

2025 LDC U.S. LATINOS IN MEDIA REPORT™

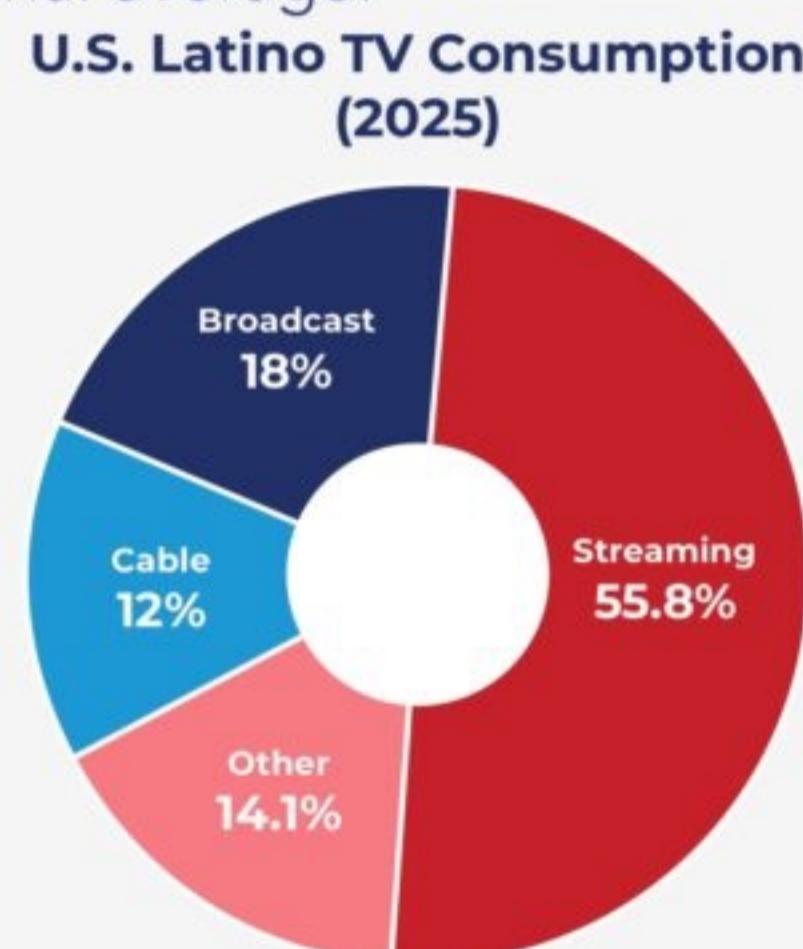
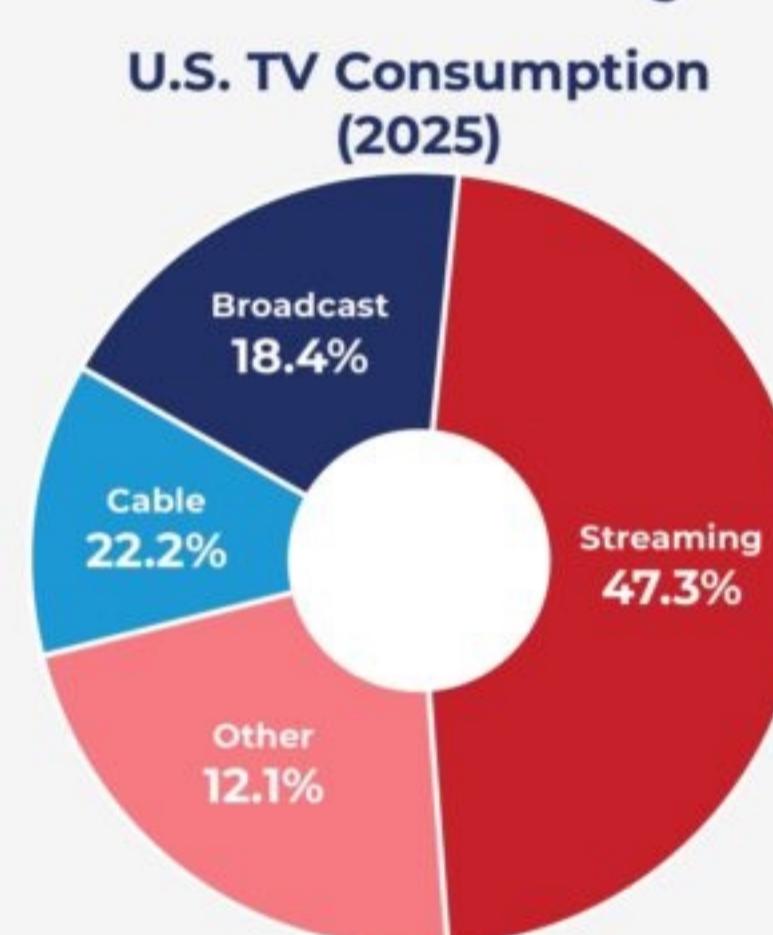
Streaming, Broadcast, and Cable Shows

