

# MoodReport : 3

## latin pop





**LATINO : TRENDY**





How is *latin music* going global and might become standard?

What makes *hispanic arts* so unique and universal?

‘Variety is the spice of life’

The North American Approval

The distinctive link between Latin America and Europe

A specific attitude, style and visual identity





## Latin Pop

is a pop music genre that contains sounds or influence from Latin America, but it may also refer to pop music from anywhere in the Spanish-speaking world.

*Latin pop usually combines upbeat Latin music with American pop music.*

## Mainstream

the ideas, attitudes, or activities that are shared by most people and regarded as normal or *conventional*.

## Hispanic

relating to Spain or to Spanish-speaking countries, especially those of Central and South America.

## Reggaeton

a form of dance music of *Puerto Rican origin*, characterized by a fusion of Latin rhythms, dancehall, and hip-hop or rap.





**‘Variety is the spice of life’**







## Bad Gyal (Spain)

Spotify

3,879,104 monthly listeners

210,871 followers





**Dj Florentino (UK)**

Producer





## El Guincho (Spain)

Producer and Singer

Spotify

66,201 monthly listeners

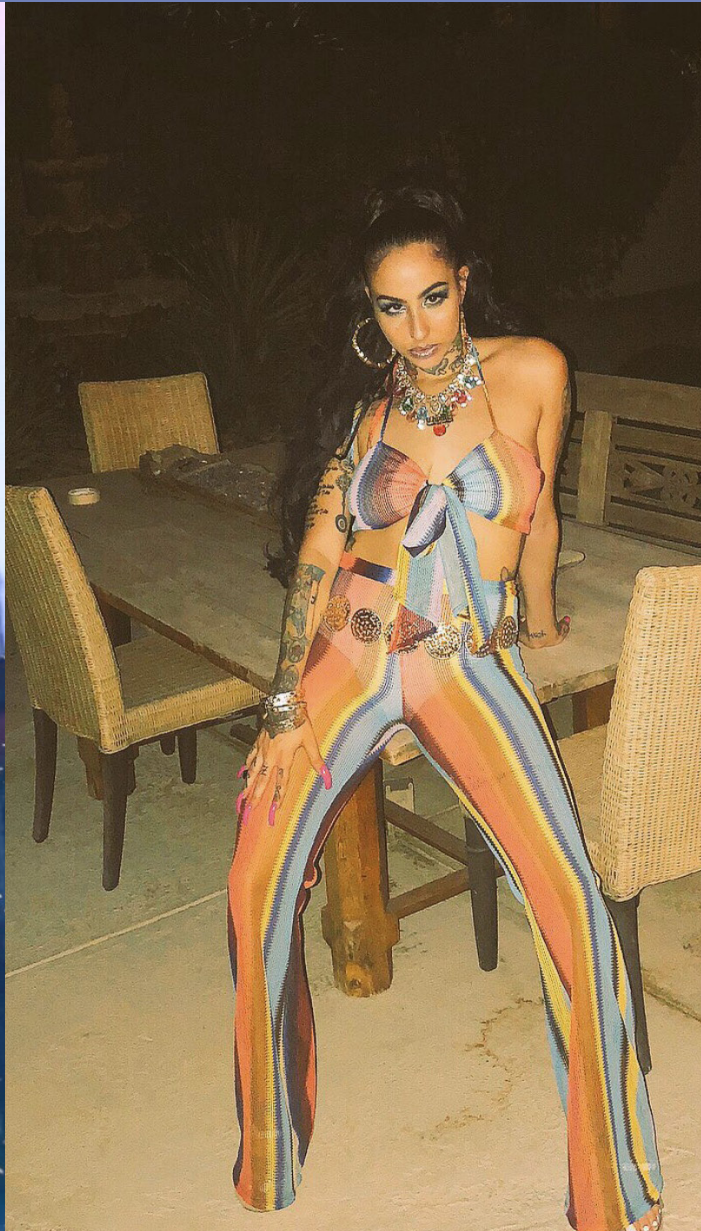
36,790 followers



**Nathy Peluso (Spain/  
Argentina)**

**Spotify**  
**394,988 monthly listeners**  
**158,560 followers**





## Lagoony Chonga (US)

Spotify  
