

EL NUEVO NOTICIERO

MAPPING 4 INFORMATION ECOSYSTEMS
FOR LATINOS ON YOUTUBE



YOUTUBE RULES

YouTube is used by 81% of U.S. adults, and 85% of adults who identify as Hispanic, according to recent [Pew Research](#). This makes YouTube the most commonly used online platform in the U.S., a hugely influential source for all types of information.

Since 2020, EquisLabs has monitored YouTube channels that traffic in polarizing content targeted at Latinos, in English and Spanish. In this project, EquisLabs and Harmony Labs worked together to understand the content ecosystems that a set of 47 YouTube channels exist within for Latinx YouTube audiences.



CHANNELS OF INTEREST

Starting with a list of more than 100 YouTube channels EquisLabs provided, we eliminated channels with no to low reach in Latino audiences, narrowing in on 47 channels of interest, which we used as “seeds” for our network analysis.

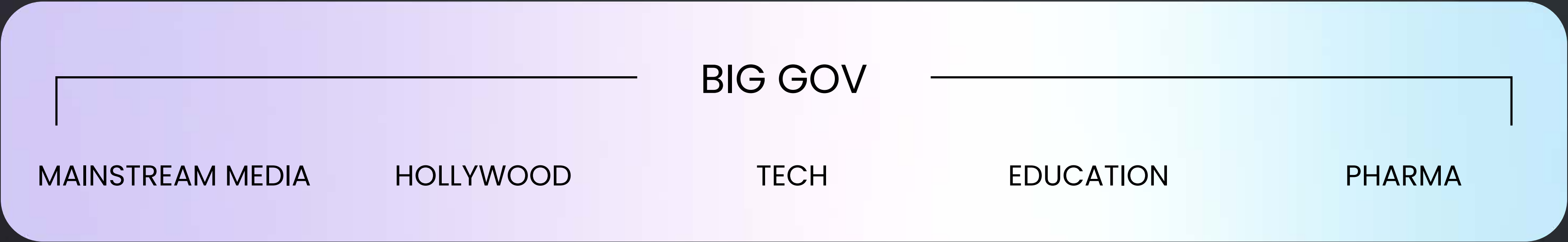
These channels carry different types of content, in Spanish and English. Fox News covers “the intersection of media, politics, technology, and culture, featuring analysis, commentary, and interviews with the newsmakers themselves”; whereas channels like Joe Rogan, Steven Crowder, Timcast, and Cubanos por el Mundo focus on influencer interviews, commonly referred to as “hot takes.”



ONE LEITMOTIF...

Despite the varying viewpoints and different types of content presented on these channels, some consistent themes emerge and often recur. For instance, big government frequently appears as orchestrating the collusion of five additional antagonists intent on brainwashing, silencing, dividing and weakening “us.” The presupposed “us” being everyday people like “you and me.” These themes represent one leitmotif.

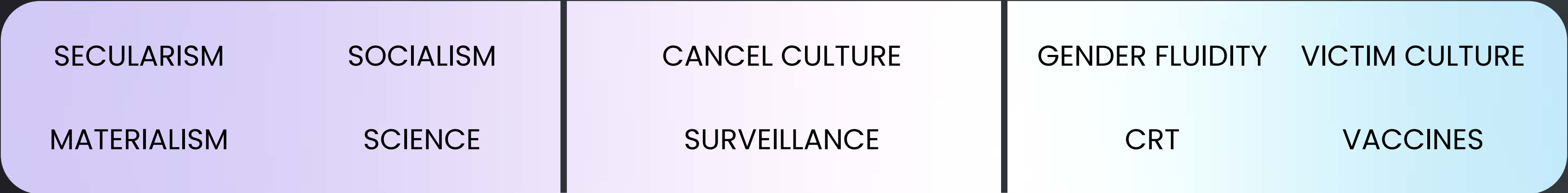
The Antagonists



Their Objective



Key Topics



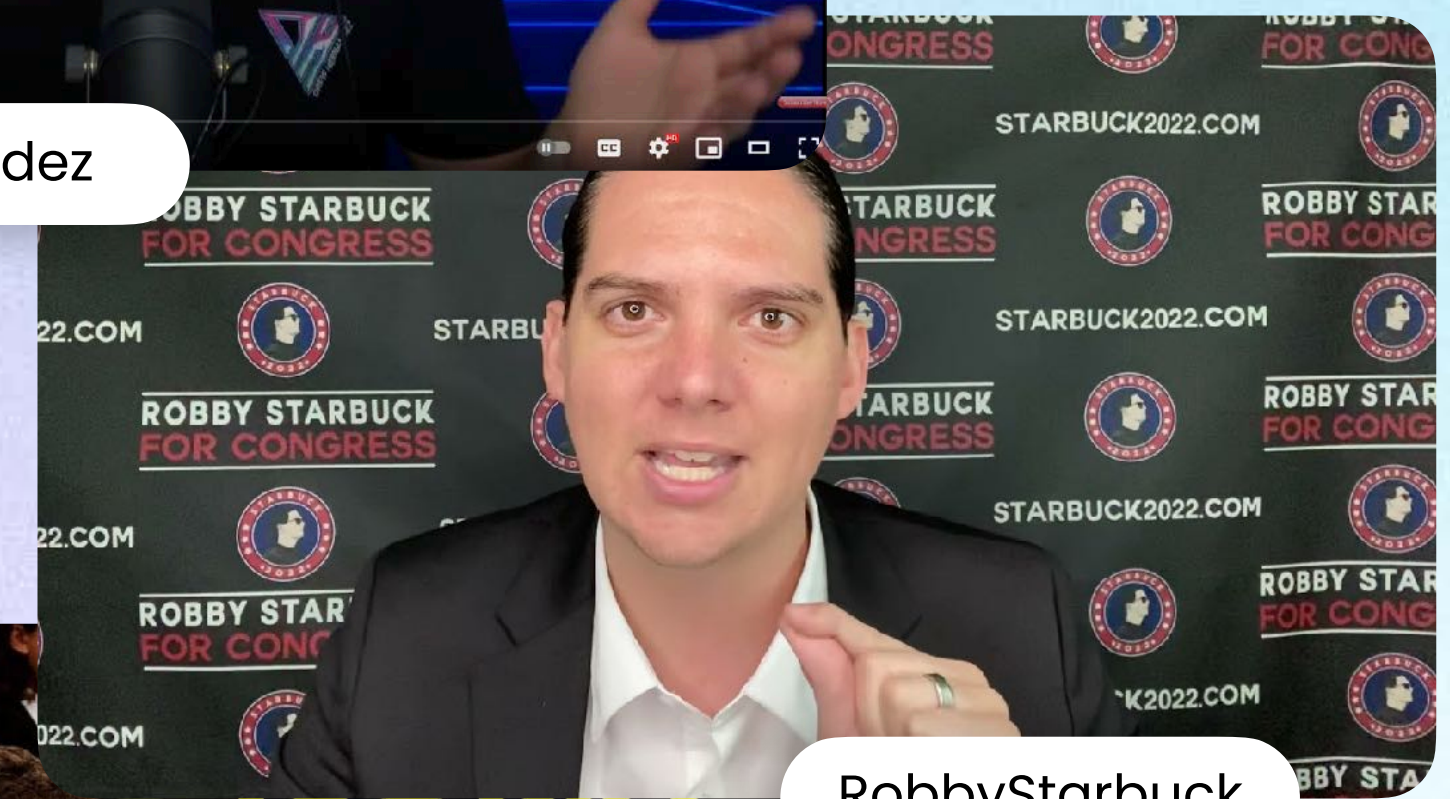
...WITH A LATIN TWIST

At home in the context of right-leaning politics, within these 47 channels of interest, this one leitmotif carries a distinctly Latin character. For example:

- Cuba and Venezuela are touchstones for fears around big government, socialism, the surveillance state, and the Black Lives Matter movement, portrayed as a Chivista paramilitary group.
- Critical Race Theory (CRT) appears as a means to further divide racially and ethnically diverse Latinos into distinct, surveillance-ready groups.
- Children of first-generation immigrant families occur as victims and potential sites for resistance to cultural cross-pressuring from schools, media, and government agencies.



Drew Hernandez



RobbyStarbuck



The Epoch Times en español

IDENTIFYING ONE AUDIENCE

So how do Hispanic YouTube audiences interact with these 47 channels?

To answer this question, we started with nationally representative opt-in media consumption panels. These panels give us visibility into the minute-by-minute media behaviors of over 300,000 people in the U.S. across desktop, mobile, tablet, and TV.

From these panels, we identified roughly 10,000 YouTube users who either self-identified as Hispanic or regularly consumed Spanish-language YouTube content at a rate of over 2% of their total YouTube consumption. This gave us a single Latinx YouTube audience to focus all our analysis on, with over 250,000 “days” of YouTube interaction, between January 1, 2020 and May 31, 2021.



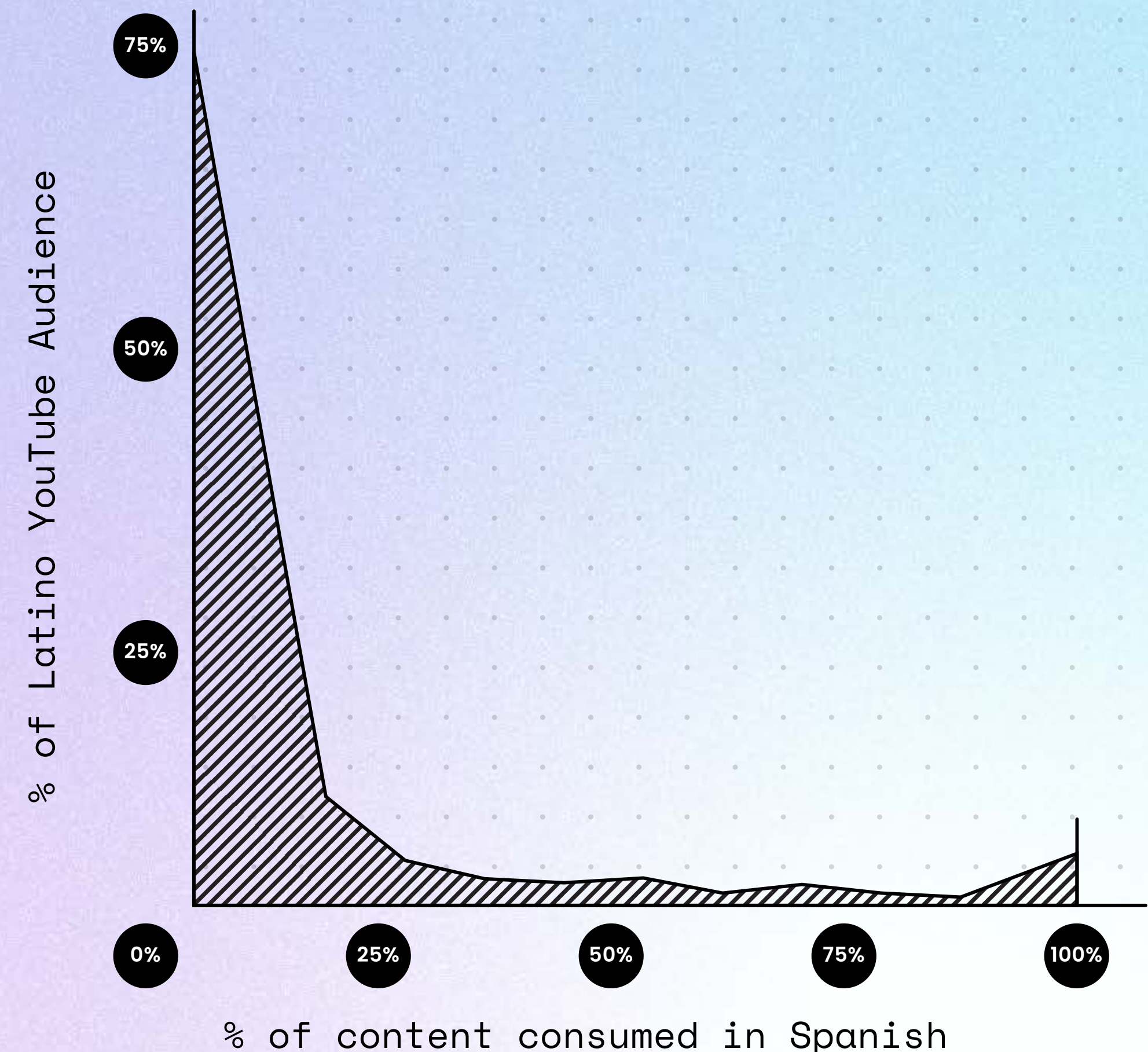
SPANISH OR ENGLISH?

