

Digital Video for Latino Millennials

A Selection of Latino-Focused Digital Studios
and their Most Popular YouTube Channels

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Digital Video for Latino Millennials

Introduction

Millennials increasingly turn to digital video for innovative, high-quality content. Multi-Channel Networks all over the world, which today are multifaceted companies that expand their reach beyond YouTube and are more accurately described as Multi-Platform Networks, operate in a highly competitive and steadily growing market. The big MCNs from the US and Europe are most often in the spotlight and are still leading in terms of subscribers and video views. However, Latin America is a very important region with enormous potential for media companies and the digital video business, and networks such as BuzzMyVideos and AwesomenessTV have already expanded into the region.

The numbers that should make other media companies sit up and take notice as well are impressive: Latin America is home to about 627 million people, which accounts for roughly 8.5% of the global population. 339 million of the Latin American population have internet access and connectivity is growing rapidly. More importantly, millennials are the dominant audience. According to a comScore report from 2015, about one third of internet users in Latin America are aged between 15 and 24 years. In terms of digital video, the region boasts an audience of 119 million online video users. 85% of these users watch digital video every month. In general, Latin Americans spend a total of 13.2 hours a week watching online video¹. In the US, where Latinos represent about 17% of the population, the Hispanic digital audience reaches 38.2 million users².

Consequently, there is a high demand for digital video content geared at a young Latino audience, which results in a big market and enormous growth opportunities for media companies in that business. This report puts the spotlight on some of the biggest and most important players in the Latin American and US Hispanic digital video business. It includes facts and figures about six selected MCNs - 2btube, Amazing Pixel, Farolatino, FAV!, mitú, and Univision Creator Network - and introduces their most popular creators which reach and engage the young audience.

¹ <http://www.imscore.com/comscore-association-ims-announces-new-research-digital-video-viewers-latin-america/>

² <http://www.billboard.com/articles/columns/latin/6685966/digital-usage-latin-america-comscore/>

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2btube



Corporation:	2btube, Inc
Countries:	Spain, USA, Mexico
Launch:	September 2014
Categories:	Entertainment, Music, Beauty, Gaming, Family, Sports
Channels:	600+
Subnetworks:	2bacademy
Homepage:	2btube.com

About:

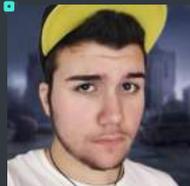
2btube was founded in 2014 in Madrid, Spain, by Bastian Manintveld and Fabienne Fourquet. In the first quarter of 2015, the company started expanding to the rest of the Hispanic territory and opened offices in Mexico City and Miami with a staff of 60 people. 2btube is a certified YouTube partner specializing in Spanish-speaking creators around the world and focused on the production of audiovisual content and formats targeted at young audiences. The company is the fastest growing multichannel network in terms of subscribers, reaching now rank #25 with 600 YouTubers and more than 370 million views per month. In the Spanish-language market, 2btube is the second biggest MCN after mitú. In March 2016, 2btube, in cooperation with education company Enforex, launched #2bcamp, a summer program for children aged 11 to 18 years that teaches them the basic principles of how to get started on YouTube.

Facts and Stats:

- +45M Subscribers

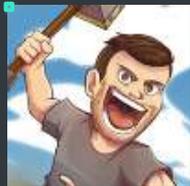
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2btube – Top Channels



Keyblade – 2.73 Mio. Subscribers – [Link](#)

Keyblade is a Spanish songwriter focused on rap music and geek culture (anime, video games, comics and movies). In his videos, he mixes video games, movies and rap songs. With more than 2.7 millions subscribers and almost a billion views, Keyblade is one of the Top 20 YouTubers in Spain.



byVirusZ – 1.56 Mio. Subscribers – [Link](#)

YVirusZ is a YouTuber from Spain who is dedicated to gaming. He produces Let's Play videos, strategy tutorials for games such as "Clash of Clans" and "Call of Duty", but also uploads challenges and vlogs to his channel. He has been on YouTube since 2012 and his channel has been viewed over 161.8 million times since.



AlphaSniper97 – 1.56 Mio. Subscribers – [Link](#)

AlphaSniper97 is one of the most successful YouTubers dedicated to "Call Of Duty" in Spain. He has more than 1.5 million subscribers who enjoy his gameplay videos and discover the latest news about COD every day. His live streams are watched by thousands of people, especially when he competes with other "Call of Duty" experts such as TheGrefg, Goorgo or Ampeterby.



