

Reaching Asian American audiences



Diverse Intelligence Series | April 2024

Understanding Asian influence and media consumption

 Nielsen

In collaboration with

 GOLD HOUSE

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Welcome

What an incredible year for Asian American, Native Hawaiian and Pacific Islander (AANHPI) stories. TV historically hasn't been a place where the AANHPI community could trust to feel seen, but this past year, the tide is turning, with a variety of stories that go beyond anti-Asian hate or the lingering memories of *Crazy Rich Asians*. In 2023, we saw *American-Born Chinese*, *Warrior* (based on Bruce Lee's script before his death), K-dramas like *Revenant* and *Daily Dose of Sunshine*, and the award-winning show *Beef*. The series swept this year's Emmy Awards and Golden Globes, and it was a big hit with viewers, too: U.S. audiences spent about 5.8 billion minutes watching the show in 2023.

Beyond featuring Asian inclusivity, these stories have another thing in common: They were all featured on streaming platforms. In fact, AANHPI talent appear in 10.9% of content on streaming platforms, greater than broadcast and cable¹. Perhaps it's unsurprising then that Nielsen research shows the AANHPI community is spending more and more time with streaming channels.

As the media landscape continues to evolve, so will Asian media viewership—especially when you consider the diversity of the diaspora community, 63% of whom speak other languages besides English. At a time of splintering media attention, divided voices and an ever-growing number of platforms to choose from, winning over the AANHPI community requires a deeper understanding of the community's diverse experiences and perspectives.

It's clear that mainstream platforms alone aren't satisfying the media appetite of diverse communities so we are curating our own spaces, in our own languages. Asian audiences cannot be gained through a "general market" approach—there are distinct patterns of engagement, trust and affinity.

Taken together, these trends and insights present a distinct opportunity for brands and advertisers to create meaningful engagement and long-term resonance with AANHPI audiences. It's an opportunity to earn brand trust that can only be built from a true understanding of our community.

Thank you to Gold House for our continuing collaboration to amplify AANHPI voices, media and content. We provide the research and data-driven insights that help media and brands make informed decisions to deepen engagement with the AANHPI community.

¹Gracenote Inclusion Analytics, 2023



Patricia Ratulangi

Nielsen Vice President, Global Communications
Diversity, Equity & Inclusion

For the purpose of this report, Asian American is defined to include all who identify on the U.S. Census as Asian, Native Hawaiian or Pacific Islander, whether alone or in combination with some other race.



The AANHPI community is a small but quickly growing segment of the U.S. population. With outsized buying power/household incomes, Asian Americans are a valuable group for marketers to engage.

But how to reach the AANHPI community is complex. Compared to the general population, Asian Americans spend less time with traditional media channels. Streaming, however, stands out as an area of opportunity. Asian Americans are voracious streaming consumers. This isn't a new trend—we reported on it in 2023, but it's one streaming providers are continuing to invest in. And with the rise of ad-supported streaming comes opportunities for marketers to reach Asian Americans where they are—provided it's done with authentic representation that resonates.

This report identifies three key recommendations to help marketers engage Asian American audiences.

1 Understand the influence and power of the AANHPI audience

Asian Americans are the fastest-growing population in the U.S., with \$1.3 trillion in buying power.

In section 1, we explore where and why AANHPI audiences are spending.

2 Lean into streaming as part of your cross-media investment

Streaming dominates Asian Americans' TV time, with 45.4% of their total time spent with the platform.

In section 2, we dive into Asian American media consumption habits to help marketers reach across channels.

3 Resonate through trust and representation

60% of AANHPI wish they saw more representation of their identity group on TV.

In section 3, we uncover how representation is critical for marketers looking to create long-term brand impact.

AANHPI community: Growing in influence and power

The AANHPI community consists of a diverse diaspora of about 24 million people with roots in more than 20 countries, each with unique cultures, languages and experiences. Brands, media platforms and community organizations looking to reach this diverse and growing population need to better understand who they are, what they care about and how they're spending.



Section

1

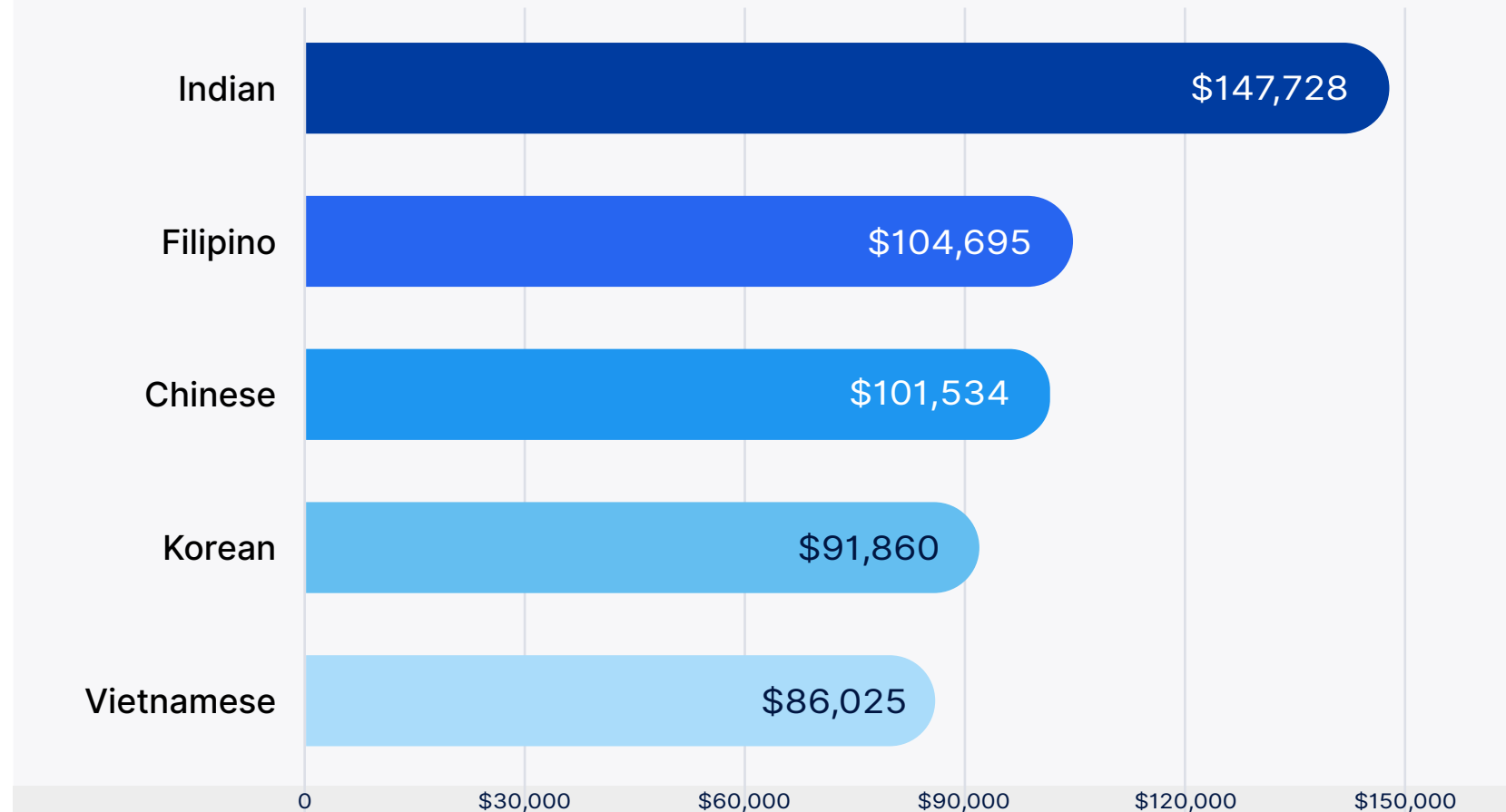
Getting ahead of a growing consumer group

Asian Americans are the fastest growing population in the U.S. According to the U.S. Census, the number of U.S. Asians is projected to rise to 35.8 million by 2060, more than 3x the population in 2000. The community is also young, with a median age of 35.7 years.

While young, Asian Americans have tremendous spending capabilities, with \$1.3 trillion in buying power and a median household income of \$104,646, well above average income for the U.S.

However, viewing any group as a monolith is a mistake. With the diversity in this community, median household income is just as varied. Of any minority community, Asian Americans have the largest wealth gap (23.3%) between the highest and lowest income ranges.

Figure 1.1
AANHPI median household incomes



Source: American Community Survey, 2022



AANHPI community:
**Growing influence
and power**

Young

35.7 yrs old

Median Age

(American Community Survey, 2022)



Widest income gap

23.3%

between the highest and
lowest income ranges

(U.S. Census Bureau, Current Population
Survey, 1968 to 2023 Annual Social and
Economic Supplements (CPS ASEC))

Fastest growing
population in the U.S.

