

Asian language media consumption and preferences

Study of Chinese, Korean and Vietnamese audiences

May 2023

In collaboration with





Introduction

With breakthrough moments like Squid Game and the 2023 Oscars, the Asian American community has been making headlines in U.S. media. AANHPI representation in streaming programs is at 10.3%*, above the 6% of Asian Americans in the U.S. population today. As the fastest growing ethnic group in the U.S. today, the community is also the most diverse—coming from more than 20 countries around the world and speaking more than 50 different languages. Connecting with and welcoming the diverse AANHPI community requires more than a one-size fits all approach. What role does in-language media have to play in engaging the fastest growing population in the U.S.?

To address this question, Nielsen and 3AF collaborated on a study exploring the attitudes and media consumption preferences of Chinese, Korean and Vietnamese language speakers—representing about 40% of the Asian American population and three of the Asian languages most spoken at home.

This report focuses on:

- Preferences of in-language media platforms by audiences
- The connection between in-language media and culture
- The business value of in-language media among Asian American audiences

Key insights



TV remains the most important platform, but radio and print are still engaging audiences



Audiences have a high level of trust in media in their native language



In-language media is an important source for entertaining and engaging programming as well as current news



Brands who want to engage the Asian community should include in-language media in their advertising playbook

* Source: Gracenote Inclusion Analytics 2022



Media consumption preferences

Streaming TV: Respondents spend the most time on streaming TV, especially Chinese (52.1%) and Korean (46.0%) viewers.

Social media: Vietnamese (58.8%) spend the most time on social media compared to the other groups.

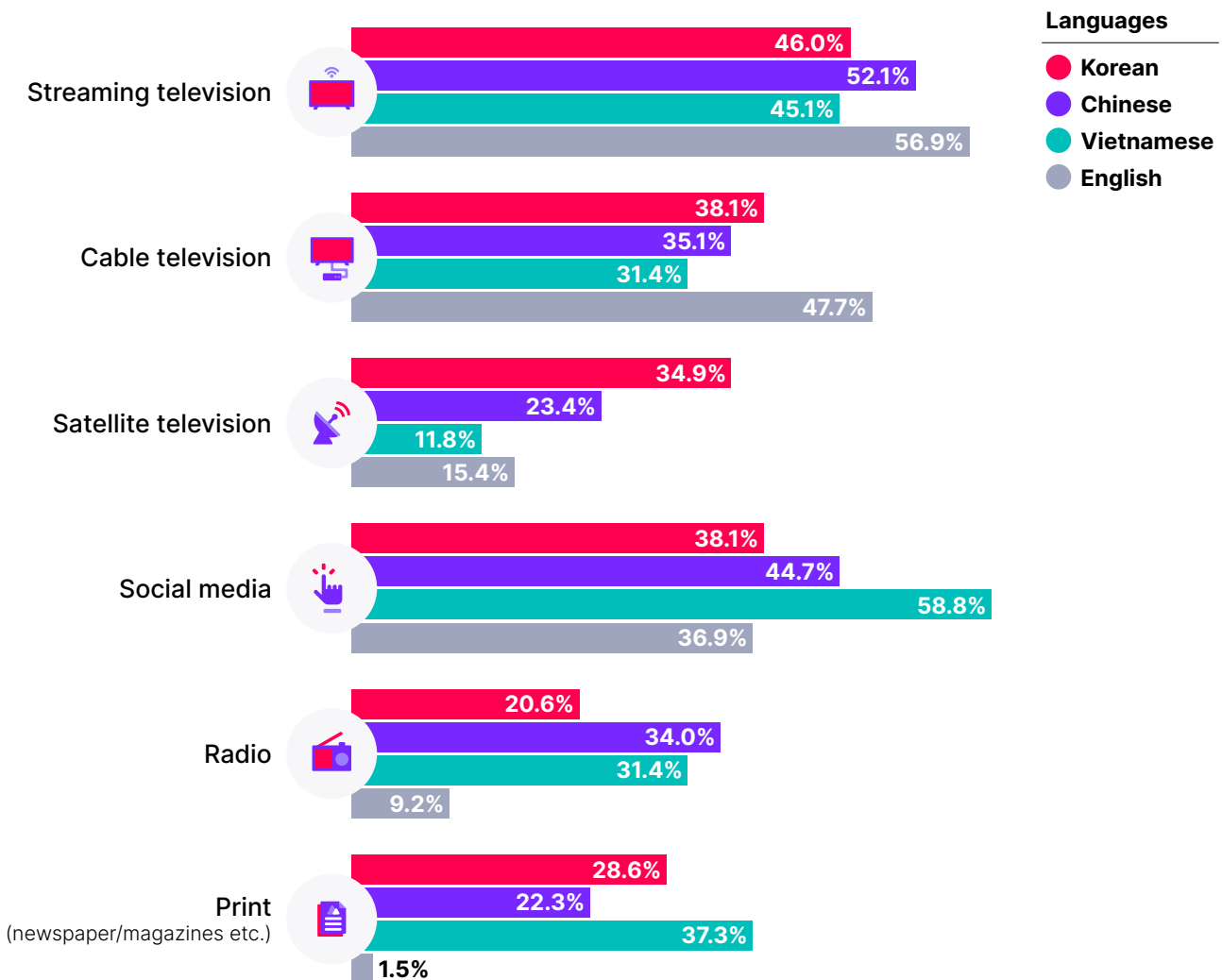
Radio is important especially for Chinese 34.0% (Vietnamese 31.4%, Korean 20.6%)