First, we found that a large majority of our Latino YouTube audience consumes at least some content in English.

Almost 75% of the audience is English-exclusive. This doesn't mean that they speak exclusively English, only that all the YouTube they consumed was in English.

Only about 2% of users were Spanish-exclusive, but over 25% consumed at least some Spanish-language content.

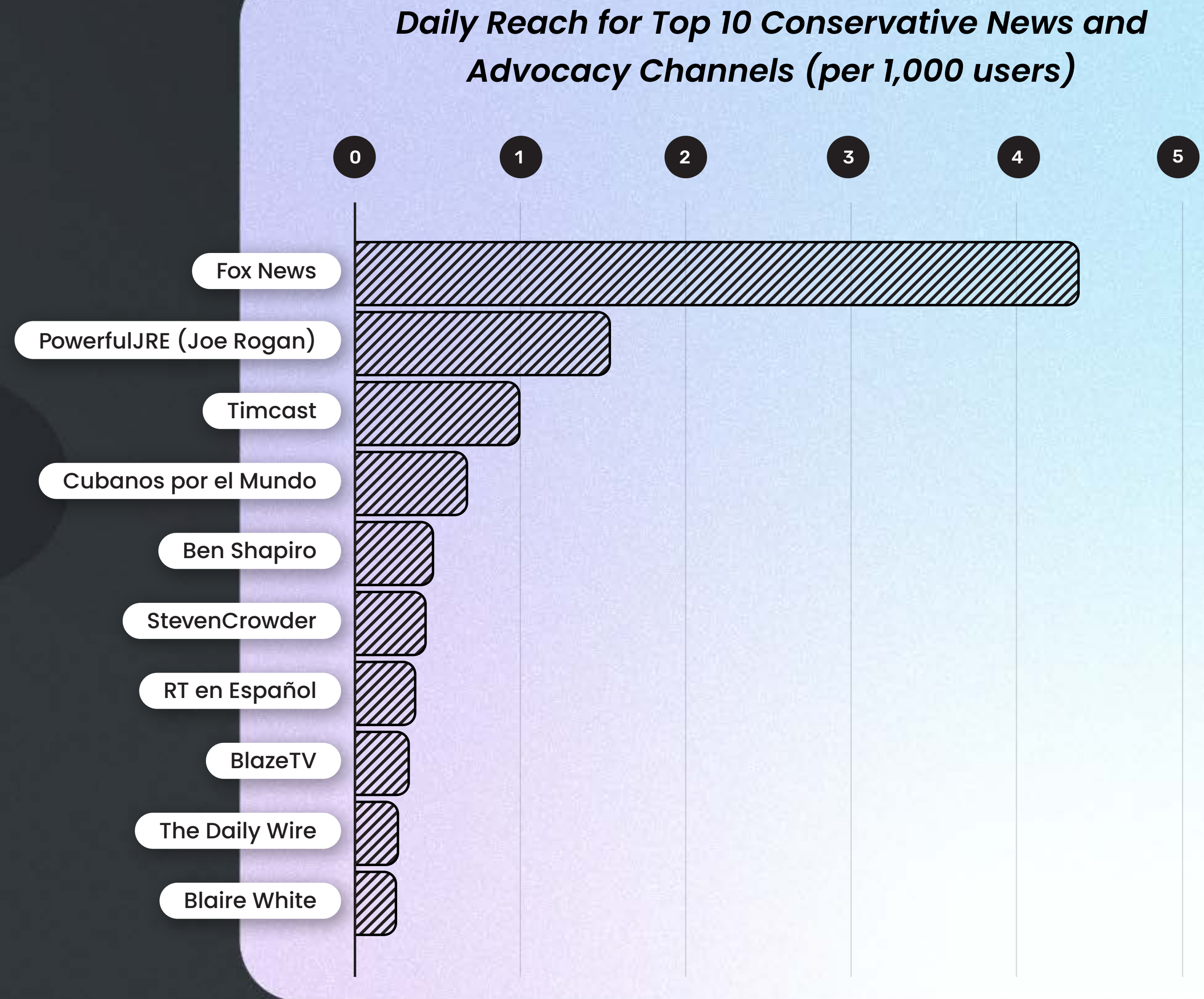
Spanish-language Content Consumption on YouTube



CHANNEL REACH

Second, we found significant differences in the average daily reach of each of our 47 channels. In the chart to the right are the top ten channels by average daily reach within our audience.

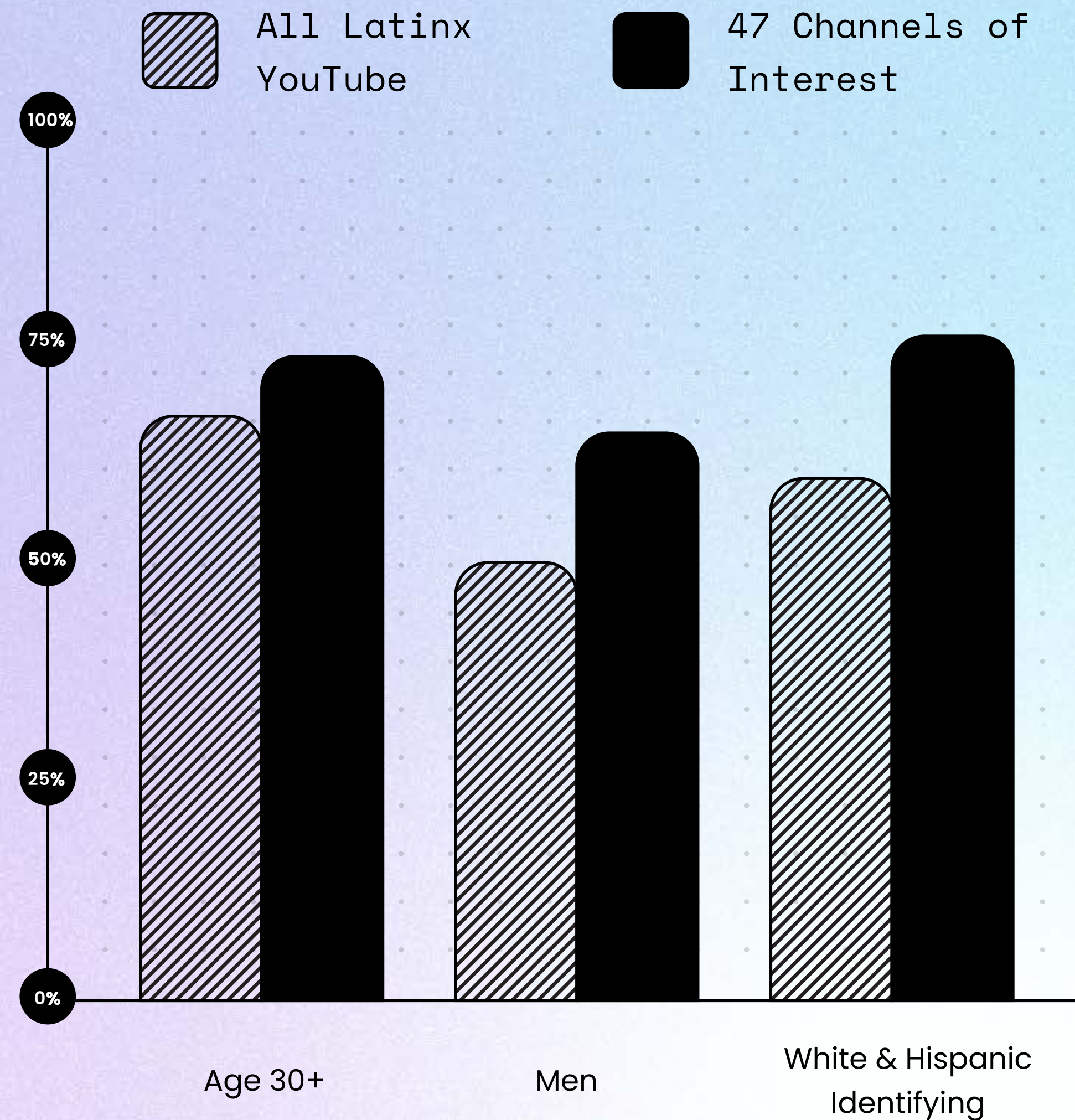
Not surprisingly, the channel with the highest average daily reach is Fox News. On any given day, 4 out of every 1,000 Hispanic audience members consume Fox News on YouTube.



CHANNEL DEMOGRAPHICS

We looked at demographics for our Latinx audience and compared them to the demographics for Latinx audience members who regularly engaged with our 47 channels of interest. Engagement is defined as the average percentage of the daily audience that viewed a video from each channel.

In general, demographics for these two groups were similar, with three notable differences. Audience members engaging with these 47 channels tend to be older men who identify as both white and Hispanic versus just Hispanic.

