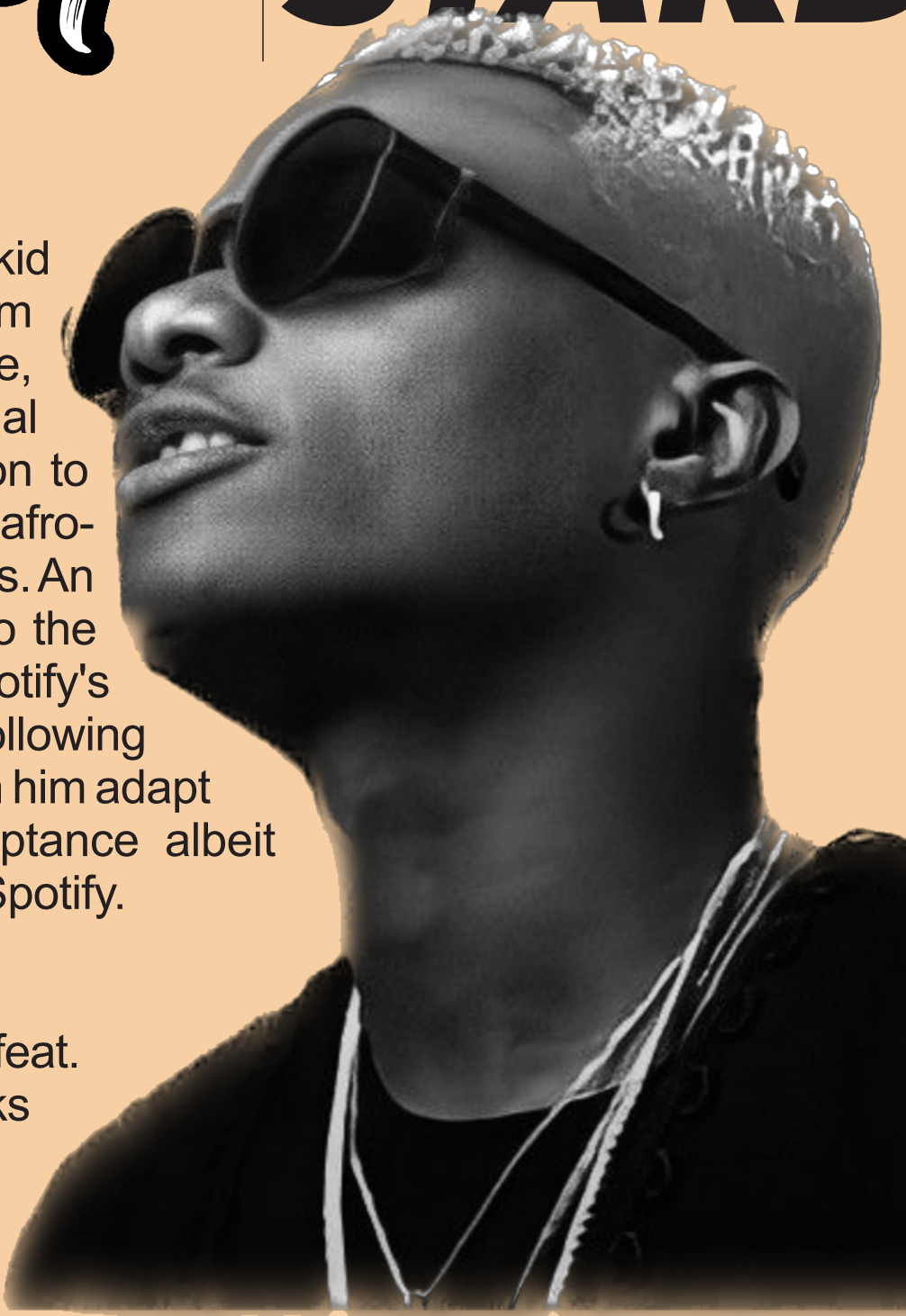


LAGOS TO GLOBAL STARDOM



Ayodeji Ibrahim Balogun popularly known as Wizkid is a Nigerian afro-pop artist and songwriter from Lagos, Nigeria. Born and brought up in Surulere, Lagos, he is regarded as one of the most influential African artists of all time. Due to his contribution to global hit song "One Dance", he became the first afro-pop artist to feature in the Guinness World Records. An analysis of his stream numbers and changes to the audio features of his music provided through Spotify's webAPI speaks of his desire to cultivate a global following and achieve international success. This has seen him adapt his style of music to garner worldwide acceptance albeit successfully with 9,114,459 monthly listeners on Spotify.

MUSIC TREND

Audio Features (Album Average)



HIT SONGS

Song Streams (Top 10)



Top 5 cities(By listens)



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Yaya, O.O.S., Ajose, T.S. and Ogbonna, A.E. (2020)
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FEATURES AND COLLABORATIONS

His collaborations with superstars such as Drake & Beyoncé has seen his global popularity and acceptance soar. His collaboration with Drake on hit song “One Dance” has over 2B streams on Spotify. Wizkid's global acceptance is evident by the cities with the most Spotify streams of his songs. London is first in terms of streams with his home city a distant second. In 2020, a former president of the United States, Barack Obama listed his song "Essence (feat. Tems)" alongside songs from artists like Bob Dylan and Bruce Springsteen among his favourite songs of the year.

Collaborations(Top 5)



The changes wizkid has made to his music over the years has demonstrated a careful cultivation as well as understanding of his audience. He has fused original afrobeat sounds with mainstream pop to appeal to wider audiences. This has seen his reach increase and has earned him numerous awards such as a Grammy Award for Best Music Video (collaboration with Beyoncé on “Brown Skin Girl”), BET Awards (x3), Soul Train Award (x3) and Billboard Award (x3). His reputation has continued to grow enormously as his music streams, discography and collaborations increases. Lastly, the influence of the growing diaspora population has also positively influenced his reach.