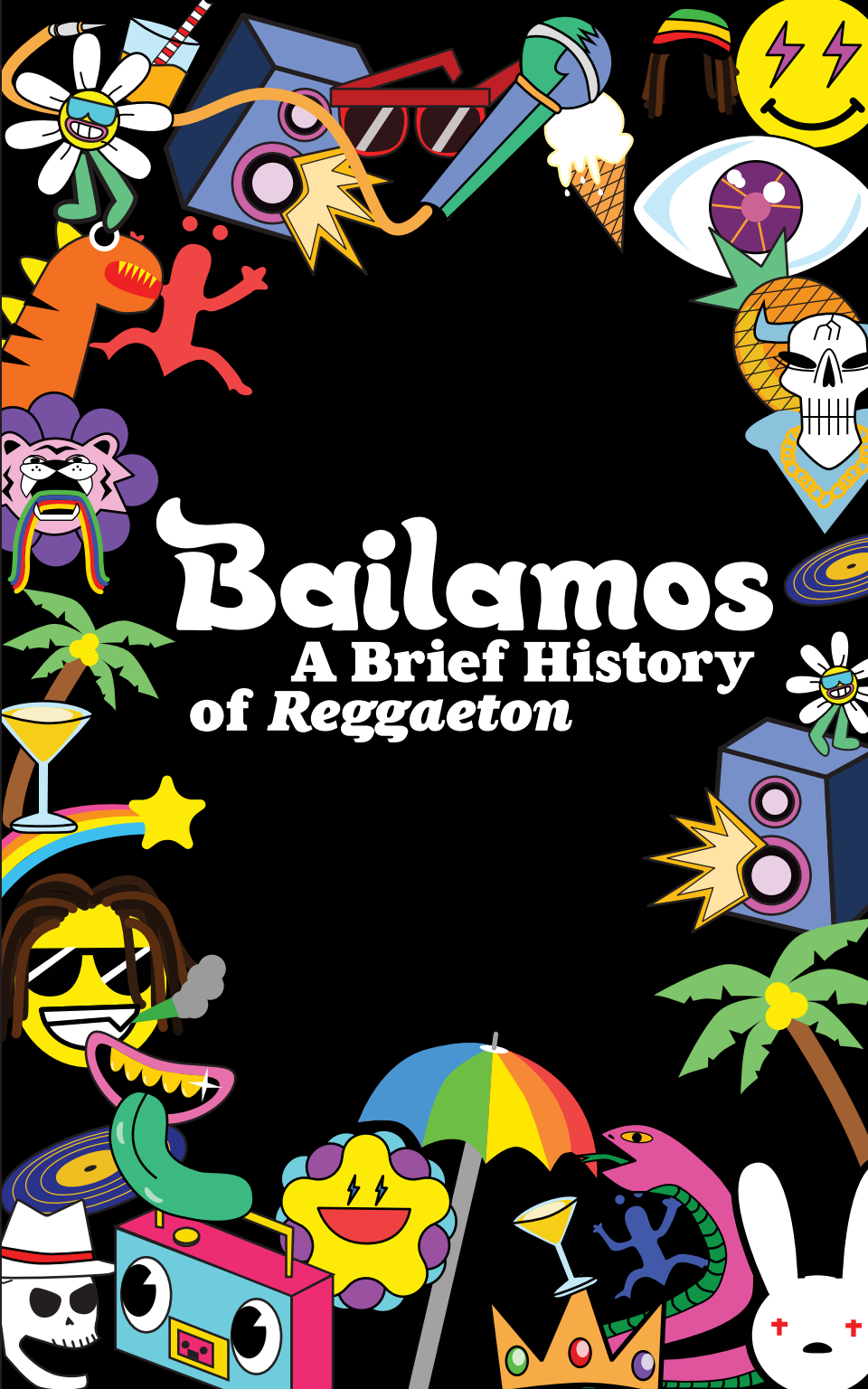

Bailamos
A Brief History
of Reggaeton

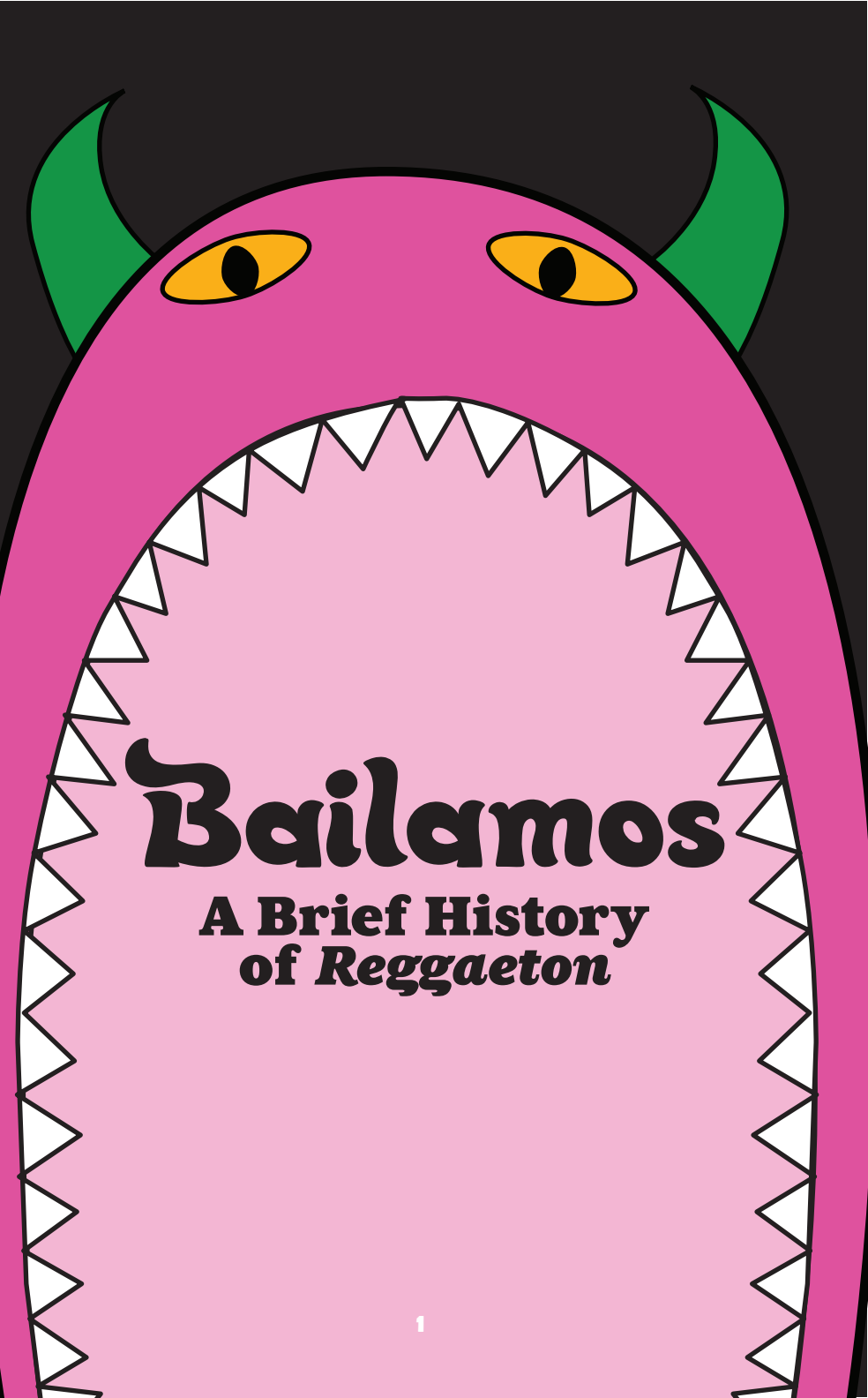

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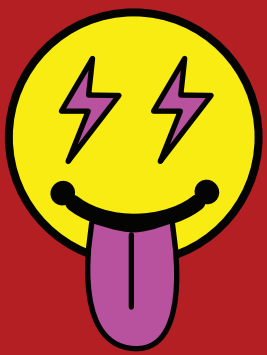
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What is Reggaeton