3X

Number of U.S. AANHPI
in 2060 will be more than
3x the 2000 population

(U.S. Census Projections 2023)



Tremendous
buying power

\$1.3T

(Selig Center for Economic Growth 2022)

\$104,646

Median income well above U.S.

(American Community Survey, 2022)



Meeting AANHPI consumers where they are spending










According to Nielsen's 2024 [Annual Marketing Report](#), marketers are optimistic about ad spending despite the unsettled nature of the global economy. In fact, 72% expect bigger ad budgets compared with 2023, when only 64% expected a budget increase. Marketers looking to engage Asian audiences need to better understand current spending trends.

AANHPI consumers are 30% more likely than the general population to buy sports equipment and 27% more likely to make a purchase at any game/toy store. These trends likely reflect the young age of this demographic, with a median age of 35.7 years. Yet based on Nielsen's 2023 Ad Intel data, sports is one of the categories where marketers may be under-investing advertising dollars.

Figure 1.2

Top categories for recent purchases



Recently purchased	AANHPI population %	AANHPI index	Ad spend 2023
 Sports equipment	20.3%	130	\$178,679
 Any game/toy store (including video games)	11.6%	127	\$514,479
 Any clothing store	40.0%	125	\$694,024
 Fine jewelry	12.0%	113	\$359,199
 Skin care items	54.1%	111	\$3,165,682
 Any office supply / service store	20.7%	110	\$28,242
 Any bookstore	15.3%	110	\$17,257
 Any music/video store	7.4%	106	\$312,193
 Cosmetics/perfumes	40.0%	102	\$672,954

Read as: AANHPI people are 30% more likely to buy sports equipment in the past 3-12 months than the total population

Source: Nielsen Scarborough USA+ R2 2023, Nielsen Ad Intel 2023

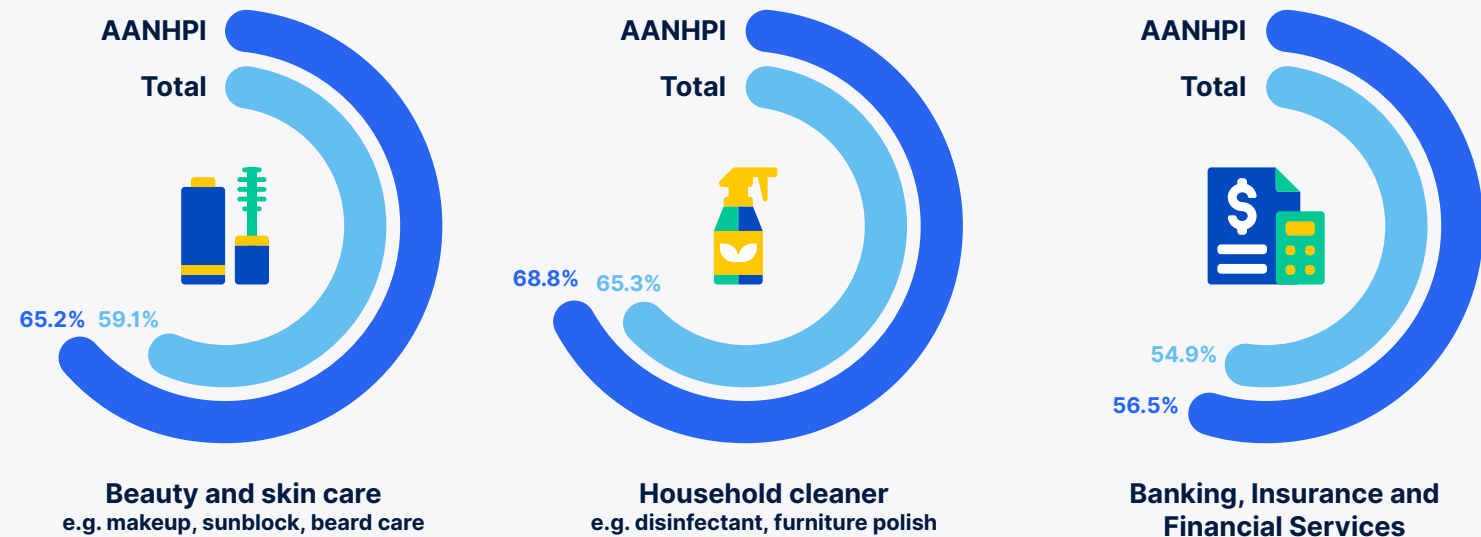
AANHPI consumers are open to new products

While product use can be tied to strong cultural traditions or word of mouth in many Asian households, consumers are still open to new products—even if they differ from what previous generations have relied on.

Alongside the everyday staples, many Asian households are planning for big-ticket purchases as well. In the next year, AANHPI consumers are 69% more likely to buy a new smartphone than the total population, 74% more likely to buy fitness equipment and 103% more likely to buy a new car².



Figure 1.3
AANHPI consumers are interested in trying new brands in key categories



Percentage somewhat/strongly agree with the statement:
 I am most open to trying new brands different from my parents/family members in these categories.
 Source: Nielsen Attitudes on Representation Study, 2023

²Nielsen Scarborough USA+ R1 2023

Global spotlight

Understanding Southeast Asian consumers

Asian Americans in the U.S. are highly connected with important markets around the world. Approximately 18% of the total AANHPI population is from Southeast Asia and the Pacific Islands. To help marketers better understand how these communities influence each other, we've identified the top categories for spend in key Southeast Asian markets.



Malaysia

Platform	Ad spend (in USD 000,000)
TV	792
Radio	92
Print	204
OOH	n/a
Digital	318
Total	1,406

Top categories spend

- 1 Government, Social & Political Org.
- 2 Retail
- 3 Toiletries
- 4 Beverage-Non Alcoholic
- 5 Pharmaceuticals



Thailand

Platform	Ad spend (in USD 000,000)
TV	1,698
Radio	104
Print	74
OOH	490
Digital	811
Total	3,177

Top categories spend

- 1 Personal care & cosmetics
- 2 Retail shop/food outlets
- 3 Food
- 4 Beverage
- 5 Media & marketing



Philippines

Platform	Ad spend (in USD 000,000)
TV	11,829
Radio	3,394
Print	48
OOH	96
Digital	2,602
Total	17,969

Top categories spend

- 1 Home care products
- 2 Medical products & equipments
- 3 Hair care products
- 4 Other personal care products
- 5 Dairy products



Singapore

Platform	Ad spend (in USD 000,000)
TV	266
Radio	149
Print	156
OOH	212
Digital	404
Total	1,223

Top categories spend

- 1 Services(Airlines/Bank/Beauty/Corp)
- 2 Agricultural/Industrial & Commercial
- 3 Retail
- 4 Clothes/Bags/Watch/Jewel/Opt/Phot/Toys
- 5 Pharmaceuticals



Indonesia

Platform	Ad spend (in USD 000,000)
TV	13,906
Radio	19
Print	871
OOH	58
Digital	2,907
Total	17,761

Top categories spend

- 1 Beverages
- 2 Food
- 3 Toiletries & cosmetics
- 4 Office eqp't, computer, communications
- 5 Household products/supplies



Source: Ad Intel 2023

Brands and media

Because of the growing diversity of the AANHPI population, advertisers must take an even more nuanced approach to their marketing, from campaign creative to placement.

Nielsen research shows AANHPI audiences are the most likely to buy from brands that feature someone from their identity group in ads, and 64% of AANHPI people will stop buying from brands that devalue their identity group³.

Brands need to keep this in mind, ensuring cultural checks and oversight to avoid damaging missteps.

³ Nielsen Attitudes on Representation Study



Opportunities to engage

The diversity of Asian consumers means that “Asian” isn’t a single segment. Reaching AANHPI consumers requires understanding the nuances of this diverse and vibrant community. But for those who are able to do so successfully, these consumers are eager to engage (and spend).



Community partners

Sharing the data and insights around AANHPI buying power, population growth and consumer choices empowers businesses with a deeper understanding of the diversity within the community.

Encouraging more investment in AANHPI-targeted media can also be more effective, a strategy reinforced by P&G’s [Marc Pritchard](#).

For its everyday-use products, P&G reaches about 75% of adults, including 59% of Asian-American consumers. Effectively reaching more consumers will, in part, come from more investment in diverse-owned, operated and targeted media.

Media: Where community and culture meet

For marketers seeking to reach the AANHPI community, understanding how they consume media is critical. Asian Americans spend less total time with media than any other segment of the U.S. population. However, the right cross-media mix can increase engagement.