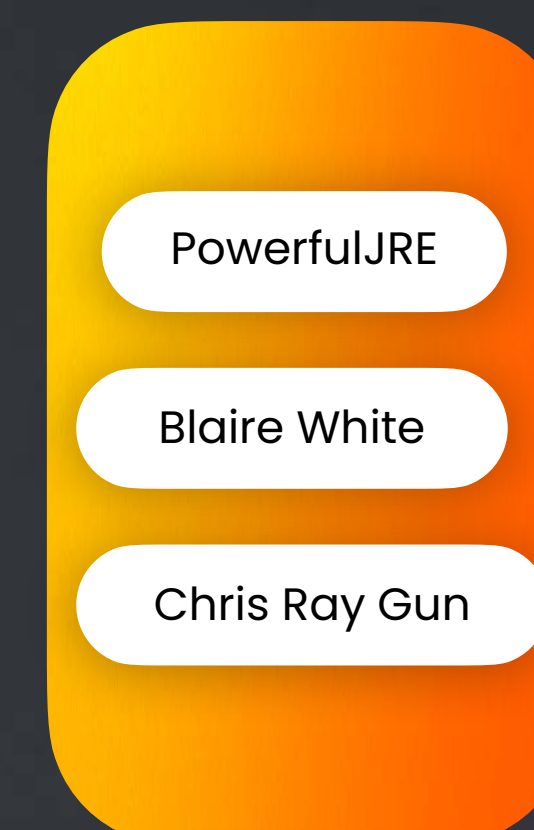
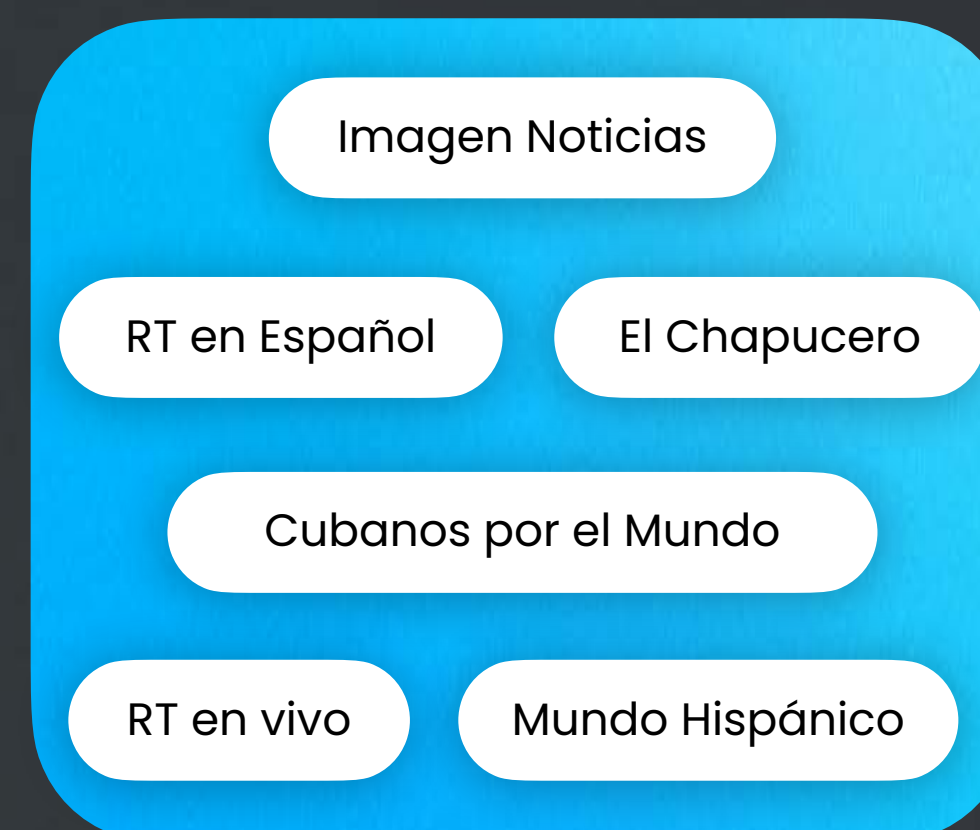
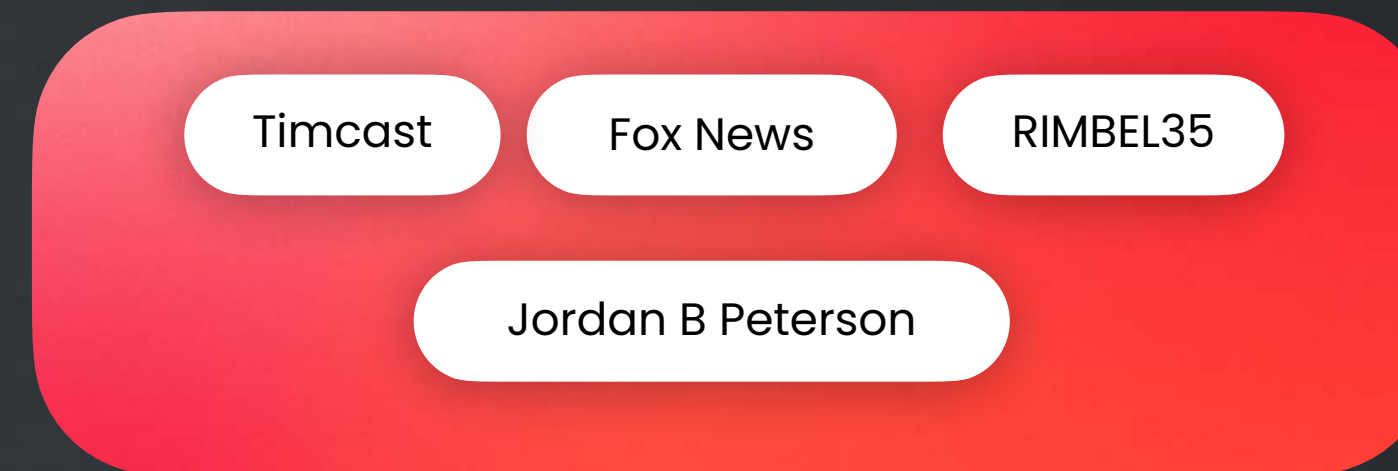


CONTENT ECOSYSTEMS

Next, we wanted to understand what other channels tended to associate with these 47 channels of interest. What content ecosystems do they exist within?

We identified the other channels audiences engaged with in addition to these 47 channels from January 1, 2020 to May 31, 2021. Then we located within this extended list those that tended to cluster together by audience interaction. We call these 4 clusters content ecosystems.

To the right we represent top channels from our 47 channels of interest by daily average reach and the ecosystems they exist within.



RIGHT HIVE
right-leaning niche
news & advocacy

NEWS PLUS
mainstream news &
political explainers

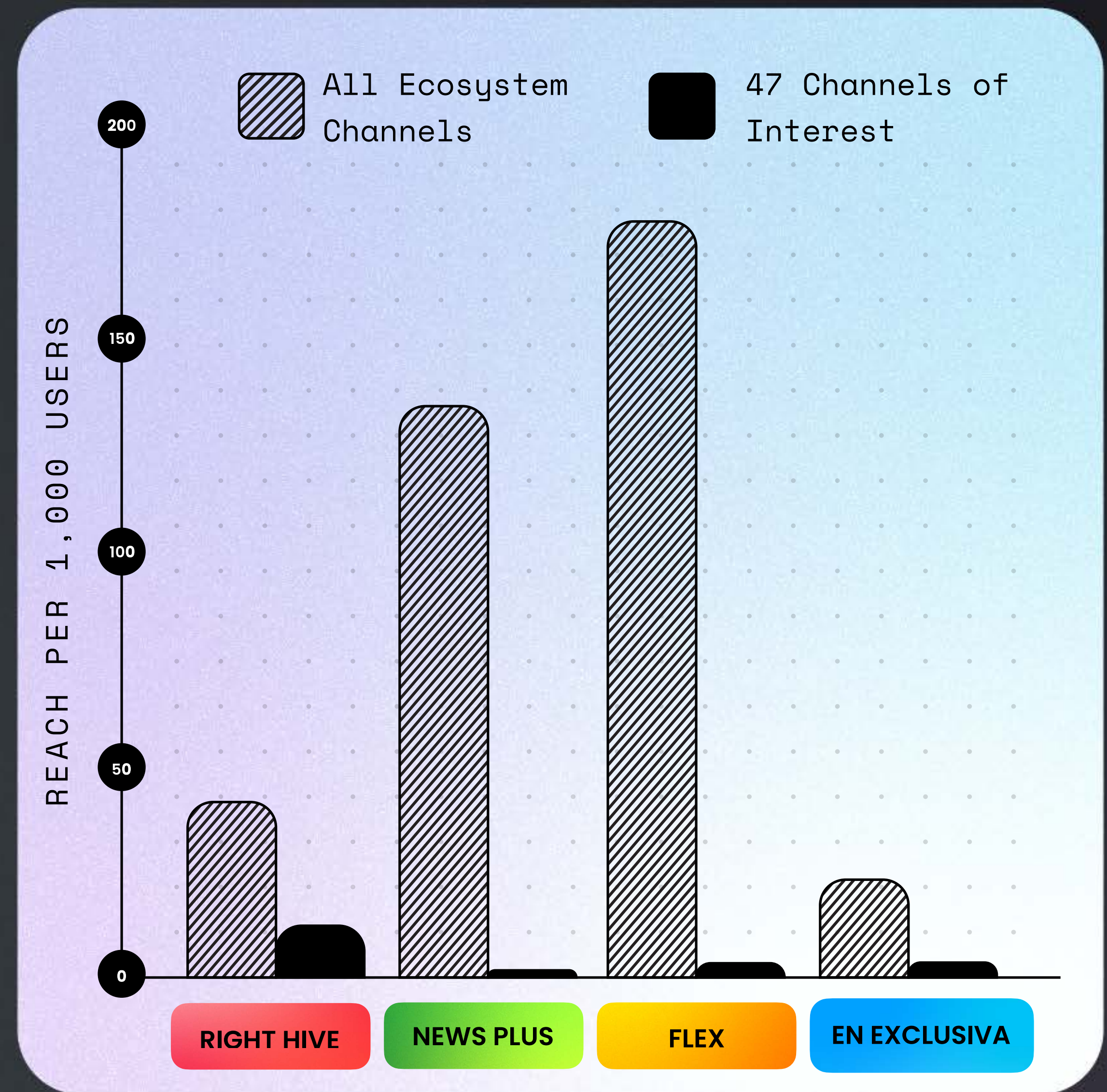
EN EXCLUSIVA
Spanish-language
infotainment & news

FLEX
male-inflected "hot
takes," fun & games

REACH, TOTAL & CHANNEL

Within our Latino audience, the FLEX content ecosystem has the highest average daily reach, followed by NEWS PLUS, RIGHT HIVE, and EN EXCLUSIVA.

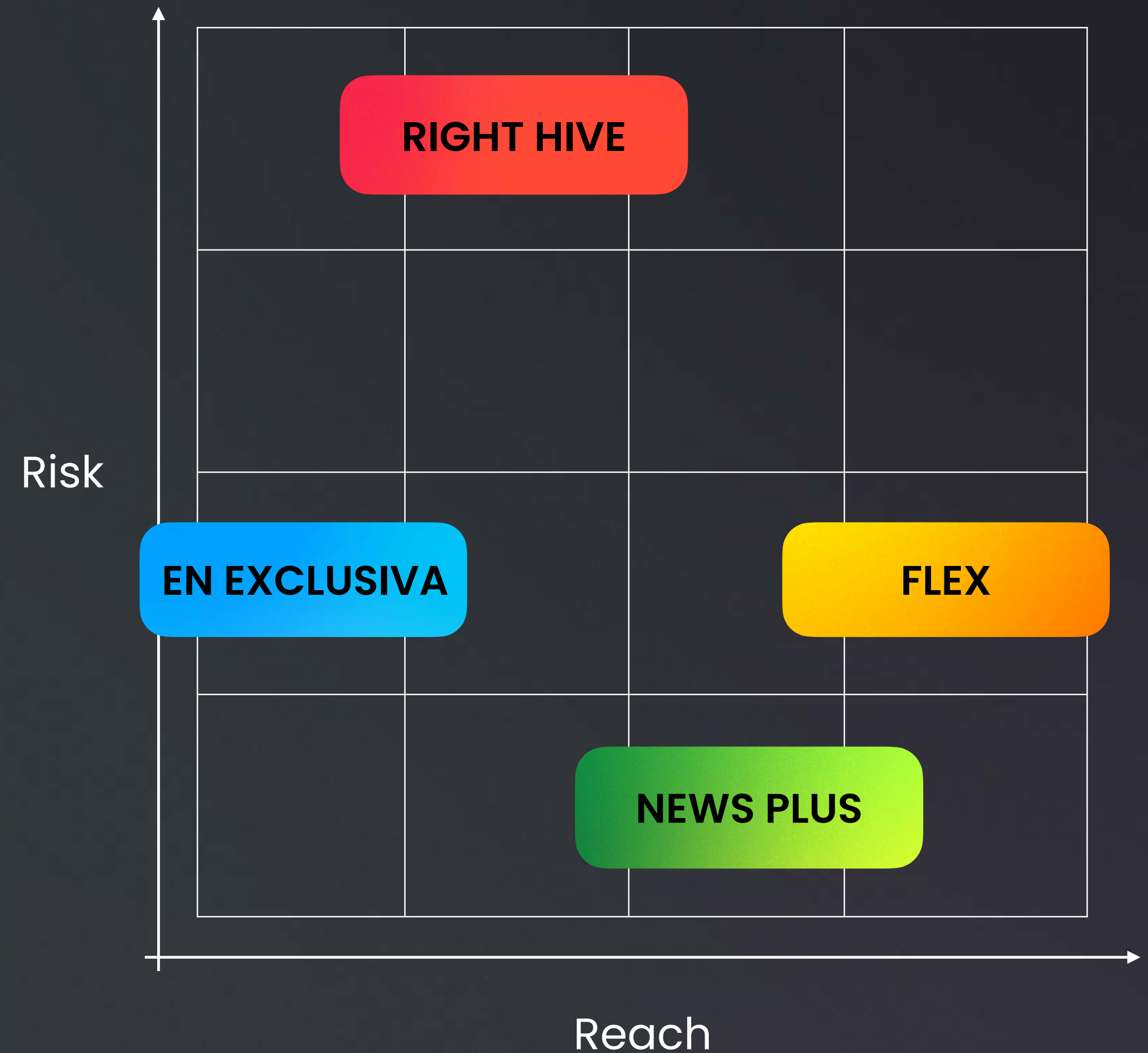
We can also quantify the amount of reach enjoyed by our 47 channels of interest within each of these ecosystems. The highest channel reach content ecosystem is RIGHT HIVE, followed by FLEX, EN EXCLUSIVA, and NEWS PLUS.



