

Expanding Your Musical Impact in Hispanic-America

A Strategic Entry Into the Fastest-Growing Music Ecosystem

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Portfolio & Results: [HERE](#)

The global music industry is no longer centered exclusively in the U.S. and U.K.

Over the past decade, **Hispanic-America has consistently ranked as the fastest-growing music consumption region in the world (IFPI)**, driven primarily by streaming acceleration, demographic momentum, and strong live-event culture.

For artists, managers, and labels looking to build sustainable international presence, Hispanic America is no longer an exploratory market.

It is a structural growth market.

We have directed over **20 press campaigns for Grammy-winning artists**, securing high-impact editorial positioning across the region's leading cultural platforms, including **El Heraldo de México, El Universal, Rolling Stone en Español, GQ México, Playboy MX**, and **WIRED en Español**.



Proven Market Growth



- According to IFPI global reports, **Hispanic America has consistently ranked as the fastest-growing music region worldwide for over ten consecutive years.**
- The **purchasing power of the Hispanic consumer** is growing at a rate that is twice that of the global average.
- **Streaming growth rates** in the region have repeatedly **outpaced mature markets such as North America and Western Europe.**
- **Population:** More than **650 million Spanish speakers** (2nd most spoken native language in the world, after Hindi).

Demographic Advantage

Over **60% of Hispanic-Americans are under the age of 35.**

This is a mobile-first, streaming-native demographic with high digital interaction rates.

Mexico City alone:

- Consistently ranks as the **highest music-streaming city worldwide**
- And the **global leader in concert ticket spending**
- International festivals regularly sell out with non-Spanish headliners, demonstrating proven demand for global acts.



Strategic Advantage Over Saturated Markets

Compared to the U.S. and Europe, where thousands of artists compete for limited media and playlist space, Hispanic-America offers:

- **Active specialized press seeking international content**
- **Strong editorial ecosystems**
- **Faster loyalty-building cycles**
- **High social amplification**

Emerging and niche artists frequently achieve stronger engagement ratios in Latin America than in oversaturated Anglo territories.

The question is no longer whether Hispanic America matters. The question is whether you enter early, or late.



A nighttime photograph of a large crowd gathered in a city square. In the center, a Mexican flag flies on a tall pole. To the right, a large, ornate building with multiple domes and towers is illuminated. The foreground is filled with a dense crowd of people, many holding up phones. The scene is lit with various colors, including green and blue, suggesting a festival or event.

Our Market Entry Strategy

Successful entry into Hispanic-America requires localized positioning and coordinated media activation.

We operate across three strategic pillars.



1. Localized Press Architecture

We develop **culturally adapted press materials tailored specifically for Hispanic media environments.**

- **Region-focused press releases**
- Narrative reframing aligned with local cultural context
- Distribution to a **curated network of 1,000+ editors and cultural journalists**

This ensures **relevance rather than generic international outreach.**

2. Interview-Led Authority Building

Long-term recognition is built **through conversation, not volume.**

- **We secure in-depth interviews across:**
 - Specialized music publications
 - National cultural outlets
 - Radio platforms
 - Podcasts

This positions the artist as a cultural presence, not just a release cycle.



A large arena with a stage and a massive audience. The stage is lit up with blue and red lights. A man in a suit is standing on the stage, looking up. The audience is filling the arena, and the word "STUDIO" is visible on the stage backdrop.

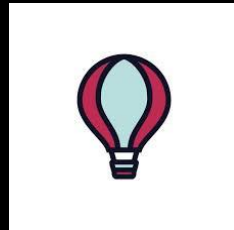
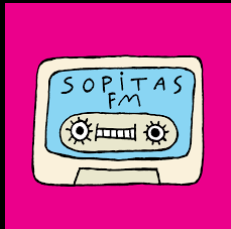
3. Multi-Layered Editorial Presence

We coordinate:

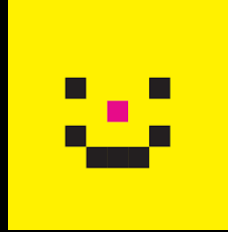
- Album and single reviews
- Artist profiles
- Cultural features
- Broadcast interviews
- Podcast appearances

This creates layered visibility across digital, print, and broadcast platforms.

Key Music Media Relationships



Key Cultural Media Relationships



About our Director:

Born in the State of México (1996), Oscar Adame Galeano is a writer and cultural strategist whose work examines the lines where music, politics, and identity intersect.

As former Editor-in-Chief of *WARP Magazine*, he helped redefine the landscape of contemporary music journalism in Latin America, transforming the publication into one of the region's most influential cultural platforms, later cited by international outlets such as *The Guardian*, *NME*, and *Billboard*.

