

RMA

STREAMING  
FORWARD

# STREAMING THE **LATIN MUSIC REVOLUTION**



## INTRODUCTION

A portrait of Garrett Levin, a man with a beard and glasses, wearing a suit, looking directly at the camera.

The story of Latin music in the United States is rich with history and iconic artists. After a fraught decade, we are now witnessing a renaissance that is driving not simply a business but also culture. A resurgent Latin music scene is by now well recognized, but less understood is how and why did the global phenomenon of streaming unlock the massive potential of this increasingly popular category of music?

It is not simply that there are more self-identified Latinos in the United States. According to new research we unveil as part of this report, 41% of Latin music fans do not identify as of Latin, Hispanic or Spanish origin. It is about the sound, technological advances, a new format that enables border-defying instant access, and a collaborative mindset that matches a moment in music.

To help us better understand, we explore insights into the three pillars of this cultural and economic juggernaut: the business, the fan and the music.

We interviewed four of the leading digital executives involved in Latin music: Amazon Music's Global Head of Latin Music, Rocío Guerrero Colomo; Monica Herrera Damashek, Head of US Latin, Artist and Label Partnerships at Spotify; Sandra Jimenez, Director, Music Partnerships (LATAM) at YouTube; and Marcos Juárez, Director of Latin Music at Pandora. Their insights and perspective are fascinating.

To learn more about the Latin music fan in the United States, we also asked our colleagues at MusicWatch to construct a first-ever consumer profile. And lastly, we have compiled a phenomenal list (and playlist) of the top Latin songs of 2021 courtesy of our members plus some recommendations from these executives of up-and-coming Latin artists you need to know. That's included as well.

The music of Colombia or Puerto Rico is now the music of Columbus, Ohio or Portland, Oregon. Stream Latin music forward and read on to learn why.

Garrett Levin  
President & CEO  
@garrettlevin

# The Business: Latin music Thought Leaders



**Sandra Jimenez**

*Director,  
Music Partnerships  
(LATAM)*



**Marcos Juárez**

*Director of Latin Music  
at Pandora*



**Monica Herrera  
Damashek**

*Head of US Latin, Artist  
and Label Partnerships*



**Rocío Guerrero  
Colomo**

*Amazon Music,  
Global Head  
of Latin Music*



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**New Artist  
Recommendations:**

**Bad Milk**

**Blessd**



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**New Artist  
Recommendations:**

**Kiko El Crazy**

**ELENA ROSE**



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**New Artist  
Recommendations:**

**YENDRY**

**The Change**



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**New Artist  
Recommendations:**

**Las Villa**

**Dylan Fuentes**

# Q

## *Latin music is on the rise. Why now?*

**Latin music's growth** can be attributed to a few coinciding factors, most notably the rise in streaming and the availability of mobile to Spanish-speaking consumers around the world. This enabled global music to travel across borders and export much more easily, and Latin music—and in particular, reggaeton—was the most established and exportable sound that fans already love and were ready to consume more.

—*Monica Herrera Damashek, HEAD OF US LATIN, ARTIST AND LABEL PARTNERSHIPS AT SPOTIFY*

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**In looking at the US,** I think we are talking about it through the lens of ‘explosions’ because Spanish-language popular music has now embedded itself more deeply than ever before into mainstream US society. We have gotten to a point where Latin artists no longer have to change their sound or their language to be part of mainstream US pop culture. Latinos will always support their artists, and in 2021, we now have more Latinos than ever in the US. Taking this into account, along with non-Latinos taking a greater interest in the music, the numbers are bigger than ever.

—*Marcos Juárez, DIRECTOR OF LATIN MUSIC AT PANDORA*

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**Latin music listening** has always been big, but thanks to streaming technology we've been able to gather the data to show it. The data shows clusters all of those listeners together and shows just how big consumption is worldwide—not just in one area. Listening numbers are so big that they have propelled Latin music to the top of the global charts, which is what happened with “Despacito” a few years ago. Because so many people were listening at the same time to the same music and the same playlist and stations, those songs popped up in the global charts. The rest is history.

—*Rocío Guerrero Colomo, AMAZON MUSIC, GLOBAL HEAD OF LATIN MUSIC*

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**When you have platforms** that allow artists to export their content with no borders or global limits, the possibility of streaming growth is natural. I am really proud of our artists, the content they produce and how creative they are. They are also generous about collaborating with others, sometimes rising stars.

