

**LUMINA**

**Latin Music and  
Its Impact on Culture  
and Commerce in the  
U.S. Marketplace**

Billboard Latin Music Week 2023

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**Trend 1**  
**State of Latin**  
**Music Streaming**

# US Latin On-Demand Audio Streaming

**47.4B**

First 34 weeks of 2022

**57.9B**

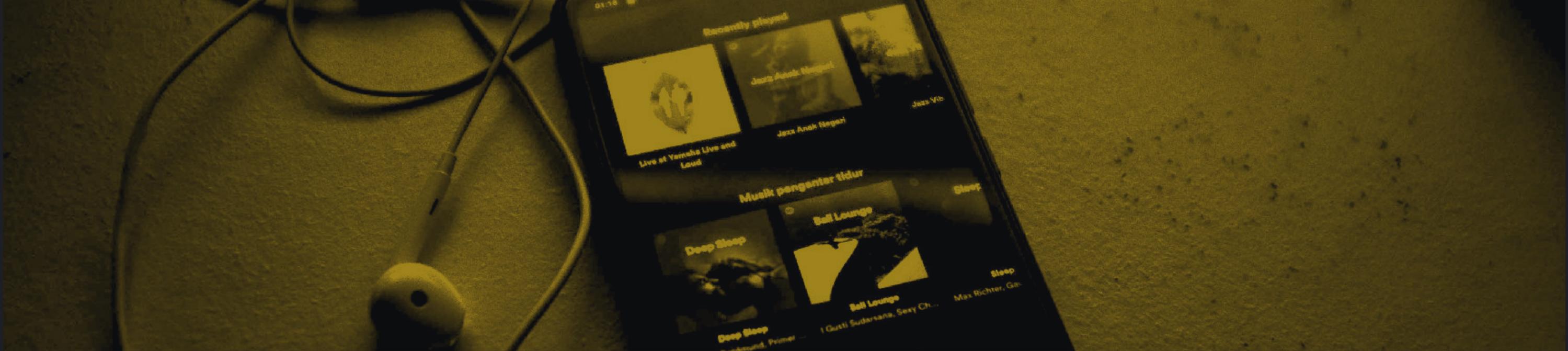
