

# THE LATIN WORLD

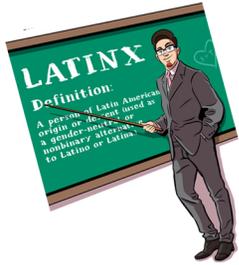
## LATINX MOVEMENT

The "X" coopts the male-o and female-a promoting the idea of equal gender in industry and culture by using a gender neutral suffix.



FEBRUARY 2018

LINK: <https://www.billboard.com/music/latin/oscars-institutionalized-racism-latinos-nhmc-8096266/>



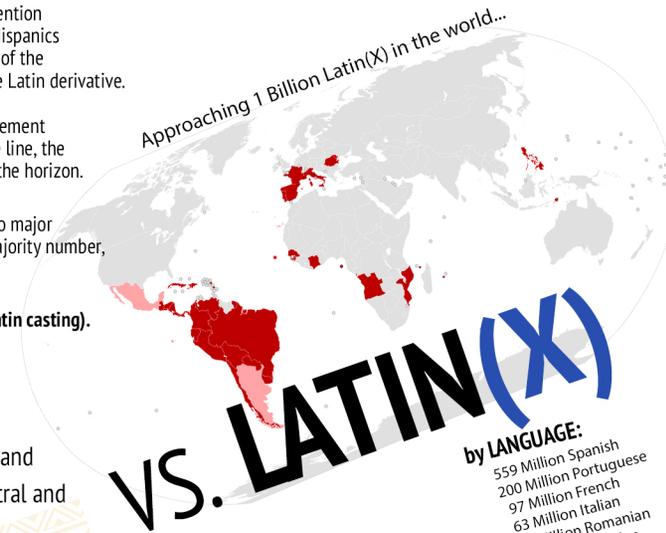
When the **National Hispanic Media Coalition** converged in protest on an Oscars luncheon in February, the focus was on bringing attention to Latino/as in executive positions. Unlike the African American community, which took a short position by demanding awards, the Hispanics took a **long position on equal representation in the executive Hollywood ranks**. This long view may benefit from an expanded vision of the "LatinX" population, which I have paraphrased with the **X in brackets "(X)"**, signaling a variable of ethnicities and languages that are Latin derivative.

It is with this vision that I have conceived the **talent package** for the **Stomach Movie**, as a way to promote a next-level Latin(X) movement with casting choices that showcase rich diversity in the Latin population. By including Latin(X) faces and voices above and below the line, the influence can be proactive, showcasing a more inclusive Hollywood where talent opportunities merge with stories still missing from the horizon.

A larger portrait of diversity is mapped out for the Kaleidoscope Network, which potentially can include multiple channels across two major and two minor Latin(X) markets, with a collective mission to empower, entertainment and unite discrete Latin(X) segments into a majority number, and escalate market dynamics for the same underserved consumers and producers.



Projects designed for an expanded Latin(X) market include Kaleidoscope TV (a women's network) and Stomach Movie (mixed Latin casting).



by LANGUAGE:  
 559 Million Spanish  
 200 Million Portuguese  
 97 Million French  
 63 Million Italian  
 17 Million Romanian  
 9 Million Catalan

## Latin(X) Casting

Expanded version of "X" usage – including **gender** equality, but also representing **ethnicities** in Latin America, Latin Europe, Latin Asia and Latin Africa, whose official language is Spanish, Portugues, French, Italian, Romanian and Catalan, across the geographies of North, Central and South Americas, Europe, Africa, Asia and Oceania.

# NATIVE AND DIASPORA



### by TERRITORY:

#### LATIN AMERICA

Population: 626 Million  
 Geography: 20 countries in North, South and Central America and the Caribbean and 13 dependencies

#### LATIN EUROPE

Population: 185 Million  
 Geography: 9 countries including Portugal, Spain, Andorra, France, Monaco, Italy, San Marino, Vatican City, Malta and 1 dependency, Gibraltar

#### LATIN ASIA (bi-directional immigration-emmigration)

Population: 4.5 Million  
 Geography: includes Latino populations in Phillipines, Japan, Korea, China, India and Australia as well as Asian-Latino diasporas in the Americas

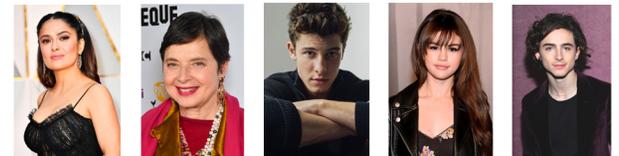
#### LATIN AFRICA (French and African French as primary or secondary language)

Population: 24 Million (French), 120 Million (African French), 1.2 Million (Spanish and Portuguese)  
 Geography: 26 Francophone countries across the African continent with Equatorial Guinea speaking Spanish, Portugues and French

### MIXED LATIN(X) CASTING



Laura San Giacomo, Italian American | Sofia Vergara, Columbian American | Zoe Saldana, Dominican American | Eugenio Derbez, Mexican



Salma Hayek, Mexican | Isabella Rossellini, Italian | Shawn Mendes, Portuguese Canadian | Selena Gomez, Mexican American | Timothee Chalamet, French American



Antonio Banderas, Spanish | Ricky Martin, Puerto Rican | Maxi Iglesias, Spanish | Darren Criss, Philipino American | Sebastian Stan, Romanian American

"The Latin community has a unique opportunity to create a broad support base across diverse ethnic groups whose language and culture have a common root. With an expanded demographic the project of diversity and inclusivity is accelerated." **Jared Suarez**