Print is still important (more than 20%) especially for Vietnamese (37.3%)

English-speaking respondents spend the most time with streaming TV with 56.9% saying they watch seven or more hours per week

Asian American audiences are spending the most time with streaming TV and social media.

Percentage of respondents who spent 7 hours or more with each media type
Read as: 38.1% of Korean respondents watch 7 or more hours of cable TV



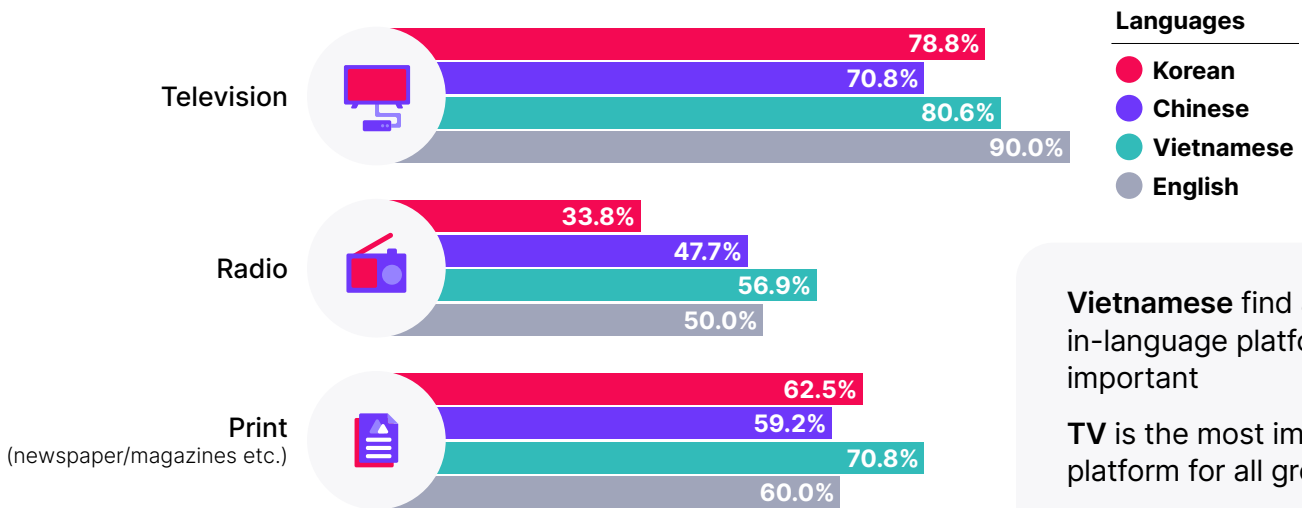
In-language media preferences

While TV is the preferred media platform for all groups, responders were most likely to watch TV on their own. Vietnamese responders were the most likely to co-view with family and friends (highest percentage of all groups).



