

# A graphical look at modern Latin American pop music

Vivek Gopalakrishnan

**How many of you use Spotify?**

—

The image shows the Spotify artist page for Hiatus Kaiyote. The page features a large background image of the band members. The artist's name "Hiatus Kaiyote" is prominently displayed in white text. Below the name are buttons for "PLAY", "FOLLOW", and a menu icon. The page is divided into several sections: "OVERVIEW", "FANS ALSO LIKE", "ABOUT", and "CONCERTS". The "Popular" section lists five tracks with their respective album covers and listener counts. The "Fans Also Like" section shows a grid of recommended artists. The "Merch" section displays three album covers. The "Albums" section shows three album covers. The right sidebar features a "Friend Activity" section with a list of friends and their recent activity. The bottom of the page shows a music player interface with the song "Me & My Dog" by Julien Baker, Phoebe Bridgers, and Lucy Dacus playing.

Home  
Browse  
Radio

YOUR LIBRARY  
Made For You  
Recently Played  
Liked Songs  
Albums  
Artists  
Local Files  
Podcasts

PLAYLISTS  
curated by  
music + friends  
pngmafia  
she's a god  
New Playlist

Hiatus Kaiyote

PLAY FOLLOW

OVERVIEW FANS ALSO LIKE ABOUT CONCERTS

Popular

	1	♥	Nakamarra (feat. Q-Tip)	25,419,944
	2	♥	Molasses	15,675,246
	3	♥	Fingerprints	9,881,006
	4	♥	Laputa (Taylor McFerrin Remix feat. Anderson .Paak)	9,913,878
	5	♥	The Lung	6,915,410

SHOW 5 MORE

Merch

Albums

Fans Also Like

- Charlotte Dos Santos
- Jordan Rakei
- Nai Palm
- Nick Hakim

Friend Activity

- Stephen**  
I Was Made For Loving You  
Tori Kelly  
Unbreakable Smile
- Chris Ross**  
A tout à l'heure  
Bibi  
Silver Wilkinson
- Ethan Tardio** 22 m  
Modern Boi  
Abhi The Nomad  
Modern Trash
- Ethan Simon** 1 h  
Sweet Pea  
Amos Lee  
Supply And Demand
- Alisha Chen** 2 h  
Back Pocket  
Vulfpeck  
grOoOovy
- Keshav Goel** 3 h  
Fernweh  
AK  
Facets
- Bradley Bollag-Miller** 5 h  
Natural Woman  
Kali U  
Natural Woman
- Ethan Rao-Cramer** 7 h  
Enfilade  
At The Drive In  
Relationship Of Command  
Relationship Of Command
- Carter Yee** 8 h  
Swing Tree  
Discovery  
Line/Drive

Me & My Dog  
Julien Baker, Phoebe Bridgers, Lucy Dacus

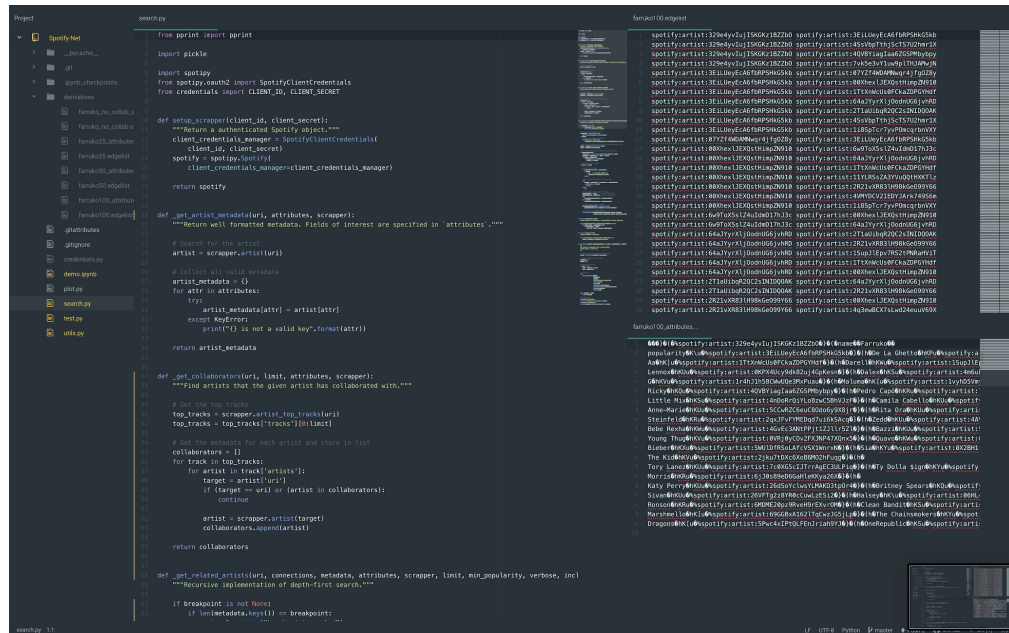
1:58 3:26

All Spotify artists are linked.