Nexxuz World – 1.34 Mio. Subscribers – [Link](#)

Spanish YouTuber Nexxuz World specializes on gaming videos. Besides Let's Play videos in which he lets his community join him on his gaming experiences, he also tries out new technology such as the Oculus Rift. Nexxuz World launched in 2014 and his videos have over 153.6 million views.



Oxlack Investigador – 1.31 Mio. Subscribers – [Link](#)

Oxlack Castro is an investigation and paranormal expert. Along with his team of experts, he explains paranormal phenomena and mysteries and helps to decipher myths and popular legends. His videos have fascinated his Mexican fans for years and are now reaching a Spanish-speaking audience across the globe. Active on YouTube for more than 8 years, Oxlack now manages and stars in six different channels. He counts more than 2.5 million subscribers and 330 million total views.

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2btube – Top Channels



PiterGmusic – 1.16 Mio. Subscribers – [Link](#)

Piter G is one of the most successful Spanish-language hip-hop artists. On his channel, he mixes two of his passions: music and video games. Many of his songs are inspired by famous games. In his format "Rap-Plays" he combines gaming content with his music. He also collaborates with other hip-hop artists on YouTube. His channel has more than one million subscribers and over 161.8 million views.



Makiman131 – 1.11 Mio. Subscribers – [Link](#)

Makiman131 is a Spanish YouTuber whose channel is dedicated to Let's Plays. He uploads new videos every day, most of them about Grand Theft Auto 5. The channel launched in early 2013 and his videos were viewed over 250 million times since.



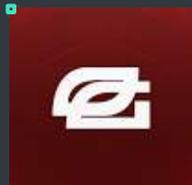
LunaDangelis – 1.03 Mio. Subscribers – [Link](#)

26-year-old LunaDangelis is the largest female Spanish-language video gamer on YouTube. She is best known for her series of "Just Dance", "Minecraft" and "The Sims" videos, but plays all kinds of games and wants to make her fans laugh with her comments. Like other successful YouTube gamers, her gaming channel also includes non-gaming videos like Q&As, challenges and vlogs. Since the channel launched in 2011, her videos have collected over 189.31 million views.



Maurg1 – 1.02 Mio. Subscribers – [Link](#)

Maurg1 describes himself as a radical YouTube journalist. In his videos, he covers the latest news about the most popular Spanish-speaking YouTubers: who goes out with whom, what do they do and what is the latest gossip going around. With almost 1 million subscribers, he is the largest channel talking about other YouTubers in Latin America. It is also one of the fastest growing channels in Mexico, as he tripled his views in less than six months in 2016. His videos now have over 108 million views.



OpTicESP – 797k Subscribers – [Link](#)

OpTicESP is a Spanish gaming channel offering its community of almost 800k subscribers a broad range of Let's Plays for games such as "Counter Strike", "Battlefield" and "Black Ops 3". The channel joined the network in 2011 and generated more than 172 million views since.



Corporation:	Amazing Pixel
Country:	Brazil
Launch:	March 2013
Categories:	Beauty, Lifestyle, Gaming, Vlogging, Information, Sports, Cooking
Channels:	27
Subnetworks:	n.a.
Homepage:	amazingpixel.com.br

About:

Amazing Pixel is a Brazilian MCN founded by Alexandre Ottoni, Deive Pazos (the founders of Jovem Nerd, one of the biggest entertainment websites in Brazil) and Guga Mafra in 2013. The network focuses on creating and producing quality video content and on integrating advertisers into the content. The YouTube Certified company started with a network of 12 channels, and has expanded to now 27 channels. Recently, Amazing Pixel focuses on cooperations with well-known brands such as Santander, Panasonic, Ubisoft, Coca-Cola and Dell to integrate their products and brands into content for ad campaigns on YouTube.

Facts and Stats:

- More than 6k videos
- More than 21 million subscribers
- More than 1.8 billion views

Digital Video for Latino Millennials

Amazing Pixel – Top Channels



Nomegusta – 3.78 Mio. Subscribers – [Link](#)

Vlogger Gustavo Stockler operates Nomegusta, an entertaining and comedic channel offering vlogs, challenges, elaborately produced skits and other funny videos. Stockler joined YouTube in July 2013 and his videos could generate more than 132 million views thus far.



