




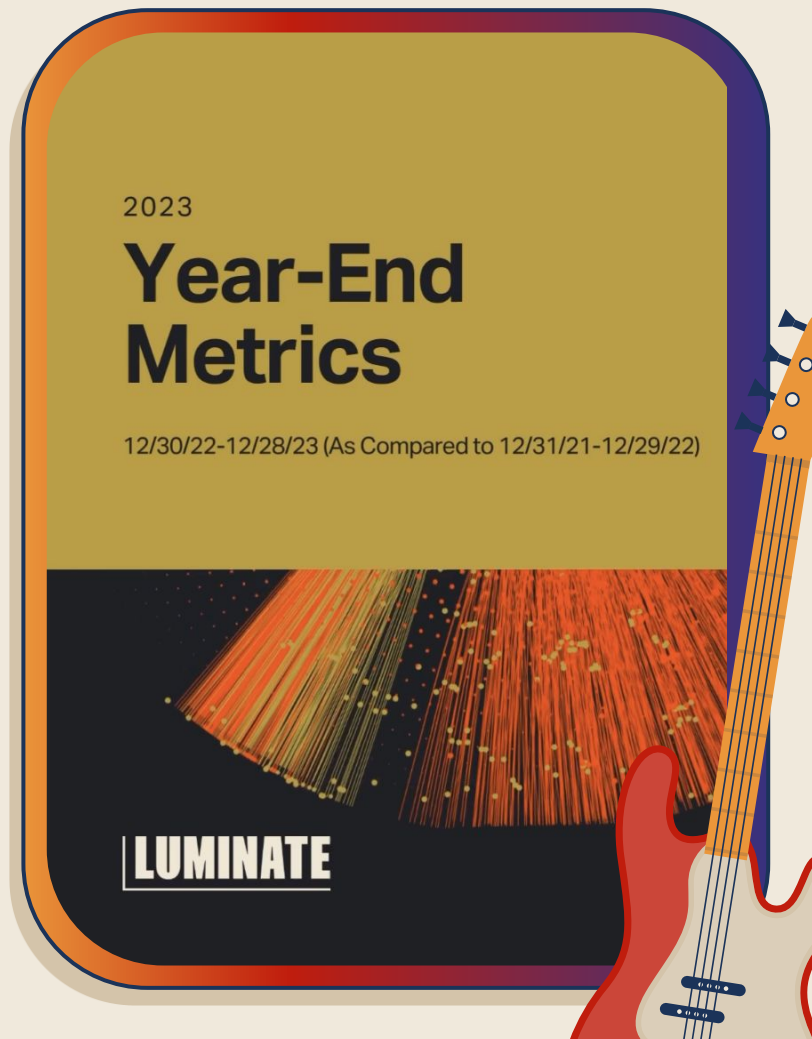
Music Map Dashboard

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2023 Music Trends (Luminate Data)

- **Fastest Growing Genres:**
 - World: 26.2% (including K-pop & Afrobeats)
 - Latin: 24.1%
 - Country: 23.7%
 - **US Listeners Engaging with Non-English Music
Top 3 Languages by %** (compared to 2022):
 - English: 88.8% (down from 92.2%)
 - Spanish: 8.1% (up from 5.3%)
 - Korean: 0.7%
- 





