



STREAMING FORWARD

#1

Latin is the fastest growing category of music

30%

OF THE BILLION VIEWS CLUB
Latin dominates videos, songs, artists across streaming

15

MILLION
Record number of U.S. fans streamed Latin music in 2020

**19%
GROWTH**

Powered by streaming, Latin music outpaces broader music market

**GLOBAL
FANS**

Latin America is fastest growing regional music market in the world