First 34 weeks of 2023

**+22.2%**

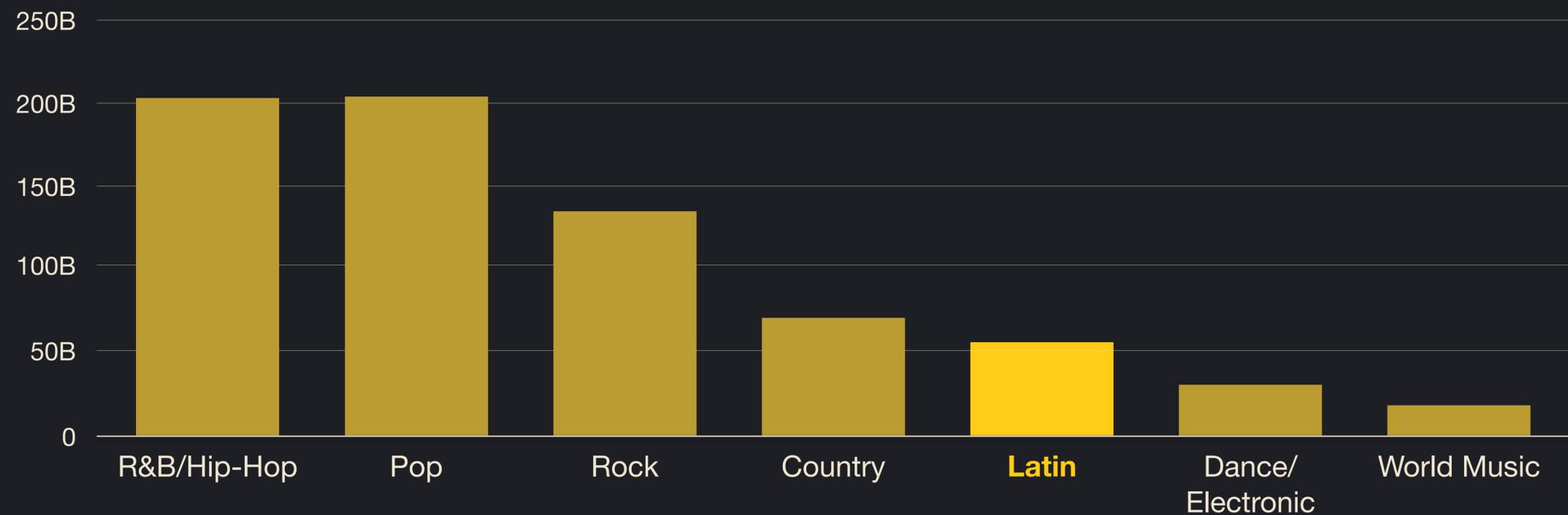
Latin Change Percentage

**+13.3%**

Industry Change Percentage



# US 2023 On-Demand Audio Streams by Major Genre



Latin is the

# 5th

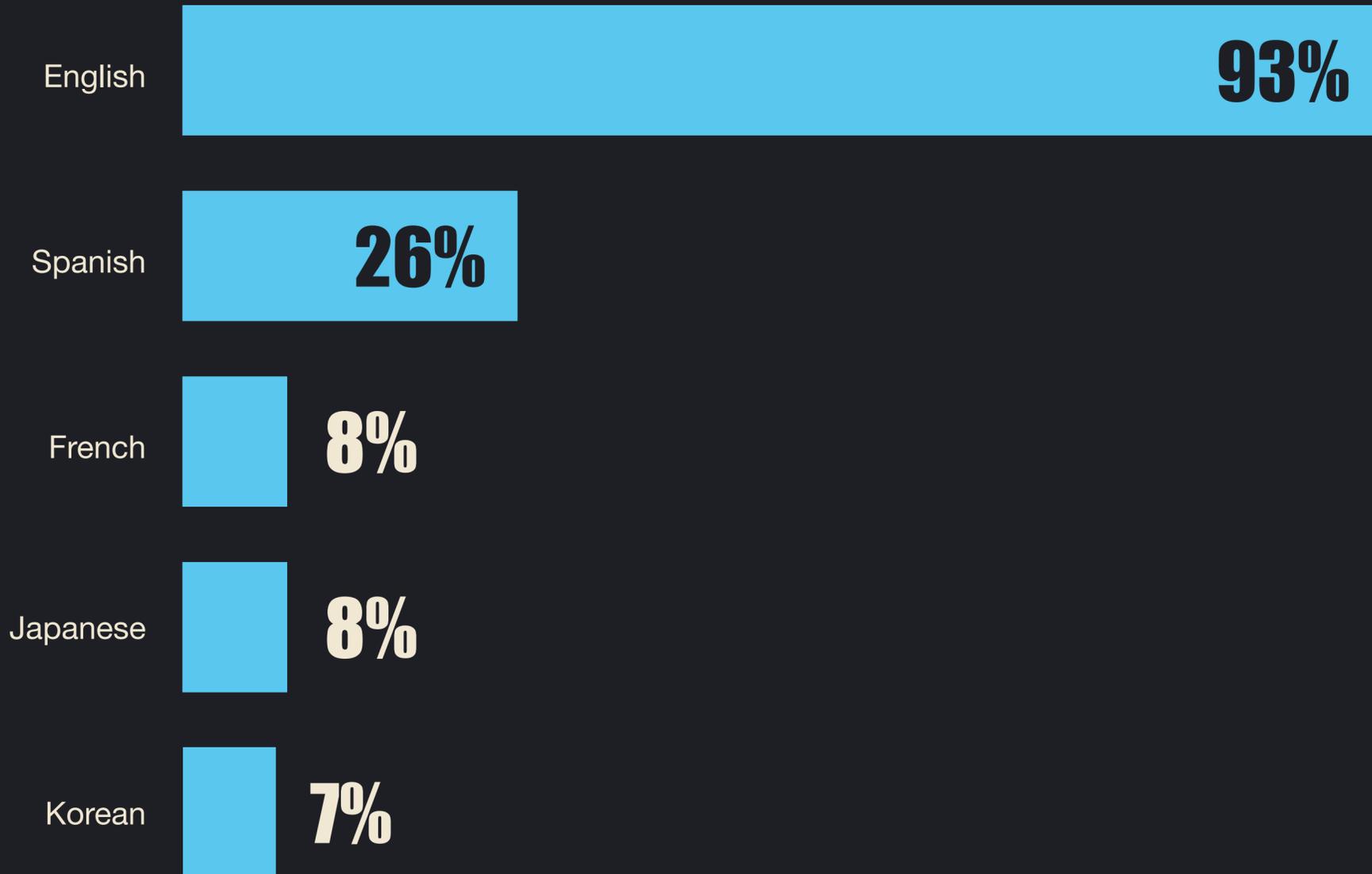
largest major genre in the US with **7% On-Demand Audio (ODA) Streaming** market share in 2023

