

2025 LDC U.S. LATINOS IN MEDIA REPORT™

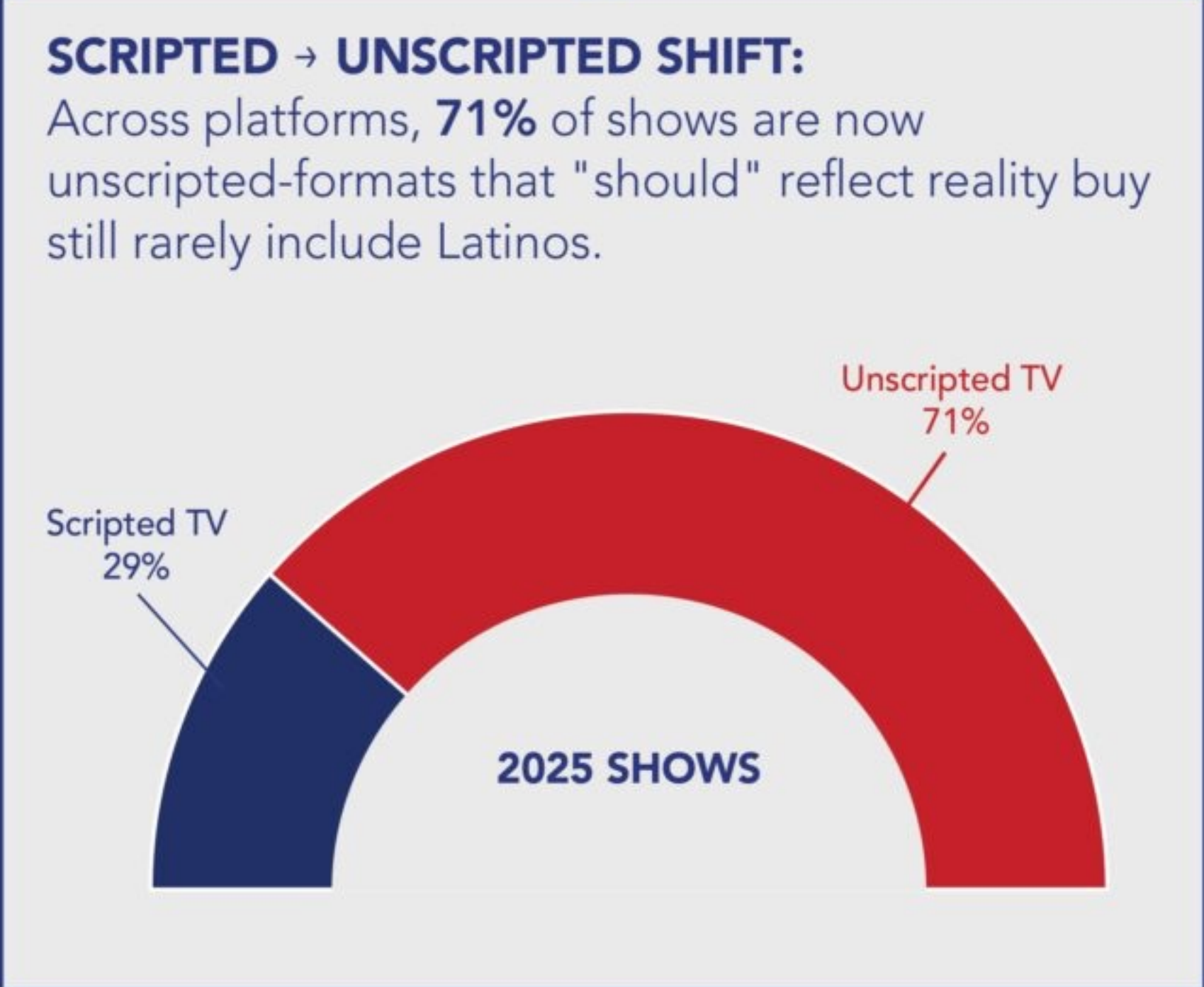
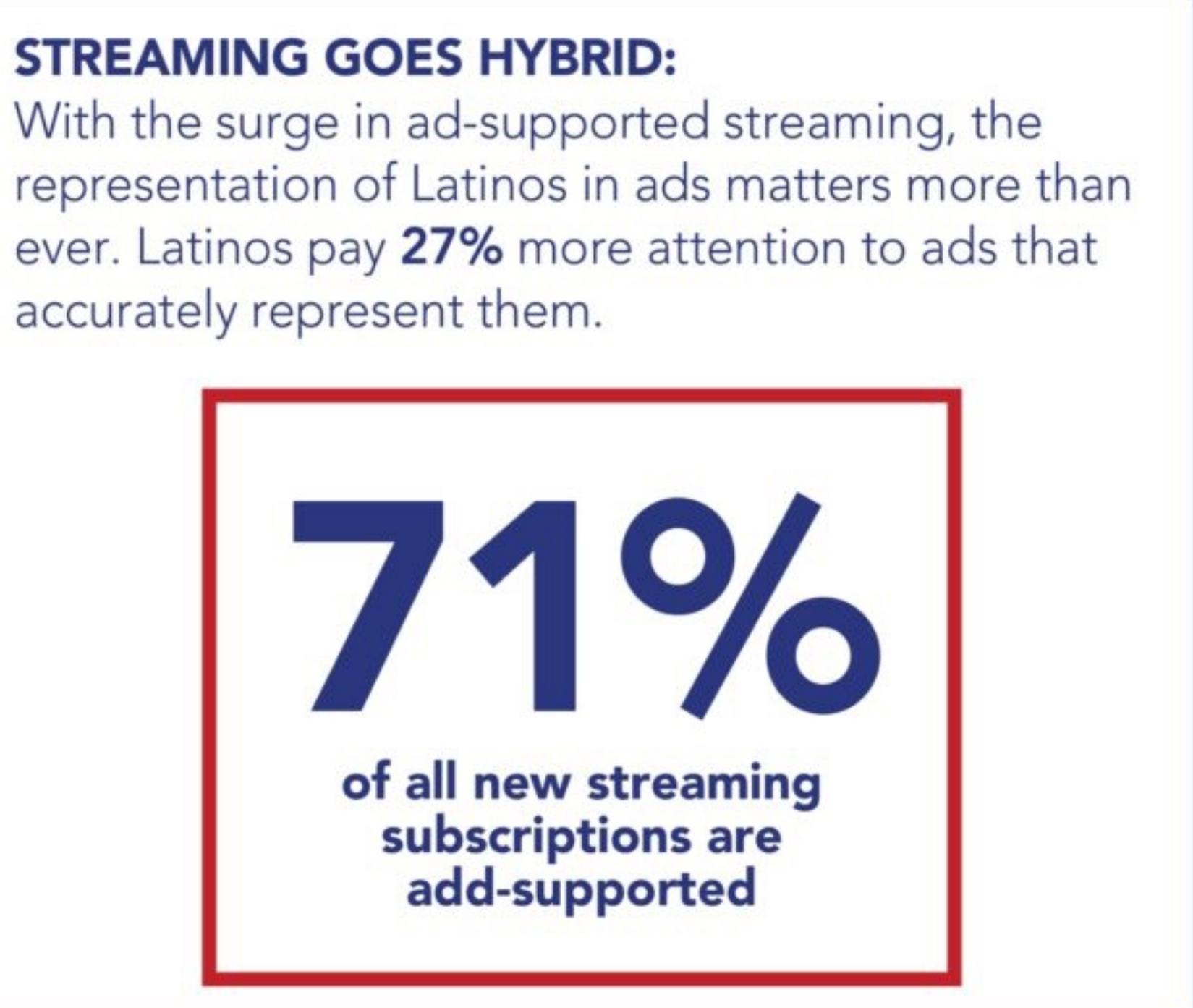