On a scale of 1 to 5, where 5 is very important and 1 is not at all important, how important is it for you to be able to consume each media type in [your language]?

(Top 2 box – very important/important)



Vietnamese find all in-language platforms important

TV is the most important platform for all groups

More than half of respondents feel print is important and so is radio.



Q: Who are you most likely to watch TV with?

	Korean	Chinese	Vietnamese	English
By myself	70.2%	81.1%	62.6%	76.8%
Spouse/significant other	47.9%	50.0%	50.5%	45.3%
Friends	28.7%	27.2%	44.0%	20.0%
Parents	29.8%	28.3%	42.9%	26.3%
Sibling	23.4%	18.3%	46.2%	22.1%
Grandparents	20.2%	13.3%	33.0%	15.8%
Other family members	19.1%	17.2%	36.3%	17.9%

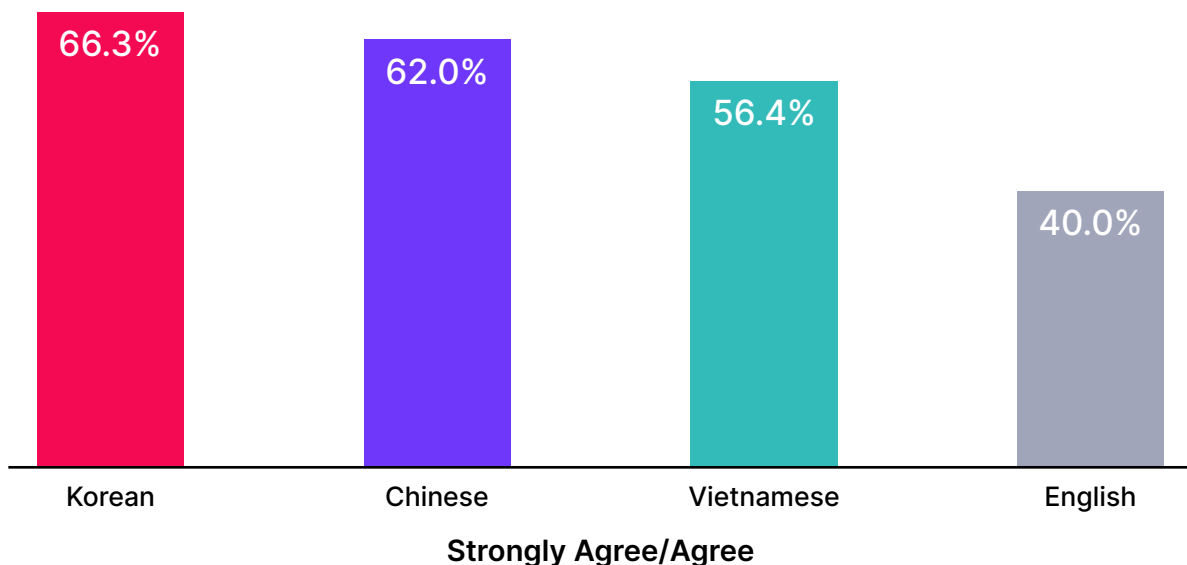


Trust in in-language media is high

Asians look to media in their native language for accurate information and representative programming. In fact, print is still an important media type for all groups.



How much do you agree or disagree with the following statement: Asian media (radio/TV/cable/newspapers/social media/podcasts) offers programming and perspectives that I trust.