Regions Highlighted

01

US/Canada

02

Latin America

03

UK



04

Africa

05

South Korea



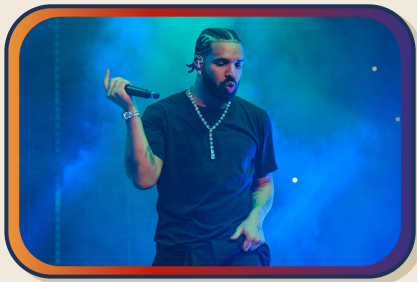


Artist Spotlight



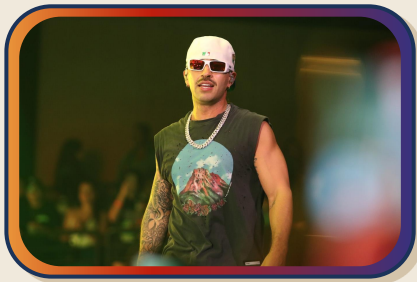
US/Canada

Beyonce, The Weeknd, Drake, and Taylor Swift



Latin America

Peso Pluma, Karol G, Feid, and Bad Bunny



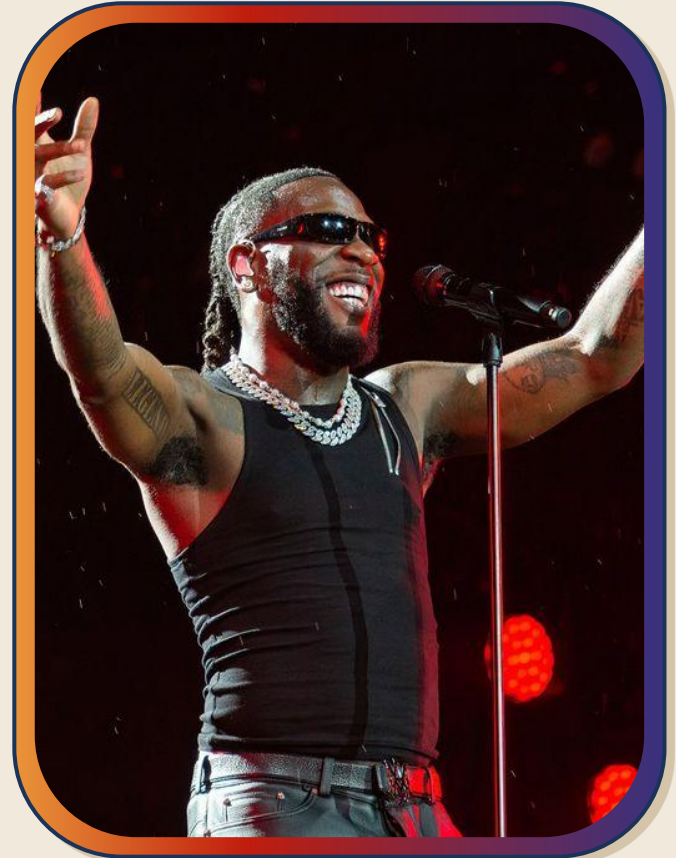
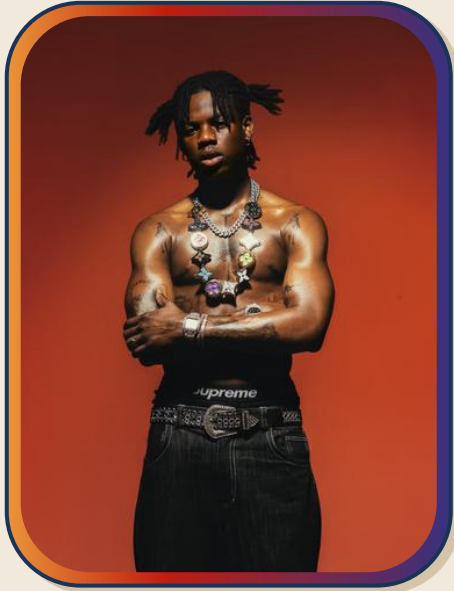
UK

