



# the hispanic content report

Incorporating data and social media



## ¿Estás Contento?

Content is no longer being created and distributed by legacy linear and digital media, but by brands and consumers. Are Hispanic marketing and media leaders accepting the evolution, or are they less than happy?

2025 Edition

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## Creation Theory

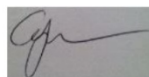
**“Look around you ... look up here!  
Take time to make time, make time to be there.  
Look around ... be a part. Feel for the winter,  
but don't have a cold heart.”**

In a world with infinite influence and instant connectivity to whatever the individual wants, for some odd reason we were inspired by the words of Graeham Goble, who wrote the 1979 hit “Lady” by the Little River Band, a Australian pop band in a time of economic uncertainty, a hostage crisis, embryonic technological advancements that would change mankind, and global leadership on the cusp of a sharp turn to the right.

Sound familiar? Nearly 50 years later, marketers and advertisers have myriad more challenges when it comes to connecting with the consumer. Yet, fundamentally, the key objectives haven't changed.

Increased ROI and product sales remain the goal. How to deliver the results has changed. Brands are now being looked at as creators, and in the U.S. Hispanic market this is being welcomed. At the same time, AI is poised to become a key creative creator or collaborator. But, what does that mean for your organization, and what are the limits to what AI can and should do?

We tackle these questions in this 2025 report that incorporates data, social media, digital delivery platforms and linear channels to define just what “content” is, and who should be responsible for it in a “UGC” world where the smartphone is more essential than ever. Content is everywhere ... but does it resonate? It should, if you look around you.



**ADAM R JACOBSON**  
**EDITORIAL DIRECTOR**



AI CAN PRODUCE  
A SCRIPT.

**ONLY HUMANS  
PRODUCE  
'LA VIDA'**

**LIZ CASTELLS-HEARD**

CEO/Chief Strategy Officer, Infusion by Castells

Culture can't be automated. And that's the **heart** of the matter.



**INFUSION**  
by castells



AI can scale and co-create. But it can't code-switch or relate. It doesn't know how Multiculturals drive the pulse of America. It doesn't get abuela, Spanglish, the rhythm of our vida or depth of our stories. It doesn't feel, strategize or connect. We bring cultural fluency, creative instinct and lived experience to shape content that moves people—and businesses.

The Cultural Keepers—Fueled by Heart, AI and ROI-Powered Ideas®.



## AI IS RESHAPING ADVERTISING.

Beyond workflows, media targeting, and optimization, it's now the backbone of modern content—concepting, generating, and iterating. As brands face rising acquisition costs, competition and performance pressure amidst fragmented media, this will only accelerate, says the CEO and Chief Strategy Officer at **Infusion by Castells**.

"Brands are no longer just clients—they're co-creators and agencies are co-pilots," Liz Castells-Heard believes. "Multicultural marketers are cultural navigators, especially in the U.S. Hispanic space, where nuance is everything."

The danger? It is irrelevance, Liz says.



**RODRIGO RIBEIRO, LIZ CASTELLS, LETICIA JUÁREZ**



“Legacy conglomerates are losing ground. As a smaller, nimble, client-centric cultural agency, we’re immersed in co-creation and the AI evolution to stay ahead,” she says.

So, what’s really changing?

What must remain rooted?

Liz breaks it down.

“Brands are creators—but it’s not a takeover, it’s a triangle,” she explains, noting that the three points on the triangle represent the Brand, the Agency, and the Consumer.

“Brands are sitting squarely at the creative table with us,” she says. “They are in the brainstorm, building content ecosystems and leading the content engine with AI tools, in-house talent, creator collabs and direct audience access. Agencies are part of the brand’s creative toolkit—alongside influencers and internal teams.”

As Liz sees it, agencies are shifting to strategic and creative collaborators. “We guide, shape ideas, voice and strategy, amplify, innovate and co-create with cultural fluency and lived experience,” she says.

“

**Brands are no longer just clients—they’re co-creators and agencies are co-pilots.**

**LIZ CASTELLS-HEARD**



"We listen deeply, decode cultural conversation, and surface what resonates," Liz continues. "Our job is to spotlight the right moments, the right platforms, and build authentic creative that fosters trust and belonging."