In-language media plays an important role in the Asian community

Korean: in-language media best serves their community by providing programs that are **entertaining and engaging**

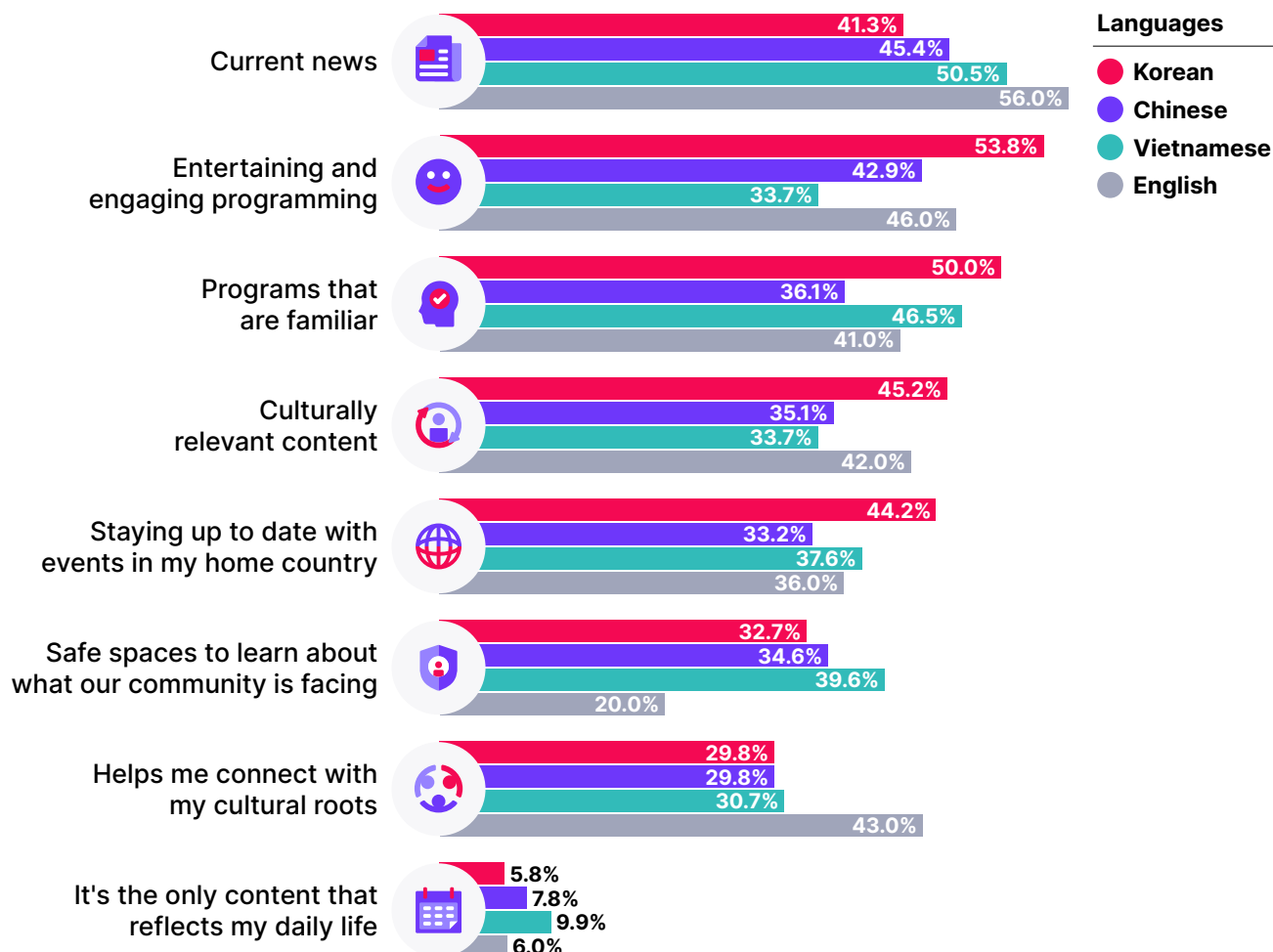
Chinese: feel most strongly that **current news** is most important

Vietnamese: providing **familiar programs** is most important

Those who took the survey in English: had the greatest desire to seek out Asian in-language media for all the reasons indicated.

