

# **THE UNTAPPED MARKET: THE HISPANIC MUSIC CONSUMER**



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## HOW BIG IS THE LATAM MARKET?

- Largest Ethnic Minority In The Us
- Hispanic Spend Most On Digital Music (+30% than average)
- \$1.7 Trillion Spending Power (2017)
- 2 Of Top 5 Most Played Playlists Are Latin Music
- Culture, Arts, Music On The Rise
- ‘Despacito’ (Luis Fonsi/Daddy Yankee) Biggest Music Debut 2017
- Latam Is The Region With Largest Growth In Views And Watch Time
- In Top 100 charts, nearly 40% of global audience comes from LatAm

***“Music has become one of the most effective mediums to drive brand engagement.*”**

## CASE STUDIES



**MARC  
ANTHONY (US)**

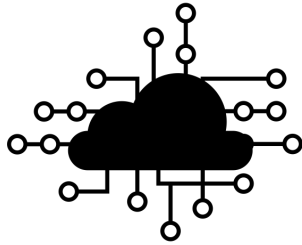


**DADDY  
YANKEE (PR)**



**BOMBA  
ESTEREO (CO)**

# HOW CAN BRANDS CONNECT EFFECTIVELY WITH MULTICULTURALS?



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**TECHNOLOGY**

**LIVE EVENTS**

**CONTENT**

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**MUSIC**

# GRACIAS.

## Questions?



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