**Creativity isn't just made for people—it's made with them.** Consumers expect participation, not perfection. Co-created TikToks, 'BTS' drops, and day-in-the-life Reels often outperform million-dollar productions. We ensure the creators feel true to the brand and collaborate authentically."

This new co-creation model requires shared accountability. "It's messy," Liz admits. "It's nonlinear. But, it works when grounded in mutual trust and respect. When brands welcome input, it can be used to avoid total-market traps. Great ideas require soul, strategy, and cultural instinct. That's our lane."

With digital and social platforms bigger than ever, engaging consumers via broadcast TV seems essential in the U.S. Hispanic market. But what does this mean from a content perspective as ad campaigns come to fruition? There are more than the :30 and :60, but is all of that planned from the start and are different teams responsible for making the creative come to life?

For Infusion by Castells and Liz's team, the :30 is no longer the hero or main event. Rather, "It is the full brand story unfolding across digital, communities, and every consumer touchpoint."

She continues, "In the U.S. Hispanic market, TV still holds deep power. It anchors trust, tradition, and emotionally shared moments across generations. But the hero is the full content ecosystem. Digital and social are the fuel which constantly feed the consumer funnel. Especially for Hispanics, who overindex on mobile and digital video, this shift is critical."

This explains why her team builds campaigns with a 360-degree mindset yet is "digitally led, culturally built, and platform-specific" from the start — from branding to conversion. "It's not 'cutting down' TV," she explains. "It's a unified brand story, told many ways. And, it takes a village, multi-disciplined with creatives, producers, influencers and strategists across linear and digital media along with targeted tactical teams — all aligned on a cultural insight and an emotional arc."

While some clients don't lead on digital/social and rely on Castells and her team to point the way, all need "platform-native content built from cultural truth ...That's how you create real engagement."

# la musica

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Asked if there is a strong example of a situation where the client took the lead on creative and ran with it, using the agency's guidance, Liz Castells-Heard replies, "When Clients lead or co-create, it works when paired with cultural fluency, the right platforms and activations. Combined, that builds affinity, sales and awards." The team handling the **McDonald's** work often leverages corporate client-led creative that's uniquely Hispanic or universal, and will then localize content across McDonald's co-ops, layered with strategic Hispanic mass, digital and targeted media, community and sponsorships. That said, Toyota is still agency-led joined at the hip with **Davis Elen Advertising** for monthly sales pushes, content production, social, and passion-point partnerships.

For key client **Spectrum**, the Charter Communications MVPD service, Liz says, "We've worked seamlessly with the client as one team in creative/production, taking the lead interchangeably." In one recent campaign, the client led with a clear directive: no actors or celebrities—only customers. The result? Casting space engineer Zaida Hernández, a Latin food lover turned content creator, and two community café owners. "We shot and produced many assets, while the client took over digital and social output," Liz says, adding that Infusion by Castells also adapts or consults on lead agency work, fine-tuning scripts, casting, tone and, importantly, cultural nuance. The client manages post-production in-house. And, it all works.





## RELEVANT AND RESONANT

Asked how she defines "relevant content" for the U.S. Hispanic audience in 2025, when it can come from anywhere and appear anywhere, Liz says, **"Relevant content looks and sounds real, and feels like it came from within the culture, not designed for it."**

"It mirrors how U.S. Hispanics live—bilingual, bicultural, code-switching and constantly culture-mixing," she continues. "It gets us—that we watch the Mexico match on Univision while texting in Spanglish, tracking all games, sharing memes, and switching platforms mid-sentence or swipe. Good content doesn't ask us to pick a lane. It knows that we live in all of them at once, feel it and share it across generations and platforms."

This explains why Liz believes good content reflects who we are, meets us where we are, and hits the heart where it matters. That is why a phrase like "en la casa hay comida" can be DoorDash's emotional hook, McDonald's HACER tells 'our American story,' and Coffee-mate gains currency tapping *La Llorona's* myth. She also singles out Toyota's 'Vayamos Juntos' effort as deeply community rooted on multiple levels, while AT&T hit the mark with *Saturday Night Live* troupe members Marcelo Hernández and his Mom in a recent effort.

Besides mastery of the U.S Hispanic language dynamics, relevant content requires cultural fluency, customer intimacy, and cultivated lived experience.