Section

2

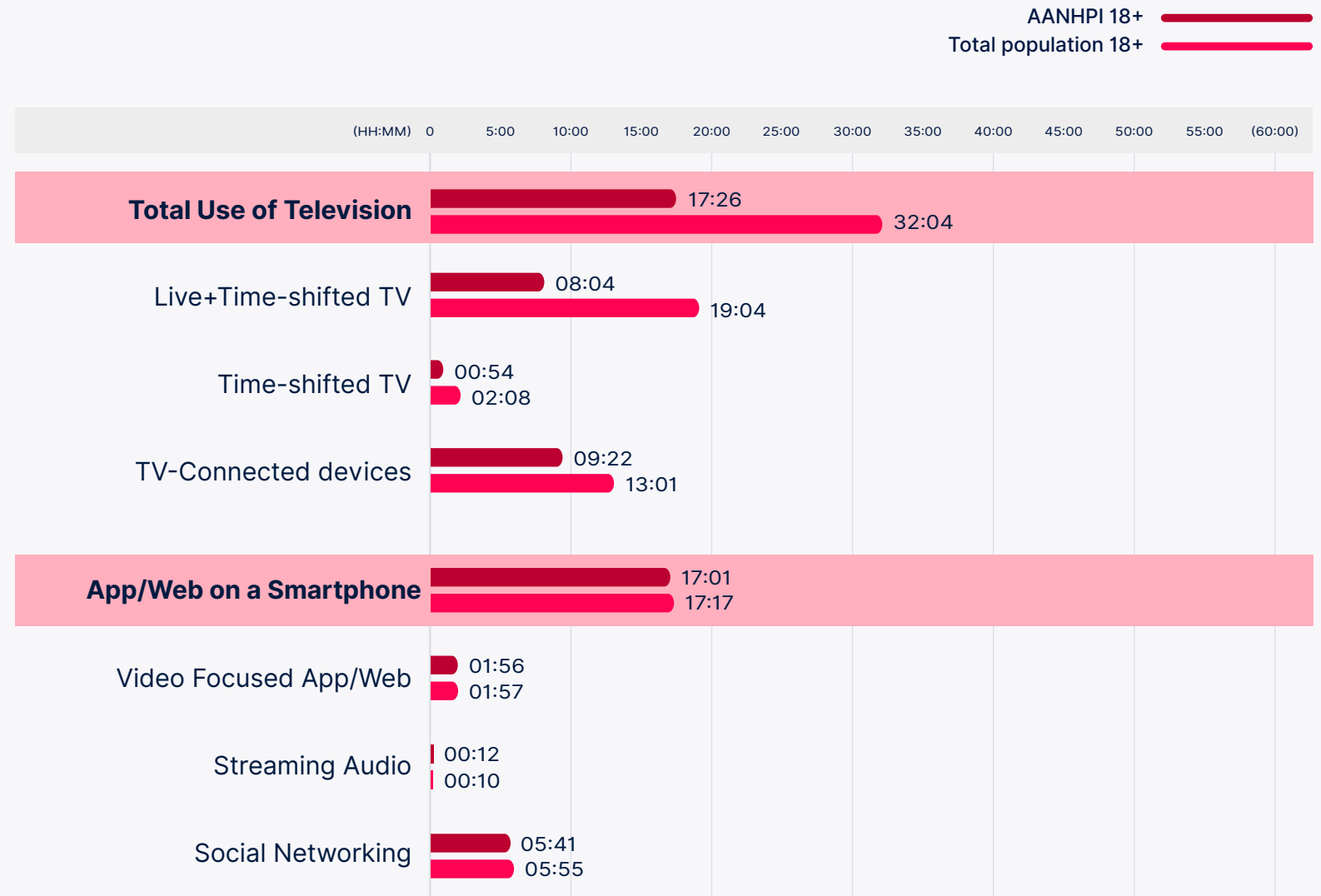
A diverse audience requires a diverse media plan

Where is the AANHPI audience going for their favorite programming? In a given week, Asian audiences 18 and older in the U.S. spend 17.5 hours with TV—compared with 32 hours for the general population. When we break down time spent with TV by device, these audiences are more frequently turning to content accessed through TV-connected (CTV⁴) devices, which outpaces their consumption of live TV viewing by more than an hour and a half a week.

AANHPI viewers spend almost the same amount of time each week consuming content on their smartphones as they do with television. While this puts them in line with the total population in terms of total hours with smartphones, AANHPI audiences' level of engagement with mobile devices represents more than a third of their total media time.

⁴ CTV refers to any television that is connected to the internet. The most common use case is to stream video content.

Figure 2.1
AANHPI time spent per week Q3 2023



Source: Nielsen National TV Panel

AANHPI audiences spend almost equal time with TV and smartphones



17.5 hours / week
TV screen



17 hours / week
Phone screen

With Asian American audiences spending a larger percentage of their total media time with CTV and smartphones, marketers can lean into audience-based ad buying available on many digital channels to reach them. And this aligns with where marketers are looking to spend. According to Nielsen's **2024 Annual Marketing Report**, global marketers plan to dedicate 63% of their budgets this year to digital channels, attributing the continuing shift toward digital to the high perceived effectiveness of these channels.

Source: Nielsen National TV Panel, Q3 2023

AANHPI audiences are super streamers

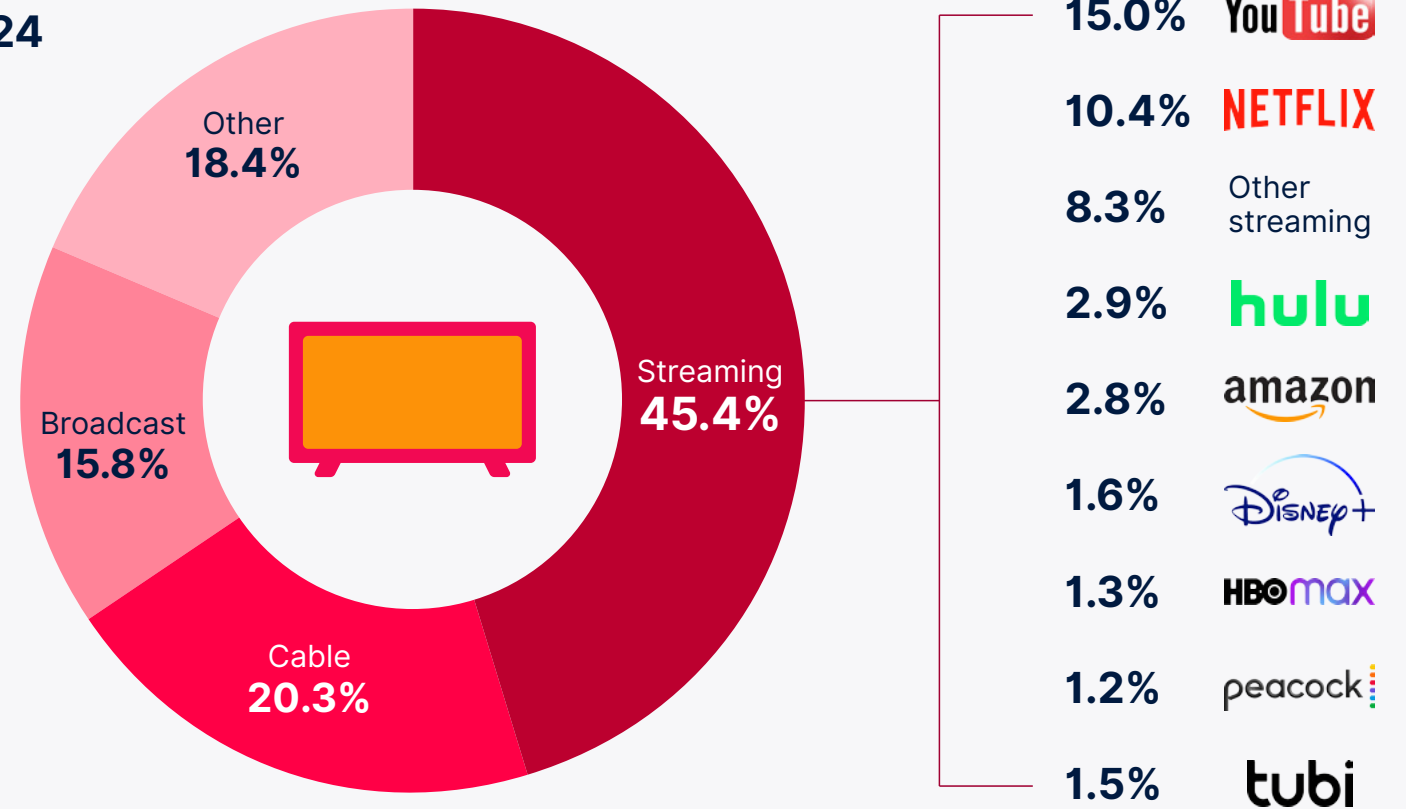
AANHPI audiences spend the most time with streaming compared to broadcast and cable. And streaming continues to gain share, up to 45.4% of Asian Americans’ TV usage at the start of this year (versus 43% in January 2023). Comparatively, streaming makes up 36.0% of TV usage for the general U.S. population, according to Nielsen’s *The Gauge*.