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**Trend 2**  
**Changes in US**  
**Language Consumption**

# Top Languages for U.S. Music Listening

(Consumer Research)



**40%**

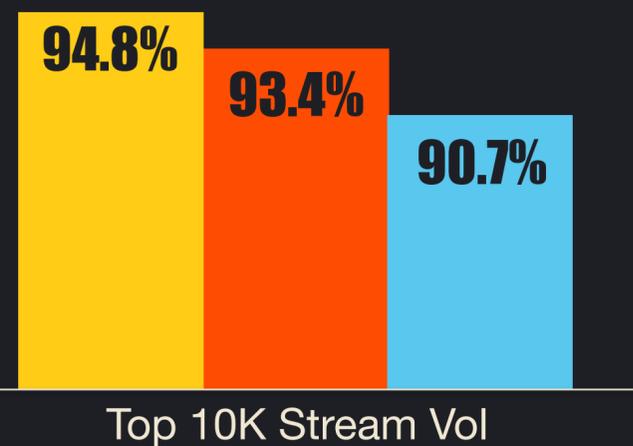
of U.S. listeners listen to music in a **non-English language**



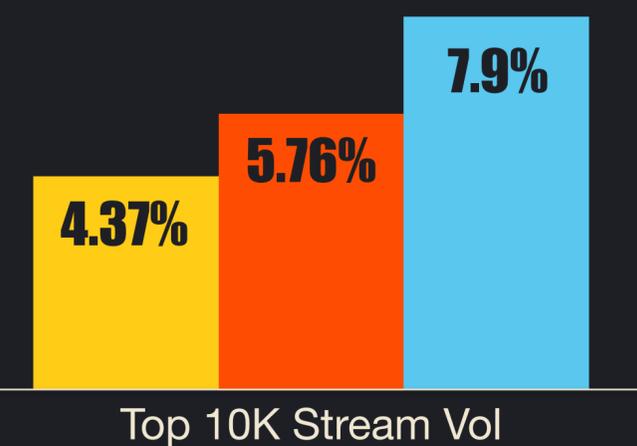
# US Listeners Engaging with Spanish Content

(Consumption)

English Language Share of Streaming in US



Spanish Language Share of Streaming in US



YTD

- 2021
- 2022
- 2023

Streaming share of English language content in Top 10k US On-Demand Audio tracks are **down 4.1% since 2021** as **Spanish grows 3.5%**

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**Trend 3  
Communication  
& Discovery**

# Communication Preferences

Whatsapp key for both Hispanic and Non-Hispanic Latin music fans

Hispanic Listeners

**73%**

use Whatsapp, which is **265% more than** the General Population

Non-Hispanic Listeners

**31%**

use Whatsapp, which is **55% more than** the General Population



# Music Discovery

# 1 in 2

Non-Hispanic Latin Music Fans discover music through Movies and TV Series soundtracks, making them **34% more likely** to do so