Here's how Infusion by Castells defines those three requirements.

- **Cultural Fluency:** Understanding values, truths, category behaviors, emotional drivers and when it matters.
- **Customer Intimacy:** long-term proximity and researching, listening, and observing how we live, connect, aspire, and our deep-seated needs, values, traits, fears, desires and barriers.
- **Cultivated Lived Experience:** Craft and care from the tone, words, symbols, to visuals, casting, location—every detail matters.

Liz says, "Relevant Hispanic content must be platform-native, culturally shaped, and emotionally rooted—not translated templates, clichés or token nod and moments. Today's Hispanics sniff out BS fast. If it feels real, it travels—from TikTok, the group chat and Facebook to abuela's mobile. If it doesn't—it's scrolled past."



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AI is a tool—not a voice. Without cultural fluency, human direction, and creative instinct, it risks soulless, inauthentic, over-polished or identical content from generative patterns.

**It is widely acknowledged that AI is now a content creation device. Is this good ... or is it dangerous?**

“Both,” Liz replies. “AI is only as powerful as the humans who guide it. Our agency has embedded AI across workflows—for decks, data, assets, production—but the spark still comes from people.”

## **PUNTO FINAL: CULTURE CAN'T BE AUTOMATED**

“AI will keep evolving. Content will get faster, smarter, and more personalized. But none of it matters without lived cultural experience and insight. In the U.S. Hispanic market, relevance isn't optional. It's the strategy. Cultural connection is the catalyst. Authenticity is the currency. Culture is the code.



# TAKING THE LEAD, AS AN INTEGRATED AGENCY

"One thing is true with AI: the outputs are only as good as the inputs. Creating great work still requires the excellence of craft and deep understanding of the brand, consumer and media environment ..."

A

d agencies have long been looked upon to take the lead on creative. But, there's now a movement for the brands themselves to be a content creator.

There is also the growing conversation on how best to consider user-generated content. How does Louis Maldonado, the Partner and Managing Director at d expósito & Partners, believe all of these content creation vehicles can best come together to present a brand as relevant and authentic?

"As with many things in life, it takes a village to effectively build and nurture a brand, and everyone has a role to play," he says from the advertising agency's New York home offices. "However, one entity with deep command and expertise in the brand's essence and voice needs to take the lead and work in lock-step with the client to be the brand steward, collaborating with all of the other parties to build the brand in a cross-channel fashion. That was true before and remains even more true today given the increased number of players and the extreme priority to build a brand with an innovative, differentiating organizing idea from which all parties bring to life across channels and platforms."

That's why clients and agencies have always closely partnered, Maldonado says, with the agencies taking a lead on strategy, creative and third-party outreach — including earned media, brand partnerships, buzz marketing — to ensure brands stay relevant and vibrant. He says, "Today, the role of both parties has vastly expanded since marketing has become much more sophisticated and the ecosystem much more complex, requiring much more immediacy and real-time action."

That's because the agency role has expanded beyond creative to include product innovation, customer experience and retail/POS efforts. As such, Maldonado says, "We are now responsible for driving top-of-funnel brand health measures as well as bottom funnel conversion. Clients collaborate, guide and oversee that work closely, and for reasons of brand safety have built internal capabilities to manage certain duties directly while still tapping agencies for advertising, earned media relations, branded content development, and influencer/creator engagement."

Then there's the consumer voice, which includes advocates and evangelists that are inspired to share what they love about the brand to foster fandom. There's also "the well-intentioned watchdog to hold the brand's feet to the fire and challenge them to be true to their essence and consumer promise," Maldonado says.



*Louis Maldonado, Partner and Managing Director  
d expósito & Partners*



# AS A BRAND IN TODAY'S AMERICA, **WHAT'S YOUR 20?**

**BRANDS TODAY CAN GET A LITTLE LOST.  
IT'S NORMAL. A LOT HAS CHANGED.**

*dex* is celebrating **20 years** of **CULTURAL *dex*TERITY**:  
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Developing, managing and responding to fan communities is increasingly important, he adds, “not only because a single post or comment can incite a crisis in no time but because doing so allows the brand to be a behind-the-scenes co-creator in the UGC process and ensure a more favorable outcome for all involved.”