Ed Sheeran, Harry Styles, Adele, and Dua Lipa



Africa

Rema, Tyla, Wizkid, and Burna Boy



South Korea

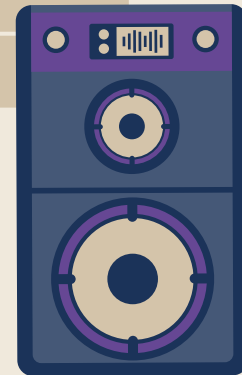
TWICE, BLACKPINK, EXO, BTS

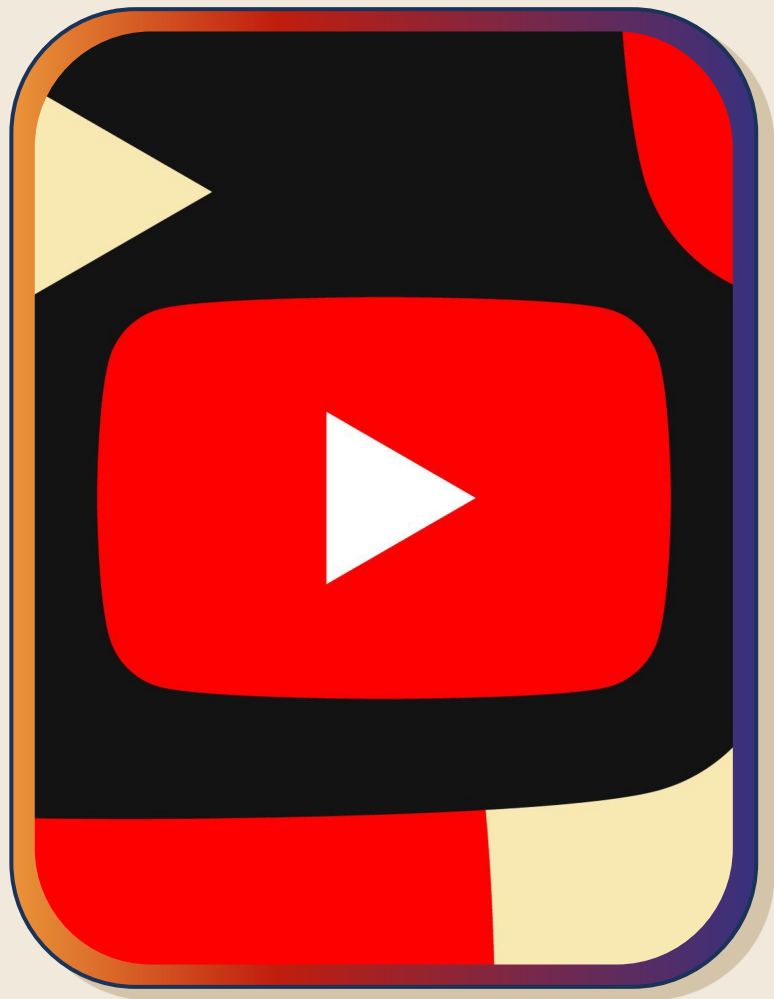




Genres Represented

US/Canada	Pop, Hip-Hop, R&B
Latin America	Reggaeton, Regional Mexican, Latin Trap, Pop
UK	Pop, Dance, Singer-Songwriter
Africa	Afrobeats, Pop, Dance
South Korea	K-Pop, Hip-Hop, Electronic





Data Collection



Why YouTube?

Why not use Spotify's API to gather data?



Data Collection Process

Step 1

Download Google APIs
Client Library for Python



Step 3

Scrape Channel data into a
Jupyter Notebook



Step 5

Copy and Paste output
into JavaScript file



Step 2

Manually retrieve desired
Channel IDs



Step 4

Format data appropriately



Step 6

Create Interactive
Dashboard using JS





Interesting Observations

1

Most Views

BLACKPINK has the most total views in our dataset (34.9B). Bad Bunny has 33.9B and Taylor Swift has 33.3B

2

Most Subscribers

BLACKPINK has the most total subscribers in our dataset (93M). BTS has the second most subscribers with 77.5M

3

Oldest Channel

Beyoncé has the oldest channel in our dataset (Nov. 2005). The next oldest channels are Ed Sheeran (Aug. 2006) and Taylor Swift (Sept. 2006)

4

Least Views

Tyla has the fewest total views in our dataset (376M). Just above her in total views are EXO (1.2B) and Rema (1.5B)

5

Least Subscribers

Tyla has the fewest total subscribers in our dataset (1.2M). Just above her in subscriber count are WizKid (2.9M) and Rema (4.0M)

6

Newest Channel

Peso Pluma has the newest channel in our dataset (Jan. 2023). The next newest channels are Tyla (Jan. 2021) and Rema (Apr. 2019)

Thanks!



CREDITS: This presentation template was created by **Slidesgo**, and includes icons by **Flaticon**, and infographics & images by **Freepik**