REACH AND RISK

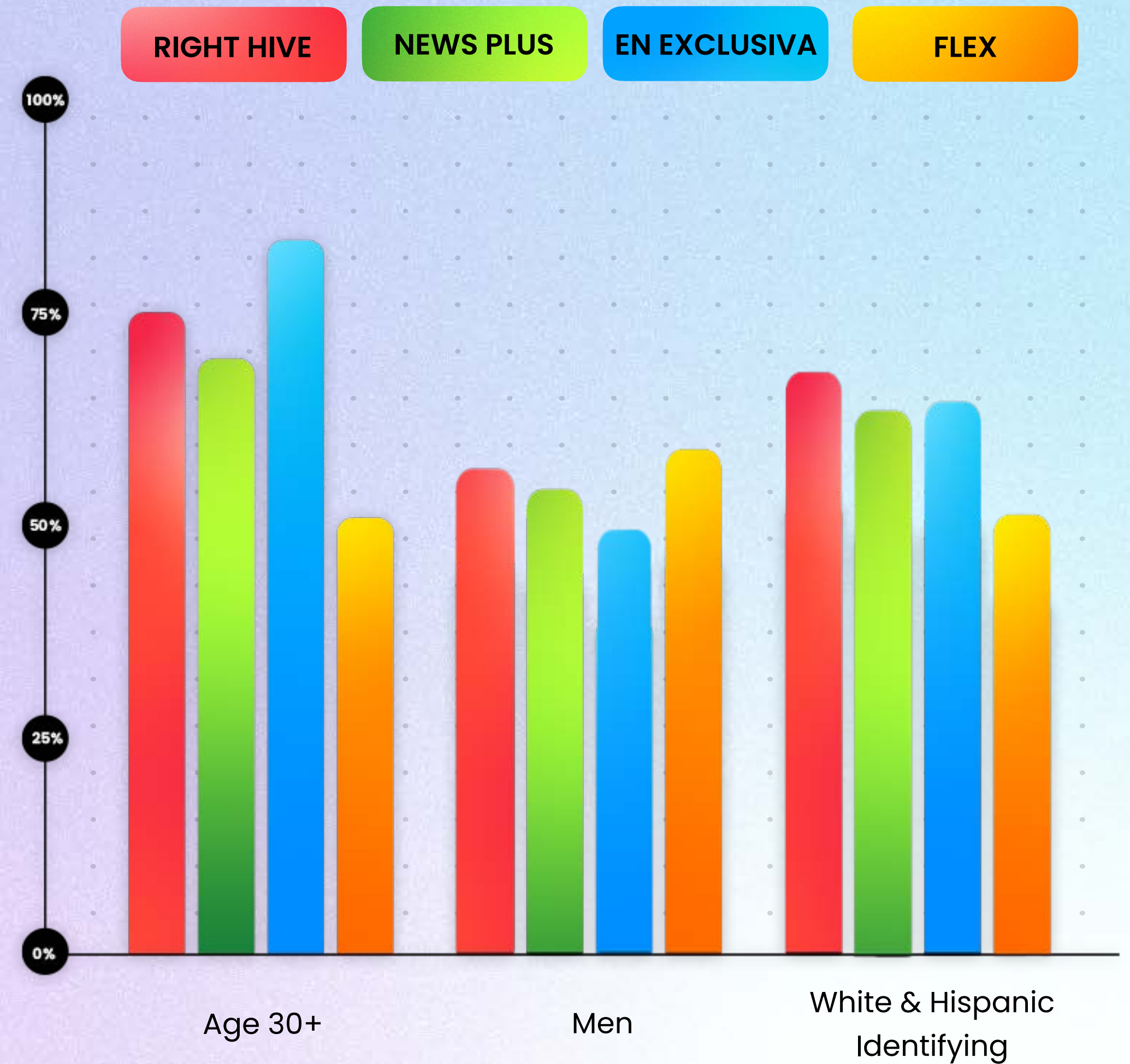
The two reach measures on the previous slide suggest a way of thinking about reach and risk that may be useful.

High risk is an ecosystem that affords significant exposure to our 47 channels of interest.



ECOSYSTEM DEMOGRAPHICS

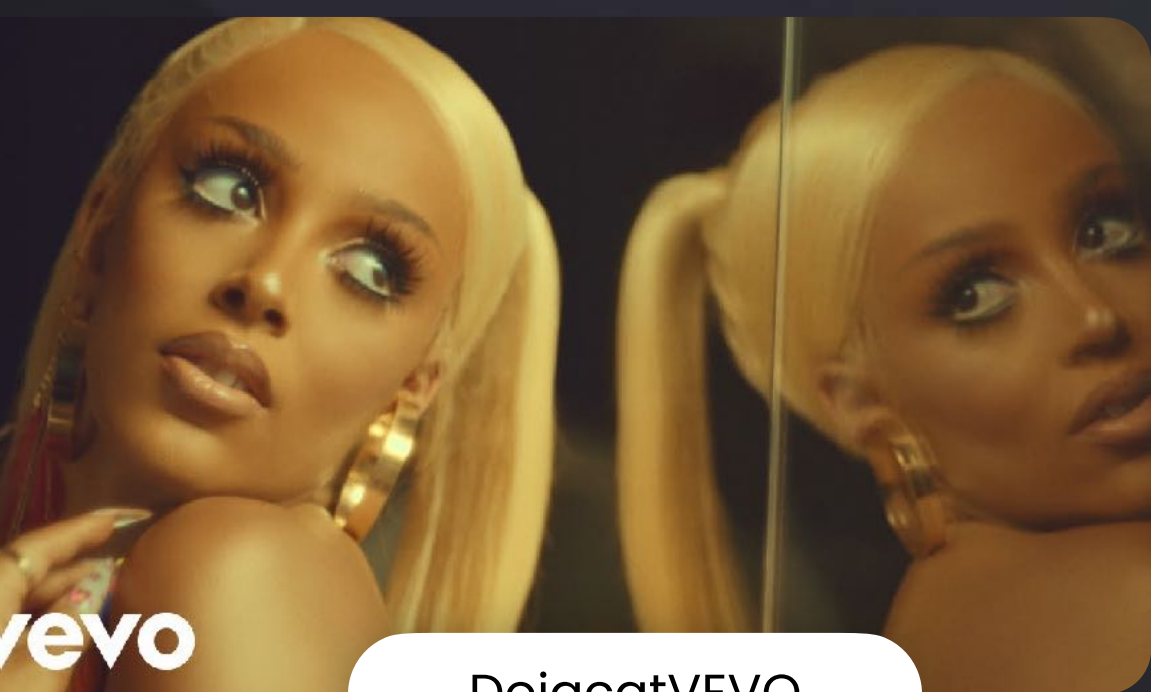
Our four ecosystems tend to attract a fairly uniform demographic, with one exception. The FLEX ecosystem generally attracts a younger, more diverse audience.



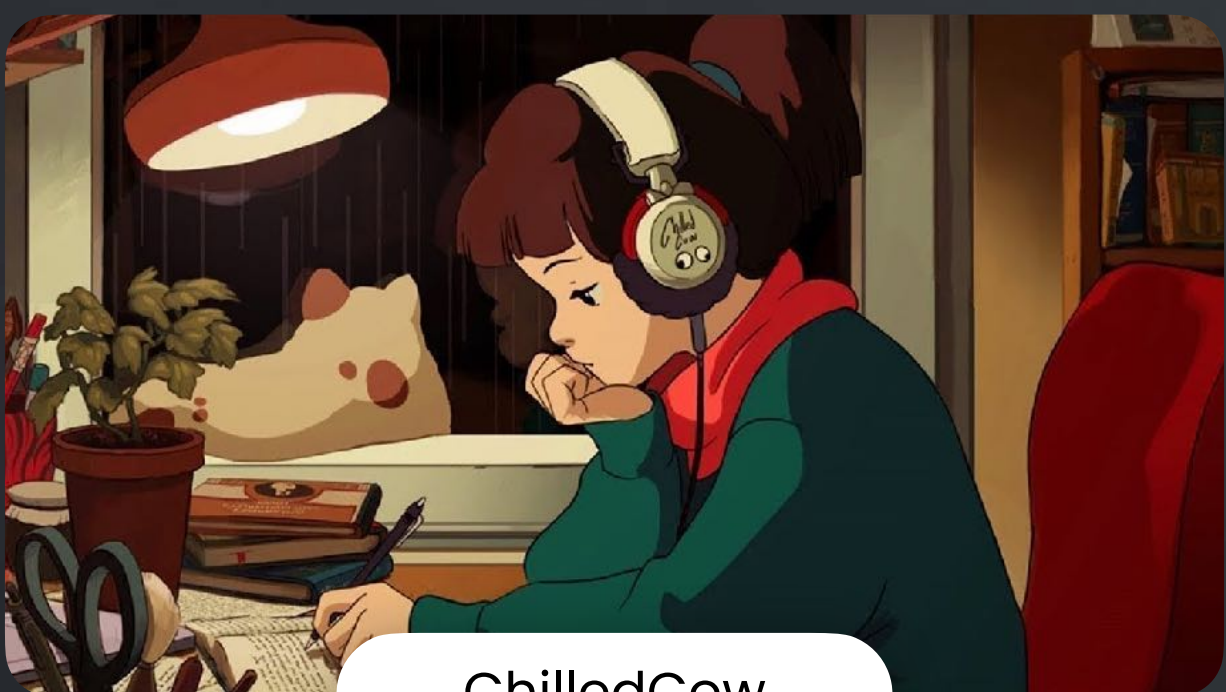
MUSIC

Music channels are extremely popular with our Hispanic audience. In fact, some of the highest reach channels for this audience were DisneyMusicVEVO, WORLDSTARHIPHOP, BillieEilishVEVO, and other music channels. Because none of our 47 channels of interest focused on music, we excluded it from our ecosystem analysis.