Managing fan communities and keeping a steady pulse on the conversation is essential work done by the d expósito & Partners social team at Résonant, which collaborates with the agency’s team at Insight Story to mine for consumer sentiments and truths that are woven throughout the advertising ideas, brand, social and influencer content Maldonado and his team produce.

“Integrated agencies, like ours, will continue to lead and play an even more invaluable role at making sure a brand’s voice is strong, authentic, differentiated, honest and active,” Maldonado says. “This is critical to a brand’s survival, particularly in an environment where its reputation can be tarnished by one misguided post with bad information or even false accusations.”

#### **AI: Artificial Assistance Or Annoyance?**

AI as a content creation tool presents opportunities and challenges. Asked what his thoughts are as it applies to the multicultural marketplace in 2025 and beyond, Maldonado responds, “While we’d be disingenuous if we said we didn’t feel a little apprehension about how generative AI could impact our industry and personal livelihoods, we at d expósito & Partners are certainly excited about generative AI and are challenging ourselves to learn the tools and use them responsibly across all stages of the creative development process, from research and strategy to concepting and production. Generative AI is certainly becoming an increasingly integral part of our business and our future, so we are eager to push the boundaries and see what we can do while simultaneously establishing the necessary guardrails and protocols to ensure our clients’ brands and consumers are safe and that all work is of quality and delivered as intended.”

Maldonado believes that there have been some “beautiful campaigns” that tapped generative AI for content creation, mostly in the form of expediting animations and graphic effects. “While the actual outputs can be done in a fraction of the time of conventional methods, a lot of time is still required to prompt the platforms for the desired outputs and do the required refinement to meet brand quality standards,” he says. “While studies by Nielsen NIQ, the IAB and other have shown that while many consumers are willing to embrace the innovation in creativity in AI-generated ads, there is also concern over authenticity and genuineness of the message.”

Additionally, the ability to emotively connect on a human level and the ethics behind the ad’s intention is an important goal. However, Maldonado notes, “technology is advancing at lightspeed and the quality is improving by leaps and bounds. We human creators at the agencies will always have a lead role in the process, learning and adapting to use it responsibly. One thing is true with AI: the outputs are only as good as the inputs. Creating great work still requires the excellence of craft and deep understanding of the brand, the consumer and the media environment to produce powerful campaigns that connect with and move the consumer audience to take the desired action. We still need to do the hard work and create the idea. That will never change, and this especially holds true when attempting to genuinely connect with diverse and multicultural audiences.”

*Louis Maldonado of d expósito & Partners offers four critical things to remember that apply to all aspects of the marketing ecosystem:*

- ***Tight collaboration across the team is critical, including client, agency, creator, influencer and publisher/platform***
- ***Performance is key, but branding is paramount, as an undifferentiated, stale brand will never perform to its ultimate potential***
- ***Maintaining best practices for each platform are essential, otherwise there may be missed opportunities or unanticipated snafus.***
- ***Influencers, creators and other collaborators are valuable partners to amplifying reach and lending credibility/relevance, but the brand must always own its voice and ensure integrity of the message.***

**d expósito & Partners**  
The New American Agency™

In recent years, using data to guide how to develop the most effective campaign based on platform and engagement efficacy has emerged as an essential part of the client/agency relationship. What are the ways d'expósito & Partners are best using data to craft their road maps for clients? And, with so much focus on content, where does this leave the delivery device? Could broadcast media be in a losing battle against digital and social media, even in the U.S. Hispanic market?

Maldonado replies, "Our media team at Efectiva blends data, expertise, and insight to craft campaigns that are both performance-driven and efficient. In this case, when we refer to performance, we mean the impact on the path-to-action funnel from top to bottom. Our process begins with a precise analysis of third-party data—revealing how our target audiences engage with media. We then enrich this with platform-specific attribution and our first-party data to create a holistic view that adds much more dimension beyond the outcome afforded by third-party data. By integrating our clients' own data, we verify the tangible business outcomes driven by each channel."

Interestingly, while traditional television has historically lacked robust data capabilities, that's changing. As of September 2025, Nielsen is transitioning its Big Data Survey to become its sole currency for national transactions. However, despite this previous deficiency on TV, d'expósito & Partners clients have research which consistently shows that linear TV remains the primary driver of awareness. "Similarly, radio continues to stand out—especially among Hispanic audiences—for achieving mass reach," Maldonado says. "In multicultural markets, Radio builds trust and fosters connection through its influencers and deep community ties."

