



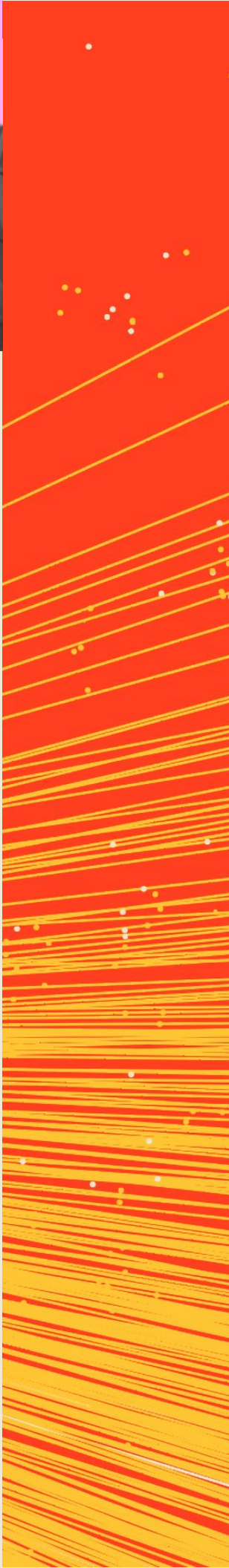
MUSIC 360 FALL 2022

Spotlight On: Latin America

Featuring: Argentina, Brazil, Chile,
Colombia and Mexico

LUMINATE

THIS SPOTLIGHT IS BUILT ON DATA FROM THE MUSIC 360 FALL 2022 STUDY

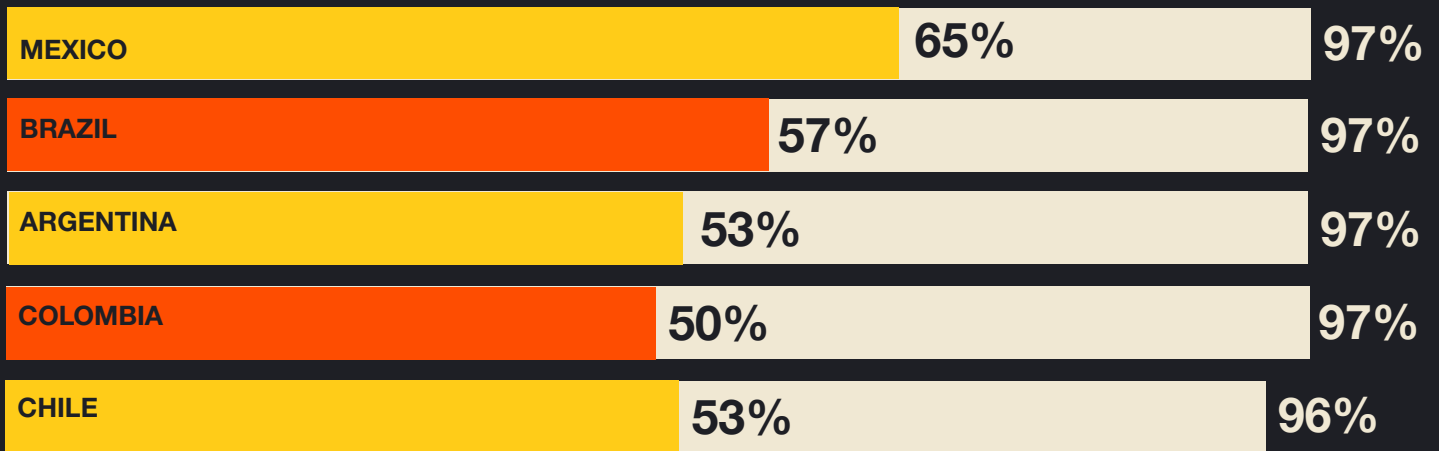


Getting to Know the Latin American Music Market...

How Large Is the Music Streaming Audience in Latin America?

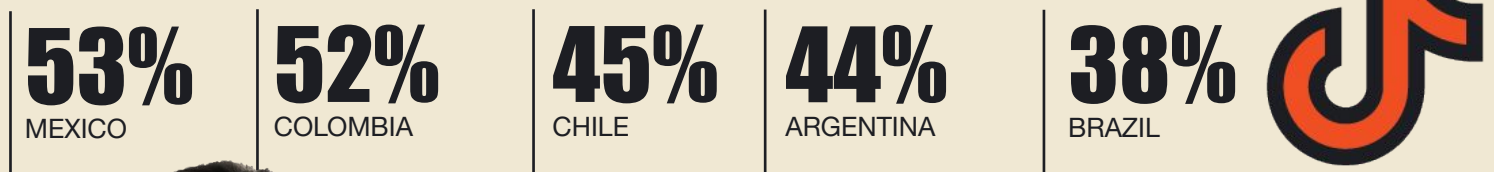
(Music Streaming Usage, Among Music Listeners)

PAID TOTAL



How Important is TikTok in Latin America?

(TikTok Usage for Social Media (Monthly Usage), Among Gen Pop)



What Are the Top Genres in Latin America?



You can answer hundreds of questions like these with **Luminate's LATAM Music 360**. The results are now available in a web-based interactive dashboard that allows users to customize and filter in real time with target audiences at their fingertips. To gain access to the full online dashboard, please contact us at data.research@luminatedata.com.



Actionable Insights to Guide You In This Dynamic Environment



Which **music partnerships and brand activations** offer the best opportunities to reach target audiences?



How has the **music streaming landscape shifted** and what is the **conversion potential** to premium tiers?



What **music touchpoints** are most relevant for **modern music fans** of today, such as **Gen Z**?



How has **digital entertainment blurred the lines** between gaming, live events, music, and more?



How have **social media and short-form video platforms evolved** into key outlets for new music and artist discovery?



What is the relationship between **livestreamed music events and in-person music events** as people go back to live?



Insight Categories

● Music Behaviors & Preferences

Including time with music, money spent & music discovery

● Genre & Language

Including location & language preferences

● Role of Technology

● Format Purchasing

Including digital & physical – e.g. vinyl, CDs

● Playlisting

● Audio & Video Streaming

Including platform usage, features & VPN usage

● Brand Activations

● Livestream Performances

● Health & Wellness

● Live Music Events

● Broadcasting & Awards Shows

● Social Media & Short Video Clips

● Gaming

Additional Countries Covered

The Americas

- U.S. (Q1 & Q3)
- Canada (Q2)
- Argentina (Q3)
- Brazil (Q3)
- Chile (Q3)
- Colombia (Q3)
- Mexico (Q3)

Asia-Pacific

- Australia (Q2)
- India (Q2)
- Indonesia (Q2)
- Japan (Q2)
- Malaysia (Q2)
- Philippines (Q2)
- South Korea (Q2)
- Thailand (Q2)
- Vietnam (Q2)

Europe

- Japan (Q2)
- Germany (Q4)
- Ireland (Q2)
- Italy (Q4)
- Netherlands (Q2)
- Portugal (Q2)
- Poland (Q2)
- Spain (Q2)
- U.K. (Q4)

Middle East & Africa

- Turkey (Q2)
- Egypt (Q2)
- Saudi Arabia (Q2)
- UAE (Q2)
- South Africa (Q2)



All data provided in this report is from our Music 360 Fall 2022 study. To gain access to the full online dashboard, please [contact us](#).