HOLLYWOOD: A 20TH-CENTURY BUSINESS MODEL IN A 21ST-CENTURY NEW MAINSTREAM MARKETPLACE

THE U.S. LATINO-LED TRANSFORMATION OF MEDIA CONSUMPTION

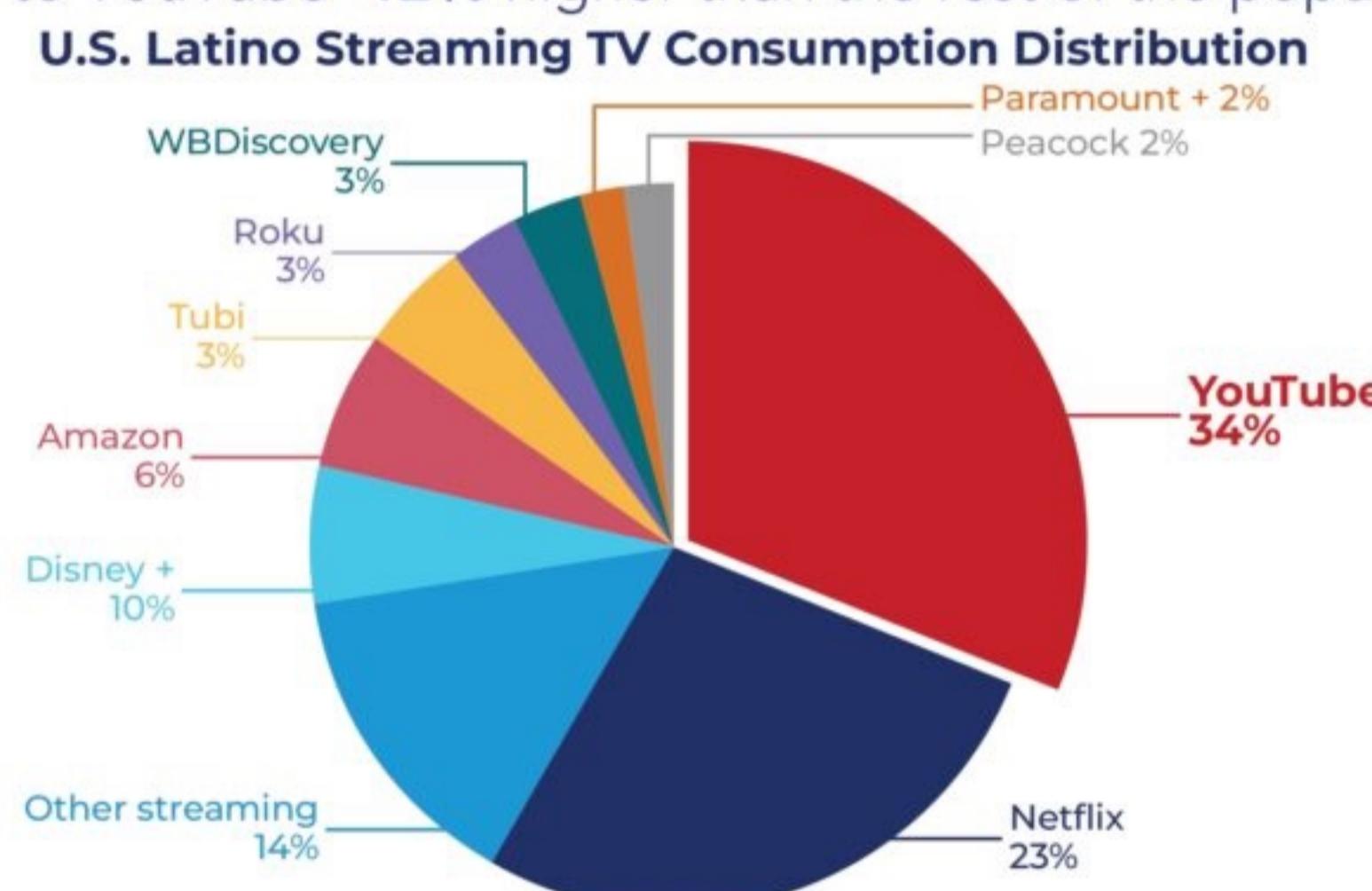
THE END OF LINEAR DOMINANCE:

Streaming now captures **47.3%** of U.S. TV time, but U.S. Latinos remain ahead of the curve, raising their streaming share from **50.7%** in 2023 to **55.5%** in 2025—**18%** higher than the national average.



YOUTUBE = THE DEFAULT SCREEN

YouTube reached a record **13.4%** of TV time in July 2025, driven by 18-24 years-olds. U.S. Latinos consistently over-index, allocating **35%** of their streaming time to YouTube—**42%** higher than the rest of the population.



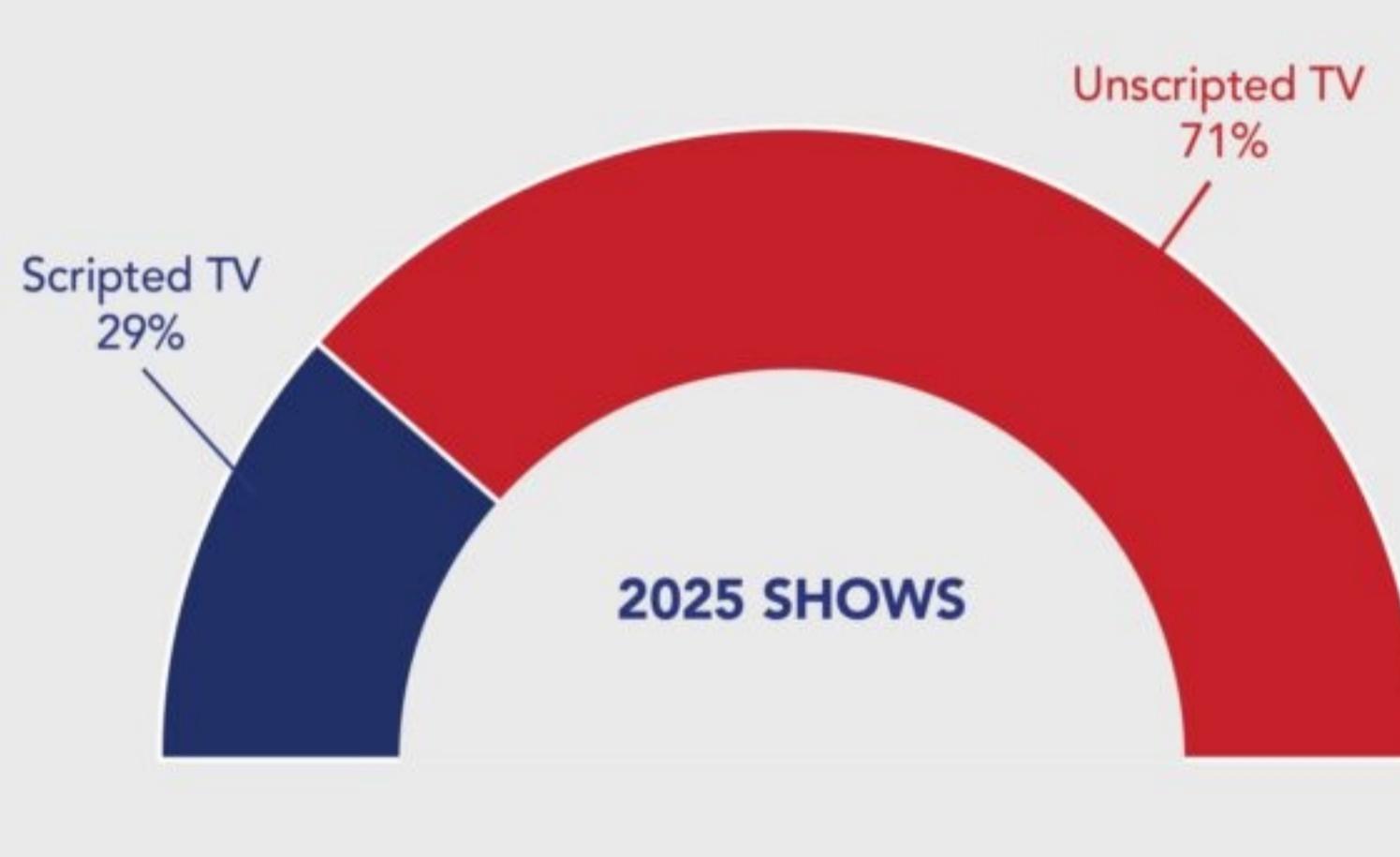
STREAMING GOES HYBRID:

