

SSI Teams with Univision on New Hispanic Market Research Panel

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Univision Communications Inc., the leading media company serving Hispanic America, and SSI, a leader in data solutions and technology for market researchers, today announced a new partnership to better connect market researchers to the 56 million Hispanic Americans living in the United States.

SSI has built a new digital survey panel with Univision called ¿Qu¿ Crees? (What do you think?) to be the premier platform for market researchers to gain broad access to the opinions, beliefs and attitudes of Hispanic Americans. Hispanic Americans make up more than 17 percent of the U.S. population and spend approximately \$1 trillion a year.¿ As one of the fastest growing populations in the U.S., Hispanics represent a major consumer segment that companies need to better understand.

Univision¿™s trusted brand and unprecedented consumer reach, combined with SSI¿™s experience and reputation among researchers, fundamentally changes the market for Hispanic consumer research.

¿As the leading media brand among U.S. Hispanics, we are pleased to partner with SSI to introduce the first robust Hispanic offering in this space,¿ said Rick Alessandri, Executive Vice President, Enterprise Development at Univision Communications.¿ ¿Hispanics are driving a demographic boom in the U.S. with impact across virtually every sector making it more important than ever to have reliable data to understand this vital consumer group.¿

¿Hispanics have been underrepresented in the marketplace, both in terms of advertising spend and market research,¿ said Chris Fanning, President and CEO of SSI.¿ ¿The demand for Hispanic research and insights has always been very strong but, until now, researchers have suffered from a lack of broad access to this important community.¿ Univision has tremendous Hispanic reach and is one of the most respected and trusted brands in the U.S. today.¿ We are very excited about this new alliance and the opportunity to provide marketers with much broader and deeper insights into the U.S. Hispanic community,¿ said Fanning.

SSI takes a unique approach to building and managing panels by operating 62 proprietary panels in 86 sample countries on a single, integrated technology platform worldwide.¿ The ¿Qu¿ Crees? panel is built on top of this same technology platform and benefits from the same high quality controls and methodologies of all SSI panels. ¿

Due to the fact that SSI panels are over 90 percent proprietary, SSI owns the respondent relationship and is constantly optimizing, protecting and growing the panel universe.

As part of this program, SSI will supply an entire suite of reward options to survey respondents.¿ It developed the panel registration Website and the infrastructure to make the survey-taking experience enjoyable and rewarding.¿ By participating in market research studies, Univision subscribers who sign up through www.quecrees.com will have the opportunity to shape future products and services targeting the Hispanic marketplace.

Univision Communications Inc. (UCI) is the leading media company serving Hispanic America. The Company, a leading content creator in the U.S., includes Univision Network, one of the top five networks in the U.S. regardless of language and the most-watched Spanish-language broadcast television network in the country reaching approximately 94% of U.S. Hispanic television households; UniM¿s, a leading Spanish-language broadcast television network reaching approximately 88% of U.S. Hispanic television households; Univision Cable Networks, including Galavisión, the country¿™s leading Spanish-language cable network, as well as Univision tlnovelas, a 24-hour cable network dedicated to novelas, Univision Deportes Network, a 24-hour cable network dedicated to sports, ForoTV, a 24-hour Spanish-language cable network dedicated to news, and an additional suite of cable offerings - De Pel¿cula, De Pel¿cula Cl¿sico, Bandamax, Ritmoson and Telehit; Univision Television Group, which owns and/or operates 61 television stations in major U.S. Hispanic markets and Puerto Rico; Univision Radio, the leading Hispanic radio group which owns and/or operates 67 radio stations in 16 of the top 25 U.S. Hispanic markets and Puerto Rico; an Interactive network of online and mobile apps and products including UVideos, the first bilingual digital network serving Hispanic America, Uforia, the leading Hispanic digital music service, Univision.com, the No. 1 most-visited Spanish-language website among U.S. online Hispanics, and Univision Partner Group, a specialized advertising and publisher network. UCI¿™s assets also include a minority stake in El Rey Network, a 24-hour English-language network founded by maverick filmmaker Robert Rodriguez, and a joint venture with Disney/ABC Television Network for Fusion, a news, pop culture and satire TV and digital network. Headquartered in New York City, UCI has television network operations in Miami and television and radio stations and sales offices in major cities throughout the United States. For more information, please visit www.Univision.net.