

## HISPANIC TECHNOLOGY SNAPSHOT:

### Hispanics in the U.S.:

More than 40 million — the largest minority population.

Source: U.S. Census Bureau

### Early Adoption of Technology:

Hispanics lead all ethnic groups in spending for wireless services.

Source: Forrester Research, April 2004

### Hispanic Households Online:

2005 — 6.7 million  
2010 — 9.1 million

Source: Jupiter Research Internet Population Model, April 2005

### Hispanic TV Habits:

Primetime — Hispanic households watch about 30% more primetime than the average household.

Source: Nielsen Media Research



[www.TheLatinoCoalition.org](http://www.TheLatinoCoalition.org)

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# When It Comes to New TV and Internet Technology, Choice Isn't a Luxury...

## For Millions of Hispanic Americans — It's a *Necessity*.

Hispanic Americans are adopters of new technologies. We already lead all ethnic groups in spending for wireless services (Source: Forrester Research, April 2004) — and now we're ready for more TV and Internet choices.

Companies are eager to use new technologies to bring Americans a wide range of video services over new, high-speed Internet connections.

But these new technologies aren't reaching nearly as many as they *could* — because outdated laws prevent competition.

These regulations were designed for a *monopoly* environment.

If allowed, new technologies can offer needed competition to the TV services offered by the cable companies.

Competition also means new opportunities for robust bilingual content, and greater access to the economic benefits of broadband connectivity.

That's especially important since Latino small businesses are the fastest growing small business sector (Source: Tomás Rivera Policy Institute). Moreover, the number of Hispanic households online will increase from 6.7 million to 9.1 million — a staggering 36% — by 2010 (Source: Jupiter Research Internet Population Model, April 2005).

All American consumers — and *especially* Hispanic consumers — will benefit from the lower prices, better customer service and innovations that competition will bring to the cable TV market.

## Congress: Hispanic Americans are Ready to Realize the Benefits of More TV and Internet Choices.