Reggaeton is a modern style of popular and electronic music that originated in Panama during the late 1980s, and which rose to prominence in the late 1990s and early 2000s through a plethora of Puerto Rican musicians. It has evolved from dance hall, with elements of hip hop, Latin American, and Caribbean music. Vocals include toasting/rapping and singing, typically in Spanish.

"Reggaetón, today, is regarded as one of the most popular music genres worldwide"

It is the top music genre among the Spanish-speaking Caribbean nations and one of the primary modern genres within the Spanish-language music industry. Seemingly endless artists from the Caribbean have risen to fame.

Several established, *world-famous performers*—notably Puerto Rican-American Jennifer Lopez and Shakira from Colombia—have embraced the style, recording numerous duets and collaborations with top reggaetoneros. Several other emerging international artists are seeing success in the genre as well, including Catalán-Spanish singer Bad Gyal (from Barcelona) and trilingual Brazilian star Anitta (from Rio de Janeiro). Mexican-American singer Becky G (from Los Angeles, California) has experienced huge success in recent years, as a Latino American artist in the reggaetón genre. In 2004, Daddy Yankee released his smash single "*Gasolina*", regarded by many as the first globally-successful reggaetón song; Daddy Yankee



is credited with bringing the style to western pop music listeners. By the 2010s, the genre had seen increased popularity across Latin America, as well as modern acceptance within mainstream Western music; during the 2010s, several new award categories (focusing on reggaetón and Latin music) were unveiled at various American music awards shows, notably the English-language:

American Music Awards

Billboard Music Awards

MTV Music Awards

Grammys





Bob Marley

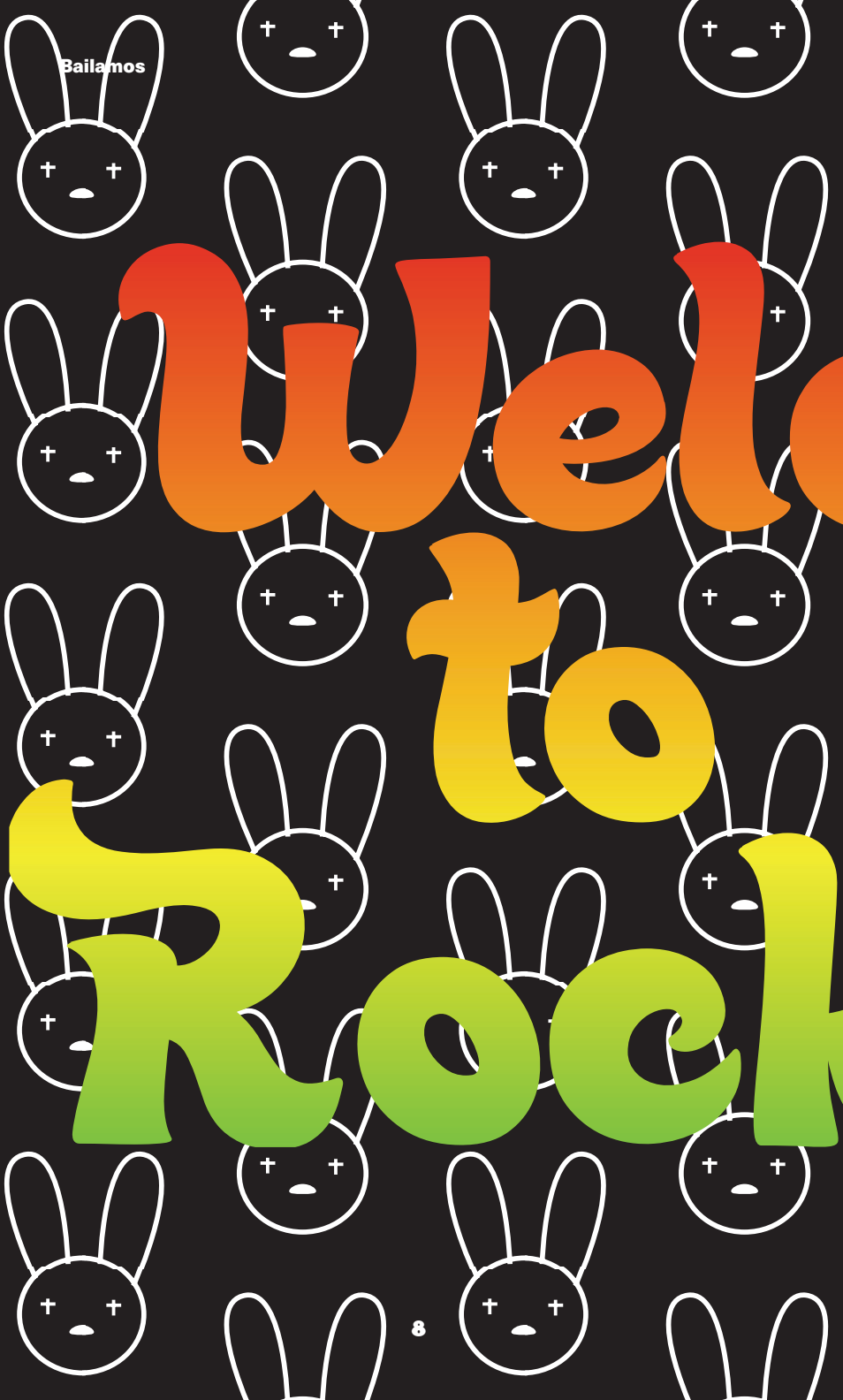
Robert

Nile Mile Jamaica



There wouldn't be Reggaeton without the pioneer of Reggae, Bob Marley. He was a Jamaican singer, songwriter, and guitarist. Considered one of the pioneers of reggae, he fused elements of reggae, ska and rocksteady and was renowned for his distinctive vocal and songwriting style. Marley increased the visibility of Jamaican music worldwide and made him a global figure in popular culture. He became known as a Rastafarian icon, and he infused his music with a sense of spirituality. Marley is also considered a global symbol of Jamaican music and culture and identity and was controversial in his outspoken support for democratic social reforms. Marley also supported the legalization of cannabis and advocated for Pan-Africanism.

Marley began his career in 1963, and he formed the Wailers. In 1965, they released their debut studio album, The Wailing Wailers, which included the single "One Love", a reworking of "People Get Ready". It was popular worldwide and established the group as a rising figure in reggae. The Wailers released 11 more studio albums, and after signing to Island Records, changed their name to Bob Marley and the Wailers. While initially employing louder instrumentation and singing, they began engaging in rhythmic-based song construction in the late 1960s and early 1970s, which coincided with Marley's conversion to Rastafari. Around this time, Marley relocated to London, and the group embodied their musical shift with the release of the album The Best of The Wailers (1971).