An open-source Python package for constructing artist networks.

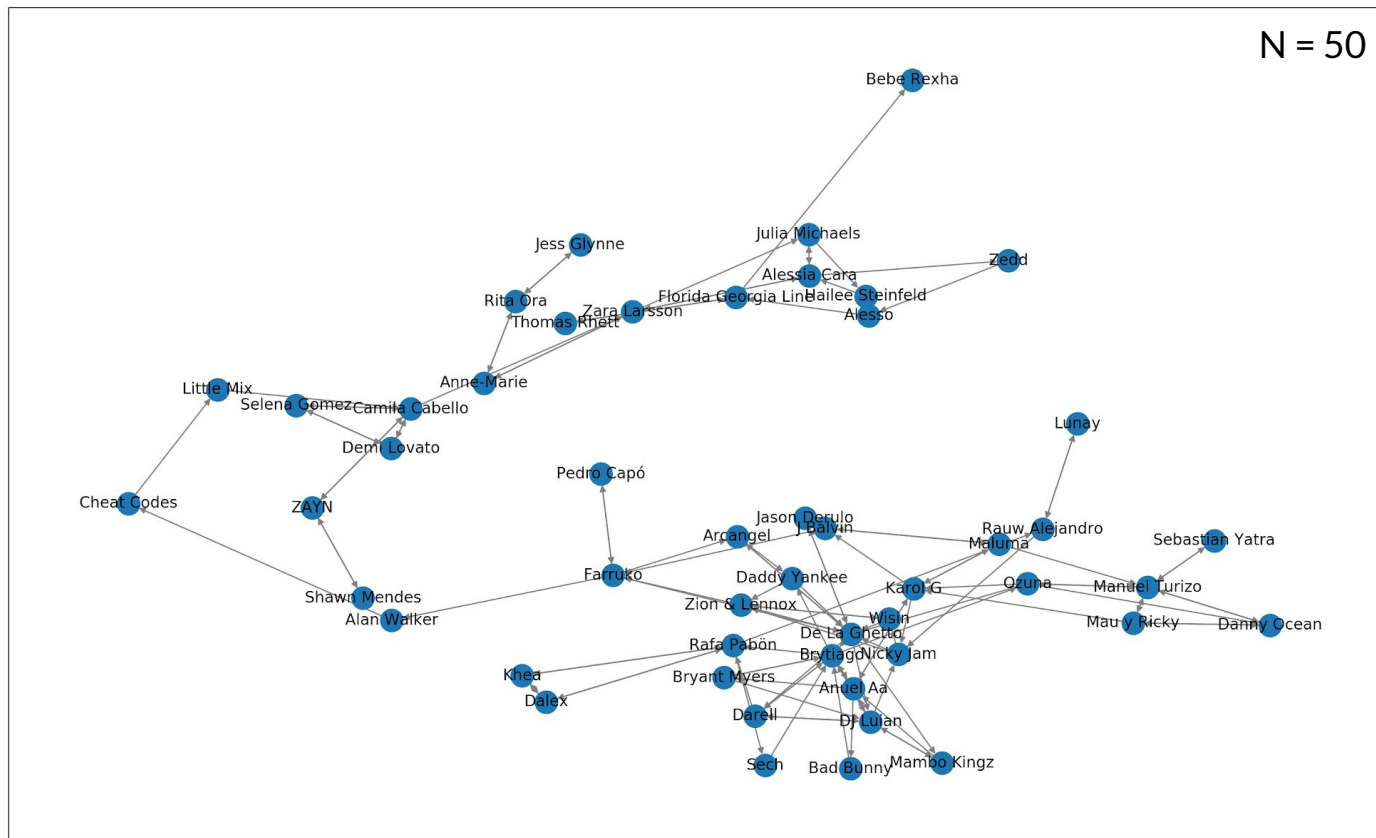
An open-source Python package for constructing artist networks.



