Hispanics, you must think mobile first.

Here's why:

- 45% of U.S. Hispanics now use their phones to go online more than they use a computer, compared to only 38% of non-Hispanics
- Older Hispanics skew higher in many mobile activities
- 37% of all U.S. Hispanics adults say they often use their cell phone while watching television, compared with 29% of non-Hispanics



- 24% of U.S. Hispanics pay for a physical good with their phone vs. 13% non-Hispanics

### Hispanic e-commerce is surging

To me this is the most important trend in Hispanic digital marketing. Smart brands are investing in reaching online Hispanics and driving them down the path to purchase because Hispanics are more likely to buy online.

- 54.1% of U.S. Hispanics have purchased electronics on a PC vs. 53.5% of non-Hispanics
- 24.8% of U.S. Hispanics have purchased food on a PC vs. 23% of non-Hispanics
- 18.4% of U.S. Hispanics have purchased personal care items on a cell phone vs. 10.8% of non-Hispanics

The fact that more and more Hispanics are engaging in e-commerce is also having a profound effect on the industry as a whole. As consumers increasingly turn to digital channels to research and purchase goods, brands are better able to quantify the return on their digital marketing investments. This is leading to more investments in digital marketing, which will drive further innovation and industry growth.

### Hispanic influencer and content marketing is gaining steam

The intersection of content marketing and Hispanic marketing has given rise to a vibrant Hispanic influencer and content marketing industry. As I wrote in July of this year, native advertising is projected to be a \$21 billion industry by 2018 and, according to Curata, 76% of marketers are increasing investment in content marketing.

From a Hispanic perspective, we know that Hispanics are hungry for relevant content and brands that provide it

will be rewarded with long-term, profitable relationships. Brands that develop content for Hispanics have a myriad of efficient content distribution options across leading Hispanic publishers and social networks.

In addition, Hispanic influencers are becoming increasingly important when it comes to creating and amplifying brand content and the Hispanic influencer industry is quickly maturing. For instance, Latino influencer network Mitú snagged \$15 million in a series B funding round, social influencer software Tapinfluence teamed up with Latina Bloggers Connect and Latina Mom Bloggers rebranded as DiMe Media to expand their reach.

### Facebook doubled down on digital Hispanics

If you need clear evidence to invest in the Hispanic digital marketing, here it is. This year, Facebook continued to invest in their Hispanic targeting capabilities by increasing their Hispanic affinity segment by 2 million people. Today, marketers can accurately target 29.1 million Hispanics on Facebook by language preference. Marketers can overlay this Hispanic data with Facebook's rich insights to target Hispanics by interest, geography, behavior, purchase intent and more. What's more, brands can now leverage Facebook's Hispanic affinity segments to target Hispanics on Instagram.

Having dedicated the past 15 years to Hispanic digital marketing, I must say that 2015 was a one of the best I have seen. I have a feeling that 2016 will be even better.

*Post your response and see what others are saying on the [Engage:Hispanics blog](#).*

**If you would like to be a guest columnist or suggest a guest columnist contact Arturo Villar at: [avillar@hispanicmarketworks.org](mailto:avillar@hispanicmarketworks.org).**

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