

# A GROWING MULTICULTURAL STREAMING AUDIENCE

As the media landscape evolves, it's crucial for our advertiser partners to understand the intricate dynamics of viewer preferences.

## FAST VIEWING

- Multigenerational households (3 or more generations) are 57% more likely to watch FAST content, and multicultural households are 51% more likely.
- FAST channel viewership skewed highest among Black (58%) and Hispanic viewers (41%).

Streaming via SVOD services is highest among bilingual (87%) and multicultural (86%) households.



FOR MORE FUSE MEDIA INSIGHTS:  
<https://about.fuse.tv/insights>.