—*Sandra Jimenez, DIRECTOR, MUSIC PARTNERSHIPS (LATAM) AT YOUTUBE*



# How has streaming changed the game?

**Latinos are social by nature** and over-index on social platforms. They are more likely than non-Latin fans to share music videos and music with their families. I think that intersection between social media and music and streaming has allowed Latin music listening to grow. Additionally, Latin music fans have historically been more lean-back-than lean-in. Streaming came with an array of playlists and stations that cater to different genres and activities providing a soundtrack for all parts of their lives. I think that resonates with Latino listeners because they can press play and enjoy the music.

—*Rocío Guerrero Colomo, AMAZON MUSIC, GLOBAL HEAD OF LATIN MUSIC*



**We believe that technology** has been a great facilitator for Latin artists' explosion, as their music is able to travel all over the world. For the listener, technology also brings music seamlessly into their day, whether they're listening on their phones, to their speakers, in the car, or on the go. And we see that Latin music over-indexes in key moments like working out and doing chores around the house.

—*Monica Herrera Damashek, HEAD OF US LATIN, ARTIST AND LABEL PARTNERSHIPS AT SPOTIFY*



**Streaming has allowed** this audience to be consolidated into fewer channels, which are now digital and quantifiable. We are finally seeing the enormous global influence of Latin American music consumption and buying power. Streaming has also allowed independent artists and labels to circumvent the traditional gatekeepers of success, ie major labels, terrestrial radio, etc. Today's artist can now reach their audience directly, which has opened the floodgates in many ways for an immense diversity of regional expressions of music and culture emanating from all over the hemisphere.

—*Marcos Juárez, DIRECTOR OF LATIN MUSIC AT PANDORA*



# Q

## *What's behind Latin music's collaborative mindset?*



**'Latin music'** is an **umbrella** term for the musical output created by close to one billion people across two continents for the past 100+ years. It's difficult to speak generally about something so vast. My hope is that Latin musicians and creators will continue on the path that they've followed since the beginning and create art that is authentically reflective of themselves and their culture.

—*Marcos Juárez, DIRECTOR OF LATIN MUSIC AT PANDORA*

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**Now that we have everyone's attention** and ears, it's about showing the richness and diversity of Latin music. It is not just reggaeton, it is also salsa, pop, ballads, classical. There are so many genres, nationalities, sounds for all Latin music and this is just the beginning.

—*Rocío Guerrero Colomo, AMAZON MUSIC, GLOBAL HEAD OF LATIN MUSIC*

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**Our Latin American artists** have developed this culture of collaborations, we see this in all genres and in the whole region. This sense of community transcends our borders and gives artists opportunities to succeed globally.

—*Sandra Jimenez, DIRECTOR, MUSIC PARTNERSHIPS (LATAM) AT YOUTUBE*



# *What makes the Latin music fans special?*

**Latin music fans** are definitely digitally savvy and early tech adopters; overall, they tend to be higher consumers on mobile. They're often consuming content in both English and Spanish, too.



—*Monica Herrera Damashek, HEAD OF US LATIN, ARTIST AND LABEL PARTNERSHIPS AT SPOTIFY*

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**Fans are fully engaged** with their content, taking the term “fandom” to the next level. Fan presence on social media and the importance of expressing their love to their most loved artists, creates an unprecedented opportunity for promotion, reach and engagement. This is so unique to our community and how we love music, dancing and socializing. Latin American fans and how they interact with artists they love is a dream for all artists.



—*Sandra Jimenez, DIRECTOR, MUSIC PARTNERSHIPS (LATAM) AT YOUTUBE*

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**Latin music fans** are highly engaged and loyal to their favorite artists and Latin music has always had an enormous parallel audience and industry alongside mainstream English-language music in the US, but inroads into the pop charts were only possible vis-à-vis one-off dance fads and crossover pop stars. Latin culture had to be watered down for an artist to gain acceptance from Anglo audiences. Now, Latin culture is an extension of US culture and is finally being reflected more consistently as such. As the demographics in the US have shifted and the Latin population has grown precipitously over the last 60 years, the nation has gradually become more acculturated to Latinos.



—*Marcos Juárez, DIRECTOR OF LATIN MUSIC AT PANDORA*

# Q

## *Where do we go from here?*



**Latin music will continue growing** in all genres, our community is constantly growing. What we will see is new rising stars in different genres exporting their songs worldwide. Regional Mexican is a great example, making history with songs like Banda MS ft Snoop Dog. We've also seen unexpected collaborations come together and top YouTube's global charts, like Gera MX and Christian Nodal's Botella Tras Botella. I think we will see growth in trap, coming from Argentina and/or Colombia, and also new beats from Panama, with producers working with big Urbano names.

