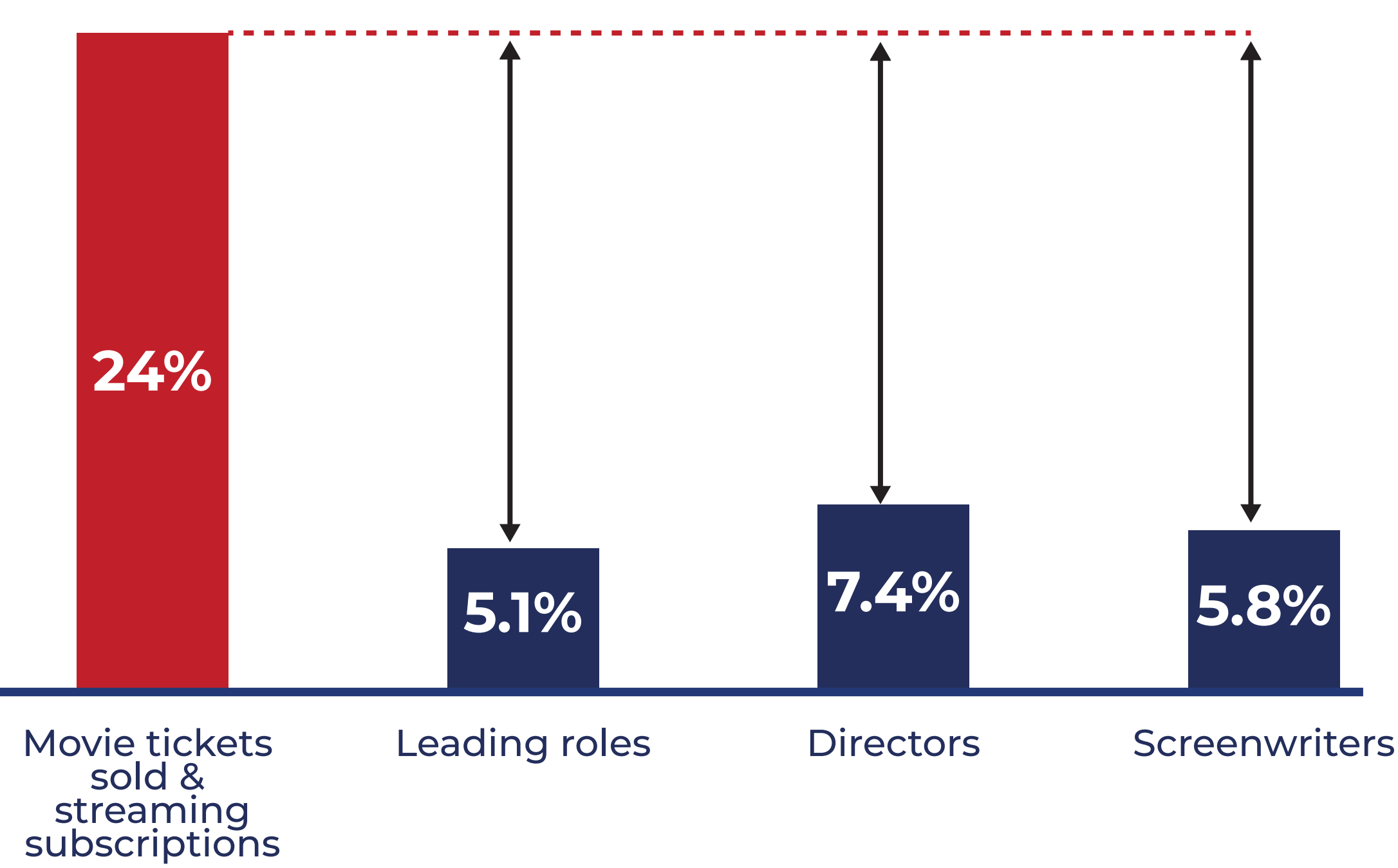


### BY OVERLOOKING NEARLY 20% OF THE U.S. POPULATION AND 25% OF ITS YOUTH, THE INDUSTRY IS LEAVING BILLIONS IN POTENTIAL REVENUE ON THE TABLE.