5 Alguma Coisa – 3.47 Mio. Subscribers – [Link](#)

Run by Mederi Corumbá and Leonardo Amaral, the channel features humorous animated videos that each are dedicated to a different theme and then list five things related to that specific theme. '5 Reasons for not having a Cat' or '5 Types of Lovers' are some of the most popular videos. Since the channel launched back in September 2012, it generated over 580 million views.



Canal do Monark – 3.28 Mio. Subscribers – [Link](#)

Bruno Aiub, known by his nickname Monark, is a YouTuber whose channel is directed towards the gaming audience. He started off uploading videos of "Minecraft" gameplays but now also talks about cinema, music, superheroes and his daily life. The channel went live in October 2009 and was viewed almost 375 million times since then.



Pathy dos Reis – 1.82 Mio. Subscribers – [Link](#)

Patricia dos Reis, also known as Pathy, operates a fun and entertaining channel of the same name featuring challenges, vlogs and other funny videos. Some of her videos are dedicated to specific topics which she talks about in a humorous way. All videos were viewed more than 46 million times since Pathy joined YouTube in October 2014.



Jovem Nerd – 1.64 Mio. Subscribers – [Link](#)

Jovem Nerd is a Brazilian channel run by 'Young Nerd' Alexandre Ottoni and Deive Pazos. Back in 2002, the duo also launched a humor blog of the same name covering entertainment topics, especially TV series, movies, science fiction, comics and role-playing. The YouTube channel, which generated over 278 million views since August 2006, covers the same topics but mostly puts emphasis on gameplays of all different kinds.

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Amazing Pixel – Top Channels



Nerdologia – 1.5 Mio. Subscribers – [Link](#)

Nerdologia provides in-depth analysis on a variety of different topics related to technology, geology, physics, chemistry, history, engineering or society. All of the videos combined were viewed more than 87 million times since the channel's launch in August 2010.



GustaTV – 1.34 Mio. Subscribers – [Link](#)

GustaTV is the second channel of Gustavo Stockler, who also operates the entertainment channel Nomegusta. He uses this account to publish more personal vlogs and behind-the-scenes footage of videos he uploaded onto his other channel. His videos were viewed almost 29 million times since April 2014.



Guilherme Gamer – 1.12 Mio. Subscribers – [Link](#)

Brazilian YouTuber Guilherme Guedes, who is also known as William Gamer, focuses on publishing gameplays, game reviews and previews, and news related to the world of video games. Gaming fans viewed his videos almost 168 million times since December 2009.



Kaka Craft – 732k Subscribers – [Link](#)

Kaka Craft offers viewers a variety of DIY videos and shows them how to craft items from the world of gaming, cartoon, film and TV. 55 million views have been generated since the channel's launch in March 2012.



Jacaré Banguela – 518k Subscribers – [Link](#)

Comedian and blogger Rodrigo Fernandes is the creator of the channel Jacaré Banguela (Toothless Alligator), which generated more than 52 million views since its launch back in November 2009. Fernando regularly publishes comedic and entertaining videos such as interviews that he conducts while driving around in a car or performance videos of him doing standup comedy.



Corporation:	FaroLatino S.A.
Country:	Argentina
Launch:	1995
Categories:	Music, Gaming, Vlogging, Entertainment, Sports
Channels:	600+
Subnetworks:	n.a.
Homepage:	farolatino.com

About:

FaroLatino was founded in 1995. It originally started as an online distribution company selling and promoting music downloads. Since 2009, they are a certified YouTube partner and became one of the main MPNs in Latin America. The network is working with Google+ on the show "Music Garage" which focuses on new and upcoming bands. The title is a reference to the startup scene, where the first business steps are often made in garages. The bands have the opportunity to present their skills to the Google+ community. The show is broadcast live on Google Hangouts and on YouTube. In August 2015, FaroLatino invested in Revelator, which provides end-to-end sales and marketing services for independent music businesses. The MPN started to use the technology to manage all content partner productions and to distribute content to established music services such as SoundCloud, Spotify, iTunes or Deezer.

