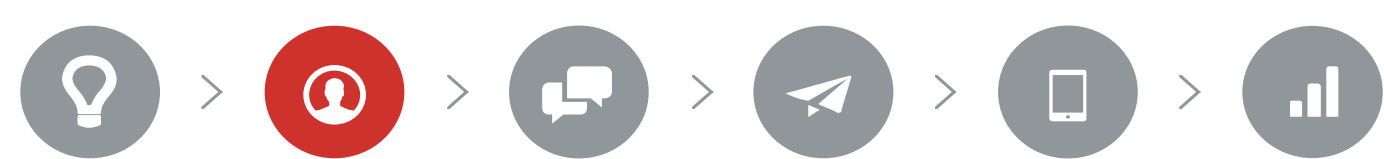


TV programming, the Internet and social media are the primary sources of information and entertainment.

The majority of Asian consumers use print media on a weekly basis. Satellite radio is the least-used media channel. Two out of five respondents have never used satellite radio.

Overall Media Usage

	Video		Audio			Information		Social Media
	TV	Video	Radio	Digital/Internet Radio	Satellite Radio	Print	Internet	Social Media
Multiple times a day/daily	80%	53%	52%	35%	23%	31%	72%	70%
Multiple times a week/weekly	14%	30%	32%	31%	19%	40%	20%	17%
Less often	4%	12%	11%	19%	16%	21%	6%	8%
Never	2%	4%	5%	15%	42%	8%	2%	6%

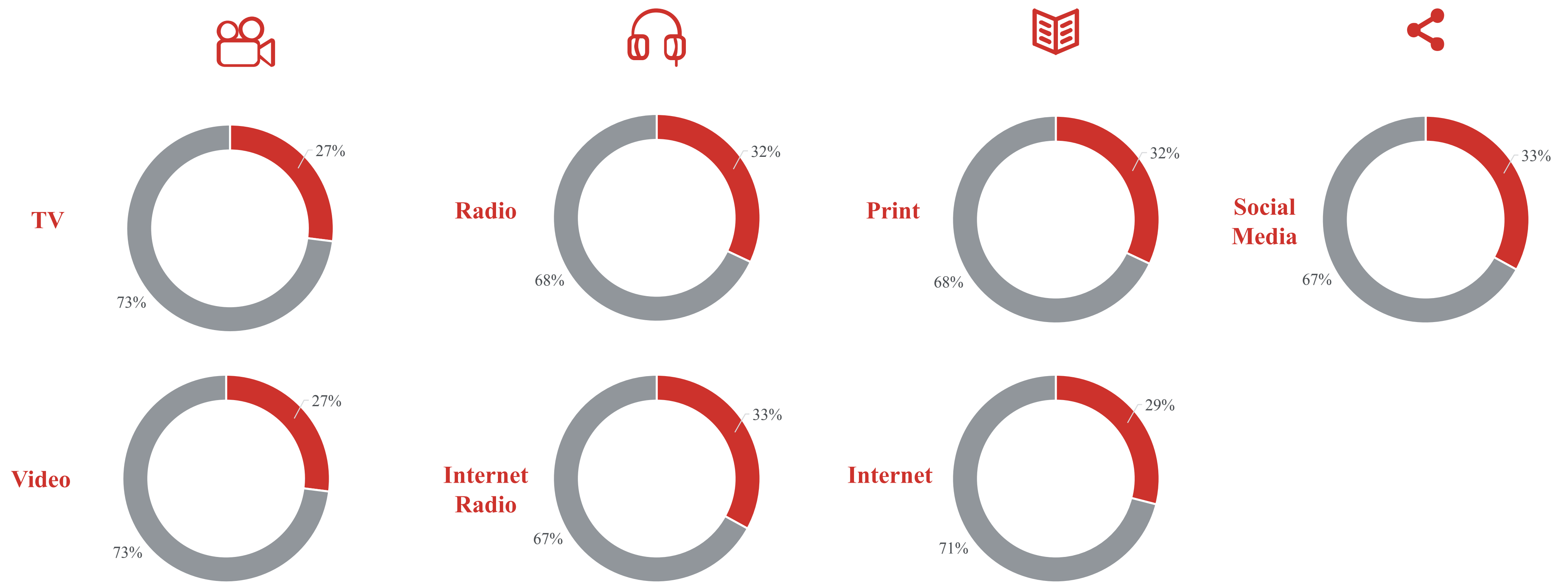


How often do you access each of the following media channels? (Base: Total respondents)

Approximately one in three Asians consumes media exclusively or virtually all in English.

In other words, the majority of Asians consume media in languages other than English to various degrees.