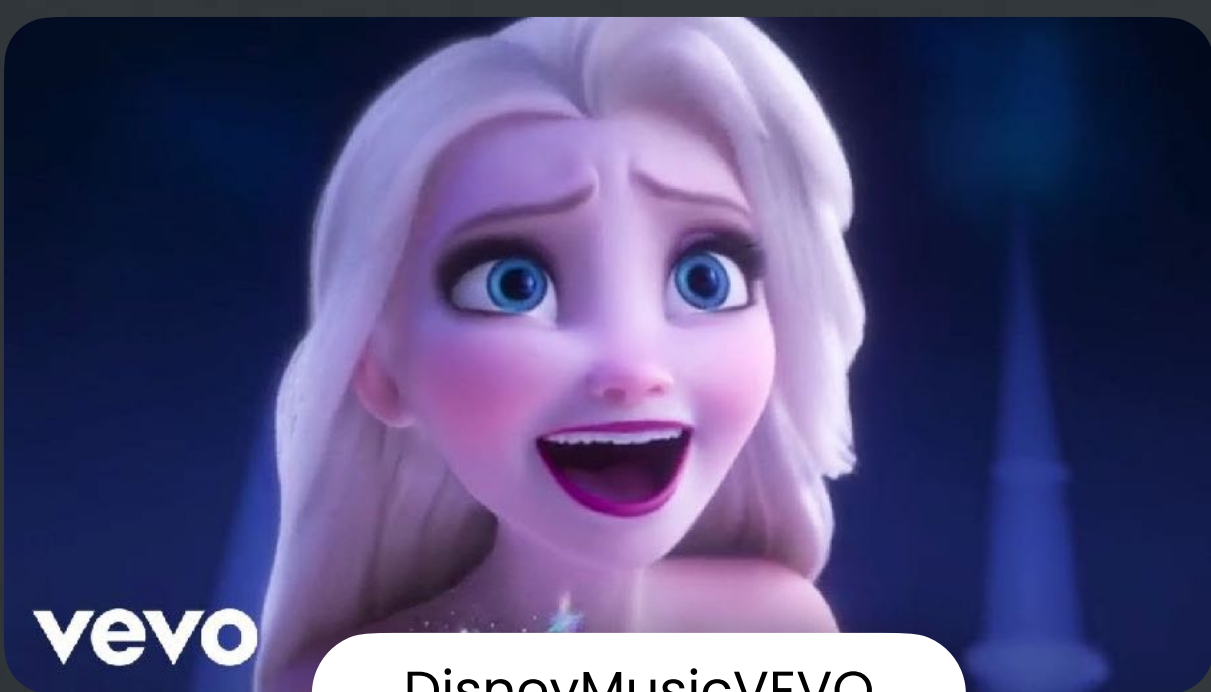
Now, on to a closer look at each of the 4 ecosystems.



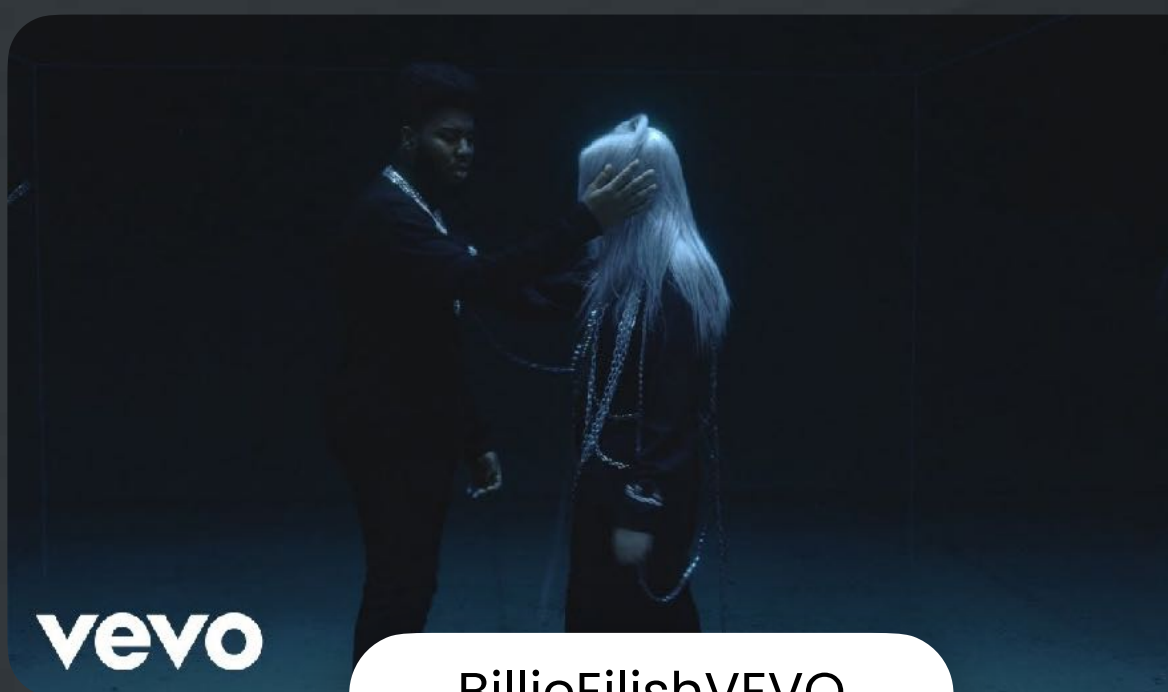
DojacatVEVO



ChilledCow



DisneyMusicVEVO



BillieEilishVEVO



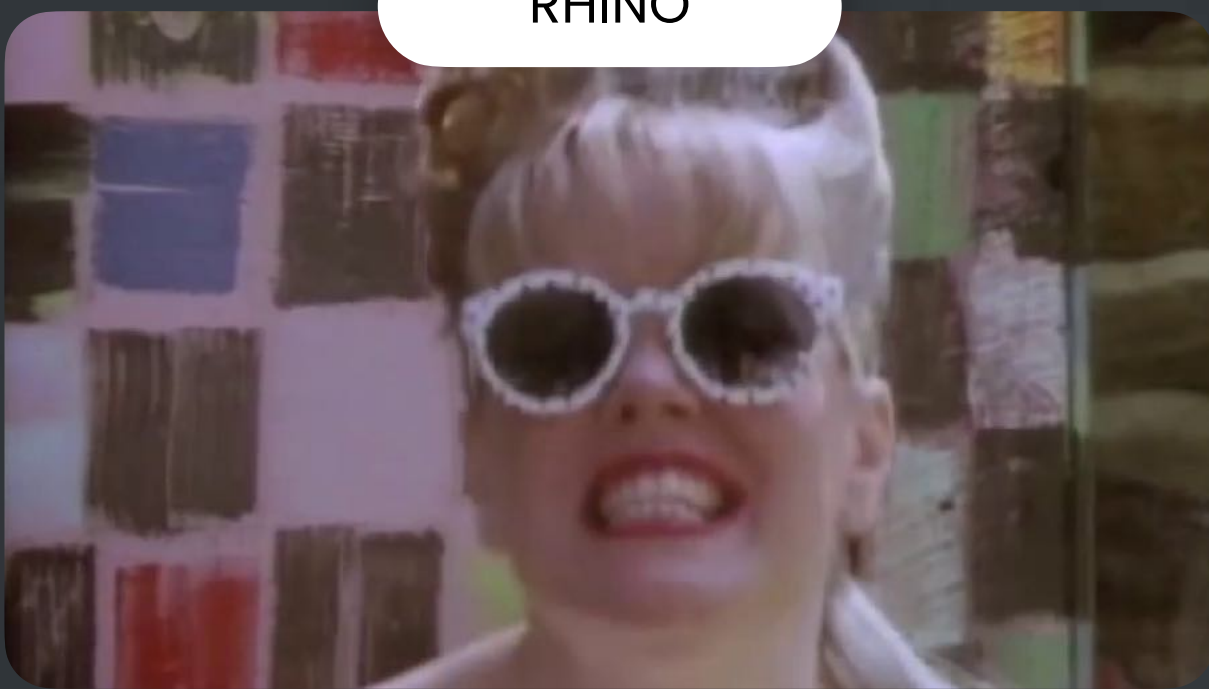
Ozuna



WORLDSTARHIPHOP



RHINO



RIGHT HIVE

ECOSYSTEM 1

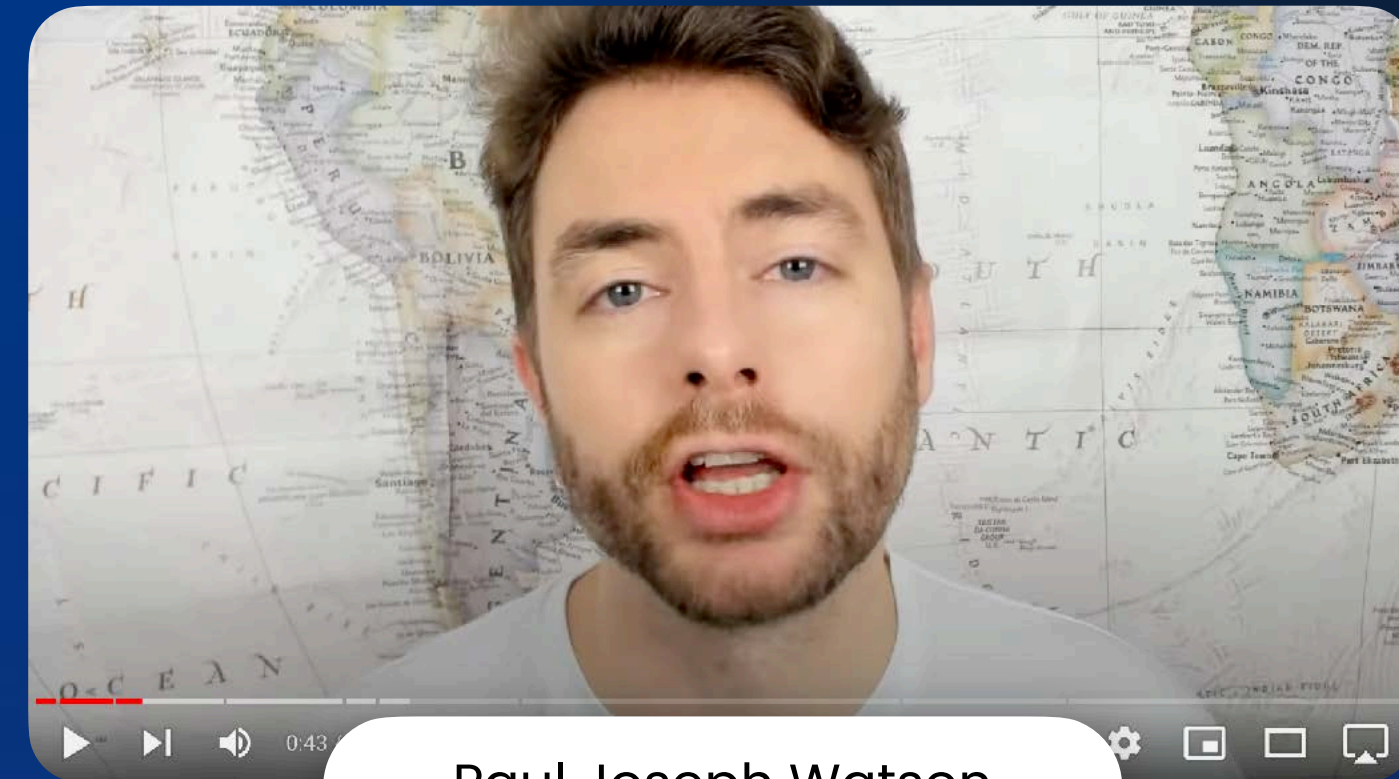
Provocative and highly-charged, right-leaning news and “hot-takes.”