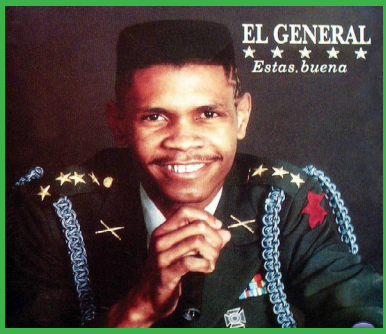

Welc
to
Rock


come
Jam

1990s

Panama

El General's catchy rhythms, a digital departure from traditional reggae, became popular across Latin America in the early 1990s, influencing the sound of "underground" music in Puerto Rico.





New York

Reggae en español musicians working in Long Island decided to redo the track in Spanish, according to Marshall. The riddim of the new track, "Ellos Benia" — a literal translation from the Jamaican Patois for "they bow" — blended the original beat with elements evoking son, mambo and salsa.

2000s

Puerto Rico

In 2003, Calderón released his studio debut, "El Abayarde" — an electrifying infusion of salsa, plena and bomba, a traditional Afro-Puerto Rican genre dating back to slavery on the island — and it became one of reggaeton's earliest commercial successes.





Puerto Rico

Don Omar and Ivy Queen, who had broken through the male-dominated genre as the lone female rapper in DJ Negro's the Noise. Her third album, "Diva," featured the powerful "Quiero Bailar," on which Ivy asserts that she wants to dance with a love interest.



Puerto Rico

Summer of 2004, Daddy Yankee released "Barrio Fino," which became the first reggaeton album to debut at No. 1 on the Top Latin Albums chart and would go on to become the best-selling Latin album of the decade. *Gasolina,* seized the global zeitgeist when Daddy Yankee appeared on MTV to introduce the song's music video.



Puerto Rico

Reggaeton seemed to reach pop critical mass when Nuyorican rapper N.O.R.E. released "Oye Mi Canto" ("Hear My Song") a bilingual Latin pride anthem featuring Calderón. "And this is the first time it's ever been done," N.O.R.E. boasts on the track. "Because there's never been a rapper doing a reggaeton album and he a veteran." The song peaked at No. 12 on the Hot 100.



Puerto Rico

In 2007, rapper Nicky Jam, moved to Medellín, Colombia Buoyed by the city's enduring appreciation for his early hits, he was revitalized and inspired by Colombian musical traditions, including the folk genre vallenato. His music departed from the hardcore rap he had done alongside Daddy Yankee to a more lyrical, romantic sound.

2010s

Colombia

By the time the reggaeton pioneer released his comeback album a decade later, Colombia had established itself as a hub of reggaeton's global expansion. A new generation of artists began to take shape — though not without controversy





Puerto Rico

When Luis Fonsi and Daddy Yankee released "Despacito" less than two weeks into 2017, neither artist thought it would achieve the success it did. After a certain pop star heard the reggaeton love ballad in a nightclub in Colombia and jumped to be on the track "we release a remix with some guy called Justin Bieber."



Puerto Rico

Bad Bunny, released his debut studio album, "X 100pre," in 2018. The record climbed to No. 11 on the Billboard 200 chart and took reggaeton's cross-genre collaboration to the next level, with appearances by Drake, Diplo, Ricky Martin and El Alfa, the Dominican rapper known as the King of Dembow.



Jamacia

Puerto Rican pop star Pedro Capó teamed with Farruko to remix "Calma," which became an unofficial anthem for the Washington Nationals the year they won the World Series.



Spain

Rosalía, who catapulted to international pop fame following her second album, the flamenco-dotted "El Mal Querer," collaborated with reggaetoneros including J Balvin on the El Guincho-produced "Con Altura" and Ozuna.



Colombia

Rosalia went on to release the reggaeton-inspired album “Motomami” and appeared on an update of Wisin & Yandel’s “Besos Mojados.” Wisin said he and Yandel let Rosalía take the lead on “Besos Moja2” “because she is from a generation that is going to bring something new” and “refreshing” to one of the duo’s most beloved hits.



2020s

Mexico

Artists are joining the ranks from across Latin America and the Caribbean. In 2023, corridos tumbados became a go-to genre with the rise of artists such as Peso Pluma and Eslabon Armado.



Puerto Rico

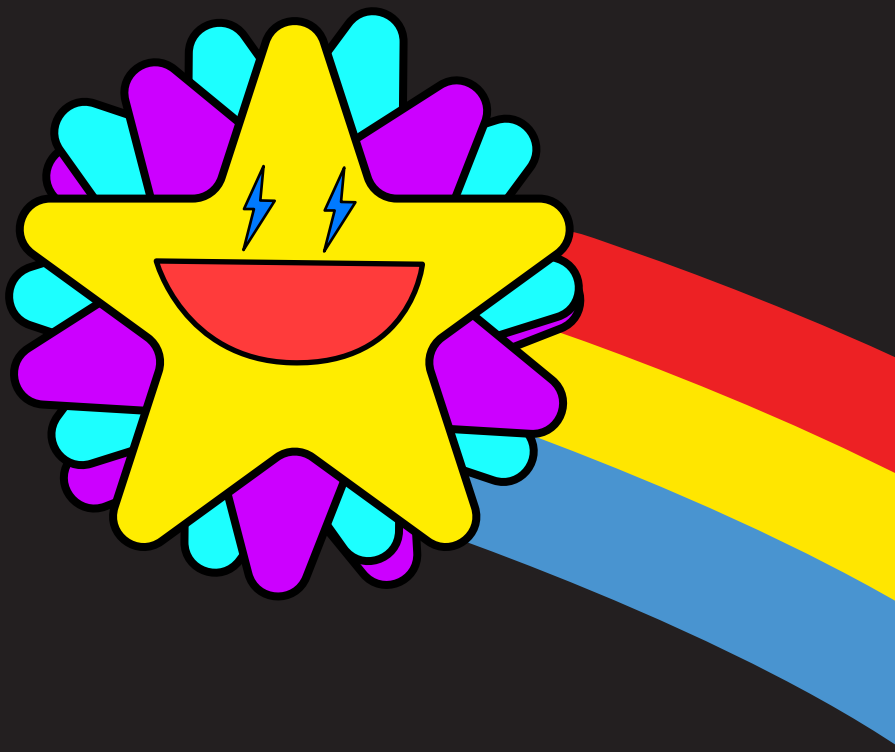
Bad Bunny was one of the first artists to work with trap corridos pioneer Natanael Cano — teaming with the Sonora native on “Soy El Diablo” — so it made a lot of sense when he announced a collaboration with the Texas band Grupo Frontera.

Argentina

Argentina has also crept onto the urbano scene with the rise of DJ-producer Bizarrap, whose collaborative discography is a nod to reggaeton’s long-standing alliance with electronic dance music. His session with Shakira, a spicy diss track aimed at her ex, broke a slew of records and won song of the year at last month’s Latin Grammys.



Reggaeton Superstars



The impact that Reggaeton

has had on the Pop Culture is the same that Raggae had in the 60s. Through the music it has exposed the world to many beautiful places and many talent Latinx artists. It is truly wonderful how the small country of Panama (which most people couldn't point out on a map) is responsible for the beginnings of a global music sensation.