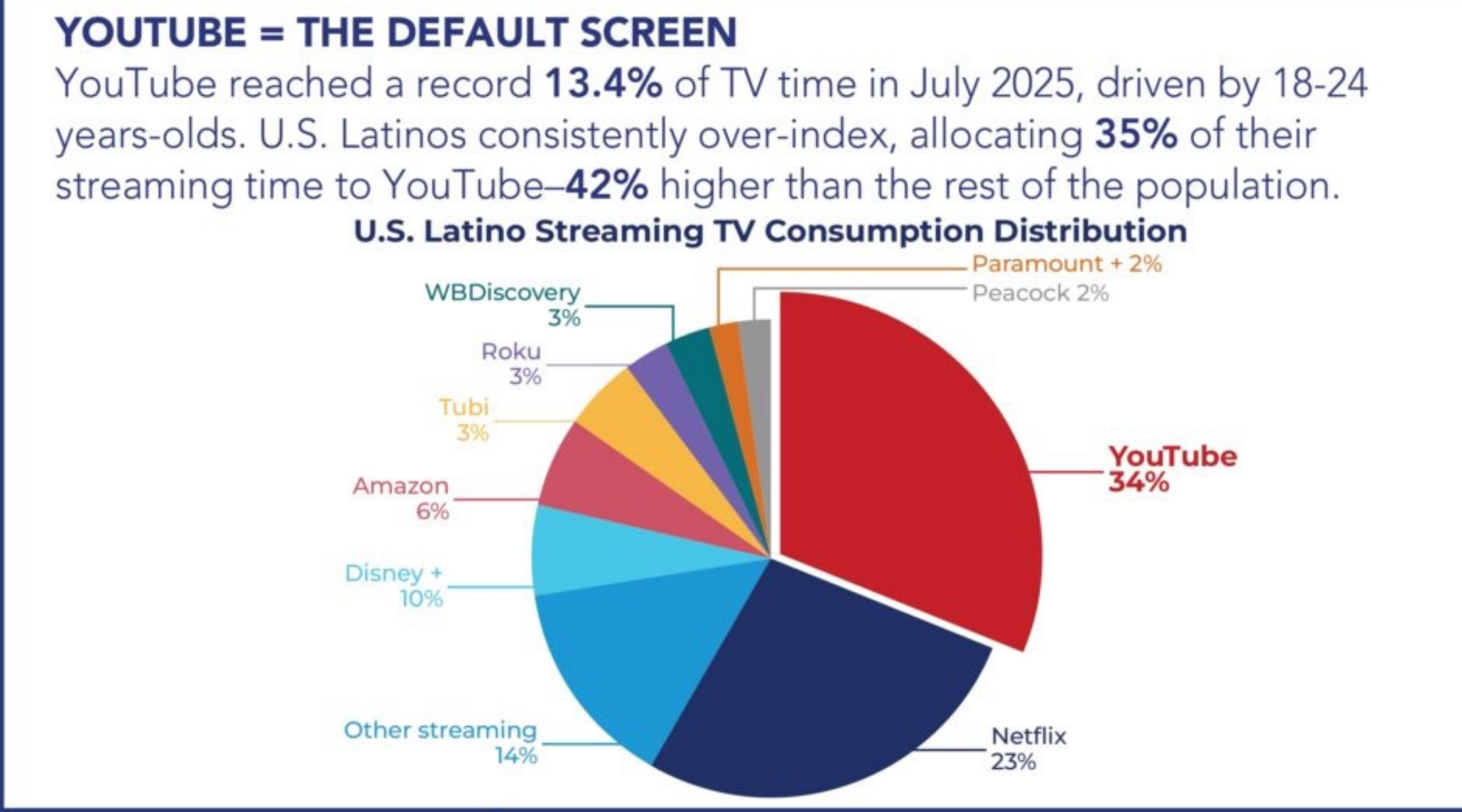
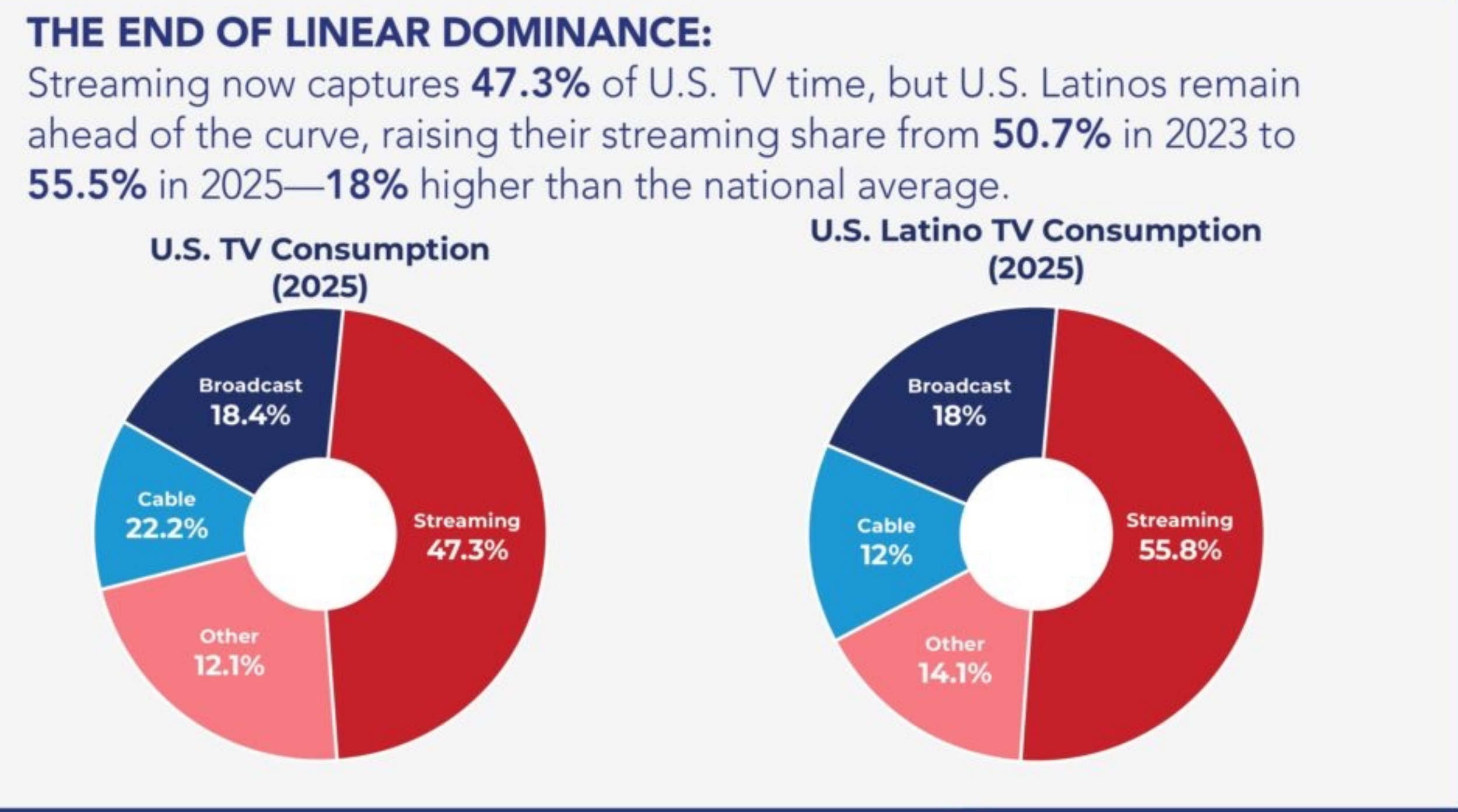


LATINO
DATA