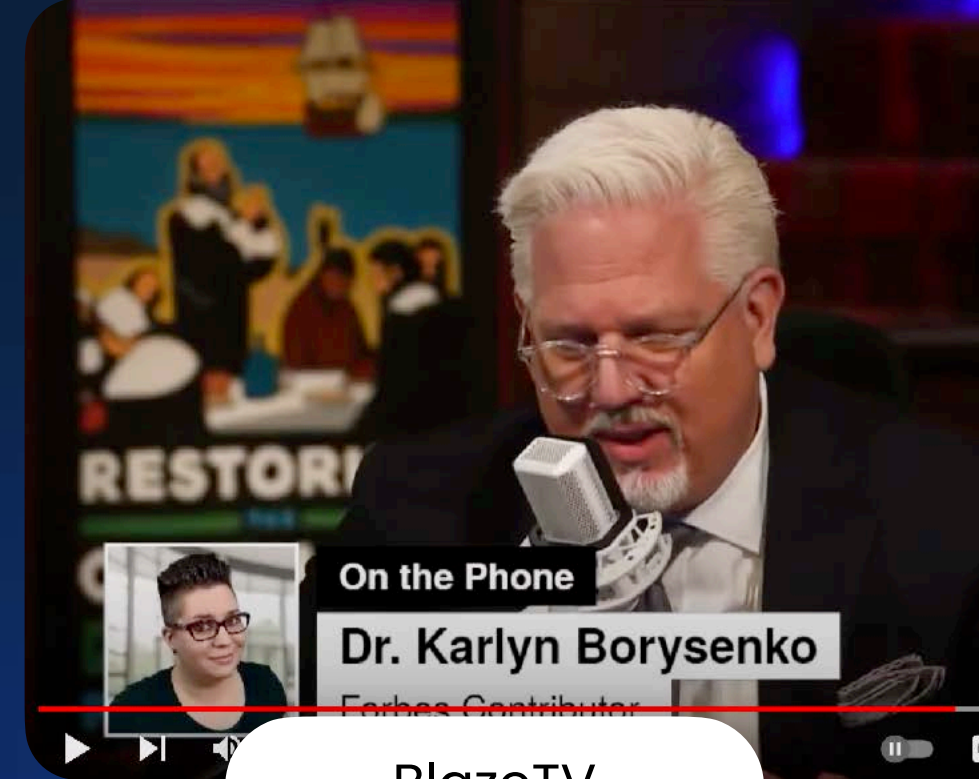
Conservative Twins



Fox News



Paul Joseph Watson



BlazeTV

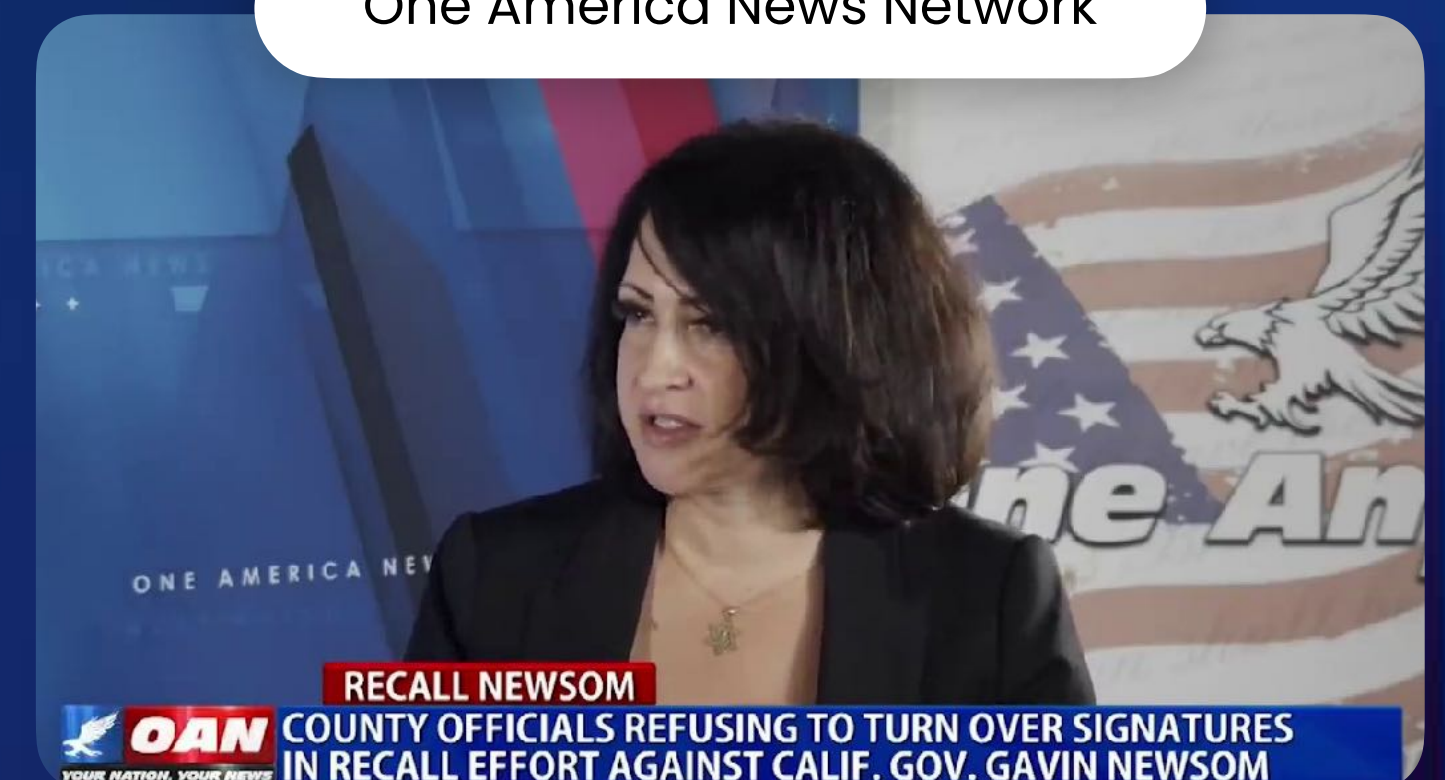


StevenCrowder



PragerU

Playing the Black Card



One America News Network

RIGHT HIVE

About 4% of our Latinx YouTube audience consumes content from the RIGHT HIVE ecosystem.

In this chart, white labels denote channels from our 47 channels of interest. Which means Fox News is the most important channel in this ecosystem, both by reach and centrality. Other key channels here are Timcast and the Next News Network.



RIGHT HIVE LIFESTYLE

People who spend their time in RIGHT HIVE aren't just engaging with right-leaning news content. There's also content about animals, food, and religion, as evidenced by channels like World of Tech and Helpful DIY (learning, self-sufficiency), El Dodo (animals), De mi Rancho a Tu Cocina and Claudia Regalado (food), and BibleProject (religion).

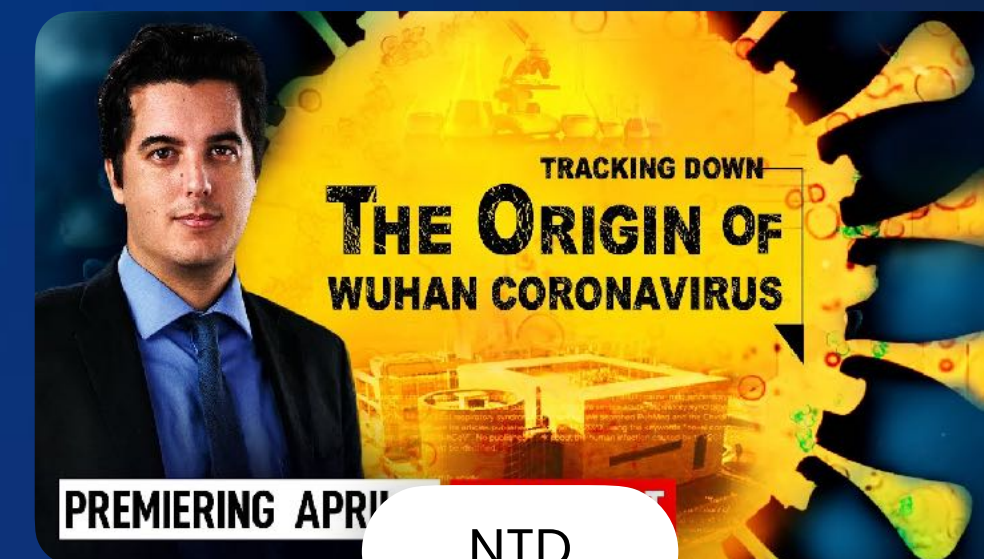
Note that several of these channels are in Spanish. The Latino users who visit this ecosystem, especially for Fox News, are code switchers whose content choices suggest they value self-sufficiency and the cozy pleasures of home, as in La Vida Del Rancho.



Jamesons Travels



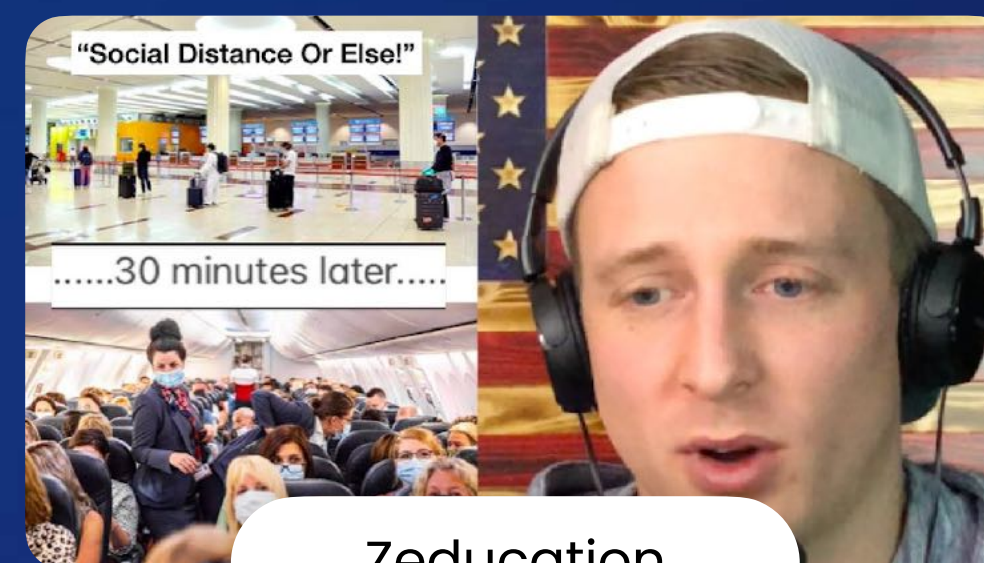
The Try Channel



NTD



Memology



Zeducation



MR. OBVIOUS



NEWS PLUS

ECOSYSTEM 2

Informative, mainstream news content that covers the full political spectrum.