Ultimately, in a tech-dominated world where attention is scarce, meaningful connections—rooted in trust and culture—are more critical than ever, he concludes.

Is there one brand that "gets it" with respect to understanding how to best develop and activate content that moves the needle on an ad campaign?

"I can think of many brands that are working hard to stay at the leading edge, to experiment, learn and do their best at achieving success," Maldonado says. "They may occasionally stumble along the way, but the brands that are bold enough to invest in the effort and money required—and that have strong agency partners to collaborate with the multidisciplinary team—are the ones that are proving to do modern marketing correctly."

One of those brands is, "inarguably," Tajín.

"We realize we may sound self-serving for the agency, but we genuinely believe it to be a true and accurate assessment," Maldonado says. "Tajín has had the vision and the diligence to expand their brand beyond their core consumers of Mexican descent and generate cross-cultural appeal to gain brand fans that include all facets of today's inclusive consumer audience. Their brand campaigns appeal to these newer fans while, simultaneously, keeping the love and cultural resonance with its core Mexican/Hispanic consumer that made the brand what it is."

Beyond advertising, Tajín can give a masterclass on co-promotional marketing and collaborations, Maldonado shares. Case in point: a collaboration with iconic actress and singer Selena Gomez and her Rare Beauty line of cosmetics.

Regarding user-generated content, the Résonant and d'expósito creative teams tapped authentic consumers and included their content in Tajín's most recent ad campaign "because it was true to the love and fervor they have" for the product.



Selena Gomez

# An Authentic Partnership

“The relationship is evolving from ‘make me an ad’ to ‘co-create a culturally inclusive content system’ where agencies take the lead as orchestrators of culture, creators, specialized production, and impact measurements.” — Carlos Santiago, CEO, Santiago Solutions Group and AIMM co-founder

If brands are now “creators,” what happens to the agency relationship? What does the research say about winning with U.S. Hispanics? **Carlos Santiago**, who operates Encino, Calif.-based Santiago Solutions Group and is a co-founder of the Association of National Advertisers’ AIMM group, points to the changing dynamic in the relationship between agencies and their clients.

“Brands that are creators rich in-culture and in inclusion outperform other brands, Santiago says, pointing to studies by the [Cultural Inclusion Accelerator](#) and its CIIM (Cultural Insights Impact Measure™) and its Authentic Inclusivity Score™.

“Cultural relevance and authentic inclusion are not only major drivers explaining between 55% and 67% of sales/traffic outcomes, but they also unlock five times the number of potential purchasers and boost brand trust, brand advocacy, and brand loyalty by up to 13-15 times,” Santiago notes. “Brands and agencies win with Hispanics when they co-develop culturally relevant, fluent stories and place them in programming and platforms that Hispanics find most resonant, where the quality of the connection is most important.”



What, in Santiago's view, defines “relevant content”?

“Content is ‘relevant’ when it is culturally nuanced, platform-native, linguistically flexible, and measured to move outcomes,” he says.

This is why both inclusive and dedicated Hispanic marketing strategies are critical to be consistently relevant, Santiago believes.



Santiago has three tips for brands on how to maintain their relevancy authentically with U.S. Hispanic consumers. He explains it as follows:

- **Inclusive Marketing (always-on):** Inclusive marketing is a growth strategy—embedding cultural inclusion across the brand's content (not a one-off campaign) and accurately depicting all growth audiences for each particular brand. It's not representative casting or a Total Market approach. Hispanics must be naturally represented by embedding cultural values and cues that appeal to other growth audiences, optimizing overall growth.
- **Dedicated Hispanic Marketing (depth):** In-culture creative and media that go deeper into the essence and soul of Latinos, maximizing relevancy especially in highly culturally resonant contexts.
- **When to go Dedicated:** High Hispanic revenue or growth priority; occasions that are language and/or culture-led; categories with distinct cultural usage/needs; or when measurement shows incremental Hispanic reach/lift beyond inclusive assets.



