

Hispanics Are Your Most Valuable Music Consumers



Engaged Audience

Social

Deeply engaged in the conversation surrounding music and artists.

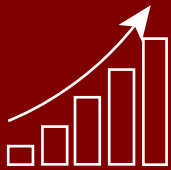
70% of Hispanics say they use **social media** to follow musicians they like.
(43% more likely than the total population)

Loyal

Engage with the brands that have a relationship with their favorite artist.

78% of Hispanics view a brand more favorably if the brand sponsors a concert or tour.

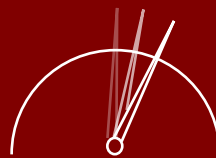
Latin Music Driving Mainstream Trends



Latin music is now **more popular** than Country and EDM in the U.S.



J Balvin is the **#4 most-streamed artist** on Spotify's Global Top List 2018.



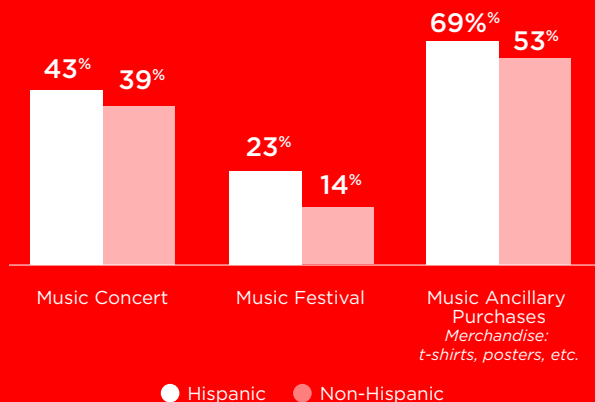
Despacito has **over 6B streams** across on-demand, audio & video platforms. It is the only Latin song among Spotify's top 10 most-streamed songs of all time.



Selena Gomez has more **Instagram followers** than Taylor Swift

Super Consumers

Purchases - Last 12 Months



Insatiable Music Lovers

Top 10 Music Genres Downloaded - Last 12 Months