### THE REALITY OF LATINO REPRESENTATION

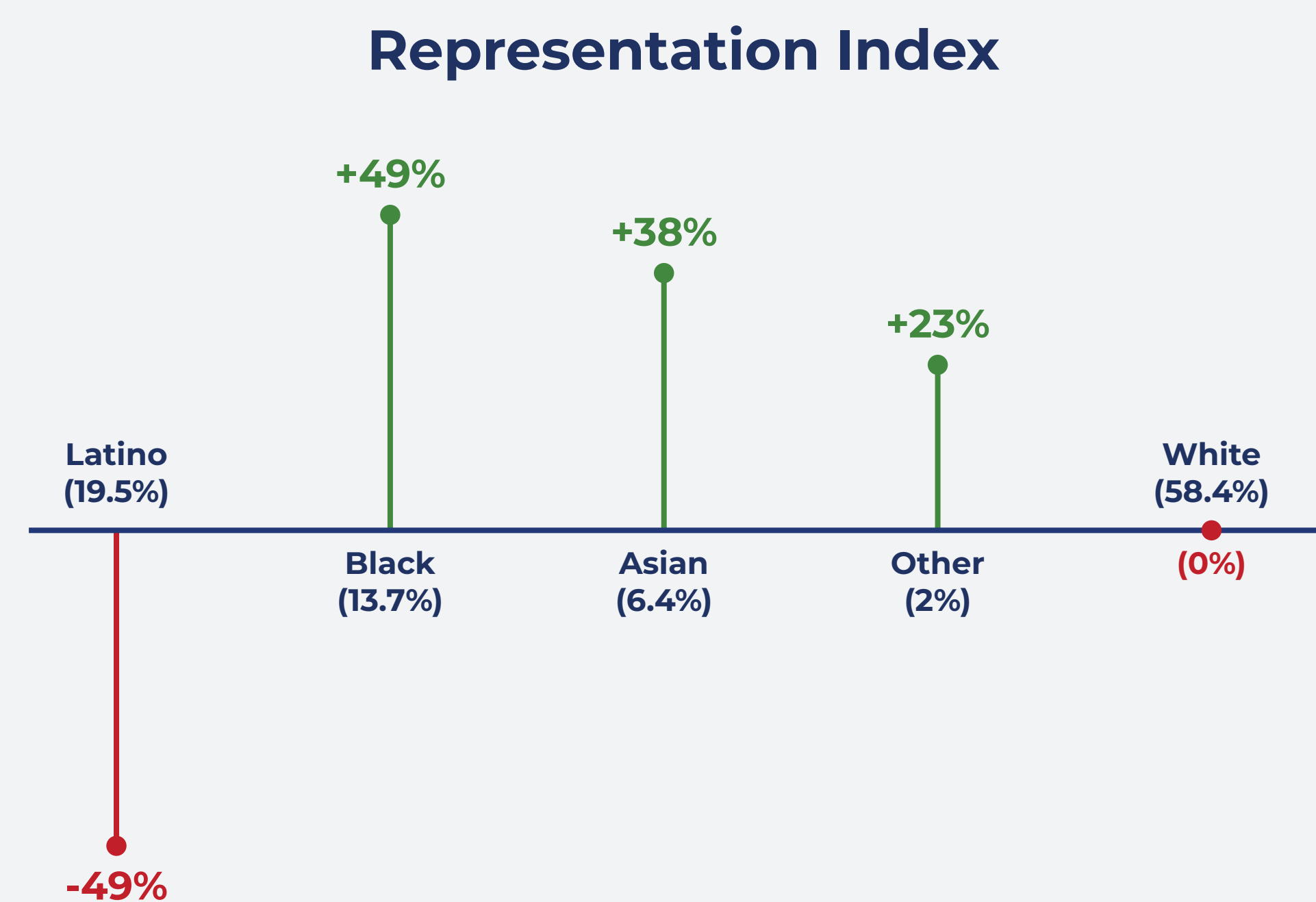
#### FILMS:

Latinos lead in movie ticket sales and streaming subs, yet hold just **5.1%** of lead roles, **7.4%** of director spots, and **5.8%** of screenwriting roles.



