

US Hispanic market should inspire new mobile efforts by publishers

by [Naomi Reiter](#) | Tue, 2009-09-15 08:12

The booming US Hispanic market is engaged with mobile devices, and it may be time for media partners to take notice.

The question is, really, how do you get content into someone's hand? Most publishers don't care if it's via a newspaper or magazine, a Kindle, a handheld, or a photocopy, as long as the content is in hand. Increasingly, that hand is connected to a mobile communications device. Pair that with the documented growth of the US Hispanic market, and publishers have an opportunity to extend their reach to a broader (and bilingual) audience.

Robust Hispanic mobile activity

In May 2008, the [US Census Bureau reported](#) that the US Hispanic population had reached 15 percent of the nation's entire population. In April, ComScore released a [report](#) stating that the Hispanic online population reached 11 percent of the entire US online market in February. And now researchers are discovering that Hispanics are heavy consumers of mobile communication products as well.

First-generation US Hispanics spend on average 15 percent more per month on mobile services than non-Hispanics, are 50 percent more likely to purchase mobile content such as games, ringtones or wallpapers, show a 40 percent higher proclivity toward mobile advertising brand recall and 16 percent more click-throughs than non-Hispanics, said Larry Upton, founder and CEO of [edioma](#), a developer of bilingual mobile education products. Part of mobile's appeal to the Hispanic market is the fact that less than 30 percent of Hispanic consumers have any other convenient access to the Internet, said Upton.

Speaking users' language

Edioma recently launched its Spanish/English vocabulary soccer game—[egoal](#)—with Sprint, and also offers an iPhone app, [iDigo](#),

which helps English-speaking homeowners to communicate with Spanish-speaking staff.

With more than 60,000 subscribers, idioma is already in talks with Latin American media companies [Telemundo](#) and [Grupo Cisneros](#) about partnering “to deliver highly targeted, culturally relevant mobile advertisements,” said Upton.

Edioma contends that mobile language instruction, especially that based on “situational” phrases and terms such as “on the job site” or “doing business at a bank”, is far more effective than traditional content delivery methods, Upton said.

Spanish-language B2B construction book [Constru-Guía al día](#) is taking notice and teaming up with idioma to offer mobile Spanish/English “job site” language packages coupled with mobile advertising targeted at US Hispanic construction workers, according to Upton.

Opportunities growing with market

Turning cell phones into translation devices isn't the only opportunity for media companies to reach out to the Hispanic market. As this demographic grows and amasses wealth, mobile-based companies will continue to enable their transition into the US economy.

Savvy publishers might take a cue from companies like [Hip Cricket](#), which reported its [Wiley “Txt4Dummies” campaign](#) received more than 1.3 million impressions with a mobile ad click-through rate four times that of traditional online. Or companies like [MPower Mobile](#), which allows users to send or accept funds, and to make purchases, from a mobile device. Think of the possibilities of leveraging Hispanic mobile engagement by offering targeted mobile pay programs to sell related products and apps.