

# Inter-American Summit of Christian Content Creators

Welcome to the first Inter-American Summit of Christian Content Creators, an event designed to bring together the most influential and talented leaders in the creation of Christian digital content from across the American continent. Our goal is to inspire, empower, and connect this vibrant community, leveraging the power of social media and digital platforms to spread the message of faith to an ever-widening audience.

 by Angely Martínez



# Target Audience Demographics

## Young Adults (18-29 years)

This group is very active on social media and digital platforms. Many young adults are interested in content creation as a career or hobby, and are avid consumers of video and podcast content.

## Young Adults (30-39 years)

They usually have an established career and use content creation as an extension of their ministry or profession. They are interested in delving deeper into topics of faith and Christian living applied to their work and family contexts, and are active on platforms like YouTube, Instagram, and podcasts.

## Middle Adults (40-54 and +55 years)

They may have significant experience in content creation and are looking for new ways to innovate. They share educational and motivational content, often aimed at other adults and families, and use social media and blogs as their primary platforms.



# Gender and Proportion

## Women

Women tend to be very active in creating faith-related content, especially in areas like ministry, religious education, and community support.

Strong female leadership is common in Christian content initiatives on platforms like blogs, YouTube, and social media. Estimate: Approximately 55-60%

## Men

Men also actively participate in creating Christian content, particularly in roles of ecclesiastical leadership, theology, and apologetics.

They tend to have a strong presence in podcasts, teaching videos, and theological debates. Estimate: Approximately 40-45%



# Geographic Distribution

**Languages:** Primarily Spanish, Portuguese and English.

It is essential to offer content and translations in these languages to ensure wide participation.

1

## North America

The United States and Canada have a great diversity of Christian content creators, both in English and Spanish, with a strong influence on platforms like YouTube, Facebook and podcasts. With a percentage of 30-40% between the United States and Canada.

2

## Central America and the Caribbean

Countries like Mexico, Guatemala, Honduras, El Salvador and Costa Rica have active and growing Christian communities in the creation of digital content. With a percentage of 20-25% and growing.

3

## South America

Brazil, Colombia, Argentina, Peru, Chile and Ecuador have large Christian populations and emerging communities of Christian content creators online. With a percentage of 35-45% and growing.



# Social Media Audience Size

These are the most popular social media platforms worldwide as of April 2024, ranked by monthly active users



## Facebook

Market leader, Facebook, was the first social network to surpass one billion registered accounts and currently stands at over three billion monthly active users.



## Instagram

Meta Platforms owns four of the largest social media platforms, all with over one billion monthly active users each: **Facebook** (main platform), 3.065 B

**WhatsApp**, 2.000 B

**Facebook Messenger**

1.500 B. And **Instagram**

2.000 B. In Q3 2023,

Facebook reported around four billion monthly users.



## YouTube

2.504 Billion subscribers and thousands of Christian preachers, musicians and ministries channels.



## TikTok

1.582 billion subscribers and a growing presence of dynamic and appealing Christian content creators for young audiences.



# Content Consumption Trends

1

## Videos

Preferred format for sermons, teachings, and Christian music.

2

## Podcasts

Growing consumption of audio content for reflection and learning.

3

## Blogs

Used to share written articles and resources on faith and spirituality.

# Benefits for Sponsors

## 1 Brand Exposure

Potential reach to an engaged Christian audience across multiple platforms.

## 2 Networking Opportunities

Direct interaction with content creators and access to valuable data.

## 3 Return on Investment (ROI)

Success metrics and case studies demonstrating the impact of participation.



# Previous Success Stories

Global Leadership Summit	Over 400,000 participants worldwide, with 20% growth in online attendance.
Christian Youth Gathering	Over 50,000 young people participated in the virtual event with high engagement.
Christian Communicators Congress	10,000 participants, with a 40% increase in social media interactions.
Christian Music Festival	Over 100,000 online viewers, with growth in artist followers.