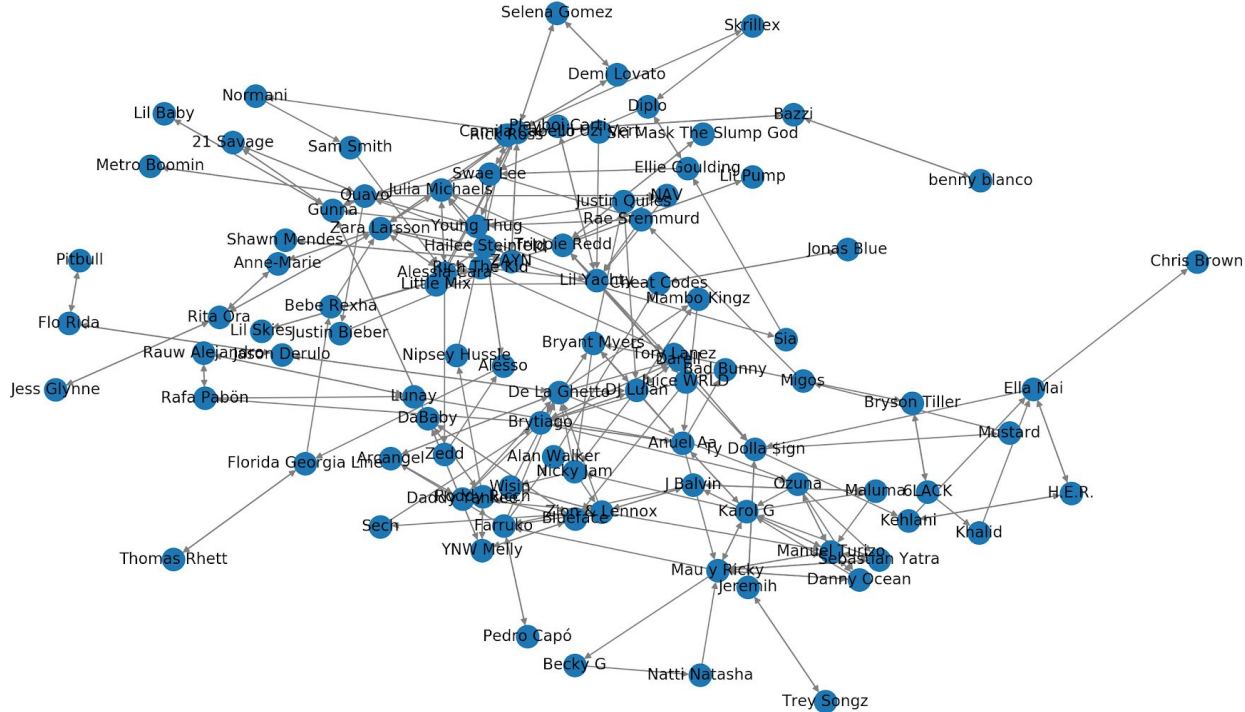
**Now: a live demo!**

---

We very quickly encounter mainstream American artists!



N = 100







*Farruko*



*Daddy Yankee*



*Bad Bunny*

Latin artists with American audiences are predominantly from Puerto Rico. **Why?**

### Where people listen

1. **Santiago, CL**  
1,765,380 LISTENERS
2. **Mexico City, MX**  
1,750,110 LISTENERS
3. **Buenos Aires, AR**  
890,692 LISTENERS
4. **Madrid, ES**  
835,203 LISTENERS
5. **Lima, PE**  
725,604 LISTENERS

*Farruko*

### Where people listen

1. **Mexico City, MX**  
1,966,885 LISTENERS
2. **Santiago, CL**  
1,946,761 LISTENERS
3. **Buenos Aires, AR**  
1,035,609 LISTENERS
4. **Madrid, ES**  
906,118 LISTENERS
5. **Lima, PE**  
797,142 LISTENERS

*Daddy Yankee*

### Where people listen

1. **Santiago, CL**  
1,770,990 LISTENERS
2. **Mexico City, MX**  
1,560,310 LISTENERS
3. **Buenos Aires, AR**  
793,173 LISTENERS
4. **Madrid, ES**  
731,623 LISTENERS
5. **Lima, PE**  
650,465 LISTENERS

*Bad Bunny*

Does their mass appeal in Latin America help to define the region?