49,212 monthly listeners  
10 000 followers





## Ms Nina (Spain/Argentina)

Spotify

2,932,352 monthly listeners

55,734 followers





## Duki (Argentina)

Spotify

7,266,053 monthly listeners

2,562,203 followers





## C. Tangana (Spain)

Spotify

6,821,939 monthly listeners

788,696 followers





## Amara “La Negra” (US)

Spotify

85,529 monthly listeners

27,392 followers



## **Bad Bunny (Puerto Rico)**

**Spotify**

**36,235,510 monthly listeners**

**16,904,668 followers**



**And many more...**

**From different countries**

**Creating different genres**

**Some niche some commercial**

**Female and Male**



***Latin Grammy  
Awards 2019***

# The North American Approval





**LATIN GENRES LIKE REGGAETON, CUMBIA, BACHATA, AND MERENGUE HAVE FUSED WITH NORTH AMERICAN TRAP AND URBAN MUSIC TO DOMINATE THE GLOBAL POP SCENE.**

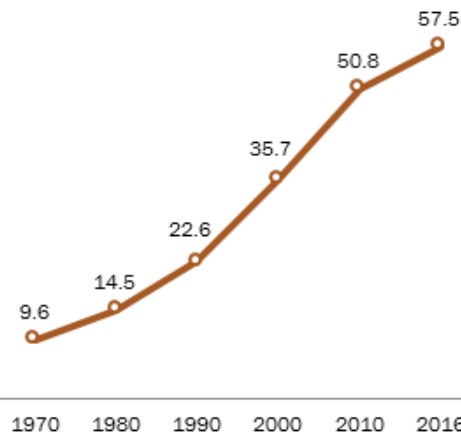
**“MORE THAN ANY OTHER GENRE, THE GROWTH IN STREAMING IS POWERING LATIN MUSIC’S RESURGENCE. STREAMING IS HELPING BREAK DOWN WALLS BETWEEN COUNTRIES AND CONTINENTS.”**

***RIAA Chairman and CEO Cary Sherman***

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**U.S. Hispanic population hits new high**

*In millions*



Note: 1990-2016 estimates are for July 1.

Source: 1970-1980 estimates based on decennial censuses (see Passel & Cohn 2008). 1990-2016 estimates based on intercensal population estimates and Vintage 2014.