## Top Music Discovery Sources

1



# 55%

Streaming platforms

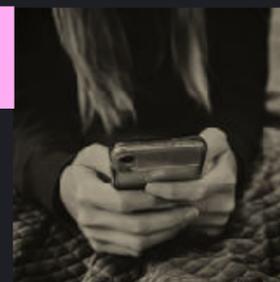
2



# 47%

Friends and relatives

3



# 48%

Social media

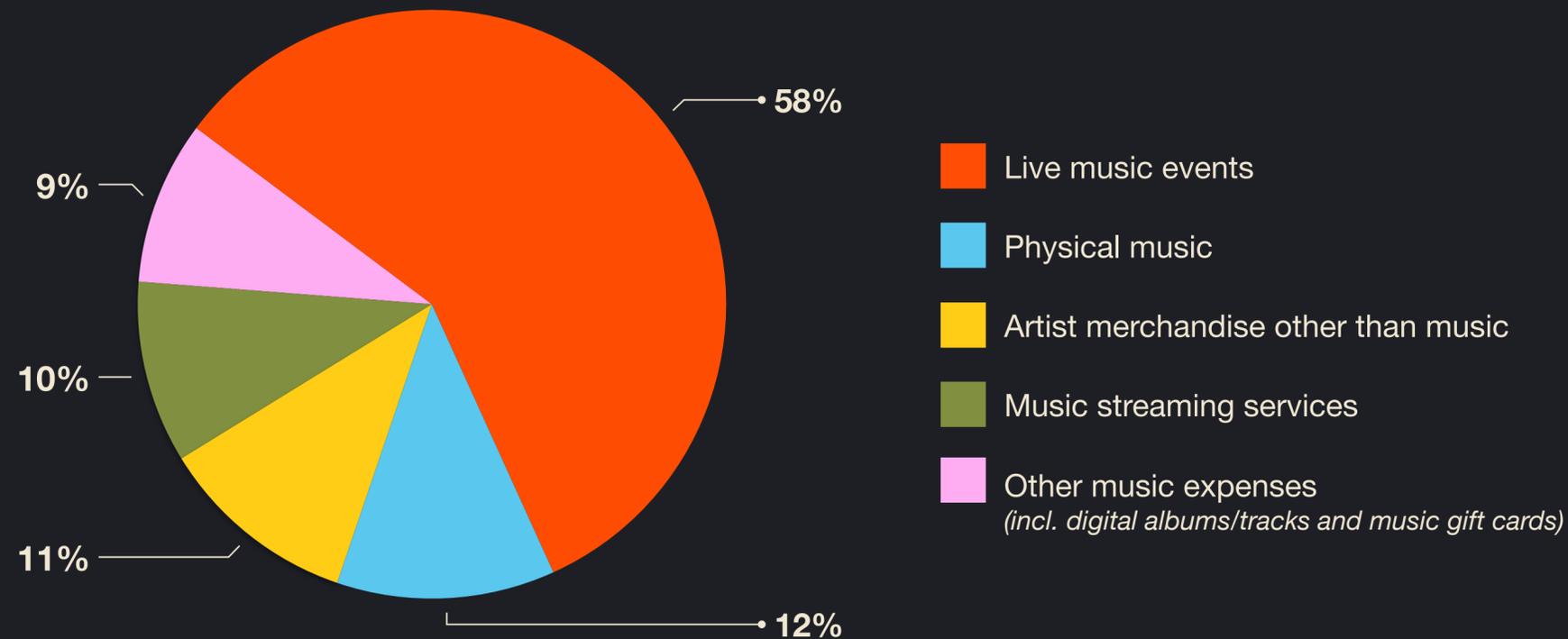
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**Trend 4**

**Latin Music Super Fans**

# Latin Music Super Fan

(Monthly Share of Spend on Music)



US Latin Music Super Fans spend **120% more per month** of music related activities, they even spend **+30% per month** than *other* US Super Fans

# 58%

US Latin Music Super Fans report devoting **more than half** of their monthly music spend on live events

# Live

## 2 of 3

Latin Music Super Fans plan on attending a live concert in the next 12 months

Millennial Latin Music fans are **138% more likely** to plan on attending a music festival than the average US citizen

### Top Live Events for Latin Music Super Fans

*(Index compared to the other US Super Fans)*

1

**Live Music Concerts** (103)



2

**Free Community Event** (119)



3

**Music Festival** (128)





## Optimizing Fan Value: Merch

Compared to  
other US music  
Super Fans...

**+24%**

Latin Music Super Fans are **24% more likely** to say they “*wish artists provided more merchandise options so that I can show my support for them and their work*”