With the surge in ad-supported streaming, the representation of Latinos in ads matters more than ever. Latinos pay **27%** more attention to ads that accurately represent them.

71%
of all new streaming subscriptions are ad-supported

SCRIPTED → UNSCRIPTED SHIFT:

Across platforms, **71%** of shows are now unscripted-formats that "should" reflect reality but still rarely include Latinos.



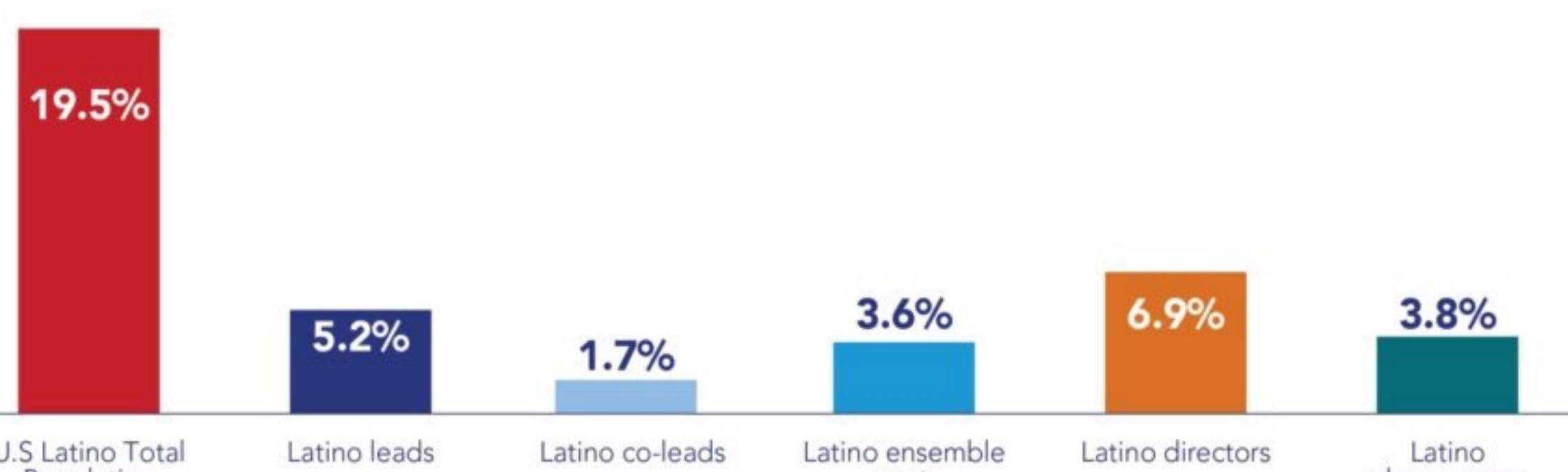
TRADITIONAL TV'S LAST MOAT IS LEAKING:

Live sports are moving to streaming, from Thursday Night Football on Prime to MLS on Apple and NFL Sunday Ticket on YouTube. Latinos are heavily overrepresented in these audiences (e.g., **53%** of Copa América final viewers).

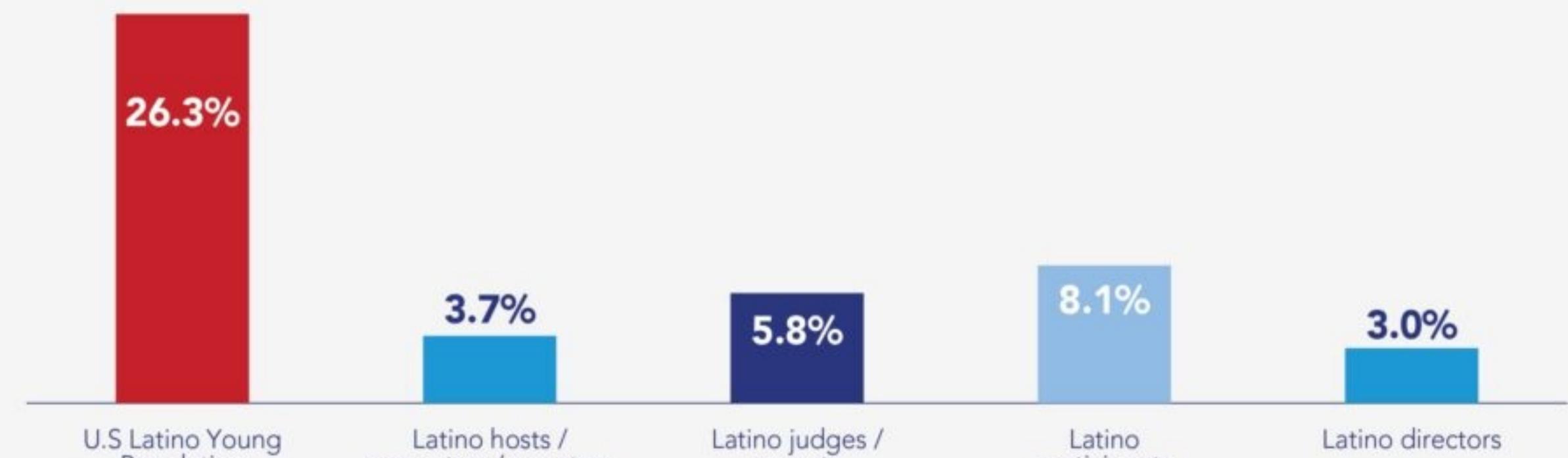


THE REALITY OF U.S. LATINO REPRESENTATION

SCRIPTED SHOWS: Across streaming, broadcast and cable, Latinos remain below population parity, both on screen and in terms of creative control, with cable lagging furthest-pointing to a tight pipeline behind the camera.



UNSCRIPTED SHOWS: Latinos are largely absent from the most visible unscripted roles and underrepresented behind the camera. Occasional participant spikes don't translate into leadership or sustained visibility.



U.S. Latinos are driving the adopting of streaming services and engaging heavily with ad-supported content, yet they remain underrepresented on and behind the screen. Better representation could turn this engagement into stronger loyalty and business growth.

For more information and details on the report, please email us at info@latinocollaborative.org.
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