Facts and Stats:

- More than 600k videos (as of August 2016)
- FaroLatino's content was shared more than 27.9 million times and liked more than 24.7 million times
- The MCN states that they have more than 700 million views each month
- In 1997, FaroLatino worked with SADAIC to create the first legal framework for music downloads and streaming in their region

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FaroLatino – Top Channels



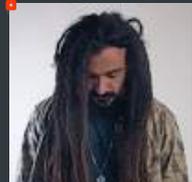
ALKILADOS PURA PLAYA – 971k Subscribers – [Link](#)

The channel ALKILADOS PURA PLAYA is the official YouTube channel of the Colombian reggae, reggaetón and pop band Alkilados, which was nominated for a Latin Grammy in 2015. The band uses the video platform to release their official music videos, making-of videos and footage from concerts. The channel launched in 2011 and got over 558 million views since.



PopArt Discos – 955k Subscribers – [Link](#)

PopArt Discos is Argentina's number one record label. Its YouTube channel of the same name provides fans with exclusive concert videos and exclusive content such as interviews and behind-the-scenes footage of the artists signed by the label. PopArt Discos joined the network in 2009 and has generated over 1 billion views since.



Dread Mar I - Oficial – 601k Subscribers – [Link](#)

Argentinian reggae musician Dread Mar I gained local popularity with his single "Tu Sin Mi". His official YouTube channel not only features music videos and live performances, but also offers fans exclusive content such as interviews and behind-the-scenes videos. The channel exists since 2010 and his videos have about 156 million views.



Andy Rivera – 570k Subscribers – [Link](#)

The official YouTube channel of Andy Rivera, reggaeteón artist from Colombia, has gained over 215 million views since its launch in 2012. The channel features his official music videos and live performances. In addition, Rivera uses the channel to announce and promote new songs and releases.



Andres Cepeda – 380k Subscribers – [Link](#)

Andres Cepeda is a Colombian musician and the former lead singer of Poligamia, a rock band that split up in 1998. His official YouTube channel of the same name is dedicated to his solo career. Fans can access live footage, tour videos, smaller jams as well as rare insights into his private life. The channel launched in 2010, generated over 132 million views since, but has not been updated for a year.

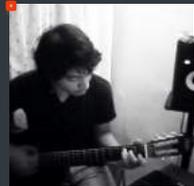
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FaroLatino – Top Channels



radiocfg – 345k Subscribers – [Link](#)

Radiocfg is a multifaceted channel offering its community a variety of different videos. Content includes songs, games, kids content, dancing classes, karaoke videos, sports, tips for adults and a lot more. The channel joined YouTube in 2007 and generated over 560 million views since.



soy tan sutil – 320k Subscribers – [Link](#)

Soy Tan Sutil is a composer, DJ and reggaetón musician from Ecuador. On his YouTube channel, he released remixes of viral videos, which overall generated over 60 million views. Since July 2015, the channel is inactive and soy tan sutil confirmed he will not release any more remix videos.



FANTASTICO – 254k Subscribers – [Link](#)

FANTASTICO is an Argentina-based channel featuring the music of various different artists that make Latin beat and dance music. Every artist and band is represented in an own playlist, in which fans find music videos, concert footage and full albums. Since its launch in 2007 the channel generated over 292 million views.



NTVG.tv – 247k Subscribers – [Link](#)

NTVG.tv is the official YouTube channel of No Te Va Gustar, a popular rock band from Uruguay that was founded in 1994. The channel launched in 2009 and has gained over 115 million views. The band uses the channel for official music videos, concert footage and general promotion of their songs.



Pipe Calderón – 239k Subscribers – [Link](#)

Pipe Calderón, member of the Calderón music dynasty, is a Colombian singer-songwriter in the urban and reggaetón genres. His YouTube channel of the same name is a platform on which he promotes his official songs and music videos, publishes concert footage and released behind-the-scenes material. The channel has generated over 130 million views since its launch in 2010.

FAV!