Language of Media Consumption
(Red = 90-100% in English)



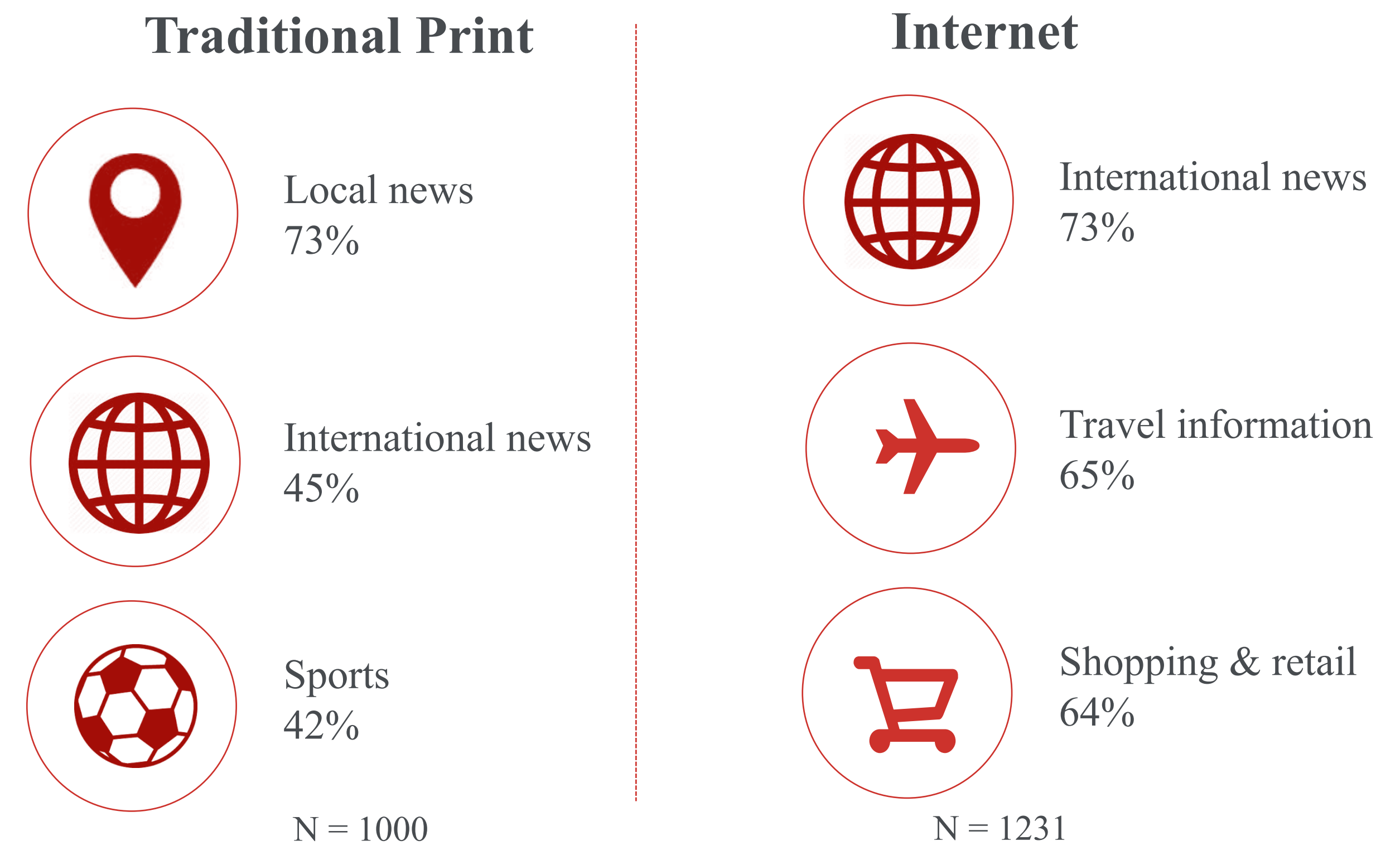
For each media channel and language that you regularly access, please indicate the average percentage of time that you spend on each. (Write your estimated percentage of time spent on each channel, if none, write “0”.) (Base: Use English media at Q6, N = 1133)



Print is primarily used for local news.

Asian consumers are more likely to turn to the Internet for international news and other important information for daily life such as travel and shopping.

Top 3 Genres for Print and Internet



Source of TV Content and Language by Ethnicity



	Total	Chinese	Filipino	Indian	Korean	Vietnamese	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Base	1282	221	213	240	208	163	239
US English	88%	91%	96%	90%	79%	72%	96%
		EF	DEF	EF			DEF
US In-language	22%	27%	16%	24%	19%	34%	15%
		CG		CG		CDEG	
Home country English	7%	7%	6%	10%	13%	3%	5%
				FG	BCFG		
Home country In-language	15%	10%	8%	21%	25%	8%	16%
				BCF	BCFG		CF

	Chinese		Korean		Vietnamese	
	English survey	In-language survey	English survey	In-language survey	English survey	In-language survey
	(C)	(D)	(G)	(H)	(I)	(J)
Base	163	58	159	49	104	59
US English	98%	74%	98%	20%	86%	47%
	D		IH		J	
US In-language	16%	58%	15%	34%	22%	56%
		C		G		I
Home country English	3%	19%	10%	23%	2%	5%
		C	CI	G		
Home country In-language	7%	18%	16%	54%	9%	8%
			C	G		

We would like to know from where the content of each media channel that you access originates and in what language (Base: Total respondents)