The wealth of Asian-inclusive content, particularly on the top two platforms YouTube and Netflix, may contribute to the audience’s streaming use. In 2024, Netflix announced it’s **investing more** in Asian content with four Chinese-language programs from Taiwan, eight shows from Thailand and six from Indonesia. YouTube has **partnered** with K-pop label Hybe and U.S. label Geffen Records to launch *The Debut: Dream Academy*, which follows 20 contestants as they audition to become the next K-pop star. And Disney recently **announced** a joint venture with key leaders in India’s entertainment industry to integrate digital media and sports content. According to eMarketer, India is expected to have the highest digital ad spend growth this year, increasing an estimated 25.1%.

Figure 2.2
AANHPI audiences: more time with streaming, less on broadcast and cable



Jan 2024



“Other” includes all other TV usage that does not fall into the broadcast, cable or streaming categories.
 Source: Analysis of January 2024 Nielsen National TV Panel Data augmented by Streaming Platform Ratings. Note: Streaming of linear content has been removed from streaming (but does count toward broadcast and cable)

AANHPI audiences watch across mobile apps

On smartphones, Asians outpace other viewers for using streaming platform apps—especially ad-supported ones. In an average month, YouTube’s mobile app reaches 85% of AANHPI adults. Sling TV is also particularly appealing since it provides a host of international TV content, especially in South Asian and East Asian languages. AANHPI viewers are 37% more likely to use the app than the general population.

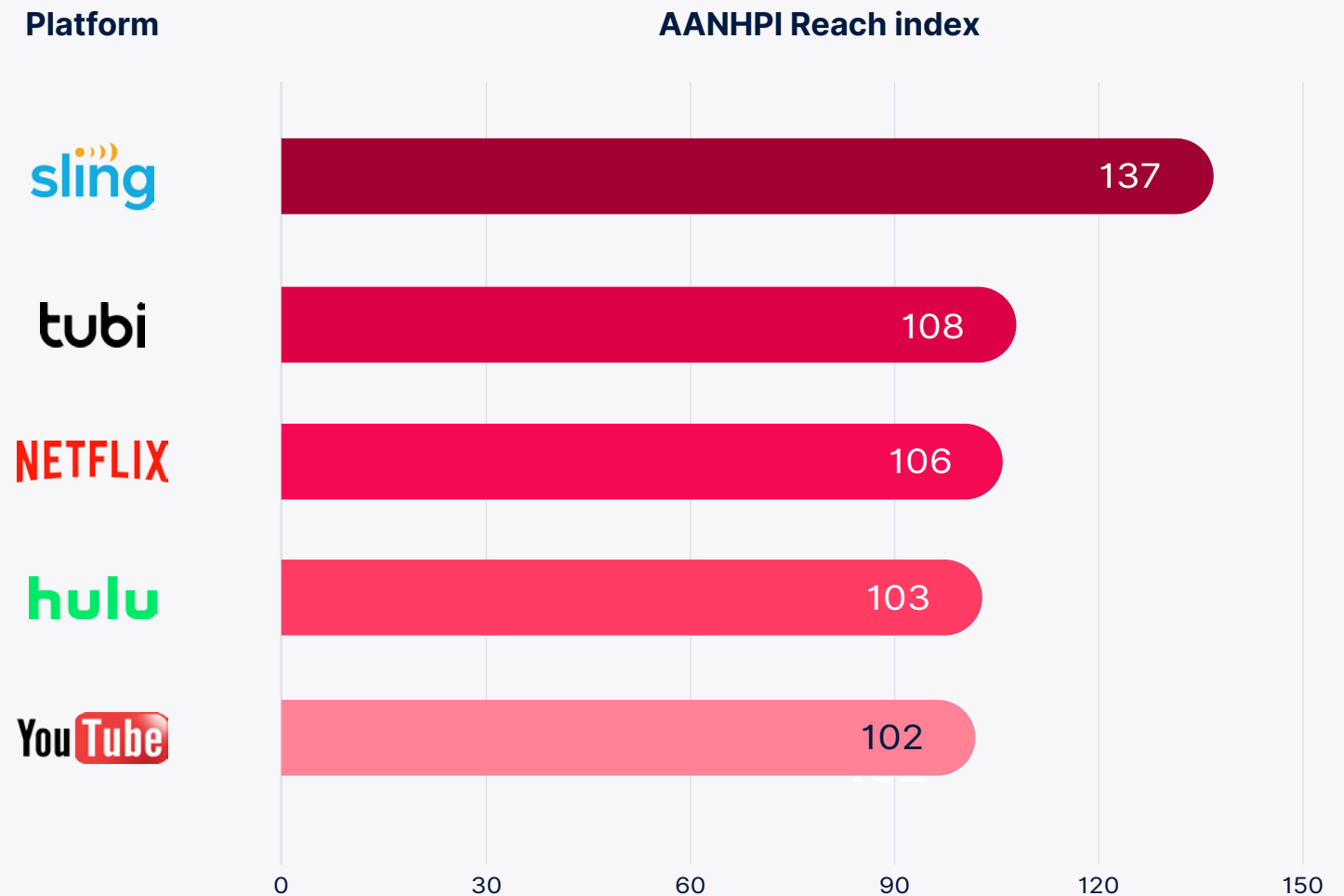


The Glory

In the first half of 2023, U.S. audiences watched 1.9 billion minutes of the popular K-drama on Netflix. AANHPI viewing made up 25% of that viewing.

Source: Nielsen Streaming Content Ratings 2023

Figure 2.3
AANHPI use of streaming platform apps



Read as: Sling TV is 37% more likely to reach AANHPI users than the total population.
Source: Nielsen Media Impact, Nov 2023 Top Apps Ranker

The opportunity within ad-supported streaming

Streaming has evolved from its ad-free, subscription-focused roots. Today, almost all major streaming platforms and services include ad tiers. For some services, advertising has become the primary go-to-market strategy.

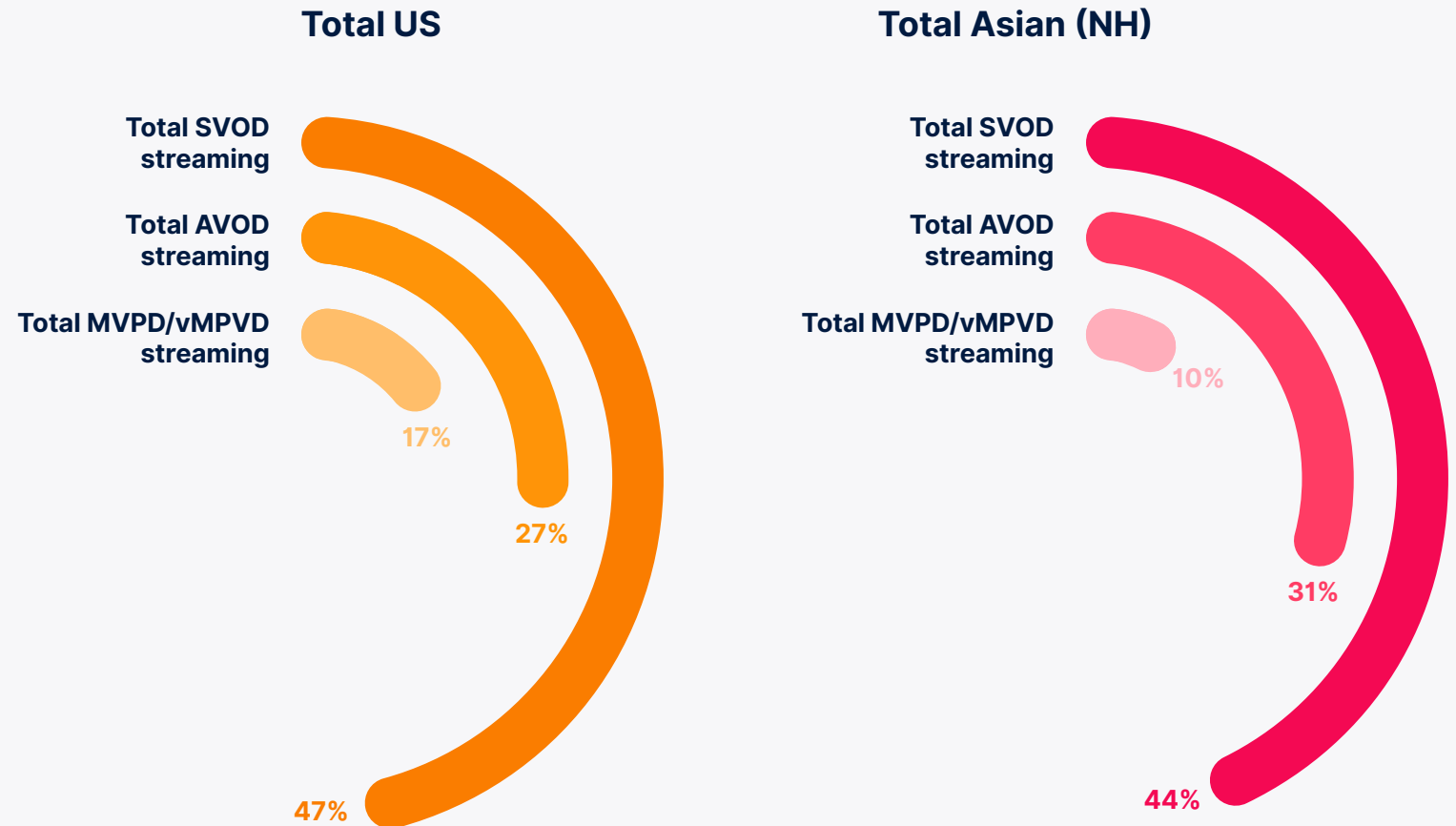
For marketers figuring out how to incorporate newer ad-supported streaming into their media plans, Asian American audiences could be a good segment to focus on. While subscription video-on-demand (SVOD) viewing still makes up 44% of AANHPI audiences' streaming, ad-supported video-on-demand (AVOD) viewing makes up 31%. Comparatively, AVOD makes up 27% of the total population's streaming.