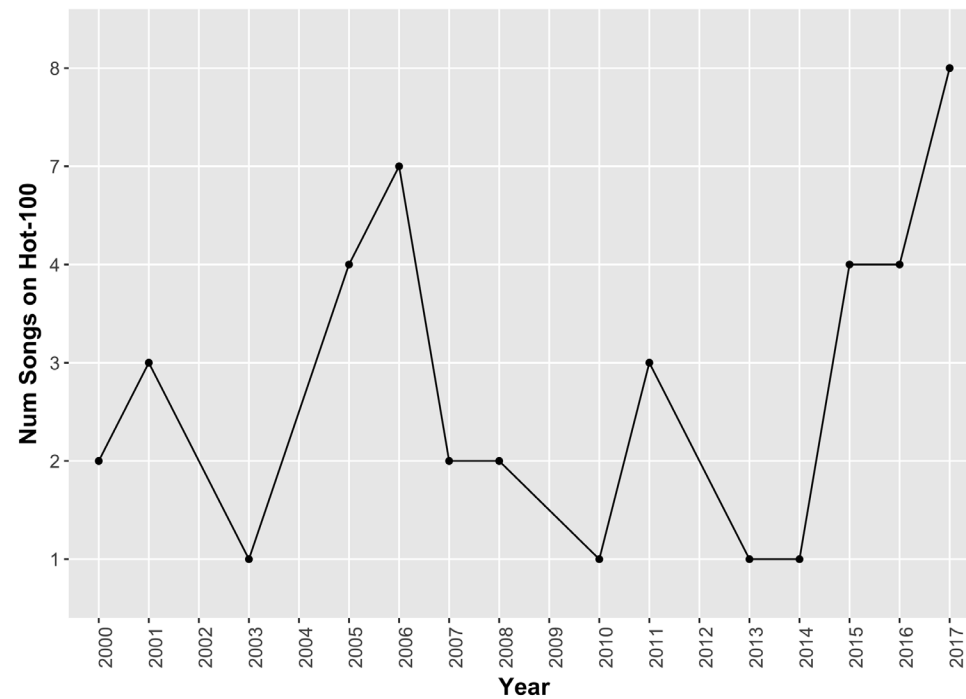
**PEW RESEARCH CENTER**

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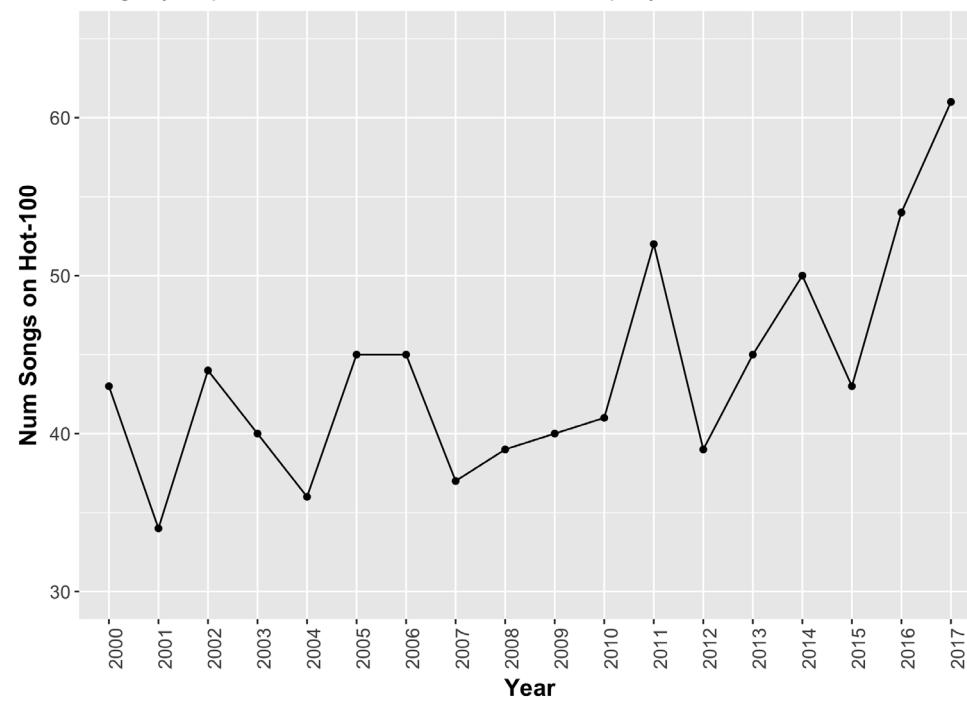
Spanish Language Songs on the Billboard Hot-100 per year



Reggaeton Songs on the Billboard Hot-100 per year



Songs by Hispanic Musicians on the Billboard Hot-100 per year







**The distinctive link between Latin  
America and Europe**



**Proactive attitude towards working with spanish artists from latino artists and vice versa**

**A mix of sounds and subgenres to create commercially viable music (appealing to a wider audience).**

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**Diego El Cigala and Bebo Valdes**