In many ways Reggaeton's evolution from Reggae and Dancehall is a representation of the diversity and melting pot of the Caribbean and South America.

Big shout out to Rick Martin's 1999 Grammy performance which was just the beginning of Latinx music taking over national events and filling stadiums with rhythm.





Daddy Yankee

Ramón

San Juan Puerto Rico



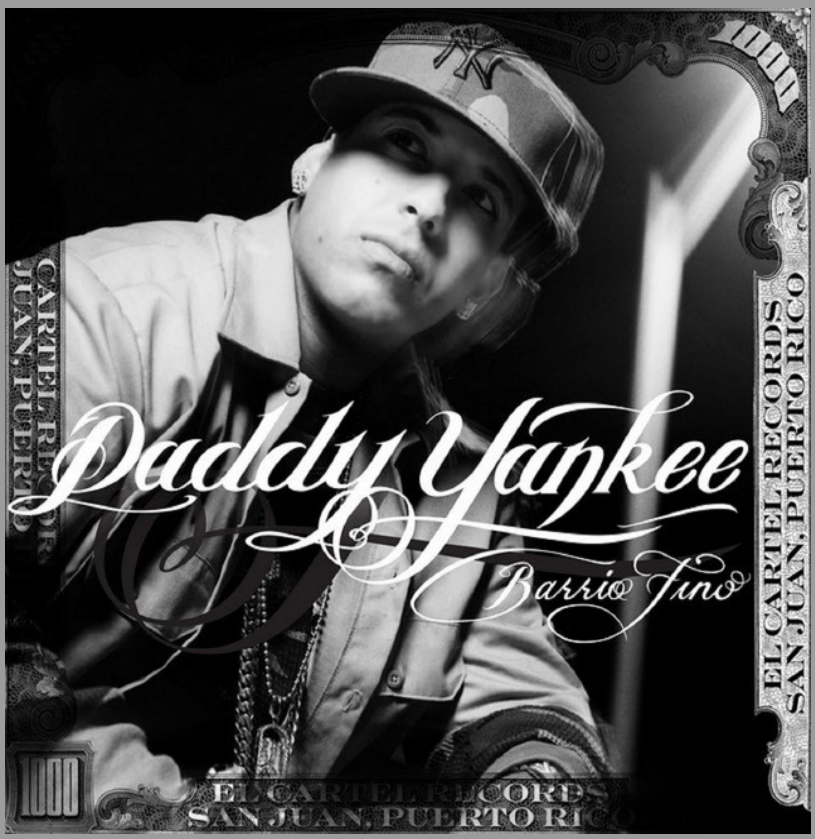
Ramón Luis Ayala Rodríguez (born February 3, 1977), aka Daddy Yankee, is a Puerto Rican rapper, singer, and actor who rose to worldwide prominence in 2004 with the song Gasolina. Often considered to be the ***pioneers of reggaeton*** genre he is cited as an influence by other Hispanic urban performers.

In 2004, Daddy Yankee released his international hit single ***Gasolina,*** which is credited with introducing reggaeton to audiences worldwide, and making the music genre a global phenomenon. Since then, he has sold around 30 million records, making him one of the ***best-selling Latin music artists***. Daddy Yankee's album Barrio Fino made history when it became the top-selling Latin music album of the decade between 2000 and 2009.

In 2017, Daddy Yankee, in collaboration with Latin pop singer Luis Fonsi, released the hit single ***Despacito***. Its success led Daddy Yankee to become the most-listened artist worldwide on the streaming service Spotify in June 2017, the first Latin artist to do so.

During his career, Daddy Yankee earned numerous awards, including five Latin Grammy Awards, two Billboard Music Awards, 14 Billboard Latin Music Awards, two Latin American Music Awards, eight Lo Nuestro Awards, an MTV Video Music Award, and six ASCAP Awards. He also received a Puerto Rican Walk of Fame star, special awards by People en Español magazine, and the Presencia Latina at Harvard University. He was named the "Most Influential Hispanic Artist" of 2006.

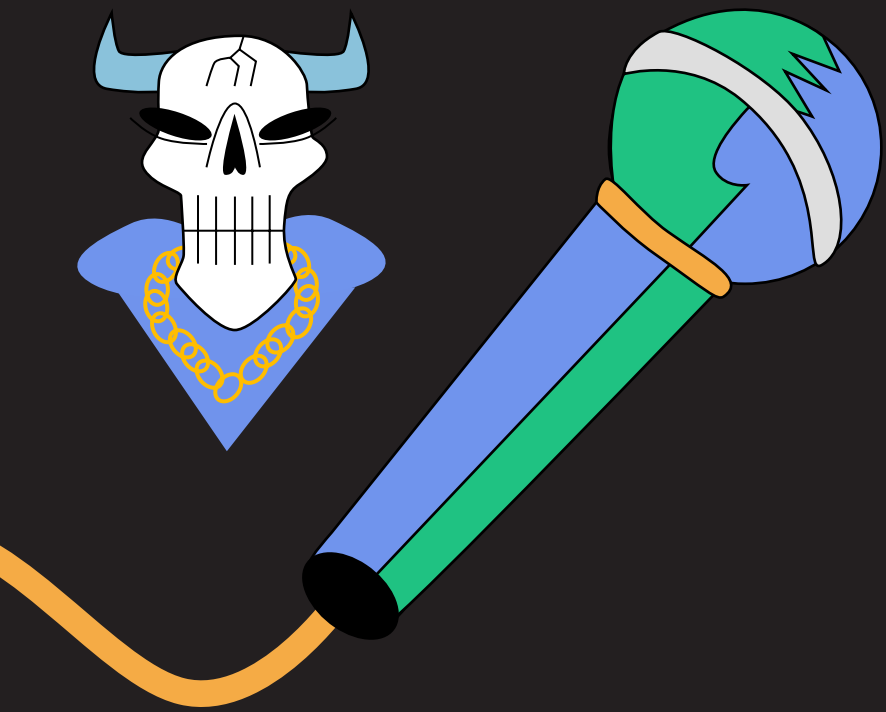
Gasolina


Daddy Yankee
Barrio Fino
EL CARTEL RECORDS
SAN JUAN, PUERTO RICO
EL CARTEL RECORD
SAN JUAN, PUERTO RICO

Gasolina was composed in 2003 by Daddy Yankee and Eddie Dee, assisted by a production duo known as Luny Tunes. Daddy Yankee's album Barrio Fino was released in July 2004. The song was released as a single in the US in October 2004, supported by a television appearance by Daddy Yankee on MTV's Total Request Live on November 4, when the video was introduced. It entered the US Billboard Hot 100 chart a week later, rising to number 32 on January 28, 2005. ***Gasolina*** was a hit in North America and the Caribbean, gaining Daddy Yankee popularity among Latino mainstream music fans. On July 4, 2005, Gasolina was released as a single in the UK, eventually earning a Silver certification in March 2019.[12] Australia saw the single enter their charts in late January 2006 during their summer season, rising to number 12. Enjoying worldwide success, Gasolina is one of the songs attributed with opening the door for reggaeton and creating a pathway for other stars in the genre. In 2015, the song was ranked number nine on the "50 Greatest Latin Songs of All Time" list according to Billboard. In 2018, it was ranked number 38 on Rolling Stone's 50 Greatest Latin Pop Songs. In 2017, it was included on Billboard's "12 Best Dancehall & Reggaeton Choruses of the 21st Century" at number eight. In 2021, it was ranked number 50 on Rolling Stone's "500 Greatest Songs of All Time", and a year later it was ranked at the first place on their 2022 "100 Greatest Reggaeton Songs of All Time" list.