The Daily Wire



El Nuevo Amanecer



American Thought Leaders - The Epoch Times



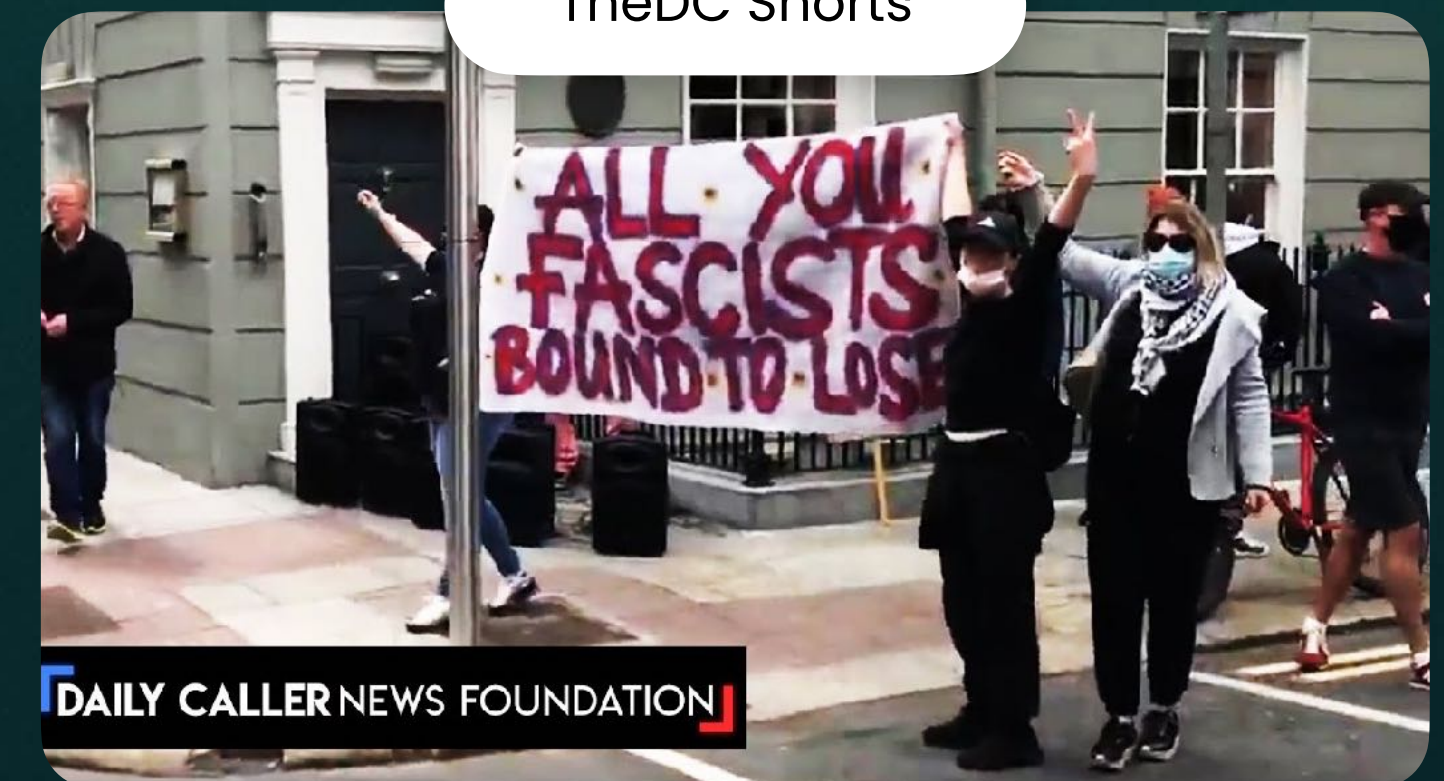
The Daily Wire



Rebel News



Fleccas Talks



TheDC Shorts



NEWS PLUS

13% of our Latinx YouTube audience consumes content from the NEWS PLUS ecosystem.

While our 47 channels of interest only reach .1% of our Latinx YouTube audience through this ecosystem, on average about 10% of the audience for this ecosystem also spends time in RIGHT HIVE daily. Which means that NEWS PLUS serves as an important on-ramp to that lower-reach ecosystem.

White labels denote channels from our 47 channels of interest.



NEWSY, EVEN WHEN IT'S NOT

News from the left, right, and center, news in Spanish and in English . . . the audience that favors this ecosystem is all news all the time. If we filter out YouTube channels categorized as news, top content is still “entertainment news” and other news-like channels.

Included in this news-like content are “hot-takes” from right-leaning and left-leaning channels geared toward Latino audiences. For example, Howard Melgar on the left, and Cubanitos por el Mundo on the right.



CNN



ABC News



The Tonight Show



Saturday Night Live



NBC News



Jimmy Kimmel Live

EN EXCLUSIVA

ECOSYSTEM 3

Highly-charged Spanish language news and entertainment targeted specifically at Latino audiences through topics like socialism and secularism.



John Acquaviva



Cubanos por el Mundo



Imagen Noticias



RT en Español



EN EXCLUSIVA

2% of our Latinx YouTube audience consumes content from the EN EXCLUSIVA ecosystem.

Despite this ecosystem's relatively low reach within our audience, about 11% of the audience in this ecosystem encounters one of our 47 channels there.

On average, 4% of people who spend time in EN EXCLUSIVA also spend time in the RIGHT HIVE ecosystem.

White labels denote channels from our 47 channels of interest.

EN EXCLUSIVA

INFORMATIVO G24

Nelsy Michael

Carlos Garin VLOG

Cocomelon - Nursery Rhymes

Eduardo Menoni

Documentales de RT

John Acquaviva

Luisito Comunica

Cubanos por el Mundo

eltrece

Sesame Street

#Refugio Mental

Al Rojo Vivo

Noticias Telemundo

Imagen Noticias

Caso Cerrado

RT en Español

Mundo Hispánico

Liu Santiesteban

euronews (en español)

Documentales de RT

Dave and Ava - Nursery Rhymes and Baby Songs

Auron

CanalOficial Mhonividente

MILENIO

RT en vivo

El Mundo

Andrés Manuel López Obrador

Campechaneando

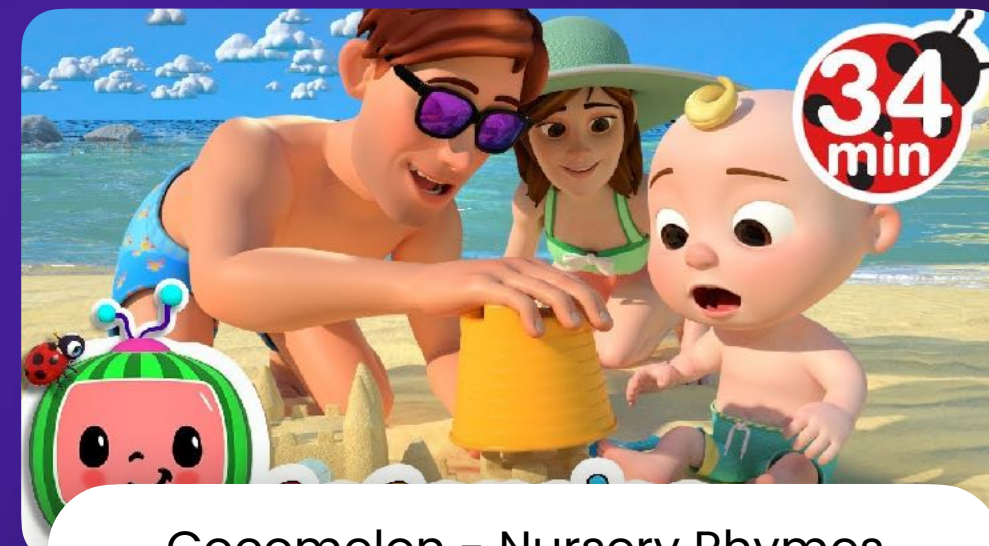
El Chapucero

NOTA MEX

FAMILY DRAMA & INFOTAINMENT

In addition to news like Noticias Telemundo, in this ecosystem, we find kids programming like Cocomelon (which our data pick up when parents use their devices to play content for kids), and family drama content like Caso Cerrado.

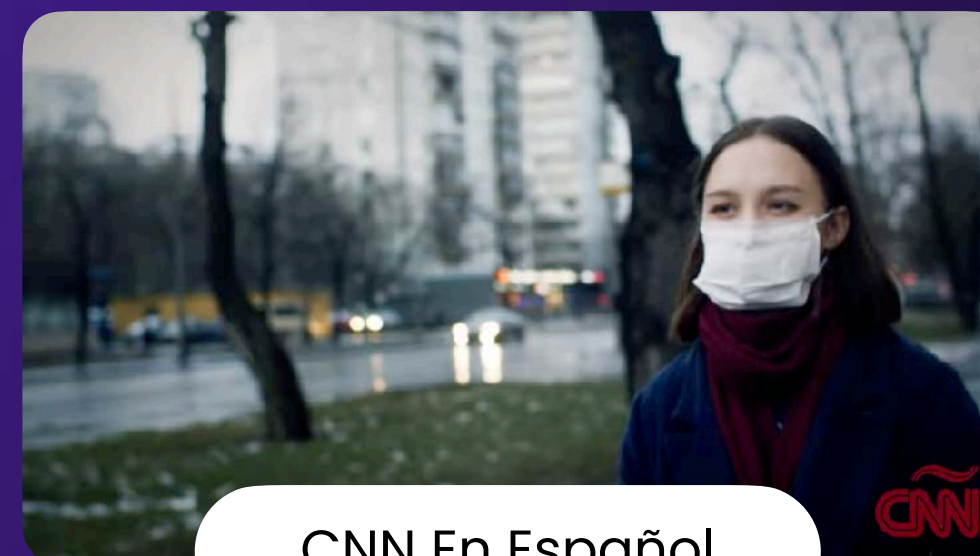
This more dramatic vibe is a feature of the EN EXCLUSIVA ecosystem, also discernible in channels like Imagen Entretenimiento.



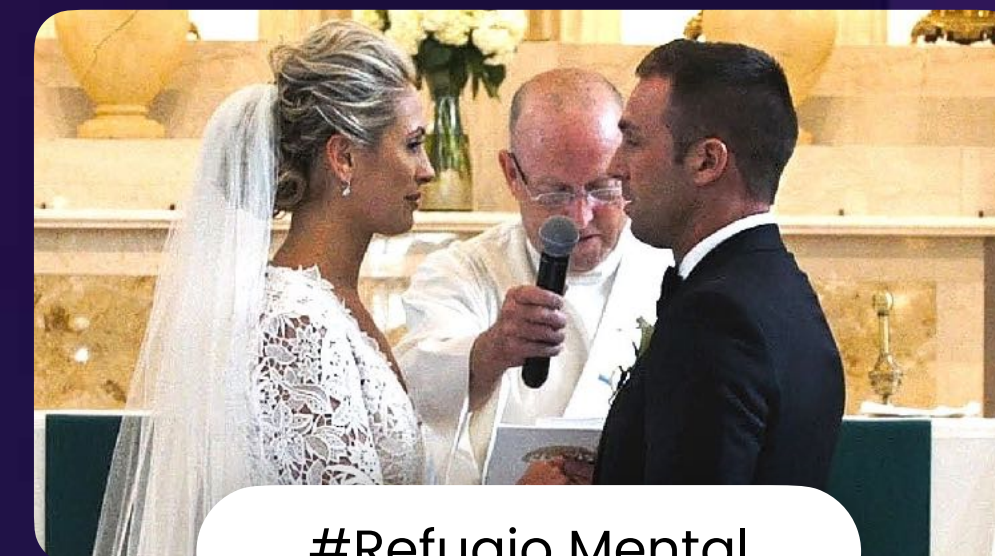
Cocomelon - Nursery Rhymes



Caso Cerrado



CNN En Español



#Refugio Mental



Noticias Telemundo



Revista Semana

FLEX

ECOSYSTEM 4

“Hot takes” dedicated to news analysis, punditry, or “rants” with entertaining, humorous, and overtly masculine qualities.