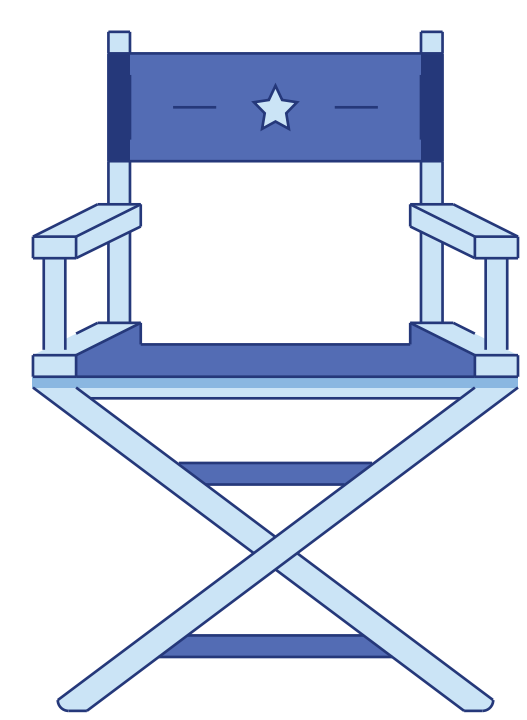
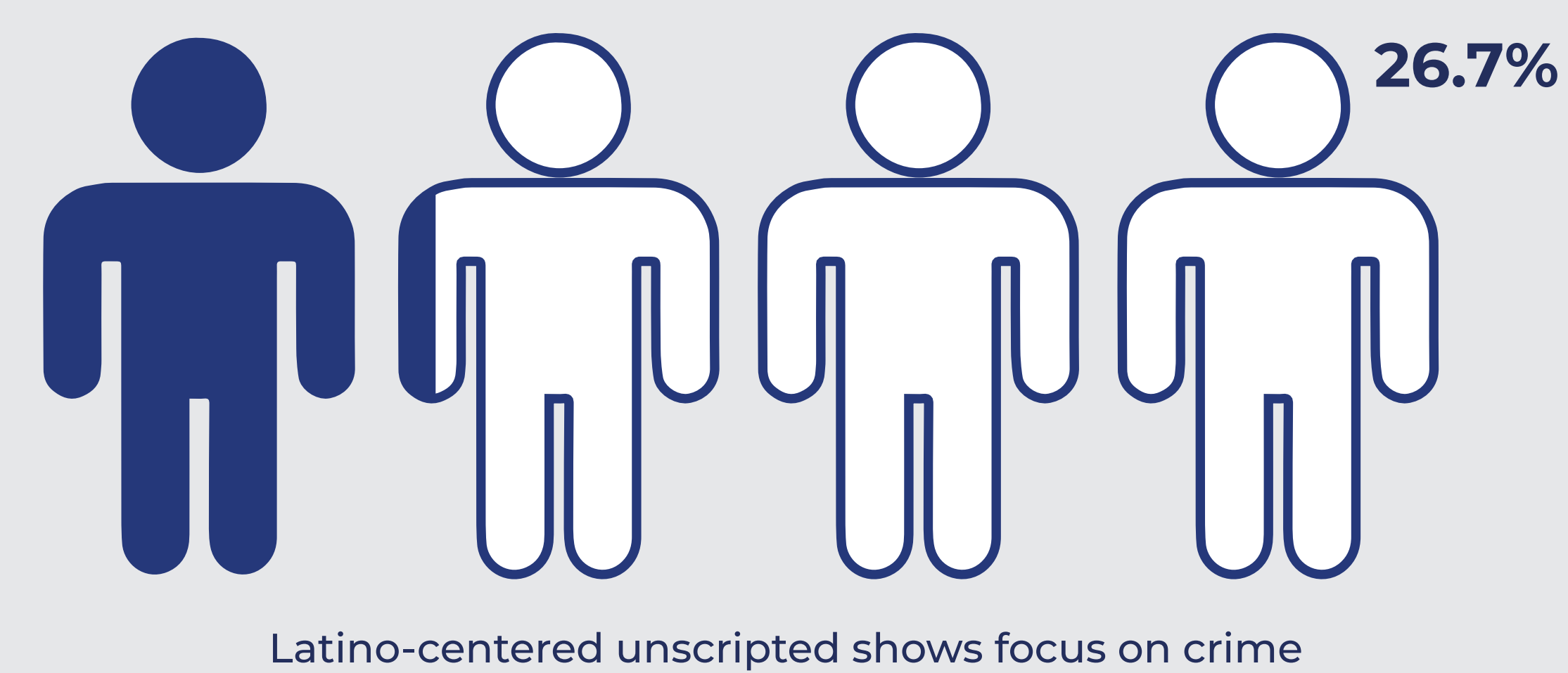
#### SCRIPTED SHOWS:

Latinos are the most underrepresented group in scripted shows, with just **5.1%** of leads, **1.1%** of co-leads, and **3.7%** of ensemble roles.