Figure 2.4

AANHPI audiences spend more time with ad-supported streaming than the total population

Jan 2024



Source: Nielsen Streaming Platforms

Global spotlight

Understanding media habits across Southeast Asia

Asian Americans in the U.S. are highly connected with important markets around the world. Approximately 18% of the total Asian American population is from Southeast Asia and the Pacific Islands. Take a look at the media consumption habits in key Southeast Asian markets.



Malaysia

Top 3 apps/websites used yesterday:

- 1. Facebook
- 2. Instagram
- 3. Shopee (regional online shopping platform)

Watched TV yesterday:
60.9%



Thailand

Top 3 apps/websites used yesterday:

- 1. YouTube
- 2. Facebook
- 3. Line (messaging app)

Watched TV yesterday:
74.2%



Philippines

Top 3 apps/websites used yesterday:

- 1. Facebook
- 2. Facebook Messenger
- 3. YouTube

Watched TV yesterday:
76.9%



Singapore

Top 3 apps/websites used yesterday:

- 1. WhatsApp
- 2. The Straits Times (local newspaper)
- 3. Facebook

Watched TV yesterday:
69.7%

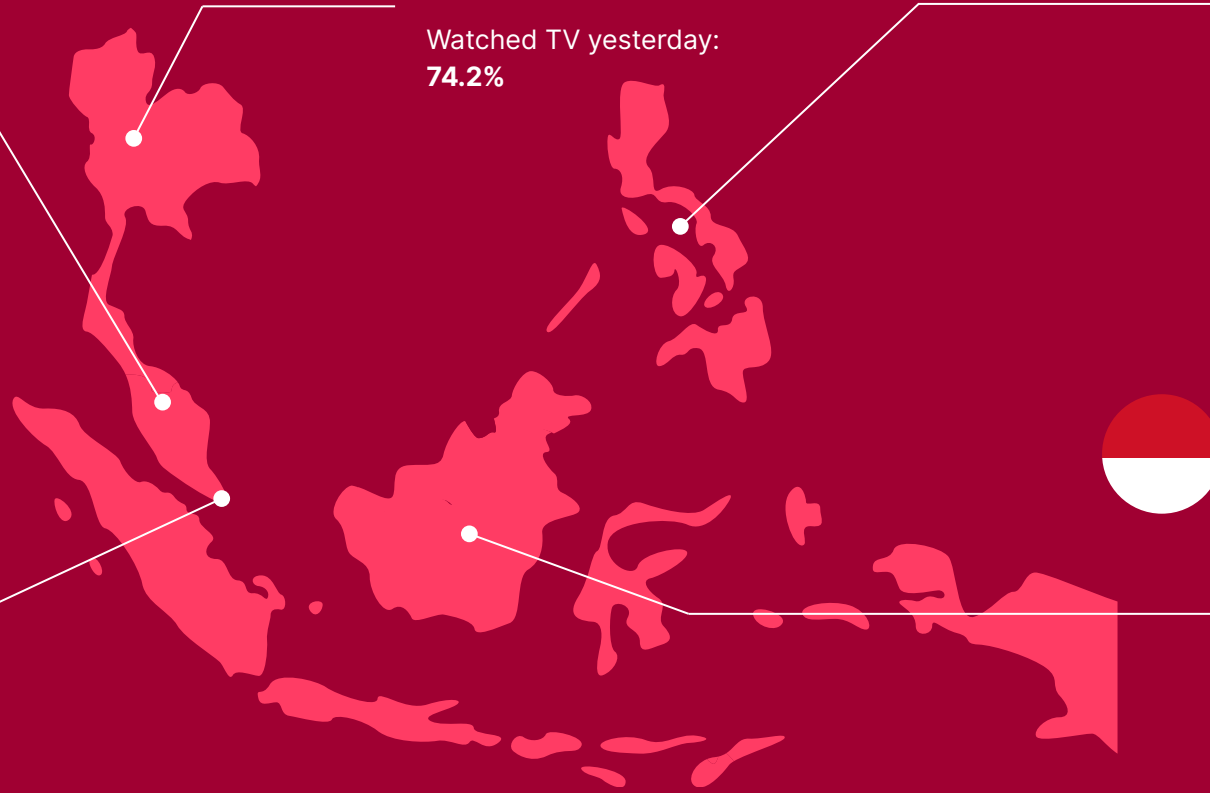


Indonesia

Top 3 apps/websites used yesterday:

- 1. WhatsApp
- 2. YouTube
- 3. Facebook

Watched TV yesterday:
67.2%



Source: Nielsen Consumer & Media View

Brands and media

While age and gender have been the focus driving media buys, the media consumption behavior of the AANHPI audience doesn't follow the traditional norms. For example, Asians 50+ spend the most time on CTV devices compared to other groups who tend to watch more linear TV.

The reality is that audiences of ad-supported streaming platforms continue to grow. For example, in **February 2024**, YouTube captured 9.3% of TV usage, a platform-best: Asian influencers like Alex Chikin Chow, are also topping the subscriber charts—Chow has 41 million subscribers. With the knowledge that Asian audiences are heavy streamers, ad-supported streaming platforms are a critical element of a cross-media campaign.



Opportunities to engage

While Asian American audiences are spending significant time with streaming, marketers should be careful about focusing on a single channel to reach their intended audiences. Leaning too heavily into just a few channels can result in your message reaching the same audiences repeatedly and missing out on fresh eyes. Ultimately, a cross-media approach is critical in media planning.

And quality, person-level audience data can help marketers reach their intended audiences across channels. When massive scale is not feasible, person-level audience data can help marketers ensure that their campaigns, regardless of channel, are as pinpointed as possible.



Community partners

More Asian audiences are embracing streaming content choices with 24% subscribing to three streaming services⁵. For content creators within the community, this presents an opportunity to be seen and share the stories of diverse experiences.

U.S. adults spend an average of 11 minutes searching for something to watch. Viewers are sifting through heaps of content looking for something that resonates. This is an opportunity for anyone and everyone to discover AANHPI stories and learn more about this vibrant and diverse community beyond the traditional AANHPI Heritage Month in May.



⁵ July 2023 Streaming Content Survey

Representation resonates for long-term ROI

How can marketers gain influence with AANHPI consumers? It is important to meet this community where they are spending and consuming media. But how your brand shows up is also a critical consideration. From the content your ad appears alongside to the campaigns themselves and the language you use, representation goes a long way toward creating trust with AANHPI audiences, ultimately building brand affinity and delivering long-term returns on your investment (ROI) with this community.