PowerfulJRE



Blaire White



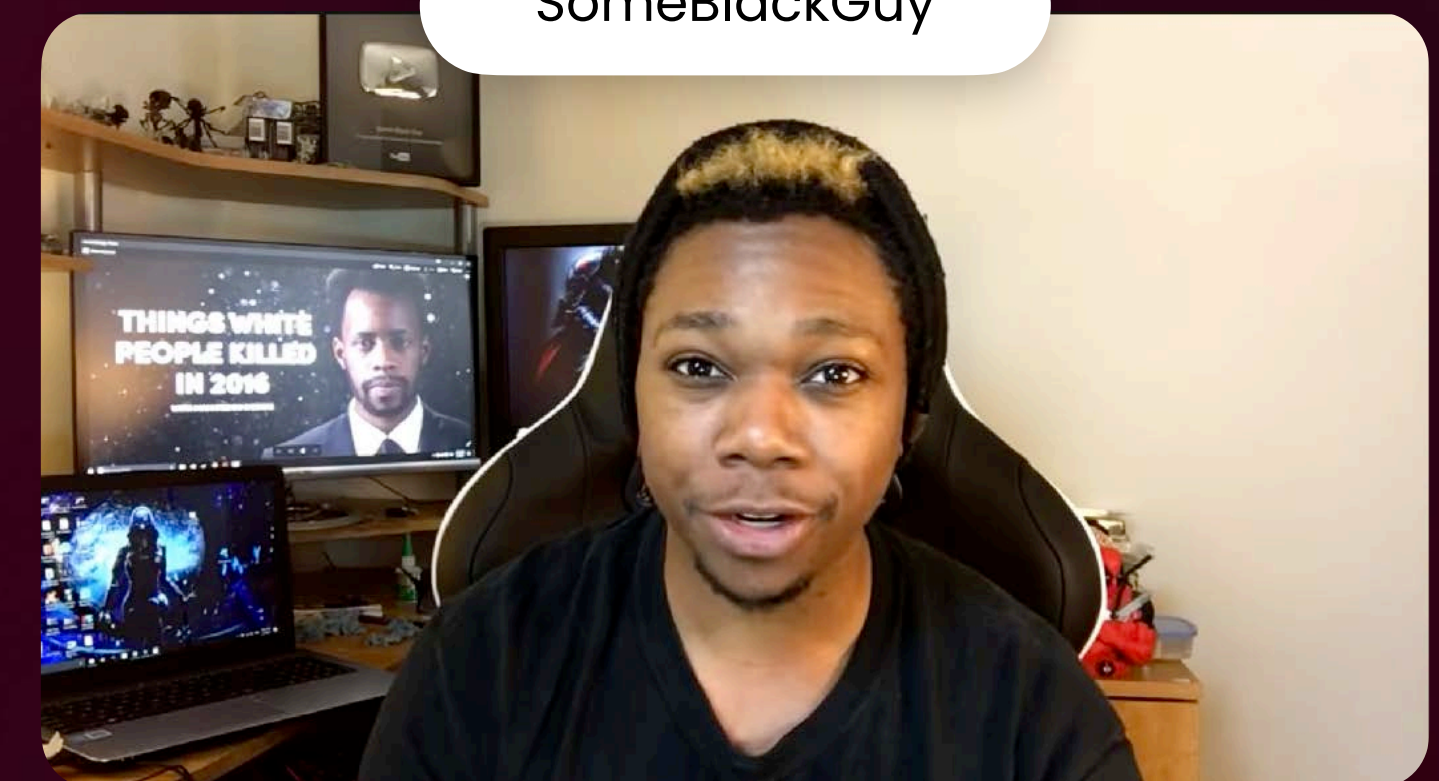
Hunter Avallone



Chris Ray Gun



SomeBlackGuy



FLEX

18% of our Latinx YouTube audience consumes content from the FLEX ecosystem.

Latino audience members who hang out in this ecosystem are relatively unlikely to move to our other three ecosystems, and FLEX affords little reach to our 47 channels of interest. White labels denote channels from our 47 channels of interest.

An important node in the FLEX ecosystem is Joe Rogan's PowerfulJRE channel, which seems to set the tone for a number of lower reach, in-ecosystem channels.



EDGY, ASSERTIVE, VERY MALE

Like Joe Rogan, the 47 channels of interest that appear in this ecosystem don't usually focus directly on political issues. Rather, they orient toward masculine culture and culture war issues.

Gaming, sports, and movies are popular topics in this ecosystem, which has a very different look and feel from our other three ecosystems.

This ecosystem is highly masculine, and unapologetically assertive. A recent video on jacksepticeye, for instance, features him flexing with the caption "people will say these muscles are fake."

FLEX



ESPN



MrBeast



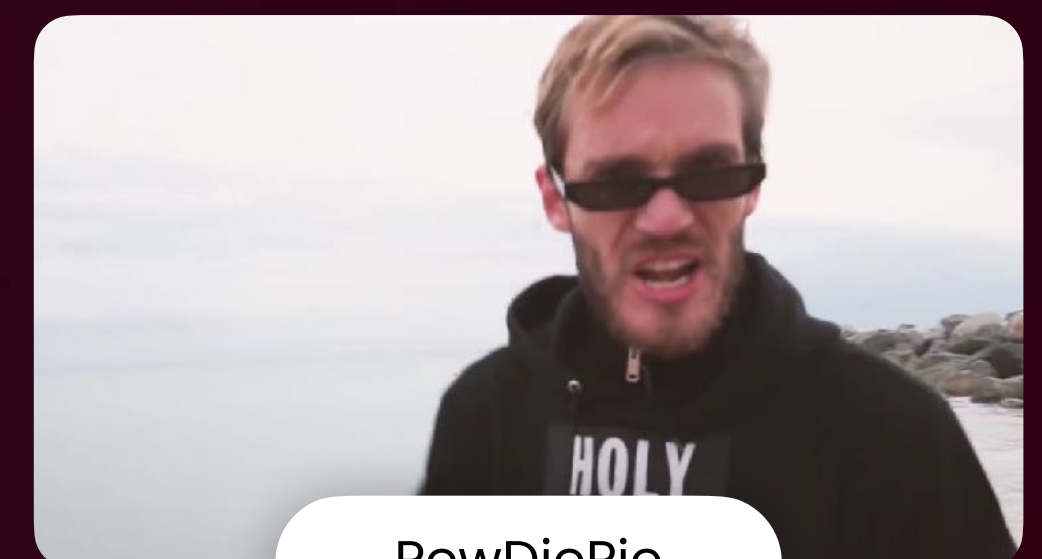
Markiplier



Jacksepticeye



Crunchyroll Collection



PewDiePie



SUMMARY

	RIGHT HIVE	NEWS PLUS	EN EXCLUSIVA	FLEX
LATINX REACH	4%	13%	2%	18%
47 CHANNEL REACH	1.12%	0.08%	0.24%	0.27%
ECOSYSTEM HIGHLIGHTS	Right-leaning niche news and advocacy	Mainstream news and political explainers	Spanish-language infotainment and news	Male-inflected “hot takes,” fun, and games
OPPORTUNITIES AND RISKS	This well-established echo chamber is harder to penetrate and challenging to counter-narrate in directly. The other 3 ecosystems likely represent easier points of entry for new content interventions.	When you combine the high overlap with the RIGHT HIVE audience and this ecosystem’s sizable reach, NEWS PLUS is a critical space to place content to reach into an ecosystem that spans political divides.	While low reach, the content favored in this ecosystem has a lot in common with the RIGHT HIVE and represents a high risk space. An opportunity exists to intervene with content created for a Spanish-first audience.	While not a direct on-ramp to RIGHT HIVE, it has the highest reach and carries many of the same worldviews (i.e., the culture war). Content with humor or a “hot-take” quality has the best chance of reaching this ecosystem.



THANK YOU

For additional questions, please contact:

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Science Director
riki@harmonylabs.org



YOUTUBE ECOSYSTEMS AD TARGETING GUIDANCE

YouTube is a critical platform for reaching Latino audiences - particularly those exposed to harmful or misleading information. Equis recently partnered with Harmony Labs and Cultural Engagement Lab to better understand the reach of harmful content targeting Latinos on YouTube and to provide specific guidance on how to reach and engage key Latino subgroups on the platform. **This document provides specific recommendations on how to reach the audiences defined in [this YouTube consumption research](#) through YouTube advertising and is not intended to be an exhaustive list of ways to target all Latinos on YouTube.**

SUMMARY OF RESEARCH

We know Latinos spend twice as much time on YouTube as non-Latino adults do, and that Latinos are going to YouTube increasingly for news - much of it concerning. In partnership with Harmony Labs and Cultural Engagement Lab, we engaged in a research project to give us a better picture of the polarizing content reaching Latinos on the platform. We found four unique "content ecosystems" that we characterized as Right Hive, News Plus, En Exclusiva, and Flex. Brief descriptions of each ecosystem are included below. [You can find the full report here.](#)

Information Ecosystem	Description
Right Hive	Characterized by provocative right-leaning news and hot takes. This is the hardest ecosystem to penetrate - essentially an echo chamber and the most limited of the four ecosystems in opportunities to stage content interventions.
News Plus	Encompasses informative, mainstream news content across the political spectrum. Best characterized as all news all the time. This is the primary space where practitioners can place impactful content.
En Exclusiva	Full of highly-charged Spanish news and entertainment, occupied by news channels as well as family drama. The content is similar to Right Hive but is primarily in Spanish, presenting an opportunity to reach Right Hive audiences via Spanish content.
Flex	Includes news analysis, hot takes, and rant-style content full of humor and overtly masculine qualities. Frequently, Flex presents Right Hive worldviews in more entertaining and engaging ways. Audiences in this ecosystem are least exposed to news content, where videos are more focused on cultural issues.

TARGETING RECOMMENDATIONS

To reach the Latino audiences in these ecosystems with YouTube ads, we recommend two approaches depending on the scale of your program:

1. Target the channel lists for each individual ecosystem. For all ecosystems other than En Exclusiva, layer zip code targeting to ensure you're reaching mostly Latino audiences.
2. Target much more broadly - including channel lists, as well as the topics, and lineups included below. This approach is best for organizations with larger digital budgets or with plans to run digital experiments. We do still recommend layering zip codes here to ensure you're reaching mostly Latino audiences for all ecosystems except En Exclusiva.

The channel lists we have for each ecosystem include the channels these audiences are watching when they **are not** watching harmful or misleading content. Placing ads on these channels ultimately means more profit for bad actors. Equis does not recommend targeting your ads on channels like these. For specific channel lists for targeting, [click here](#).

Ecosystem	Specific targeting recommendations
Right Hive	Placements: Right Hive channel list Lineups: Politics (Right), Home Improvement for DIYers, Autos & Vehicles, World Kitchen: Latin America Topics: Religion & Belief, Pets & Animals + Layer zip code targeting
News Plus	Placements: News Plus channel list Lineups: General News, News & Entertainment, Late Night TV Shows Topics: News + Layer zip code targeting
En Exclusiva	Placements: En Exclusiva channel list Lineups: News (Mexico), Spanish Language TV Spotlight, TV Dramas (Mexico)
Flex	Placements: Flex channel list Lineups: Spanish-influenced US gaming, E-Sports (Competitive Gaming), Sports Video Games, Sports (Composite), Sports News Topics: Sports, Computer & Video Games, Movies + Layer zip code targeting

If you have any questions about this work, please reach out to Caitlin at caitlin@equislabs.us