Corporation:	FAV Network Corp.
Countries:	Argentina, USA, Mexico, Brazil, Peru, Chile
Launch:	September 2014
Categories:	Entertainment, Lifestyle, Music, Education, Technology, Gaming, Food, Kids, Fiction
Channels:	200+
Subnetworks:	n.a.
Homepage:	favnetwork.com

About:

FAV! is a YouTube-certified digital entertainment company connecting global content creators, audiences and advertisers around the diverse Latino cultural DNA. They create digital video content in English, Spanish and Portuguese through Owned & Operated (O&O) vertical content channels. As part of its content network, FAV! also aggregates already existing channels on YouTube and other digital platforms such as Facebook, Instagram, Twitter, Twitch, and Vine. The MCN is backed by private investors such as MarVista Entertainment. At the beginning, they started with 50 YouTube original channels and aimed to reach 100 original channels in summer 2016. In April 2016, they had already launched 80 original channels and around 200 affiliated channels. FAV! has also set itself the goal to produce 600+ hours of original short-form content per year.

Facts and Stats:

- More than 5.5 million subscribers (as of August 2016)
- More than 335 million video views (as of August 2016)
- Around 50 million views per month (as of April 2016)

Digital Video for Latino Millennials

FAV! – Top Channels



Tus Clases De Guitarra – 797k Subscribers – [Link](#)

The Argentinian YouTube channel 'Tus Clases De Guitarra' offers users free guitar lessons with a broad spectrum of tutorials for beginners and advanced players on acoustic and electric guitars. Users have access to many tips, exercises and lessons from teacher Mario Freiria. The channel joined the video platform in 2007 and got over 106 million views.



Vikinga Makeup – 541k Subscribers – [Link](#)

Vikinga Makeup is a YouTube beauty guru publishing a wide range of beauty- and fashion-related videos. She provides her community with hauls, make-up tutorials and beauty hacks. Additionally, she produces tags and vlog-like videos in which she talks about herself or topics that interest her and her community. Her channel launched in 2013 and got over 21.8 million views since.



Educatina – 528k Subscribers – [Link](#)

Educatina is an education channel from Argentina that explains and breaks down a wide variety of topics, ranging from general knowledge over history and philosophy to math. Furthermore, it offers English lessons and recounts Argentina's history in an own dedicated playlist. The channel joined YouTube in 2011 and its videos have been viewed over 117 million times.



Vikinga Vlogs – 205k Subscribers – [Link](#)

Vikinga Vlogs is the vlog channel of Argentinian beauty YouTuber Vikinga Makeup. The comedy and entertainment channel features vlogs, tags, challenges, gameplays and other funny videos. It launched in 2014 and generated more than 7 million views.



Frutilla Picante – 130k Subscribers – [Link](#)

Frutilla Picante is a female YouTuber from Argentina. She produces humorous vlogs, sketches and parodies, funny cooperations with friends and other YouTubers, and gives viewers dating advice. The channel joined the video platform in 2013. Her videos generated nearly 8.7 million views since.

Digital Video for Latino Millennials

FAV! – Top Channels



Ceci Saia – 121k Subscribers – [Link](#)

Ceci Saia is a channel run by Argentinian YouTuber and aspiring actress Cecilia Saia. She releases lifestyle, comedy and entertainment videos for the users' daily dose of good vibes. Her videos range from lifestyle and advice, over humor and comedy to vlogs and cooperations with other YouTubers. She also talks about 'girls stuff' and discusses viral videos and topics. Her channel launched in 2008 and has generated over 7 million views.



Game of Thrones en Español – 54k Subscribers – [Link](#)

Game of Thrones en Español is a channel solely dedicated to HBO's hit series. It is run by "Game of Thrones" fan Adolfo Tamimi, who provides overviews for all existing episodes, including details viewers might have missed. The channel also offers additional information on characters from the series, provides background knowledge and compares the series to the books. Game of Thrones en Español joined YouTube in 2015 and got about 4 million views since.



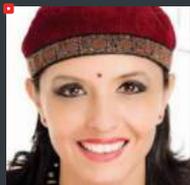
Bubba y sus amigos – 47k Subscribers – [Link](#)

Bubba y sus amigos is an educational channel for kids aged 1-6 years. The channel launched in 2009 and was viewed over 49 million times. In the videos, stuffed monkey Bubba and his friends teach children colors, the names of animals, body parts, the English language and much more through songs and other playful ways.



Estefania Berardi – 23k Subscribers – [Link](#)

Estefania Berardi is a passionate dancer who uses her YouTube channel to share her favorite activity with her community. Apart from sharing dancing videos and tutorials, her channel features lifestyle content, cooperations with other YouTubers and friends, and vlogs in which she talks about trending topics such as Snapchat. Since its launch in October 2015, the Argentinian channel has already achieved over 2 million views.



