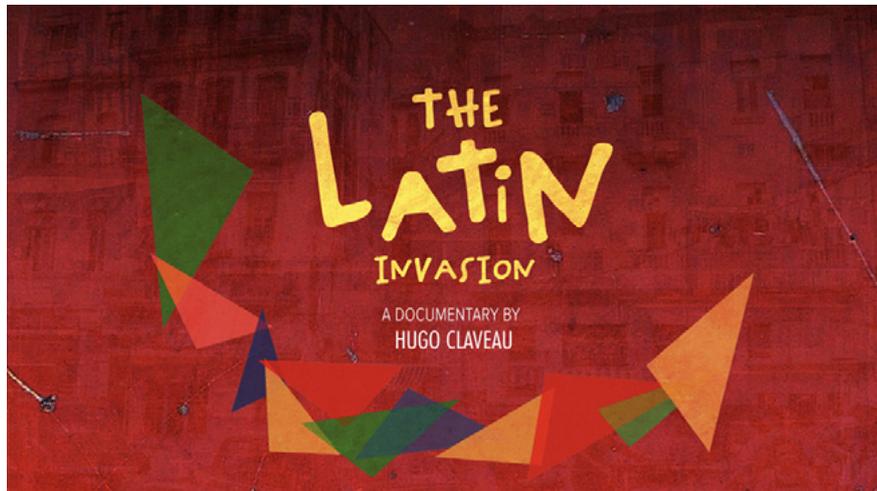


**WATCH “THE LATIN INVASION”
AN EXCLUSIVE MUSIC DOCUMENTARY
BROADCAST ON TRACEPLAY ON NOVEMBER 12TH**



TRACE, the leading media group in Africa and the Caribbean releases the new 26 minute music documentary about the rise of Latin music in the charts: “The Latin Invasion”. The documentary will broadcast on Sunday 12th November at 7pm on TRACE Urban via TracePlay, TRACE’s new SVOD platform.

“The Latin Invasion” discusses the commercial success of Latin Pop music. For TRACE Urban, director Hugo Claveau went on to meet the headliners who have contributed to the success of Latin Music today. He offers a documentary that allows viewers to take a look at Latin Pop and the Reggaeton revolution from the 1990s to the present day. Featured stars include Luis Fonsi, Maluma, Daddy Yankee and many more.

Hugo Claveau, Director of the documentary says, *“Of all the music genres, Latin music has been one of the most successful this last 20 years: From Ricky Martin to Daddy Yankee or J Balvin, this eclectic genre has developed, affirmed and conquered millions of listeners around the world, well beyond the usual cliché of the ‘the summer hit’.”*

“The Latin Invasion” will broadcast on TRACE Urban on November 12th at 7pm. The rerun will broadcast on Monday 13th November at 9pm. TRACE Urban is available worldwide on TRACE’s SVOD platform, [TracePlay](#).

[Watch the trailer here.](#)

ABOUT TRACE

Launched in 2003, TRACE is a multimedia group and brand dedicated to afro-urban entertainment. With a presence in 160 countries, TRACE offers engaging and innovative TV channels, radios, mobile services, digital platforms to millennials and multicultural audiences. www.trace.company

ABOUT HUGO CLAVEAU

Journalist and director, specialist of Urban and African music for 5 years at TRACE Hugo Claveau has travelled across Africa in order to meet those who give life to African music today. From Congolese Koffi Olomide to the international star Akon, by way of the Angolan artist Yuri Da Cunha or the Cameroonian Charlotte Di Panda, he has made many documentaries, music videos and has covered several festivals in various parts of the world. After directing the 2 parts documentary ‘Afrobeats from Nigeria to the world’, ‘The Latin Invasion’ is his second exclusive documentary broadcast this year on TRACE Channels.

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