COLLABORATIVE
THINK TANK

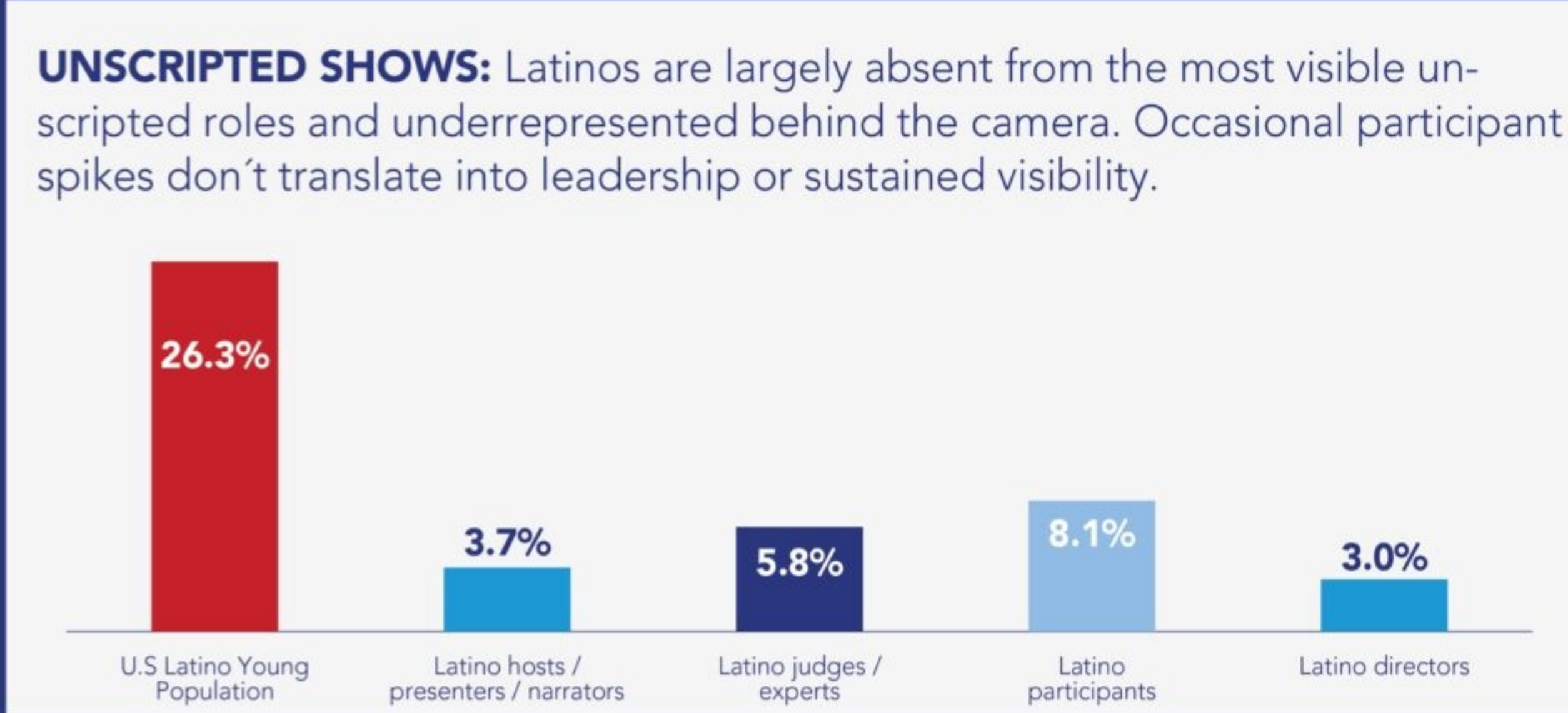
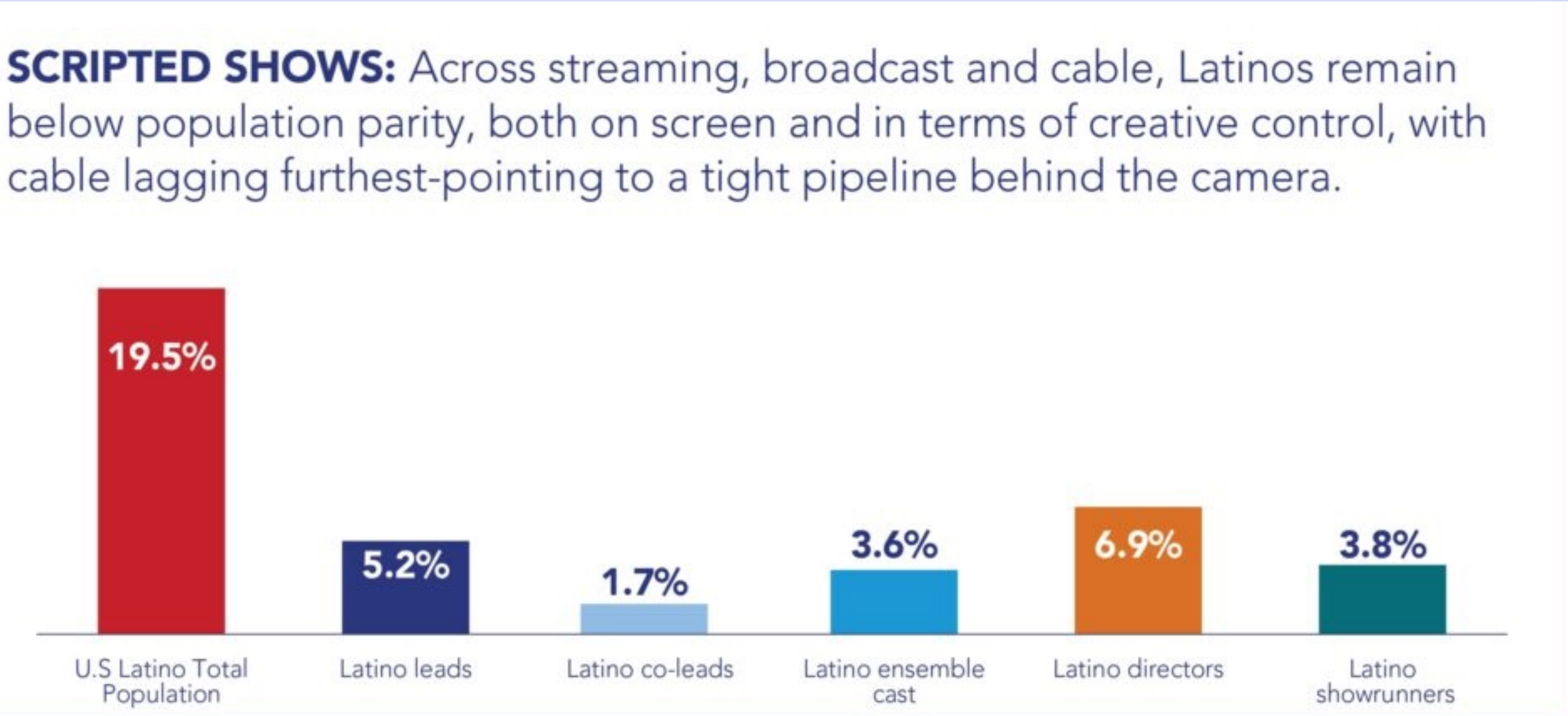
Streaming, Broadcast, and Cable Shows

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

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



THE REALITY OF U.S. LATINO REPRESENTATION



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.
www.LatinoDonorCollaborative.org



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