Representative content resonates with AANHPI audiences

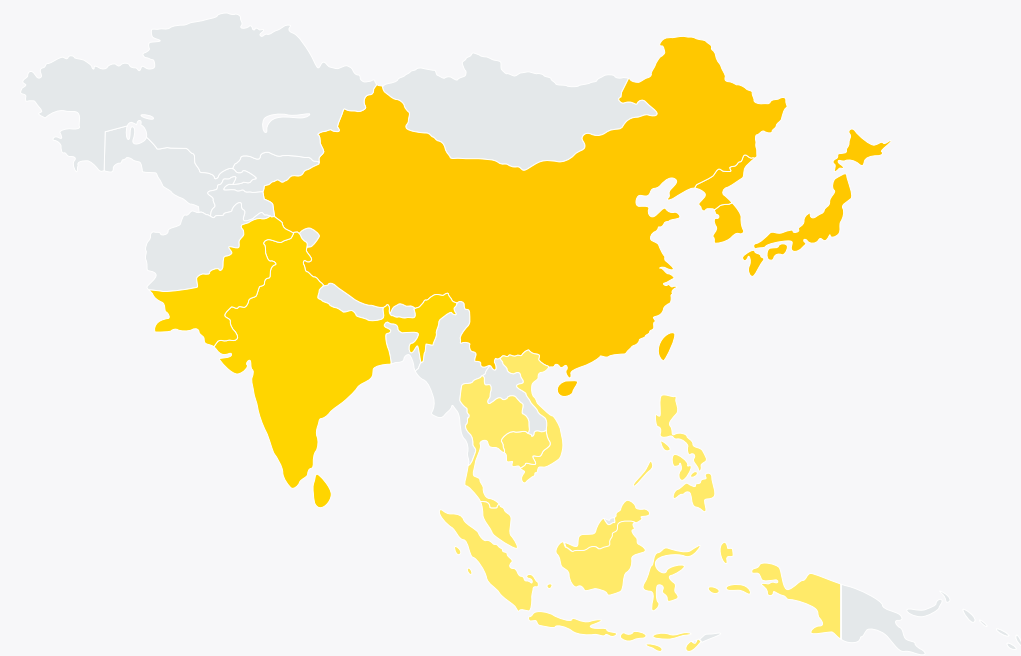
The South Asian experience is vastly different from the Southeast Asian experience, or any other group within the AANHPI community, for that matter. Each is a vibrantly distinct group that craves real, lived experiences to be seen on screen.

Currently, most of this inclusive content can be found on streaming platforms, where representation of AANHPI talent has increased from 10.3% in 2022 to 10.9% in 2023. This may help to explain why streaming edges out broadcast and cable when it comes to time spent among AANHPI viewers.

Figure 3.1

AANHPI total TV share of screen ranking by platform

	Broadcast		Cable		Streaming	
	2022	2023	2022	2023	2022	2023
AANHPI	4.1%	4.1%	3.3%	4.7%	10.3%	10.9%
East Asian	1.9%	2.3%	1.3%	1.5%	4.2%	5.3%
South Asian	0.4%	0.4%	0.4%	1.0%	2.2%	1.7%
Southeast Asian	0.9%	1.0%	0.8%	1.7%	1.8%	1.4%
NHPI	0.3%	0.3%	0.2%	0.1%	0.6%	0.3%



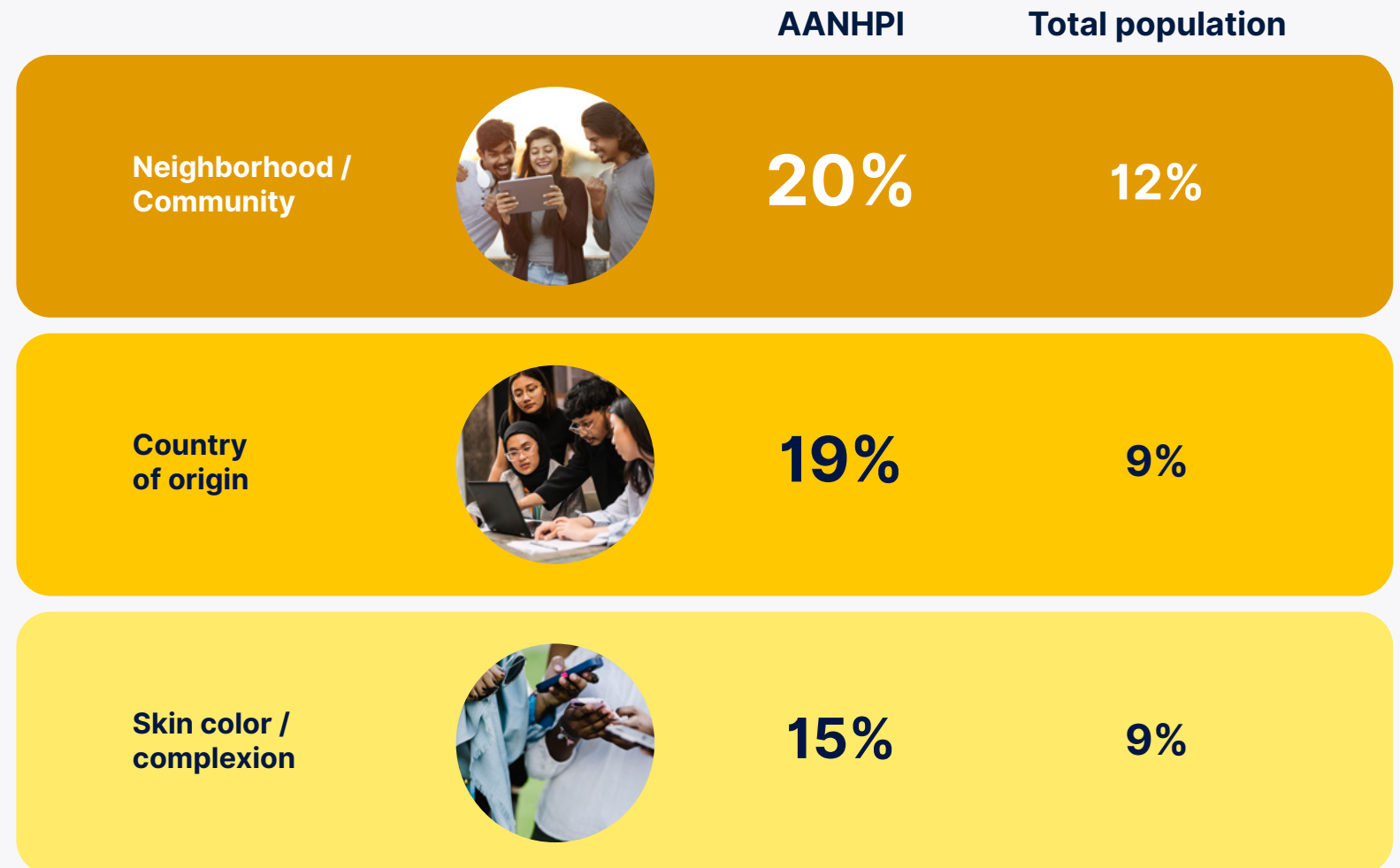
Source: Gracenote Inclusion Analytics, 2023

AANHPI audiences are looking for more representation

Despite slight increases in representation, 60% of AANHPI wish they saw more of their identity group on TV. Platforms looking to win with these viewers and create long-tail ROI opportunities could start by helping close this gap.

Figure 3.2

AANHPI feel more strongly that these aspects of their identity are *not* seen in media