**Ozuna  
and  
Rosalia**  
***Yo x Ti Tu x Mi***





**Kali Uchis and  
Jorja Smith**

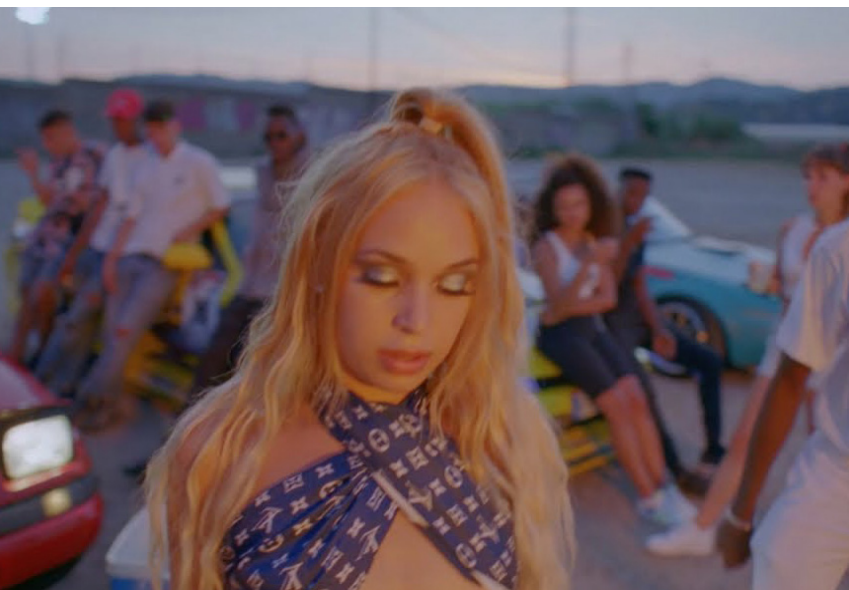




A photograph of Cardi B and Dr. Dre performing on stage. Cardi B is on the left, wearing a purple Louis Vuitton crop top and matching pants, holding a microphone and gesturing with her right hand. Dr. Dre is on the right, wearing a white jacket with colorful patches, white pants, and white sunglasses, holding a microphone. In the background, there are large white inflatable characters and a pink and white backdrop.

**A specific attitude, style and visual identity**





**Canada (production company) music videos**





**“urban”**  
**using all the symbols from their surrounding environment**



paying tribute to their heritage



**ROSALÍA**



**A PALÉ**

**NATHY  
PELUSO**  
*La Sandunguera*







**mixed aesthetical styles**





J Balvin and Bad Bunny



# Opportunities



**Smooth monoculturalism  
that was in place for  
as long as the music/  
entertainment industry  
existed**

**New markets and  
new customers that are  
waiting for products  
which follow these  
trends**

**Room for new media  
ideas that reflect more  
the attitude of these  
demographics; from the  
use of spanish language to  
the humour and tastes**

**Increase  
representation  
and acceptance of  
multiculturalism**

**Alliance with upcoming  
genres like african  
music or other  
european subgenres  
like French rap or U.K  
grime**

**Adoption of this wide  
style by other industryies  
such as fashion, cinema  
etc...**





***Gets Ready for the Dior Men's Show- Vogue Youtube***



***ROSALÍA "Con Altura" - Genius Youtube***



***Latin Pop Thrives, No Bieber Required- The New York Times Podcast***

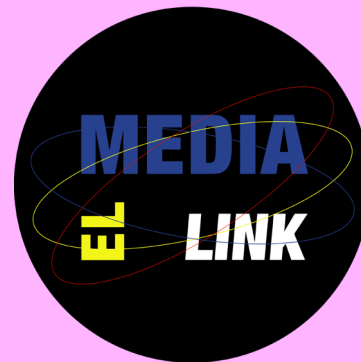
***Vibrant Sounds: From the Caribbean to NYC- Fader***

***Rosalía and Bad Bunny triumph at 2019 Latin Grammys- Fader***

***Meet the artists taking Spain's underground trap revolution mainstream- Dazed***

**Watchings/ Listenings/ Readings**

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