—*Sandra Jimenez, DIRECTOR, MUSIC PARTNERSHIPS (LATAM) AT YOUTUBE*



**There is still a lot of room to grow** and reach people who have not adopted streaming services yet. As that happens, we're going to see an even bigger increase in Latin music listening—instead of only 10 Latin songs in the top 50 global chart it's going to probably increase to 40 songs. Then we're talking about a totally different industry.

—*Rocio Guerrero Colomo, AMAZON MUSIC, GLOBAL HEAD OF LATIN MUSIC*



**It's hard to predict the future** but we are sure that Latin music will continue to be one of the most dominant creative forces in the world. Cross-genre, multicultural, and cross-border collaboration will keep on happening at an even higher rate in the next few years. Artists more than ever are connected to each other and able to reach more fans and find new audiences, regardless of where they are located geographically - this is thanks to technology and streaming.

—*Monica Herrera Damashek, HEAD OF US LATIN, ARTIST AND LABEL PARTNERSHIPS AT SPOTIFY*

# The Fan: Who Is The Latin Music Listener?

## CONSUMER PROFILE OF THE LATIN MUSIC FAN IN THE USA

Half of regular Latin Music listeners are under age

**35**

And 65% are GenZ (age 13-26) and Millennials (age 27-41)

**56%**

of regular Latin Music listeners are **women**

### DIVERSE FANS:

**41%**

of listeners in the United States do not identify as Hispanic, Latino or Spanish origin

### VALUABLE FANS:

Latin Music listeners are spending

**\$146**

per capita on music products and services, such as subscriptions, merchandise and livestreams

### STREAMING ENTHUSIASTS:

More than

**90%**

of Latin Music listeners are music streamers. 6 in 10 have paid for an audio service

### STREAM MORE:

Latin Music listeners stream

**6.4**

hours per week on average, 28% more than those who do not listen to Latin music

### LOVE LIVE:

Amongst fans who livestream music, Latin Music listeners spend 80% percent more time watching livestreams than non-Latin listeners

### SPEND MORE:

Latin Music listeners spend

**31%**

more per capita than non-Latin listeners and 29% more than the average Internet user age 13+

### LISTEN LONGER:

Latin Music listeners spend

**20%**

more time per week listening to music than non-Latin Music listeners: 19.6 hours vs 16.3. They over-index on listening to genres ranging from hip hop to reggae

### MUSIC EXPLORERS:

Latin Music listeners love to **discover** music and self-classify as intense music fans. Higher percentage consider themselves "music experts" (39.2% vs. 32.8% of overall population) and invest more time on music discovery (43.4% vs. 35.9%)



# *The Music: Top Hits of 2021 & The Next Big Things*

## **LATIN CHART TOPPERS:**

**Bad Bunny x ROSALÍA | “LA NOCHE DE ANOCHE”**

**Bad Bunny | “Yonaguni”**

**J Balvin x Bad Bunny | “LA CANCIÓN”**

**Los Legendarios, Wisin & Jhay Cortez | “Fiel”**

**Myke Towers & Juhn | “Bandido”**



## **BREAKOUT ARTISTS:**

**YENDRY | “Nena”**

**Rauw Alejandro | “Todo De Ti”**

**Bad Milk | “Angelito” with Ovy On The Drums & Beéle**

**Tokischa | “Takuntazo” with Haraca Kiko & El Cherry Scom**

**ELENA ROSE | “La Ducha”**

**Kiko El Crazy | “Se Acabó La Cuarentena” with Jowell & Randy**

**Las Villa | “Cuerno” with LAGOS**

**Dylan Fuentes | “Ajena” with Myke Towers & Dayme Y El High**

**The Change | “Hora Loca”**

**Blessd | “IMPOSIBLE (REMIX)” with Maluma**



## **LISTEN HERE**

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**pandora®**

 **Spotify®**

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# *Digital Media Association*

## *(DiMA) Members*



### **About DiMA**

DiMA is the leading organization advocating for the digital music innovations that have revolutionized the way music fans and artists connect. We represent the world's leading audio streaming companies, whose innovations are driving the economic engine that saved and revitalized the music industry, bringing it forward from the depths of the harm caused by piracy into a brighter future.

For more information visit our website: [www.dima.org](http://www.dima.org), or follow us on Twitter: @digitalmediausa. For media inquiries, please email: [media@dima.org](mailto:media@dima.org).