Lastly, Santiago was asked if the use of AI as a content-creation device was good ... or dangerous? "At Santiago Solutions Group, we see AI as both a powerful and dangerous content creation device because it is not inherently culturally relevant, inclusive or exclusive — it is a mirror of its inputs and oversight," he says. "In marketing, it becomes a good creative device only when paired with human-in-the-loop anthropological cultural insights, human validation, and inclusive data strategies. Without those, it can be dangerous, amplifying exclusion and flattening nuances at scale, and diluting relevancy, thus depressing outcomes."



## The Brand Steward: Today's New Storyteller

"Today, brands are expected to do more than advertise as they need to tell stories and create experiences that connect with audiences in authentic ways." — Albert Rodriguez, President/CEO, MediaCo Holding Co.

As the parent to Estrella Media's radio and television properties serving Spanish-speaking audiences across the U.S., in addition to its growing free ad-supported streaming television (FAST) channels, Mediaco Holding Co. is the corporate parent behind venerable New York radio brands "HOT 97" and WBLS, as well as their associated digital multicast offerings.

With digital and linear platforms giving brands opportunities to connect with audiences in authentic ways, **Albert Rodriguez**, the company's CEO, is convinced CMOs are doing more than simply telling stories to potential consumers.

"On television, our network programming delivers culturally resonant content that draws loyal Hispanic audiences," he says. "On radio, our iconic stations like 'Qué Buena' create deep community connections."

Rodriguez also shares that digital extensions from social to streaming audio and video allow Mediaco's media assets to expand the consumer/brand connection into interactive, shareable formats. "This combination means brands are not just placing ads, they are becoming part of the cultural conversation," he says. "In many ways, the brands are creators more than ever, contributing to the stories our audiences value."

For Mediaco, and for many of its peers, protecting the legacy linear platforms while looking at digital growth through FAST channels and OTT platforms is a key matter of importance. But, just how is that being done? And, are advertisers eager to participate in a media mix that includes both TV and streaming?

Rodriguez acknowledges that linear TV continues to deliver unmatched reach and cultural impact, especially in live and appointment-viewing formats.



# Reach for the Stars with EstrellaTV FAST Channels



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**ESTRELLATV AND ESTRELLA NEWS RANKED AS THE TOP LATINO MIXED-IP DISTRIBUTED FAST CHANNELS. SOURCE: Q4 2024 AMAGI/AMPERE**

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Connect with the viewers fueling streaming growth on MediaCo's FAST channels. From hit entertainment, sports to news and documentaries, we deliver premium, culturally rich content that keeps viewers coming back.

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"At the same time, FAST channels and OTT platforms give us the flexibility to reach audiences wherever they choose to watch," Rodriguez says. "We protect our legacy platforms by continuing to invest in high-quality content, marquee talent, and tentpole events that bring in loyal viewers."

Concurrently, Mediaco is growing digitally by expanding Estrella's FAST offerings, building OTT experiences, and ensuring our content is discoverable and engaging in these emerging environments.

"Advertisers increasingly recognize the value of a media mix that pairs the scale and brand safety of TV with the targeting and flexibility of streaming, and many are eager to integrate both in their campaigns," Rodriguez says.

#### **A POWERFUL COLLABORATOR**

AI is poised to become a key creative creator or collaborator. But what does that mean for Rodriguez's organization? Is he and his executive leadership team open to AI-produced advertising?

"AI has the potential to be a powerful creative collaborator as well as an operational tool," he says. "From a creative standpoint, it can help with ideation, personalization, and content adaptation across languages and platforms, while human oversight ensures cultural authenticity and emotional resonance."

On the operational side, AI can also improve audience analysis, campaign optimization, and workflow efficiency, Rodriguez believes.

"While we are open to exploring AI-generated creative when it makes sense, our focus is on using AI to enhance our teams' capabilities, not replace the human creativity that defines our brand," he says.

Rodriguez was also asked about how one can define content in a user-generated content environment. He comments, "In a world where the smartphone competes with the big-screen TV, content is anything that captures attention, tells a story, and inspires sharing. For U.S. Hispanic audiences, relevance comes from cultural authenticity, language nuance, and a reflection of shared values and experiences."

This explains why Mediaco and its brands are focused on innovating in content, technology, and distribution to super-serve multicultural audiences across every platform.