“*Gasolina* was the first reggaeton song to be nominated for the *Latin Grammy* Award for Record of the Year”



In 2023, Gasolina was selected by the Library of Congress for preservation in the United States National Recording Registry as being culturally, historically, or aesthetically significant.



Oye mi Canto


N.O.R.E.
Y LA FAMILIA...Ya Tú Sabe
PARENTAL
ADVISORY
EXPLICIT CONTENT



Oye Mi Canto is a reggaeton single by N.O.R.E. The song was originally released in 2004 as the lead single from the album 1 Fan a Day, which was heretofore unreleased. It is his second biggest hit, peaking at number 12 on the Billboard Hot 100. It was later included on the 2006 album N.O.R.E. y la Familia...Ya Tú Sabe. The song features ***Nina Sky*** and reggaeton artists Gem Star, ***Daddy Yankee*** and Big Mato. The song originally featured Tego Calderón in place of Daddy Yankee but was later changed for the video. However, the Tego version was released by famous reggaeton label Planet Records Italy, instead of Island Def Jam, N.O.R.E.'s original label. It's N.O.R.E.'s first venture into the increasingly popular Latin genre reggaeton.

In a 2006 interview with MTV, N.O.R.E. says of the single, "I fell in love with this music. I did this joint originally for a mixtape. The Latino people haven't been spoken to in a while, since Big Pun died. They haven't felt like they had something proud [in hip-hop] to stand on, so being both Latin and black, I wanted to rep my Latin side for once. Why not do it with this new music, instead of doing a Spanish rap record? This is what speaks for the inner-city Latino youth."

The song was included on Billboard's 12 Best Dancehall & Reggaeton Choruses of the 21st century at number two.

Despacito



Despacito is a song written by Puerto Rican singer Luis Fonsi featuring Daddy Yankee Fonsi's from the studio album Vida . Released on January 13, 2017, through Universal Music Latin Entertainment. A remix version featuring Canadian singer ***Justin Bieber*** was released on April 17, 2017. Despacito has been widely credited by music journalists as instrumental in re-popularizing Spanish - language pop music in the mainstream market.

Despacito received generally favorable reviews from music critics, who praised its fusion between Latin and urban rhythms, its catchiness, and its text painting. It has received Latin Grammy Awards for Record of the Year , Song of the Year , Best Urban Fusion/Performance and Best Short Form Music Video at the Latin Grammy Awards . ***Despacito*** has also been ranked among ***the best Latin songs of all time and the best songs of 2017*** by various publications, which referred to it as one of the most successful Spanish-language songs in pop music history.

The song topped the charts in 47 countries and reached the top 10 of six others. In the United States , it became the first primarily Spanish-language song to top the Billboard Hot 100 since Los del Río 's Macarena in 1996, subsequently tying one for the longest reign on the Billboard Hot 100 at the time at 16 weeks, as well as becoming the longest-running number one on the Hot Latin Songs chart. It also became the first Latin song to receive a diamond certification by the RIAA. The music video features both artists performing the song in the La Perla neighborhood of Old San Juan , Puerto Rico and at local bar La Factoría. It was the most- viewed YouTube video of all time from and became ***the first video on the site to reach the milestones of seven billion views.*** It is also the most-liked YouTube video of all time since July 2017.



Bad Bunny

Benito

Vega Baja Puerto Rico



Benito Antonio Martínez Ocasio (born March 10, 1994), known professionally as Bad Bunny, is a Puerto Rican rapper, singer, and record producer. Known as the ***"King of Latin Trap"***

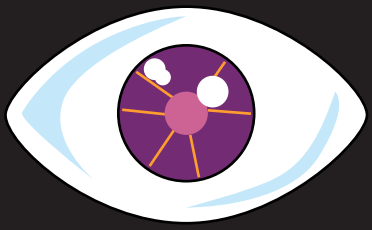
Bad Bunny is the first non-English-language act to become Spotify's most streamed artist of the year (he led Spotify's list from 2020 to 2022). He holds the second-biggest streaming year of any artist in Spotify history, generating over ***18.5 billion streams*** in 2022. As of December 2023, his album Un Verano Sin Ti is the most streamed album on Spotify with over 14 billion streams. Benito, grew up in the Almirante Sur barrio of Vega Baja, Puerto Rico, and raised there. His father, Tito Martínez, was a truck driver, and his mother, Lysaurie Ocasio, is a retired schoolteacher. His parents had often listened to genres such as salsa, merengue, and pop ballads. He has two younger brothers, Bernie and Bysael. He has said, "I wasn't the kid who got involved in the streets. I liked to be at home with my family."

As a child, he attended church weekly with his devoutly Catholic mother and sang in the church choir until age 13. After leaving the choir, he developed an interest in the artists he heard on the radio, particularly Daddy Yankee and Héctor Lavoe.

Speaking about the Puerto Rican music industry, he stated, "I'm from Vega Baja, a small area that's not a metropolis like San Juan where the majority of the genre's artists have come from."


