



FOR IMMEDIATE RELEASE
Oct. 6, 2021

CONTACT:
Michael Crittenden
media@dima.org

New Report Explores Phenomenon of Latin Music and Streaming: New Data and Insights On Latin Music’s Exploding Popularity

DiMA and Reps. Cárdenas and González-Colón explore Latin Music’s Impact on Culture and the Music Industry

WASHINGTON, D.C. (Oct. 5, 2021) — The Digital Media Association (DiMA) today released a new research report – “[Streaming the Latin Music Revolution](#)” -- that provides new insights into the Latin Music business, its fans and top artists. Featuring new research from **MusicWatch** and interviews with the top Latin Music executives from **YouTube, Spotify, Pandora and Amazon**, the report highlights the cultural and economic juggernaut that Latin music is today.

For example, research in the report finds:

- **Latin Music fans are streaming enthusiasts who listen to more music than fans of other genres:** More than 90% of Latin Music fans are music streamers, and stream nearly 30% more music than non-Latin listeners.
- **Latin Music listeners are diverse and trend younger:** Half of regular Latin Music listeners are under age 35, and 41% do not identify as being of Hispanic, Latino or Spanish origin.
- **Latin Music fans are also valuable fans:** they spend disproportionately more money than fans of other genres on musical experiences such as concerts, livestreams and merchandise.

“The story of Latin music in the United States is rich with history and iconic artists, and today we are witnessing a renaissance that is driving not simply business but also culture,” said DiMA President and CEO Garrett Levin. “It is about the sound, technological advances, and a format – streaming – that enables border-defying instant access that has helped unlock the potential of this massively popular genre of music.”

To discuss the report and glean insights from those helping define Latin music today, DiMA also convened a roundtable conversation between top Latin Members of Congress and Latin Music executives from **YouTube, Spotify, Pandora and Amazon**. Featuring **Reps. Tony Cárdenas (D, Calif.), and Jenniffer González-Colón (R, P.R.), Rocío Guerrero Colomo (Amazon**

Music's Global Head of Latin Music), **Monica Herrera Damashek** (Spotify's Head of U.S. Latin, Artist and Label Partnerships), and **Sandra Jimenez** (YouTube's Director of Music Partnerships, LATAM), the conversation focused on the cultural impact of Latin music and how the industry may evolve going forward.

A full version of the conversation between Members of Congress and streaming music executives can be found [here](#). To read the full "Streaming the Latin Music Revolution" and enjoy a playlist made up of the top up-and-coming artists the experts are listening to, go [here](#).

Here are a few key excerpts from their conversation:

Reps. Tony Cárdenas (D, Calif.) on the role of streaming as a way for Latin music to help foster cultural connections: *Embassies are opened around the world so that we can actually be more accepting and understanding of each other. But I think streaming is now the new embassy for Latinos ... streaming is the new embassy and the music is the new ambassador to the world.*

Jenniffer González-Colón (R, P.R.) on how streaming has allowed Latin Music fans to better connect with the music they love and discover new artists: *Having the power of not just buying the CD, but you can get it in your app on your cell phone, and it's accessible every time, I think that's the most important part of having streaming platforms available. You don't need to wait for a local store to have your music, you don't need to wait to know what's trending. It's an opportunity to listen to it right away and receive notifications about new artists.*

Rocío Guerrero Colomo, Global Head of Latin Music at Amazon Music, on the effect of music streaming on Latin culture: *The most beautiful thing of all is that [streaming] helps with acceptance, understanding, and awareness of the culture. I think it helps us tell the story we want to tell about who we are as a culture, as a community.*

Sandra Jimenez, Director, Music Partnerships (LATAM) at YouTube, on how streaming has unlocked the popularity of Latin music: *I think that music and technology are a perfect match in promoting music. Streaming is part of this revolution – there are no limitations for people who want to connect to Latin music.*

Monica Herrera Damashek, Head of US Latin, Artist and Label Partnerships at Spotify, on why Latin music has taken off in recent years: *Streaming has really helped facilitate this interconnectedness and brought to light this audience for Latin music. Alongside the breakdown of barriers between language and borders, it's the immediate access – it's that form of self-expression – and being able to have that access immediately at any moment that you want to, it really changes everything and it allows us to discover more about each other.*

###

About The Digital Media Association (DiMA)

DiMA is the leading organization advocating for the digital music innovations that have created unparalleled consumer choice and revolutionized the way music fans and artists connect. Representing the world's leading music streaming companies – Amazon, Apple Music, Google/YouTube, Pandora and Spotify – DiMA's mission is to promote and protect the ability of music fans to engage with creative content whenever and wherever they want and for artists to more easily reach old fans and make new ones. www.DiMA.org