"In 2025, we have and are going big with thousands of hours of original programming built around live and interactive experiences, all available for free everywhere," Rodriguez concludes. "It's a win for audiences and for our viewers."

***"In a world where the smartphone competes with the big-screen TV, content is anything that captures attention, tells a story, and inspires sharing. For U.S. Hispanic audiences, relevance comes from cultural authenticity, language nuance, and a reflection of shared values and experiences."***





## **The HMC 2025 Hispanic Market Guide**



The HMC 2025 Hispanic Market Guide is here! This essential resource is designed to help marketers connect authentically with U.S. Latinos. The guide features business-building cultural insights, economic and sector data plus reports on media consumption, purchase behavior and Hispanic creativity.

Discover top companies with proven Hispanic marketing expertise.

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# ON-DEMAND, WITH WIDER DELIVERY

Audio-visual versions of a host of Pitaya Entertainment's shows, including "Me Lo Dijo con Adela Micha," "Casi 40 with Michele Rodriguez," "Sin Ley con C4 Jiménez," "En Shock," and "Narcosistema con Anabel Hernández" are now available for consumption on the Canela.TV platform.

## CANELA.TV



The 1st Free Streaming Service for US Hispanics. Offering culturally relevant programming in Spanish & English, including Live Channels, VOD and original programs.

**Pitaya Entertainment**, one of a host of growing Spanish-language podcast networks targeting consumers in both the U.S. and Latin America, has partnered with **Canela Media** to bring several Pitaya-distributed podcast series to the Canela.TV free streaming platform.

For Pitaya and Canela, it demonstrates another way how culturally relevant, on-demand and live content is being made available across verticals.

"Both Pitaya and Canela Media are pioneers in delivering premium Spanish-language content to Latino audiences," said **Jordi Oliveres**, Co-Founder and General Manager of Pitaya. "We're thrilled to expand the reach of our podcasts by bringing them to Canela's free video streaming platform."

Canela.TV has enjoyed steady growth in the U.S. Hispanic video streaming market, which continues to attract new advertisers and audiences with a lineup of original series and films.

### Hispanic Content Report 2025

With this partnership, premium video podcasts are being looked upon as ways to further position Canela.TV as a go-to destination for Spanish-language video content.

"At Canela Media, we're committed to delivering content that truly resonates with Hispanic audiences," said Karsten Amlie, SVP of Content Distribution and Legal Counsel, "Partnering with Pitaya Entertainment allows us to bring some of the biggest names in podcasting to our viewers in video format for the first time, and this is only the beginning."

Canela Media offers a portfolio of Hispanic market audience-centric platforms comprised of Canela.TV, Canela Audience Solutions, Club Canela and Canela Studios. The company believes these provide "scale and breakthrough offerings to reach U.S. Hispanic audiences through relevant content, with precision and accuracy."



# Hispanic Market Overview.

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EDITION

The multicultural advertising, marketing and public relations industry's annual State of the Industry report



## *Voz Of The American Influencer*

**Washington, D.C. has changed. But, as you'll read in this 16th annual report, the need to target Hispanic consumers in the most efficient way possible has not. Here's how to "Hear their Song" – and not get drowned out by loud distractions.**



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# CULTURAL REPRESENTATION

A man with short dark hair and a light beard, wearing a blue blazer over a light blue button-down shirt, stands on a rooftop terrace. He is smiling and looking towards the camera. The terrace has a glass railing, and the background shows a city skyline with tall buildings under a blue sky with some clouds. The image is split vertically, with the left side showing the man in full and the right side showing a darker, more shadowed version of the same scene.

FOR TELEVISION, CULTURALLY-RELEVANT  
STORYTELLING IS THE KEY, SAYS DAN RIESS





When it comes to content creation and knowing what its consumers desire, TelevisaUnivision EVP and Chief Operating Officer of Ad Sales **Dan Riess** believes its pan-Latin production and distribution environment is perfect for today's digitally savvy U.S. Hispanic consumer — and to those that continue to prefer to tune to linear cable and broadcast TV channels.

"Our Spanish-language ecosystem allows us to meet Hispanic consumers wherever they are," Riess says. "We've reimagined our content slate, adding next-gen initiatives like **ViX Música** and **YA Fest** to an already robust lineup. This has created new and exciting opportunities for brands to tap into the biggest cultural moments and build authentic connection with our audience."