Mia

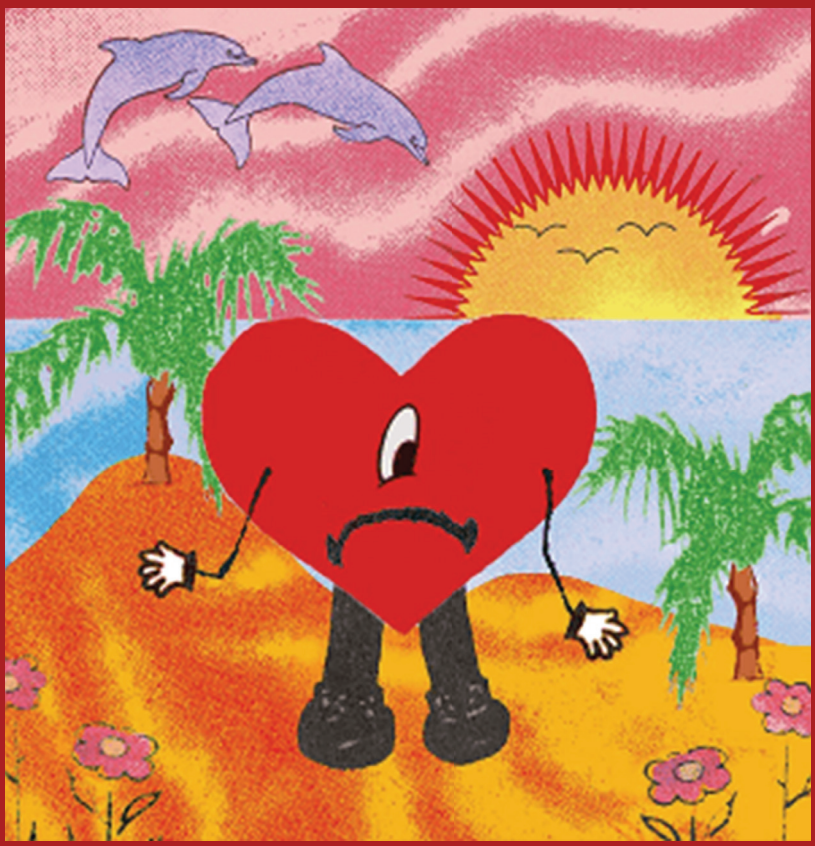

bad bunny
MIA
ft. drake



"Mia" peaked at number five on the US Billboard Hot 100, becoming Bunny's first top 10 single on the chart as a lead artist and Drake's 26th. The song also topped the charts in Spain, and reached the top 10 in Argentina, Canada, Colombia, El Salvador, Greece, Panama, Portugal, Romania, Switzerland and Venezuela; as well as the top 20 in France, Italy, Sweden and the United Kingdom; passing the billion view mark for its accompanying music video on March 21, 2020. Mia is featured on Bad Bunny's Breakout album *X 100pre*. This song featuring the international superstar, Drake was exactly what Bad Bunny needed to break into the mainstream American music. This song wasn't just a smash hit in America but it was a world wide success. Unlike his previous Billchart hit *I Like It*, which was a Cardi B song, this was Bad Bunny's song on his album. Meaning that the success of this single caused Bad Bunny's career to soar to Super Star status. X100PRE may have received worldwide acclaim, propelling Bad Bunny to the top of Billboard's Top Latin Albums chart, but the work had a smaller audience: other '90s Puerto Ricans kids like Benito Antonio.

"The album is a reflection of my childhood, everything I liked,"

Un Verano sin Ti



Un Verano Sin Ti was met with critical acclaim. At Metacritic, which assigns a normalized rating out of 100 to reviews from professional publications, the album received an average score of 85, based on seven reviews, indicating universal acclaim.

"Side B is the more adventurous half of the album, pushing Bad Bunny's sound into new places"

"Un Verano is not only a seasonal statement-piece but a testament to Benito's singular songwriting across genres, generations, and even languages"

"...voyage through the various sounds synonymous with the Caribbean region reggaetón, reggae, bomba, Dominican dembow, Dominican mambo, and bachata, among others"



J Balvin

José

Medellín Colombia



José Álvaro Osorio Balvín (born 7 May 1985), aka J Balvin, is a Colombian singer. He has been referred to as the ***"Prince of Reggaeton"*** and is one of the best-selling Latin artists, with over 35 million records sold worldwide. At age 17, he moved to the United States to learn English, where he lived in both Oklahoma and New York. Throughout his career, Balvin has won eleven Billboard Latin Music Awards, six Latin Grammy Awards, five MTV Video Music Awards and seven Latin American Music Awards and received four Grammy Award nominations. In 2017, the BMI Latin Awards named him the Contemporary Latin Songwriter of the Year for his contribution in the Latin music industry. He became the first Latino to headline world-musical events such as Coachella, Tomorrowland, and Lollapalooza. ***The Guinness World Records*** acknowledged him as a "leader of a second-generation reggaeton revolution". Balvin's breakthrough came in 2014 with the single "6 AM" featuring Farruko, which peaked at number 2 on the Billboard Hot Latin Songs chart, followed by his hit singles. In June 2017, Balvin released the single ***"Mi Gente"*** with Willy William which topped the Global Top 50 on Spotify, and later reached one billion views on YouTube.

In He collaborated with Cardi B and Bad Bunny on the US Billboard Hot 100 number-one single "I Like It", which was also nominated for the Grammy Award for Record of the Year.
Though his music is primarily reggaeton, Balvin has experimented with a variety of musical genres in his work.





Oasis

When Bad Bunny and J Balvin first linked up in 2017's excellent "Si Tu Novio Te Deja Sola," it might have been easy to lose them in the wave of collabs sweeping the Latin charts. But when the two crossed orbits the following year on Cardi B's bilingual summer jam, "I Like It," their effectiveness as a duo became impossible to ignore. By the time they followed that with the one-two punch of Balvin's magnum opus, Vibras, then Bad Bunny's Boricua manifesto, X 100PRE, these artists had established a league of their own.

Of course, it takes a village to make a hit record. Behind the astronomical success of Bad Bunny and Balvin has been a team of dedicated producers who've alchemized the artists' globally-minded visions into snackable works of pop urbano. Puerto Rican reggaeton veteran Tainy and his Colombian protégé Sky both elevated the artists' 2018 masterworks with their own arty touches. So when Bunny and Balvin started courting the idea of making a joint LP, the newly released Oasis, it was only natural that the two producers would play a role, along with Miami newcomer Albert Hype, London-based Nigerian duo Legendary





Beatz, and guest vocalist Mr. Eazi. The crew talked to Rolling Stone about how they seamlessly incorporated an array of seemingly disparate influences from their childhood love for rock en español to the West African style known as Afrobeats into one intrepid reggaeton album.

Having Bunny in the studio, having him bring more concepts, really sparked more things in [Balvin]. We know vocally Bunny has that [vocal]; people before didn't know Balvin could hit that range or even try. And we found his voice really has a full tone. I told him it's something I haven't heard from him before something that he should keep on doing.

"It was like we have to do something, a project that hasn't been done in the Latin market, from two huge artists and at the same time with two different styles, but at the same time with the same language,"



Out side the Music



Becoming a Super Star is more than just being a musican

J Balvin has been featured in the movie *Trolls 2*, he voiced the character “Tresillo” that released on June 20th 2019.

And on August 27th 2021, J Balvin has been featured as a character on the popular mobile game *Fornite*. Since then his character skin has been updated twice.



Bad Bunny appeared briefly in the 2022 Netflix movie *Bullet Train* as the character "*The Wolf*"



Farruko

Carlos

Bayamón, Puerto Rico



Carlos Efrén Reyes Rosado, aka Farruko, is a Puerto Rican singer. He rose to fame collaborating with Daddy Yankee, J Balvin, Don Omar, and J Álvarez. He came to prominence in 2010 with his first solo album, ***El Talento del Bloque.***

As his style developed he typically directed his music to younger people and relationships. As his songs grew in popularity online, Puerto Rican radio stations picked up on the internet hype and began to broadcast Farruko to a wider audience, solidifying his presence in the reggaeton scene.

Farruko was nominated for the Latin Grammy Award for Best Urban Music Album in 2012. In the summer of 2014, Farruko's hit songs, "Passion Whine" and "6 AM". "Passion Whine" ranked on the Top Latin Songs list, published by Monitor Latino, for 26 consecutive weeks. "6 AM" and Best Urban Song at the 15th Annual Latin Grammy Awards.

Farruko has collaborated with many artists including Bad Bunny, J Balvin, Nicki Minaj, Travis Scott, Ricky Martin, and Wisin & Yandel.

In 2014, Farruko and his manager, Franklin Martínez, co-founded the music label, Carbon Fiber Music, which as of 2022 has 9 artists signed to the music label.

On June 24, 2021, Farruko released his hit single ***Pepas*** which has over ***1 billion streams*** on Spotify. The song is a mixture of tribal guarachero and reggaeton. This song now fills stadiums and clubs alike as a reggaeton anthem.

Gangalee



"The album peaked at numbers 2 and 80 at the Top Latin Albums and Billboard 200 charts. It was certified 6× platinum in United States."