Source: Nielsen Attitudes towards representation study, October 2023

The power of news media within the AANHPI community

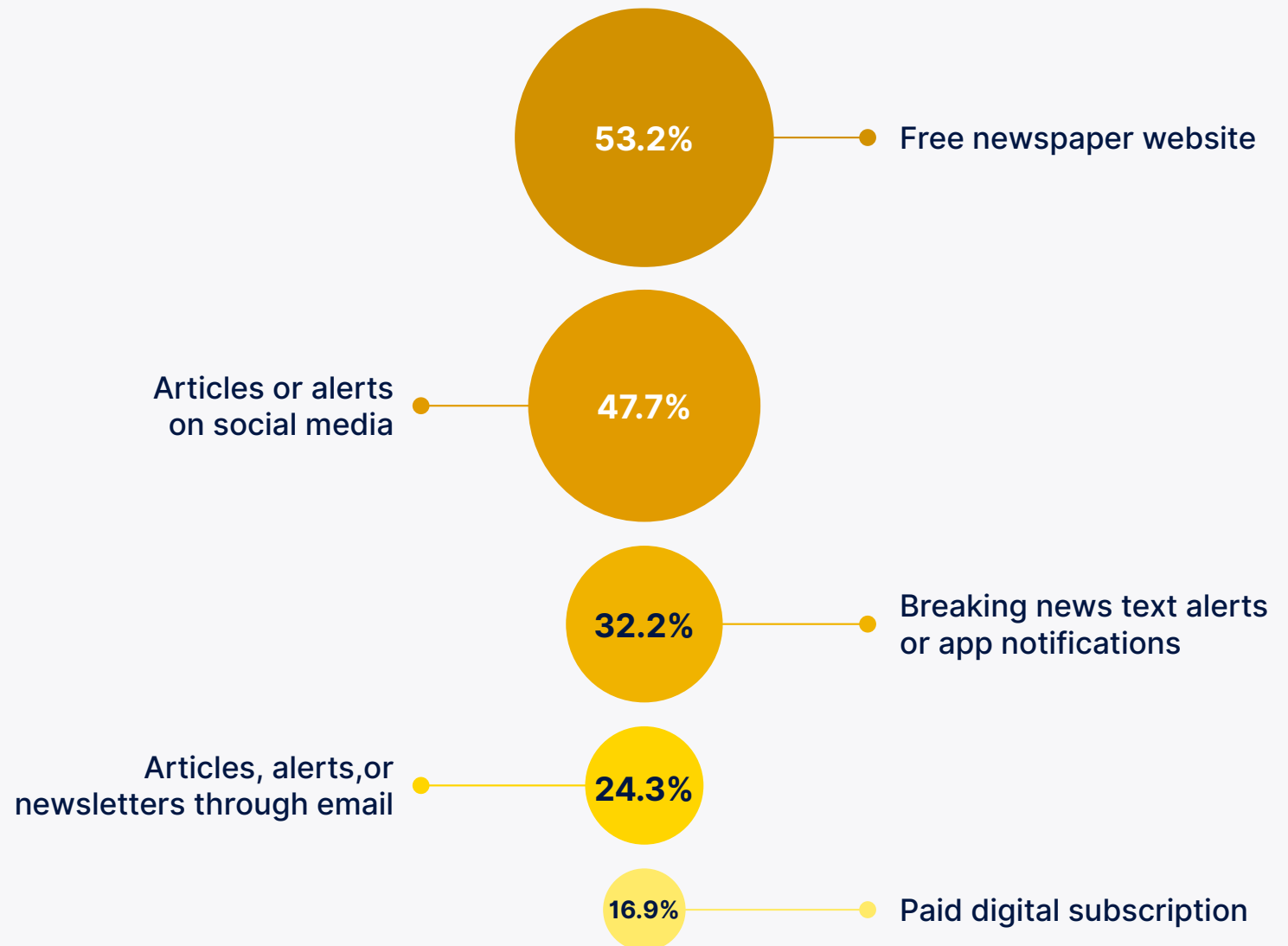
AANHPI voters make up the fastest-growing group of eligible voters in the United States. Between 2016 and 2020, Asian American voter turnout jumped from 49% to 59%, the largest increase of any racial or ethnic group, according to [Census Bureau](#) figures. Yet 83% have concerns about misinformation in the U.S. elections⁶. Still, AANHPI audiences are heavy news users, with 78% consuming news at least once a day. They're also 34% more likely to trust in the accuracy of news.

Nielsen's research found that Asian audiences are most likely to access their news via free newspaper websites. For marketers hoping to engage AANHPI audiences this year, tapping into political content on non-subscription news sites and social media platforms could be a valuable connection point. Understanding which platforms represent the AANHPI community is key for marketers to understand, as 41% of AANHPI audiences are more likely to buy from brands that advertise with news outlets they trust⁷.

⁶ APIA Vote
⁷ 2024 Nielsen Survey on Trust in Media

Figure 3.3

Ways to access newspaper content



Source: Scarborough USA+ 2023 Release 1 Total (Dec 2021 - May 2023)

**Even in trusted news media,
getting the right ads in the
right places is key**

67%

**of AAPI respondents
often encounter ads that
are not relevant when
they consume news**

Source: 2024 Nielsen attitudes on trust in media survey



AANHPI talent can help engage audience

Trust is built through several factors, one of which is representative talent. For example, ABC's *World News Tonight* with co-anchor Juju Chang and MSNBC's *Morning Joe* with frequent reporter Richard Lui are in the top most-watched broadcast news programs for AANHPI viewers⁸.

Figure 3.4

What makes representative content more engaging?

Features geographic location associated with my identity group(s)



Features a cast member closely associated with my identity group(s)



● % of AANHPI audiences agree ● % Overall audiences agree

Source: Nielsen Attitudes on Representation Supplemental Study, 2022
⁸ Nielsen National TV Panel, 2023



The value of in-language media

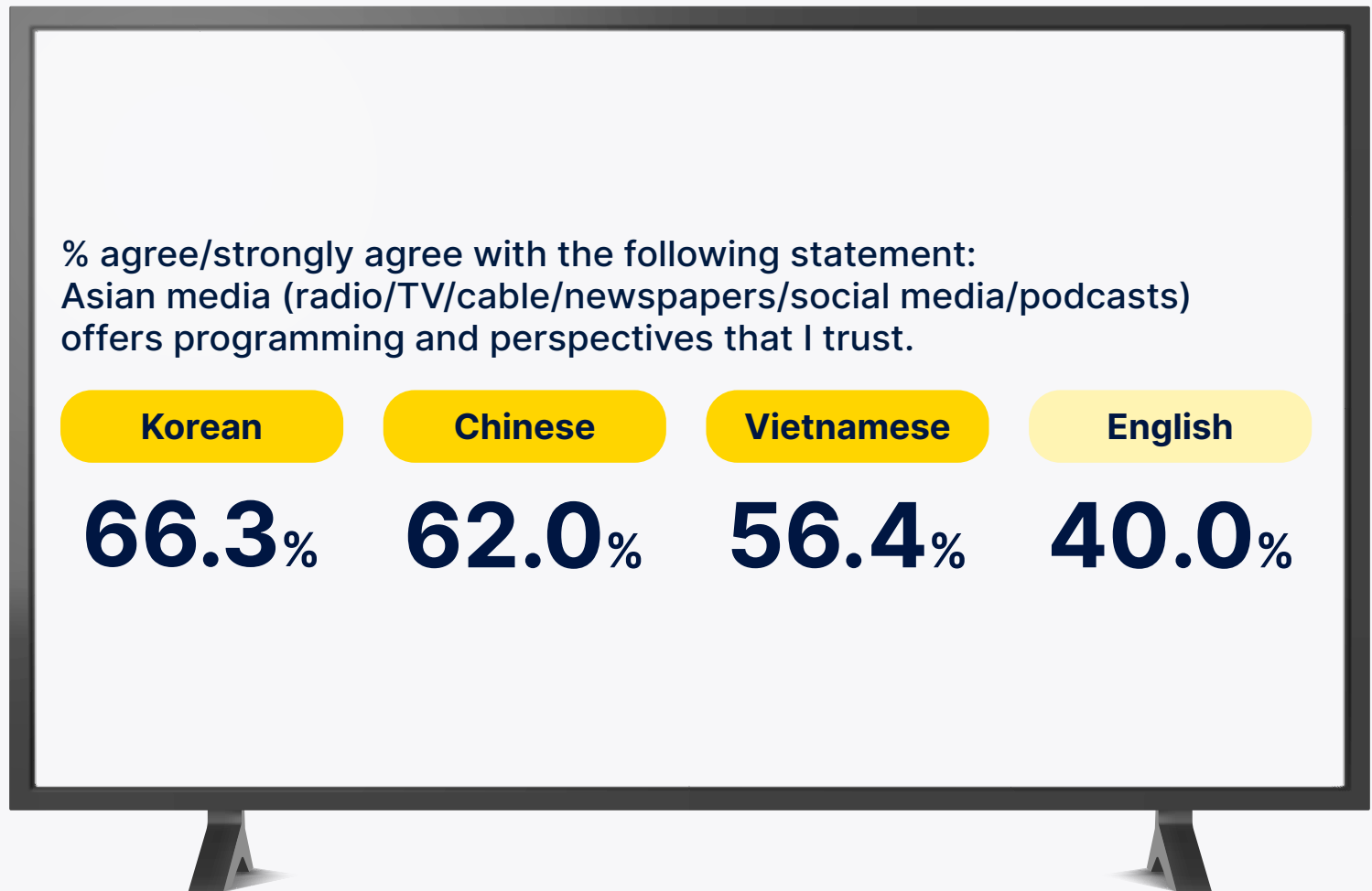
Asians in the U.S. come from more than 20 countries and speak more than 50 different languages. In a [2023 report](#), Nielsen explored the attitudes and media consumption preferences of Chinese, Korean and Vietnamese language speakers—representing about 40% of the Asian American population and three of the Asian languages most spoken at home.

More than 40% of total respondents 'strongly agreed/agreed' that Asian media offers programs and perspectives they trust. Furthermore, the study shows that more than 50% of Chinese, Korean and Vietnamese-speaking respondents prefer to buy brands that advertise on programs reflecting their culture.