#### UNSCRIPTED SHOWS:

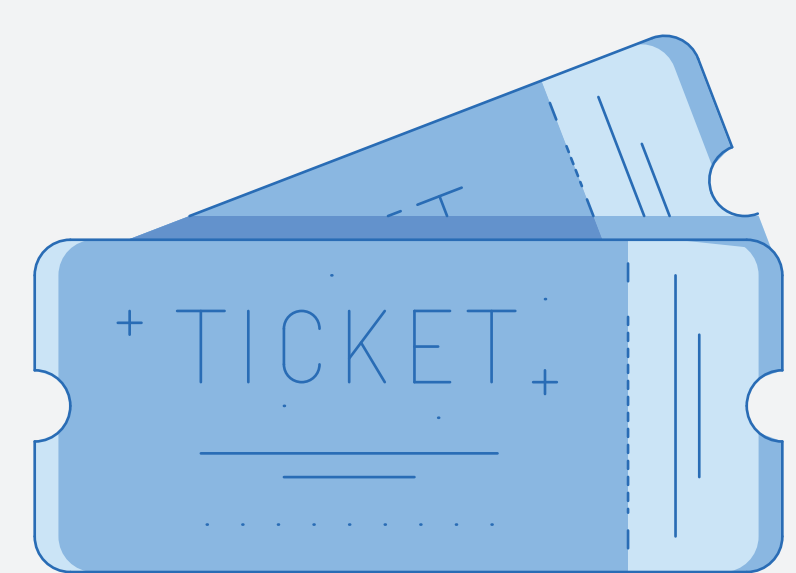
Latinos hold just **5%** of host roles in unscripted shows, with over **25%** of Latino-centered content focused on crime, fueling stereotypes.



### ACCORDING TO MCKINSEY, THE U.S. MEDIA INDUSTRY LOSES \$12-\$18 BILLION ANUALLY DUE TO LATINO UNDERREPRESENTATION.

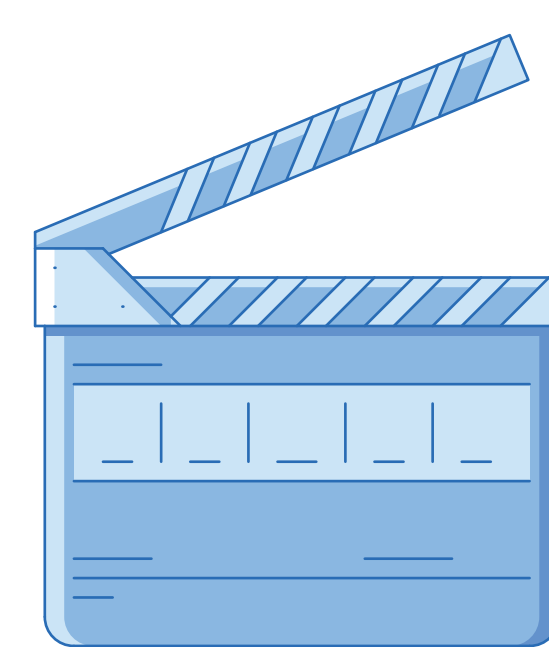
### THE MISSED OPPORTUNITY

#### The industry is facing a crisis:



With box office revenue down **28%** domestically and **31%** globally since 2018, along with a **30.4%** drop in new shows, the media industry is struggling—yet continues to overlook Latinos as a growth opportunity.

#### Despite underrepresentation, Latino talent drives success:



According to McKinsey, films with Latinos in key roles perform by **58%** better globally, and proper representation could generate an additional **\$12-\$18 billion** annually—neglecting Latino talent is a costly mistake.

#### Latinos are trendsetters:



Latinos, **25%** of U.S. youth, are driving the future of media. They spend **49.8%** of viewing time on streaming (**52%** for English-dominant Latinos), with YouTube capturing **15.1%**—more than any other group.

Brands that overlook Latino representation risk losing a powerful consumer base. Inclusion isn't just about diversity—it's a business necessity.

For more information and details on the report, please email us at [info@latinocollaborative.org](mailto:info@latinocollaborative.org).  
[www.LatinoDonorCollaborative.org](http://www.LatinoDonorCollaborative.org)



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