Gangalee is the sixth studio album by Puerto Rican singer and songwriter Farruko, released on April 26, 2019, through Sony Music Latin. It was produced by Sharo Towers, DJ Rome, George Noriega, Álex Gárgolas, Rvssian, Dímelo Flow, Jumbo "El Que Produce Solo", Land Za, O'Neill, Rec808 and Frank Miami, and features collaborations with Anuel AA, Bad Bunny, J Balvin, Pedro Capó, Manuel Turizo, among others.

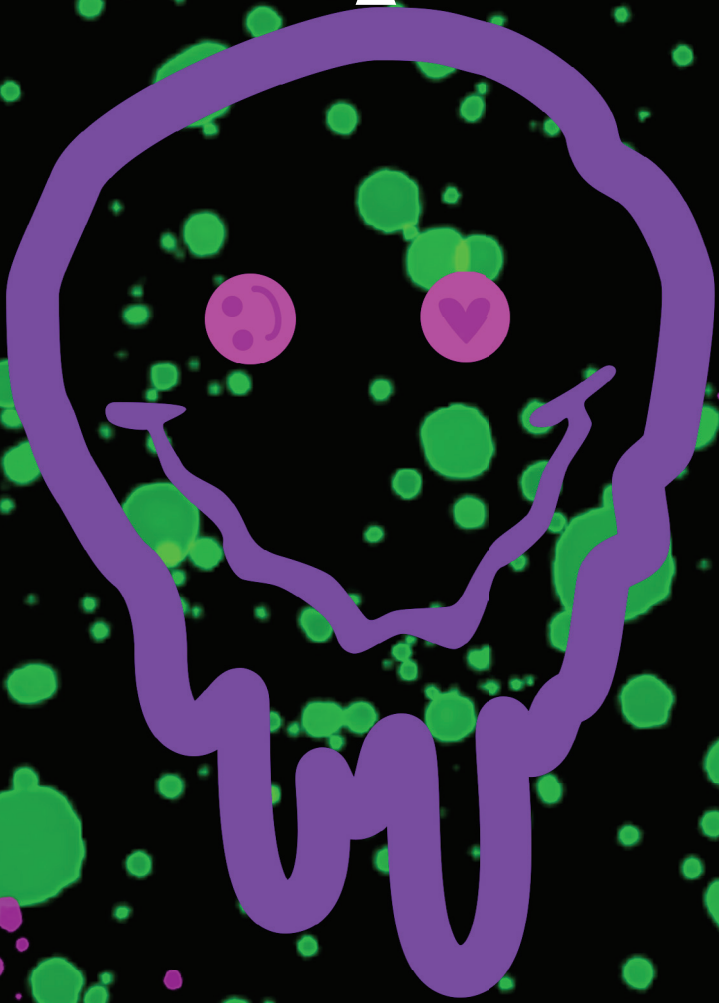
This album is a celebration of the evolution of Reggaeton with it's Reggae fool and style in every song. The songs also feature members of the Marely family including Jo Mersa Marley and Damien Marley. Aswell as a few Reggae and Pan-African artist such as, Zion & Lennox, Don Omar, and Kafu Banton. And finally, the Super Star Alicia Keys was featured on a remixed version of the hit song *Calma.*

I adore this album and it is one of my personal favorite Reggae and Reggaeton albums.



Bailamos

Pepas





On a mild night in February, the Puerto Rican artist had been standing at the center of the nearly 20,000-person venue, a tangle of flashing lights and smoke-cannon explosions blaring behind him. Fans screamed along as he sang some of his biggest hits, like the 2021 party anthem "La Tóxica," plus other tracks from his deeply personal 2021 album, La 167. In between, Farruko talked directly to the audience, telling them he'd been striving to become a changed man. Some in the crowd thought they saw tears in his eyes.

Then, the thunderous, amped-up EDM-and-guaracha beat of "Pepas" began echoing across the arena. The song is an ode to unbridled debauchery the title translates to "pills" and Farruko's biggest, most recognizable track, having shot to Number One on Billboard's Hot Dance/Electronic Songs Chart in 2021. Concertgoers belted a chorus that rolls out like a tribal chant: "Pills and water for the hangover, everyone on pills at the club."

The success and ubiquity of "Pepas" has transcended geographical, cultural, and language barriers, which the following numbers can show. At the time of publication, "Pepas" counts with more than 24 million streams on Pandora, 556.5 million streams on Spotify, over 261 million views of its official video, and 226.7 million of its official cover audio-video, which will make this song easily cross 500 million views in a couple of weeks. In addition, over 2.5 million creations have been made with its sound on TikTok along with 7.3 million Shazams. At the same time, its Spotify Popularity Index, which measures popularity by combining streams' growth, playlist placements, and shares across social media, is at 96 points out of 100.


Karol G

Carolina

Medellín Colombia



Carolina Giraldo Navarro (born February 14, 1991), aka Karol G, is a Colombian singer and songwriter. Considered one of the most influential reggaeton and urban pop artists, she has received awards including a Grammy, five Latin Grammy Awards and four Billboard Music Awards. She was recognized as Woman of the Year and with a Rulebreaker Award at Billboard Women in Music, with the Spirit of Hope Award at the Billboard Latin Music Awards, and has five Guinness World Records.

Born and raised in Medellín, Giraldo launched her career as a teenager, appearing on the Colombian spinoff of The X Factor. She moved to New York in 2014 to learn more about the music industry and signed with Universal Music Latino. Her collaboration with Bad Bunny, ***Ahora Me Llama*** became her breakthrough hit released in 2017. In late 2018, her duet ***Secreto*** became a hit in Latin America.

In July 2019, she released ***China*** in collaboration with Anuel AA, Daddy Yankee, Ozuna, and J Balvin, which became her first music video with over one billion views on YouTube. Later that year, her song ***Tusa*** charted internationally and was certified 28× Latin platinum by the RIAA. In 2020, Giraldo received four nominations at the Latin Grammy Awards.

Her album Mañana Será Bonito, the record was recognized as the first-ever Spanish-language album by a female artist to debut at No. 1 on the U.S. Billboard.


MAÑANA
SERÁ
BVNITV
(BICHOTA SEASON)
8. GATITA GANGSTER
X DEI V
1. BICHOTAG
5. QLONA X PESO PLUMA

BOR

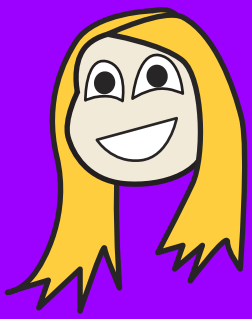

OTAG
5.QLONA X PESO PLUMA
REMIX
TIESTO
3.MI EX TENIA RAZÓN
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Mitsa

TQE


MAÑANA SERÁ BONITO
PROVENZA
13
XXX
PARENTAL
ADVISORY
EXPLICIT CONTENT





TQG (acronym for "Te Quedé Grande"; Spanish for "Too big for you") is a song by Colombian singer-songwriters ***Karol G*** and ***Shakira***. It was written by Karol G, Shakira, Keityn and Ovy on the Drums, and produced by the latter. The song was released on February 24, 2023, through Universal Music Latino, as the fifth single from Karol G's fourth studio album, Mañana Será Bonito (2023). It also appeared on Shakira's twelfth studio album, Las Mujeres Ya No Lloran (2024).