Figure 3.5



In-language media is the most trusted source of information for Asian Americans



Source: 2023 Asian language study on AAPI attitudes and media consumption preferences

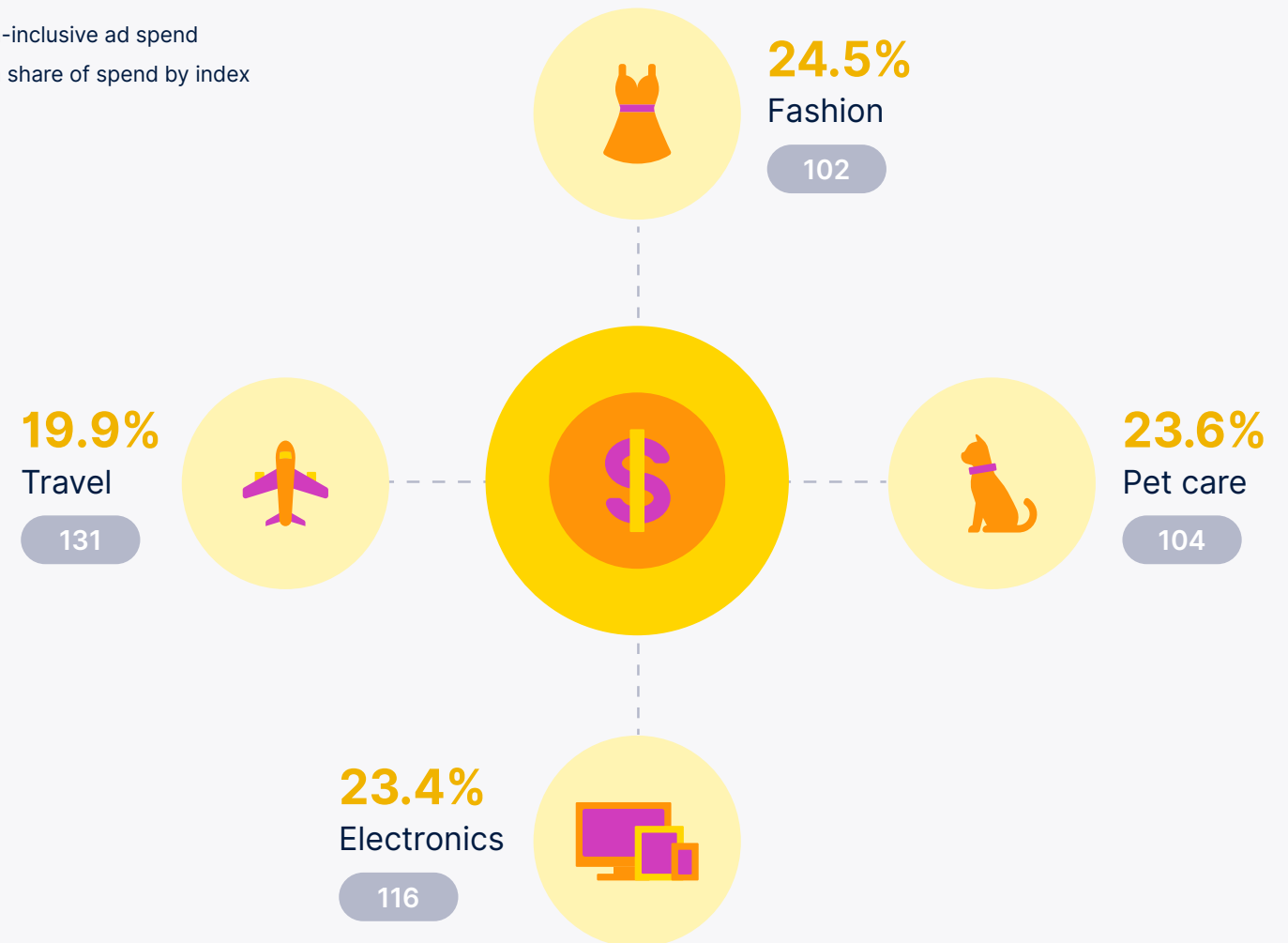
Inclusive advertising can drive returns

Since AANHPI audiences are more likely to buy from brands that advertise in inclusive content, there is a greater opportunity for engagement with ads that also include these aspects of their identity. In a [2022 Nielsen study](#) of advertising spend in Asian inclusive programs, brands in certain categories were investing above average ad dollars—the same categories where Asians were outpacing other communities in consumer spend.

Figure 3.6
Asian-inclusive ad spend can drive sales



XX.X% Asian-inclusive ad spend
Asian share of spend by index



Source: Nielsen Scarborough USA+2022 Release 1 Total (Dec 2020 - Apr 2022)
Nielsen Ad Intel and Nielsen Gracenote Inclusion Analytics

Case study spotlight

Focusing on AANHPI consumers in ads drives better brand metrics

A digital media platform wanted to explore the impact of branded content featuring AANHPI creative for a financial services client who wanted to better engage the Asian consumer—who is 27% more likely than the total population to spend a lot of time learning about financial markets and investments⁹.

A **Nielsen Brand Impact** study tested how four types of branded content—Longform Videos, Twitter (now known as X) images, Twitter video and Promotional Units—on the digital platforms helped to drive brand perceptions, brand integration perceptions and content engagement with the AANHPI community. Nielsen's insights showed:



Campaign creative centering AANHPI consumers outperformed “general market” creative by double digits

AANHPI respondents were substantially more likely to agree the brand was for their community after viewing inclusive campaign creative vs. general market creative. AANHPI consumers were also more likely to view the inclusive campaign as interesting, authentic, and credible (+19 percentage points) compared to overall norms.

Asian-inclusive custom content positively impacted key brand metrics

Branded content generated significant increases in Aided Awareness, Affinity and Purchase Intent compared to the control group.

The media platform was successful at solidifying agreement with brand messaging

Respondents were significantly more likely to agree with all brand attributes and were substantially more likely to consider the financial services client as a brand for the AANHPI community.

⁹ Scarborough USA+ 2023 Release 1 Total (Dec 2021 - May 2023)

Brands and media

With Asian audiences gravitating toward social media, aggregator sites and ad-supported newspaper sites, advertisers can benefit from rethinking their media plans during this election year, especially as ad prices rise with political campaigns buying up valuable ad inventory. These channels are also more addressable—giving marketers improved measurement of ROI.

Adding in-language media platforms will also increase trust in your brand, since the majority of the AANHPI audience speak a language other than English.



Opportunities to engage

Creating trust through representation, language and the content their ads appear alongside is critical for marketers looking to build their brand with AANHPI consumers. When done correctly, this type of brand building has long-term value.

But brand building does more than just seed long-term sales. It also moderates the cost of new customer acquisition. That's because short-term marketing strategies trade future sales for near-term sales that are actually more costly to obtain.



Community partners

AANHPI audiences are engaging heavily in the news genre during this election year. Inevitably, what's seen—or ignored—on news programs about policies and leaders impacting the community will shape Asian Americans' understanding. There's a greater responsibility for AANHPI influencers to help educate the community, sorting fact from fiction so everyone can make more informed choices.

Investing in the AANHPI media talent pipeline is critical. Programs like Gold House's Gold Journalism Accelerator will strengthen that pipeline.





Conclusion

Engaging Asians in trusted news and media platforms, with representative stories told by familiar people, deepens your connection with this powerful, influential group.

For brands and marketers, it's clear that when trust meets representative content and ads, AANHPI audiences perceive higher brand value. Deepening your understanding of the diversity of Asian communities will deepen your connection—and trust.

Methodology

Television methodology

Television data is derived from Nielsen's National TV Panel that is based on a sample of over 41,000 homes that are selected based on area probability sampling.

Nielsen Attitudes on Representation in Media 2023

Survey of over 2,000 Android and iOS users fielded by Nielsen Electronic Mobile Meter (EMM) Panel weighted for age, gender, race, ethnicity and income for Android and iOS users mobile phone users conducted in Fall 2023.

Nielsen Streaming Media Consumer Survey

Custom Nielsen study conducted in English only from July 7, 2023 - July 21, 2023 via an online survey. It is based on a representative sample of 2,300 U.S. adults 18+ who currently use streaming video and/or audio services.

Gracenote Inclusion Analytics

Designed to accelerate diversity and equity in media, Gracenote Inclusion Analytics illuminates representation of on-screen talent compared with audience diversity. The solution empowers content owners, distributors and brands to make better informed decisions around inclusive content investments. www.nielsen.com/inclusionanalytics

Nielsen Ad Intel

Ad Intel provides the most complete source of cross-platform advertising intelligence available today. With intuitive software, review-and-compare ad activity across media, company, category or brand, plus historical data. Nielsen monitors gross advertising expenditure in major media at published rate card values.

Nielsen Media Impact, Nov 2023 Top Apps Ranker

Nielsen Media Impact is a powerful insights and planning solution that combines census-level and respondent-level data to provide the highest quality, representative sample of media consumption across different platforms and devices.

Nielsen Scarborough

Nielsen Scarborough USA+ 2023 Release 1 Total (Dec 2021 - May 2023). Scarborough measures the unique shopping patterns, product usage, demographics, lifestyles and

cross-media behaviors of the American consumer at a local, regional or national level, giving the ability to profile over 2,000 measured categories and brands.

Nielsen Asian Language Media Consumption and Attitudes Survey 2022

Survey of over 1000 respondents in Simplified Chinese, Korean, Vietnamese and English language.

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