Latin America is the fastest growing regional music market in the world. Latin is the fastest growing category of music. Powered by streaming, Latin music outpaces broader music market. Latin dominates videos, songs, artists across streaming. Record number of U.S. fans streamed Latin music in 2020. Latin America is the fastest growing regional music market in the world. 15 million global fans.

#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.

Source: DiMA, MusicWatch, IFPI, RIAA, Nielsen Music/MRC Data