Signos y predicciones por Jimena La Torre – 19k Subscribers – [Link](#)

María Jimena La Torre is an astrologer and tarot card reader from Argentina. On her YouTube channel, she predicts the future, gives advice, compiles monthly horoscopes and posts other esoteric content. Her channel launched in 2015 and her videos have been viewed nearly 3 million times.



Corporation:	mitú Inc.
Countries:	USA, Brazil, Mexico, Colombia
Launch:	May 2012
Categories:	Hispanic content, Comedy, Music, Pranks, Lifestyle, Food, Fitness, Beauty, Fashion, Culture, Satire, News Parodies
Channels:	7000+
Subnetworks:	mitú Networks, mitú Life , Macho by mitú, mitú Brasil, mitú Music, mitú Originals
Homepage:	mitunetwork.com

About:

mitú was founded in May 2012 as a YouTube MCN and became one of the fastest growing MPNs for Latino youth. It is backed by various digital media investors such as Upfront Ventures, which also early invested in Maker Studios, and The Chernin Group, which invested in Fullscreen. In early 2016, MPN AwesomenessTV also invested in mitú. In addition, the MPN has partnerships with e.g. Televisa, Univision, Maker Studios and Discovery. According to CrunchBase, mitú overall raised 42 million USD funding since 2012. The MPN is targeting a global Spanish- and English-speaking audience aged 13-34 years.

Facts and Stats:

- More than 7k creators and social media influencers in their network
- Overall, the company has more than 100 million subscribers worldwide
- Largest community of Latino creators and social media influencers
- On mobile they generate 77.8 million monthly views, reach around 160 million customers and have more than 1.3 billion impressions.
- Their audience is divided in 66.8% US, 19.3% Mexican, 13.9% LATAM
- Overall, mitú videos achieved more than 12 billion global views (as of February 2015)

Digital Video for Latino Millennials

mitú – Top Channels



enchufetv – 12.04 Mio. Subscribers – [Link](#)

Enchufetv is a comedy web series from Ecuador that is produced by Quito-based Touché Films. The series consists of humorous long and short sketches that are released on the YouTube channel (but also air on Comedy Central in Latin America). In addition, the channel includes "spOnsOr", a branded video series in which enchufetv creates funny commercials for brand partners. Fans are also provided with vlogs of the creators and Making Of videos. Since its launch in 2011, the channel generated over 3.2 billion views.



DrossRotzank – 9.34 Mio. Subscribers – [Link](#)

On his YouTube channel DrossRotzank, the Venezuelan journalist, blogger and humorist Ángel David Revilla explores terror and mysteries in an entertaining and satirical way. He talks about creepypastas and internet stories, but also gives his opinion on viral and relevant topics. All his videos are characterized by his dark humor. His channel launched in 2006 and counts around 1.7 billion video views.



DebRyanShow – 3.39 Mio. Subscribers – [Link](#)

DebRyanShow is a comedy channel run by Mexican YouTuber Ryan Hoffman from Mexico. He releases a wide range of funny videos, including pranks, challenges, games and vlogs, often in cooperation with other YouTubers. Many of his videos are sex-themed and a little obscene, Hoffman himself describes them as "content you think is forbidden to be on camera". DebRyanShow joined the network in 2011 and has generated over 362 million views since.



YosStoP – 3.37 Mio. Subscribers – [Link](#)

YosStoP is the primary channel of actress and comedy YouTuber Yoseline Hoffman from Mexico. On her channel, she releases sketches, parodies, comedy series and entertaining vlogs. She is especially known for her rough humor which is rare for a female YouTuber. Since the channel's launch in 2011, her videos have been viewed over 333 million times.



AlexXxStrecci – 3.36 Mio. Subscribers – [Link](#)

AlexXxStrecci, whose real name is Alejandro Fernandez, is a Mexican YouTuber popular for his funny and entertaining vlogs and collaborations with other vloggers. In his videos, he shows and talks about his life, but also discusses a wide range of relevant topics. His vlogs have been watched around 350 million times.