Riess also points to TelevisaUnivision's **Asi Studios** and its team for bringing "deep expertise in crafting bespoke creative and creator-led campaigns tailored to brands' needs."

For TelevisaUnivision, as demonstrated across its Upfront presentations and quarterly earnings reports, protecting the legacy linear platforms while growing its popular **ViX** OTT streaming platform seems to be a key matter of importance. But, just how is that being done? And, are advertisers eager to participate in a media mix that includes both TV and streaming?

Riess comments, "We've modernized both our content and our capabilities to align with the needs of consumers and partners. The strength of ViX, coupled with the leadership of our linear platforms, gives advertisers a powerful mix to reach U.S. Hispanics. Demand has been strong across our live portfolio in music, sports, and primetime, as well as on ViX and social, demonstrating advertisers' enthusiasm for a multi-platform approach."

# THE POWER OF CULTURA



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Riess was also asked about Artificial Intelligence, and how it is poised to become a key creative creator or collaborator. What does that mean for TelevisaUnivision? Is Riess open to AI-produced advertising, or does he and his colleagues see it mainly as a functional, business management tool? “We have multiple creative uses right now for AI,” he responds. “For most, it is a functional ‘ingredient’ versus a generator of entirely new IP or campaigns. Creative versioning is a good current application. Surfacing new areas for creative ideation is another, as well as editing and creating quick video demos to bring an idea to life. These are all becoming more frequent ingredients to our process, provided there aren’t client or legal restrictions.”

That said, Riess believes AI seems capable of higher-order creative uses in forthcoming years. “The AI startup community is leading the way,” he says. “We see vendors with early-stage capabilities that are full of promise. But we aren’t yet generating entirely new IP or campaigns for brands solely from AI.”

While AI is bringing new concerns, along with opportunities, to the advertising community, defining content in a “UGC” world where the smartphone and big-screen TV compete for attention is more difficult than ever. For Riess and TelevisaUnivision, what is ‘content’ – and what in particular makes it particularly relevant to today’s Hispanic consumer?

“At TelevisaUnivision, content is everything we deliver across platforms – linear, streaming, digital, social, audio and live experiences,” Riess says. “Our unique position in Spanish-language media is rooted in cultural representation, allowing us to tell stories that resonate deeply with our audience. For today’s Hispanic consumer, culturally relevant storytelling is key. We know how to cut through the clutter to engage culturally and emotionally.”





## COMMUNITY-DRIVEN COMMUNICATION

In the first weeks of 2017, HispanicAd.com released its first-ever supplement devoted to a nascent and fast-growing segment of the U.S. advertising market — social marketing to Hispanic consumers.

Since then, this report has evolved by changing names not once, but twice. Today, the **HISPANIC CONTENT REPORT** takes its name based on a simple concept: With content there would be no social media, while the content itself is fueled by the data and analytics empowering those responsible for creating the content.

The biggest shift in the digital world, and for marketers seeking consumers through social media and “over the top” video and audio platforms, involves The Creation Story, if you will.

Who’s responsible for the creative in a social world?



It’s a question that in 2024 yielded a revelation: four defined content silos that seek marketers’ attention and their budgets have risen to the forefront. They include free ad-supported television (FAST) channels and OTT offerings; content in social media; platforms such as TikTok and Instagram Reels; and traditional advertising created for linear media, using a formula seen across radio and TV since Spanish International Network (SIN) existed.

While digital media’s growth is insatiable and marketers have expressed their increased preference for digital/social video channels for its strong ROI, incorporating radio and television in a media mix focused on Hispanics can make a brand a true winner. With studies showing Latinos continue to overindex on traditional, linear media compared to the total population, advertisers would be foolhardy to throw away the value that radio and TV continue to represent. At the same time, the smartphone and those key apps used by so many under-50s — yes, it isn’t just Millennials and Generation Z or Generation Alpha anymore — is a must.

Who has the floor? Every relevant party should. But marketers and advertisers will continue to hold the gate key, making consumer access to creation easy yet regulated, so it is used to its highest potential. That will make today’s Hispanic consumer *contento*.

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