How does media in your preferred language serve your community?

Read as: 41.3% of Korean respondents say that in-language media provides current news.




Respondents with strong proficiency in Chinese, Korean and Vietnamese, indicated different perspectives on how media in their native language serves their communities. Those who are most proficient in English turn to native language media to stay connected to their cultural roots.


Responses of those with strong proficiency in each Asian language

Read as: 55.7% of those with strong proficiency in Korean say that in-language media provides culturally-relevant content.


Korean


 Culturally relevant content
55.7%

 Entertaining and engaging programming
54.3%

 Current news
51.4%


Chinese


 Current news
48.5%


 Entertaining and engaging programming
45.0%

 Culturally relevant content
39.1%


Vietnamese


 Current news
51.7%

 Programs that are familiar
48.3%

 Safe spaces to learn about what our community is facing
37.9%

English

 Helps me connect with my cultural roots
50.0%

 Entertaining and engaging programming
50.0%

Advertising in language or in programs inclusive of culture/identity drives impact

In-language media continues to be a major influence for Asian American consumers. Brands and advertisers that include in-language media and culturally-inclusive content are building trust with Asian American consumers and can impact their purchase decisions.

More than 50% of Chinese, Korean and Vietnamese respondents prefer to buy brands that advertise on programs reflecting their culture.



Attention on ads in those platforms is also higher



Advertisers who place ads in in-language content or inclusive programs are more likely to drive purchasing



English responders have a higher appreciation for brands that advertise in Asian media (59.4%)

	Korean	Chinese	Vietnamese	English
I prefer to buy brands that advertise on the programs that reflect my culture/ethnicity	66.3%	61.9%	56.3%	53.6%
I prefer to buy brands that advertise in my language	57.3%	53.0%	56.3%	43.5%
I have a higher appreciation for brands that advertise in Asian media	56.2%	62.7%	47.1%	59.4%
I pay more attention to ads in Asian media	50.6%	61.2%	65.5%	50.7%
I pay attention to ads that are in my preferred language	67.4%	60.4%	72.4%	55.1%

Vietnamese language platforms and content strike a chord with the community

Vietnamese responders are most likely to...



Pay attention to ads in my preferred language
72.4%



Trust programming and perspectives offered by Asian media (radio/TV/cable/newspapers/social media/podcasts)
66.3%



Prefer to buy brands that advertise in my language
56.3%



Co-view in-language media with friends
44.0%

Those with strong proficiency in Vietnamese turn to Vietnamese language media for news, familiar programs and safe spaces to learn about their community.

How does media in your preferred language serve your community?

Current news



Programs that are familiar



Safe spaces to learn about what our community is facing



Methodology

Study of Asian language media perceptions and content affinity as reported by Asian Americans in the top 3 non-English language groups: Chinese, Vietnamese, Korean.

Survey was fielded in Chinese, Vietnamese and Korean to give people an option to complete in their native language. Included an English language sample for comparison.

Sample size:

- 200 Chinese
- 100 Vietnamese
- 100 Korean
- 100 English

About Nielsen

Nielsen shapes the world's media and content as a global leader in audience measurement, data and analytics. Through our understanding of people and their behaviors across all channels and platforms, we empower our clients with independent and actionable intelligence so they can connect and engage with their audiences—now and into the future. Nielsen operates around the world in more than 55 countries. Learn more at www.nielsen.com and connect with us on social media.

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About Asian American Advertising Federation

The Asian American Advertising Federation (3AF) is a national trade organization of Asian American advertising agencies, Asian market advertisers, Asian media companies and other industry specialists. Its mission is to advance the Asian American marketing and advertising industry for Asian American consumers through education, advocacy, promotion, and increased collaboration of all industry stakeholders, including, but not limited to, marketers, agencies, research partners and media. Additionally, 3AF seeks to promote and encourage high standards of conduct and ethics among our members and industry. The 3AF Asian Marketing Summit is held annually. More information about the 3AF is available at www.3af.org.