Digital Video for Latino Millennials

mitú – Top Channels



Daniel Saboya – 3.28 Mio. Subscribers – [Link](#)

Daniel Saboya is a Brazilian dancer and choreographer who runs a YouTube channel of the same name. Together with his two female co-dancers he provides viewers with step-by-step choreographies for different music genres and popular hits. He also produces fitness dance videos. Since Saboya launched the channel in 2007, his videos got over 960 million views.



Luisito Comunica – 2.47 Mio. Subscribers – [Link](#)

Luisito Comunica is the YouTube channel of Luis A. Villar Sudek, a young Mexican that creates both funny and informational content. Apart from vlogs covering a variety of topics, he also documents his travels and makes short 10-minute documentaries. His videos have generated 225 million views since the channel's launch in April 2012.



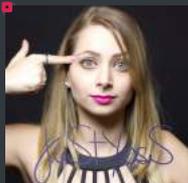
Bel para meninas – 2.37 Mio. Subscribers – [Link](#)

Bel para meninas is a channel targeted at young girls which is run by eight-year-old Bel and her mother Fran. Together, they create and post fun challenges, short plays covering issues such as bullying and friendship, and fashion and beauty tips. Overall, the channel aims to pass messages to young girls in a fun and entertaining way. With over a billion video views, Bel para meninas is the largest channel in the kids category in Brazil and among the ten most watched Brazilian channels overall.



Juanpa Zurita – 2.33 Mio. Subscribers – [Link](#)

Juanpa Zurita is a 20-year-old Mexican who became popular through Vine and now also runs a comedy channel on YouTube. Apart from some sketches, he mainly posts vlogs and does challenges in cooperation with other YouTubers. His channel has around 95 million video views.



JuStYosS – 2.3 Mio. Subscribers – [Link](#)

JuStYosS is the second channel of Yoseline Hoffman, who also runs the comedy channel YosStoP. On this channel, she provides her unfiltered point of view on a variety of topics regarding our society. Some of the videos from her main channel are also featured here. JuStYosS launched in 2012 and the videos were viewed around 223 million times since.

Digital Video for Latino Millennials

Univision Creator Network



Corporation:	Univision Communications Inc.
Country:	USA
Launch:	July 2015
Categories:	Beauty, Lifestyle, Vlogging, Pranks, Comedy, Sports, Fitness, Health, Food
Channels:	n.a.
Subnetworks:	n.a.
Homepage:	univisioncreators.com/en

About:

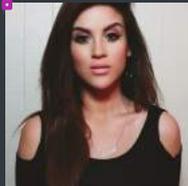
Univision Creator Network was launched in July 2015. The YouTube certified MPN is mainly targeting a 13-34 year old multi-cultural bilingual audience. It is the leading US Hispanic-focused MPN on YouTube, according to Univision. UCN has more than 180 social influencers and creators who are using various videos platforms such as YouTube, Vine, Snapchat and Instagram. The MPN started with 12 creators in July 2015. At that time, the influencers had more than 118 million video views per month across YouTube, Vine and Instagram.

Facts and Stats:

- In May 2016, it generated more than 40 million video views on its US YouTube channels
- UCN's audience is 80% mobile and 80%+ aged 13-34

Digital Video for Latino Millennials

Univision Creator Network – Top Channels



Nicole Guerriero – 2.69 Mio. Subscribers – [Link](#)

Nicole Guerriero is a beauty and lifestyle vlogger from Florida who produces make-up and hair tutorials, hauls and vlogs. Besides her tips and tutorials, her community likes her quiriness and good humor. Her channel launched in 2006 and was viewed over 254 million times since.



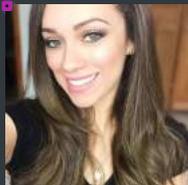
SUPEReeego – 2.3 Mio. Subscribers – [Link](#)

SUPEReeego is the YouTube channel of comedian and actor Eric G. Ochoa. The American YouTuber of Mexican origin does sketch comedy, original music videos and has produced several web series, including "Cholo Adventures", "Jealous Boyfriend", and "You Know You're Mexican If". He often collaborates with his girlfriend and other friends, who also appear in his sketches. SUPEReeego joined the network in 2008 and his videos have been viewed over 468 million times since.



