

ENGAGE HISPANIC AUDIENCES ACROSS THEIR FAVORITE ENTERTAINMENT EXPERIENCES

Entertainment plays a central role in the daily lives of Hispanic consumers, shaping how they discover content, spend their time, and connect with family and culture. From streaming and gaming to family entertainment and hobbies, these audiences are highly engaged across screens and platforms. Powered by Canela Audience Solutions (CAS), advertisers can leverage precision targeting at scale across CTV, social, display, and more.



ENTERTAINMENT AUDIENCE SNAPSHOT

75% of Canela Audiences are online gamers.*

70% of Canela Audiences are thriller movie enthusiasts.*

4x Canela's Audience is more likely to have spent \$3,000+ on televisions in the past 12 months.**

235IDX Canela Audiences are 2.35x more likely to have attended a movie theater in the past 30 days.**

*Canela Audience Solutions, (April 2026) | **Scarborough USA+ (Current 6 months) 2025 Release 1 Total (Jul 2024 – May 2025), Canela Media Audience, Past 30 days.

ENTERTAINMENT & GAMING AUDIENCE PROFILES

THE STREAMING ENTHUSIAST

Always looking for the next movie, series, or streaming obsession. Frequently discovers content across multiple platforms and devices.

THE INTERACTIVE PLAYER

Enjoys gaming, digital entertainment, and interactive experiences. Highly engaged with technology, online communities, and new releases.

THE GENRE FAN

Passionate about action, drama, and thriller content. Follows favorite franchises, new releases, and entertainment trends.

THE FAMILY ENTERTAINER

Seeks content and activities that bring families together, including children's programming and shared viewing experiences.

THE CONNECTED CONSUMER

Consumes entertainment across CTV, mobile, social, and digital platforms, seamlessly moving between screens throughout the day.

THE LIFESTYLE EXPLORER

Engages with hobbies, cooking, and lifestyle content that reflects personal interests and everyday passions.

KEY CATEGORIES

Streaming Services, Telecom, Consumer Electronics.

Gaming, Consumer Electronics, Telecom, QSR.

Entertainment Releases, Gaming, Automotive, Consumer Electronics.

Family Brands, Retail, Travel, QSR, CPG.

Mobile Apps, Streaming Platforms, Gaming, Retail & E-commerce.

Food & Beverage, Grocery, Home & Lifestyle, Retail.

CANELA

AUDIENCE SOLUTIONS

Through **Canela Audience Solutions (CAS)**, brands can connect with **entertainment enthusiasts** through curated audience segments, **available across preferred buying platforms**.

SAMPLE SEGMENTS

- > Hard-to-Reach Viewers on Streaming

> Hard-to-Reach Viewers on Spanish Language Linear Networks

> Hard-to-Reach Viewers on Pluto and Tubi

> Hard-to-Reach Viewers on Vix and Estrella TV

> Hobbyists

> Interest in Movies
- > Genre: Drama

> Genre: Thriller

> Genre: Action

> Family Interests/Activities

> Children's Interests

> Interest in Cooking