**+21%**

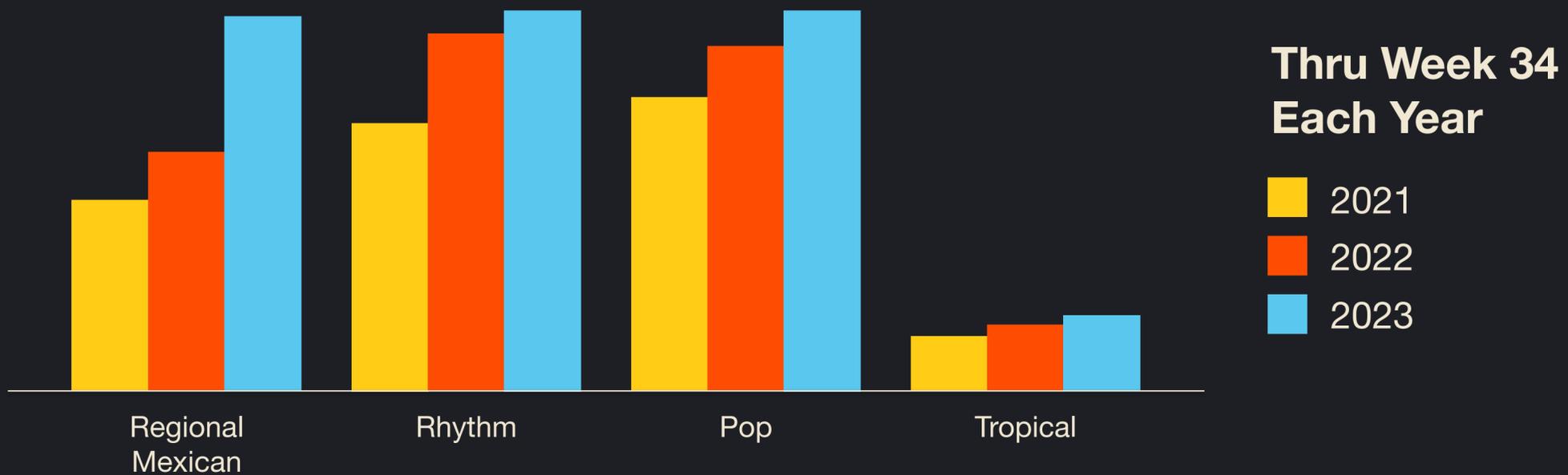
Latin Music Super Fans are **21% more likely** to have purchased t-shirts, stickers, or other merchandise from musicians or artists in the past year

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**Trend 5**  
**Rise of**  
**Regional Mexican**



## Growth of Regional Mexican in 2023



Regional Mexican has grown

**56%**

in 2023 to **14.3B** US  
On-Demand Audio  
streams through the  
week ending 8/24/23



# Takeaways



## Role of Culture

Hispanic community and culture play a large role in the genre's growth, revealing new areas for music discovery



## Super Fans

There are considerable opportunities to further monetize fandom as Latin Music Super Fans demonstrate levels of passion even higher than other US Music Super Fans in key activities

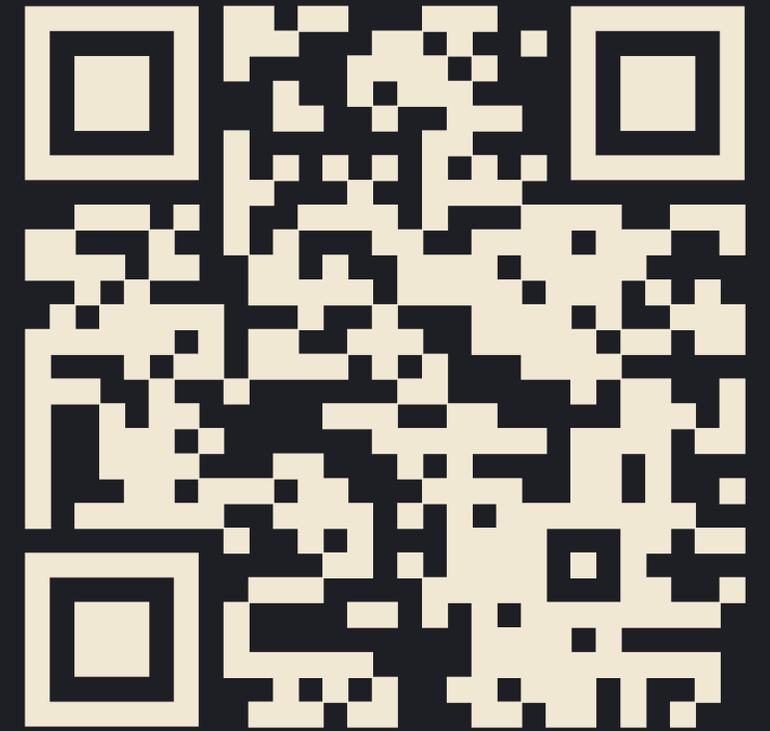


## Latin Genre Growth

Growth of Regional Mexican is additive to US Latin genre growth, illustrating new fans coming to the genre

**Q&A**

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