



In 2020, the recorded music industry in Mexico generated revenues of 208.3 million U.S. dollars, up from 178.7 million dollars in the previous year. Thus, the annual growth rate of the Mexican music industry stood at 16.6 percent.

In 2019, promoters in the LENUSA network organized 3,400 events, sold 4.8 million tickets and did a gross revenue of \$240 million with Mexican Regional Music artist.

With over 20 million users signed to digital music platforms, Mexico has become one of the top-streaming destinations for labels that want to extend their catalog reach and maximize their revenues.

Let's face it, Regional Mexican Music is a staple both in Latin America and in the United States. Tierra Kaliente is a half hour television show that features regional music from Mexico. We have interviews, concert updates and the latest music videos that the fans want to see.

Every week we bring Mexico's music and top artist to your home.

Come and let's begin the party with Tierra Kaliente.



Tierra Kaliente is produced by Camacho Productions and distributed by Ortiz Media Group

KEY DEMOGRAPHICS: 28:30 (30 episodes in Spanish)  
Male: 25-45  
Female: 25-35

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