His expertise led to recurring appearances as a specialist on CNN and to a five-year tenure as Cultural Analyst on W Radio's flagship program *WFM*, the most influential broadcast network in Latin America, where he analyzed global music and youth culture trends for a mass audience.

As an interviewer, Adame has conducted in-depth conversations with artists including Björk, Billie Eilish, and Damon Albarn. His bylines in *Rolling Stone*, *DAZED*, *WIRED* and *Hot Press* reflect an approach that treats pop music not as entertainment alone, but as cultural infrastructure and soft power.

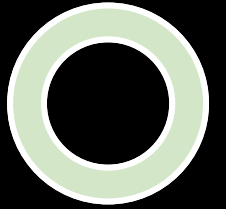
This critical framework expanded into interactive media when he joined Romero Games as a Narrative Designer, contributing to the narrative architecture and world-building of an upcoming Microsoft-produced AAA title. There, he applied a decade of cultural analysis to immersive storytelling.

He holds a Master's Degree in Writing from the National University of Ireland, Galway.



Editorial Authority & Cultural Network Activation

- For over a decade, our director has operated at the center of Latin America's music journalism ecosystem, first as Editor-in-Chief of WARP Magazine, later as a cultural analyst on W Radio, and now as a strategist working directly with major labels and Grammy-winning artists.
- This trajectory has not only provided access to media networks: it has shaped them.
- The relationships we activate are not transactional mailing lists, but editorial bonds built through years of interviews, collaborations, and shared cultural dialogue. When we position an artist within the Latin American press ecosystem, we do so with contextual precision. Each communication is tailored to the outlet's editorial voice and audience sensibility, ensuring relevance, not volume.
- Whether the objective is launching a new album, expanding into Hispanic markets, or building long-term media presence, the strategy is rooted in editorial credibility and sustained relationships.





Impact - Campaigns with Results

- **We have worked with projects such as:**

Embassy of Sweden In Mexico, Ramón Amezcua (Bostich), MXTX (A Cross-Border Experience), Clemente Castillo (Jumbo), Silvana Estrada, Rubén Albarrán (Café Tacvba), Vanbot, Descartes a Kant, Techno Para Dos, Lust For Youth, Raphaëlla, Don Couto, Carie, Grenda, Zuaraz and in collaboration with other agencies for major labels.

- **Interviews featured in outlets such as:**

El Sol de México, El Universal, Rolling Stone en Español, Sopitas, Playboy Magazine, WARP, Indie Rocks!, Revista Marvin, Filter México, DJ Magazine España, Kaleidoscopio Cultural, Reactor 105, Aire Libre, W-Radio (96.9), Summa Inferno, Punkeando, Depósito Sonoro, GQ México and more.

MXTX: A Cross-Border Exchange Example

The screenshot shows the Rolling Stone website in Spanish. At the top, there is a search bar, the Rolling Stone logo, and a 'SUSCRÍBETE' button. Below the logo, there are navigation links for 'Música', 'Cine y TV', 'Actualidad', 'Lifestyle', and 'Destinos'. The main article is titled 'Rubén Albarrán y Ramón Amezcuca presentan *'Mundo en Extinción'*'. The article is by Pablo Monroy and is categorized under 'MÉXICO'. The article text states: 'Es el primer sencillo del álbum *MXTX: A Cross-Border Exchange*, un material colaborativo de diferentes artistas mexicanos y estadounidenses'. Below the text is a photo of the two artists. To the right of the article is a 'Trending' section with four items:

- 60 años del histórico debut de The Beatles
- Borgen estrena su cuarta y, probablemente, última temporada
- La fórmula de Placer: demasiado pop para el punk, demasiado corrosivos para el pop
- Precursoras en la música y la moda, los looks urbanos de Lali y Dua Lipa arriba del escenario

Printed Interviews:

Rolling Stone – <https://bit.ly/3AclSz0>

El Sol de México – <https://bit.ly/3AGTm8H>

Indie Rocks – <https://bit.ly/3tqqL4L>

WARP – <https://bit.ly/3Ecy45k>

Grita Radio – <https://bit.ly/3Ad27Zr>

La Banda Elástica – <https://bit.ly/3TzKV71>

Filter – <https://bit.ly/3GiRyb7>

Dark Impala - <https://bit.ly/3GdJOXR>

Mr. Indie – <https://bit.ly/3WREXuK>

Playlist – <https://bit.ly/3URCzIV>

Soulwavez – <https://bit.ly/3Gb4uj9>

Rock En Historias – <https://bit.ly/3hyY0Ad>

Naufraghost – <https://bit.ly/3hJeMfW>

Rock 101 – <https://bit.ly/3hthOF5>

Tracktor - <https://bit.ly/3UzwH7D>

Crónica - <https://bit.ly/3wAjvTa>



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