



AN UNCOMMON SENSE  
OF THE CONSUMER™

# CREATIVE INSTINCTS DRIVEN BY CLEAR INSIGHTS

## AUDIENCE INSIGHTS: **LATIN MUSIC**

### WHAT IS IT?

Hispanics are the largest ethnic minority group in the U.S., they skew younger and their behavior closely mirrors marketers' ideal target, Millennials. They are digital natives who are passionate about music making them influential entertainment consumers that merit the attention of brands, talent managers and labels.

Nielsen's first-ever, **Audience Insights Report: Latin Music** report provides a deep look at fans of this genre and offers key insights to understand and engage this powerful group. You'll learn how Latin Music fans interact with brands, consume music and media and how they use technology and social media. The **Audience Insights Report: Latin Music** report enables decision makers to develop effective data-driven marketing strategies.

### WHY NIELSEN?

Only Nielsen can leverage the insights into the consumer's daily lives to deliver a comprehensive view of the Latin Music listener. These fans are more likely to discover music online than the average American music fan. Latin Music listeners were identified by their visits to artists' websites, and their views of the artist's videos on channels such as YouTube and Vevo (among others).

**Audience Insight Report: Latin Music** features:

- Audience profile based on analysis of 23 core Latin artists
- Demographics, music and media consumption habits
- 6 categories of brand affinities (Snacks, TV, Magazines, Stores, Apparel and Alcohol)
- Customizable reports/micro view by brand or artist

For more information contact your Nielsen representative at 866-864-1244 or visit [www.nielsen.com](http://www.nielsen.com)

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