Josh Leyva – 1.78 Mio. Subscribers – [Link](#)

Josh Leyva aka YoMuscleBoii is a comedy YouTuber. He does sketches and funny vlogs, but also tells personal stories without losing his sense of humor. Most importantly, he created a variety of characters he impersonates in video series, for example Papi Chulo, a Latin-American gigolo with a ridiculous oversized mustache, and GayLo, a gay gang member. Josh Leyva joined YouTube in September 2011 and his videos have generated over 196 million views.



RosyMcMichael – 1.56 Mio. Subscribers – [Link](#)

RosyMcMichael is a professional make-up artist and beauty and fashion vlogger. She creates make-up tutorials, gives beauty and fashion tips, and provides ideas for nails and hair styles. She also vlogs and does tags and challenges, often in cooperation with other YouTubers. RosyMcMichael joined YouTube in 2010 and her videos have been viewed over 201 million times.



SandraCiresArt – 1.27 Mio. Subscribers – [Link](#)

Sandra Cires is a YouTube beauty guru who provides her community with make-up and nail art tutorials, fashion hauls and lifestyle vlogs on her channel SandraCiresArt. Besides the beauty content, Sandra also makes music and uses the channel to release original music and cover versions. She also does comedy and videos with useful life hacks. SandraCiresArt joined YouTube in September 2011 and was viewed over 119 million times since.

Digital Video for Latino Millennials

Univision Creator Network – Top Channels



SpaceJamGardenz – 1.23 Mio. Subscribers – [Link](#)

On his channel SpaceJamGardenz, YouTube Moco Hernandez parodies popular music videos and viral videos. In the parodies, he often acts as his alter ego Lil Moco or impersonates celebrities such as Drake. He also does vlogs and challenges in cooperation with friends and other YouTubers. The channel joined the network in 2010 and got over 197 million views.



Jackie Hernandez – 1.11 Mio. Subscribers – [Link](#)

Jackie Hernandez is a beauty and fashion blogger from California. She provides her followers with make-up and hair tutorials, hauls, beauty tips and other lifestyle-related content. She joined YouTube in May 2010 and her videos have generated around 72 million views.



Styledbyale LaChula – 760k Subscribers – [Link](#)

Styledbyale LaChula is a beauty and fashion channel run by Ale, a Mexican blogger living in Los Angeles. Her videos are all about fashion, beauty and lifestyle. She does hauls and tutorials, but also vlogs and funny challenges. She also runs an English-language channel, AllAboutAle. Her main channel in Spanish launched in 2010 and generated over 40.6 million video views.



Quemando Y Gozando con Ingrid Macher – 736k Subscribers – [Link](#)

Quemando Y Gozando con Ingrid Macher is a hispanic health and fitness channel. Nutritionist Ingrid Macher gives advice on how to lose weight and live a happy, healthy life through a healthy diet and exercise. On the channel, she posts workout videos, recipes and general information and advice for a healthy lifestyle. The channel launched in early 2013 and was viewed over around 70 million times.



DerekDeso – 581k Subscribers – [Link](#)

DerekDeso is a YouTuber who mainly does challenges, pranks, and sketches. Most of his videos are sex-related and rather revealing, and his girlfriend plays a big part in many of them. The channel launched in 2011 and got over 103 million views since.

About VAST MEDIA:

Founded in 2010, VAST MEDIA is a digital consultancy based in Berlin. The company helps major international broadcasters, digital producers, distributors and creative agencies discover the best digital projects, social media campaigns, TV format extensions and content trends around the world.

Among VAST MEDIA's products is VAST BUZZ, a unique B2B platform which features thousands of case studies of the most creative and engaging online extensions of TV shows, social media launch campaigns, web originals and branded entertainment.

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This report is brought to you by MIP Cancun/MIPTV/MIPCOM:

MIP Cancun TV Summit is a market designed for senior media executives in Broadcast TV, Pay TV, OTT, Multi-Channel Networks, as well as Producers and Creatives from throughout Latin American. It offers 2 main formats: a dedicated conference programme and pre-scheduled 1-to-1 meetings between buyers and international distributors.

MIPTV and MIPCOM are the world's most important global markets for the TV and digital media industry. They are the key events for buying and selling, financing and distributing programmes in all genres, on all platforms. Together, every 6 months, they form the annual landmark events of the entertainment calendar, attracting key industry executives, thought-leaders, and creative talent from the entire content spectrum to negotiate deals, network and gain insight.

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