

NEWS RELEASE

New Data from the 2024 LDC U.S. Latinos in Media Report™: A Shrinking Industry Has an Opportunity to Reverse its Decline by Appealing to More Latino Audiences

2024-09-11

SAN DIEGO--(BUSINESS WIRE)-- The **Latino Donor Collaborative** (LDC), a nonprofit organization and think tank dedicated to producing research that highlights economic opportunities for growth, has officially released the **2024 LDC U.S. Latinos in Media Report™**, available for download. The seventh annual edition of this report provides the clearest evidence yet that excluding Latinos from film and television – throughout the production process, as well as above-the-line talent – is bad for business. According to McKinsey, Hollywood stands to lose between \$12 billion - \$18 billion in revenue by not proportionally including Latinos, which seriously impacts every studio's P&L statement. Yet, this is completely fixable.

The report examines Latino representation in scripted and unscripted media, the consequences of misrepresentation, and actions brands can take to address the discrepancy in representation.

The report will be a key point of discussion at the **2024 L'ATTITUDE Conference**, which takes place at The Manchester Grand Hyatt in San Diego from September 12-15. L'ATTITUDE is the largest business event in the country focused on "The New Mainstream Economy," helping executives and business leaders understand the U.S. Latino cohort driving its growth.

U.S. Latino Representation in Media Highlights:

- Despite U.S. Latinos making up nearly 20% of the U.S. population, only 9.8% of main cast roles in scripted

shows are Latino . Latinos hold 11 of the lead roles out of the 198 scripted shows analyzed in the report. This would need to increase to 38 for market parity to be achieved.

- Latinos are critically underrepresented in unscripted television , holding just 5% of host/presenter/narrator roles, 5% of participant/contributor roles, and 6% of judge/expert roles. Additionally, Latinos only directed 4% of the 2,146 episodes of unscripted shows.
- Latinos are the most active moviegoers per capita in the U.S., accounting for 24% of movie ticket sales . Additionally, Latinos make up 29% of daily mobile TV viewers and 24% of streaming users. High-grossing movies such as "Inside Out 2" and "The Super Mario Bros. Movie" had 40% and 41% of viewership, respectively, come from the Latino cohort.
- Latinos spend almost 50% of their time watching TV on streaming platforms yet are the least represented of all groups in streaming films, making up 11% of main cast roles. Additionally, only 6% of lead roles in streaming films are Latino . Prime Video leads with 30% Latino participation in main cast roles, while AppleTV+ shows only 2%, limited to ensemble cast roles.
- Young Latinos, who make up 25% of the U.S. youth population, are abandoning traditional media for social media platforms like YouTube and TikTok , where they can find authentic representation. This cohort actively choose not to support companies that don't support their community, and 63% say they don't feel authentically represented by the current media landscape .

While U.S. Latinos are significant contributors to the U.S. economy and drive media consumption, their presence on screen, behind the camera, and in decision-making roles remains disproportionately low. This disconnect has led to an increasing portion of U.S. Latinos, specifically youth audiences, moving to other media mediums to find representation.

"Our latest findings reveal a blatant oversight in the representation of U.S. Latinos across all media formats," said Ana Valdez, CEO and President of the LDC. "The growing economic impact and cultural influence of Latino consumers underscores the importance of proportionate representation that accurately reflects what our country looks like. Media companies and entertainment studios must take immediate action to address the gap. This isn't a diversity initiative; it's just good business. Corporate shareholders, as well as the public, must do their part to lobby for better Latino representation so they can stop leaving money on the table and capitalize on the multi-billion-dollar revenue opportunity."

"The U.S. Latino cohort is the fastest-growing segment of the population, and they have the power to deliver billions of dollars in revenue to a shrinking media industry," said Sol Trujillo, Co-founder and Chairman of the LDC. "This report is further evidence that engaging with the U.S. Latino cohort leads to the best business results. The highest-grossing films at the box office directly appealed to Latino audiences. There is enormous market potential for media companies and content creators. Brands that embrace this opportunity stand to gain enormous economic rewards."

About Latino Donor Collaborative

The Latino Donor Collaborative (LDC) is an independently funded 501(c)(3) nonprofit organization and think tank. LDC has consistently provided economic and business data through meticulous research and fact-based insights. Its reports have become essential tools for American resource allocators, highlighting the growing opportunities emanating from the myriad contributions of U.S. Latinos across the societal spectrum. Learn more at <https://www.latinodonorcollaborative.org/> .

About L'ATTITUDE

The brainchild of international business executive Sol Trujillo and NAHREP Co-Founder & CEO Gary Acosta, L'ATTITUDE hosts a world-class slate of CEOs, celebrities, economists, educators, entrepreneurs, journalists, politicians and industry influencers at its annual conference. Participants engage in open dialogue about the latest facts and data regarding America's Latino Factor and the New Mainstream Economy. As the name implies, L'ATTITUDE is about staying on course to a growing and sustainable economic future for America.

For Latino Donor Collaborative:

Daniel Ahern / Ellie Kuhen

781-927-4038 / 330-697-1161

The Pollack Group

dan@pollackgroup.com / ellie@pollackgroup.com

Source: Latino Donor Collaborative