It became Karol G and Shakira's first number-one single on the Billboard Global 200. It also debuted at number seven on the US Billboard Hot 100, becoming Karol G's first and only top-ten single and Shakira's sixth. The track earned a ***Guinness World Record*** for the highest-charting ***female*** Spanish-language track on the Hot 100. According to the International Federation of the Phonographic Industry (IFPI), it was the fifteenth best-selling global single of 2023, earning 1.18 billion subscription streams equivalents globally.

The song received three nominations at the 24th Annual Latin Grammy Awards for Song Of The Year, Best Urban Song and Best Urban Fusion/Performance, winning the latter. It won an MTV Europe Music Award and an MTV Video Music Award both for best collaboration, becoming Karol's first VMA win and making Shakira the Latin artist with the most VMA wins in history and the second in the category after the inaugural win with "Beautiful Liar" with Beyoncé.



“In my songs there are no bad words, so kids can sing them, and girls can identify with singing

with them, too, because it's not like a man singing reggaeton"

Karol G




Anitta

Larissa

Rio de Janeiro Brazil

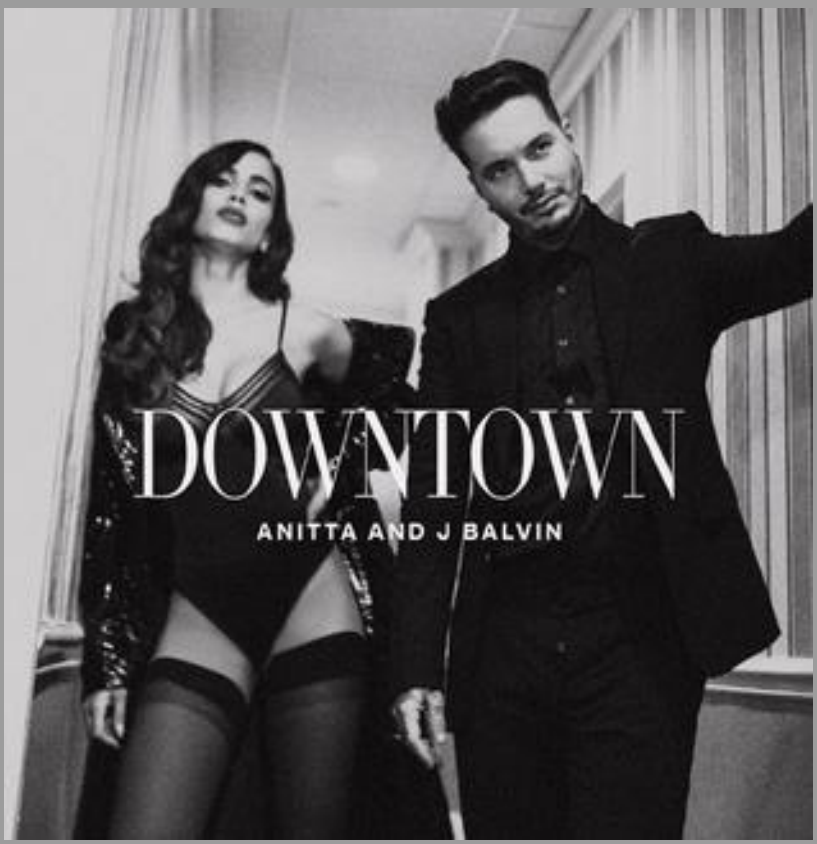


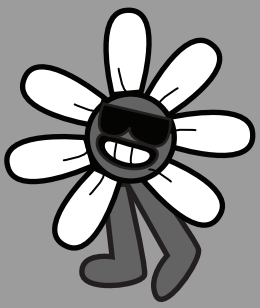
Larissa de Macedo Machado (born March 30, 1993), aka Anitta is a Brazilian singer, songwriter, dancer, actress. She has been referred to as the ***Queen of Brazilian Pop***. She has received four Latin American Music Awards, three MTV Music Video Awards, nine MTV Europe Music Awards, and nominations for a Grammy Award and ten Latin Grammy Awards.

Shortly after the release of her debut single, Anitta signed a recording contract and released her self-titled debut album in 2013, which entered at number one and was ***certified platinum*** in Brazil. It produced the hit singles Show das Poderosas"and "Zen", her first number-one on the Billboard Brazil Hot 100. In 2017, Anitta released her first song fully in Spanish, Paradinha, which accelerated her crossover to Spanish-language Latin and reggaeton genres. Her trilingual album, Kisses (2019), earned a nomination for the Latin Grammy Award for Best Urban Music Album.

Anitta's diamond-certified fifth studio album, Versions of Me (2022), contained the lead single Envolver, which topped the Billboard Brazil Songs chart and became her breakthrough hit internationally. The song peaked at number one on the Billboard Global Excl. U.S. chart and number two on the Billboard Global 200, making Anitta the first Brazilian artist to lead a global music chart she achieved two entries in the Guinness World Records in the same year and featured on Forbes's 2023 30 Under 30.

Bowntown





In early 2016, ***Anitta*** and ***J Balvin*** collaborated for the first time when she did a remix for his single Ginza, which received an official release as a single only in Brazil. Following that, Anitta began planning an international career and started releasing a series of collaborations including singles with artists such as Maluma, Iggy Azalea and Major Lazer during 2016 and 2017 in order to start the process of establishing her career outside of Brazil. The collaboration with Iggy Azalea, Switch, marked the first time Anitta released a song in which she sings in English.

Later in 2017, Anitta announced a project entitled Check Mate, in which consists of releasing a new song in rather English, Spanish or Portuguese along with its accompanying music video. She launched the project with the premiere of the Poo Bear-produced Will I See You which became her first single in English as a main artist. In October 2017, she adventured into EDM by releasing the single Is That for Me, a collaboration with Swedish DJ Alesso.

For the November Check Mate release, Anitta announced she would be releasing a collaboration with Colombian singer J Balvin, following his worldwide breakout with hit single Mi Gente. About working with Balvin, Anitta said it was “incredible” and that they have “worked together before, but [she was] happy [they] made this song. He’s one of [her] favorite artists, so this was an amazing experience”.



Becky G

Rebecca

California USA



Rebbecca Marie Gomez (born March 2, 1997), aka Becky G, is an American singer and actress. Born and bred in the United States, Gomez has become an international sensation with a career spanning music, film, and social activism.

Her 2013 debut commercial single, ***Becky from the Block***, was released to positive reception despite failing to chart. That year, Gomez achieved mainstream success with the release of her single Shower which peaked within the top 20 of the Billboard Hot 100 and received double platinum certification by the RIAA. She embarked on a co-headlining tour with ***J Balvin*** during September and October 2015, which spanned throughout the United States. . Her 2016 single and first Spanish, Sola led her to continue releasing songs in the language until her 2018 promotional single, Zooted. Afterward, she released several singles in both languages.

Gomez's studio albums, each recorded in Spanish, have all peaked within the top ten of the Billboard Top Latin Albums chart. Her debut studio album, Mala Santa (2019), entered the Billboard 200, received sextuple platinum certification by RIAA Latin, and spawned the singles ***Mayores*** and ***Sin Pijama***. Her second album, Esquemas (2022), debuted atop the Billboard Latin Pop Albums chart, while its third single, ***Mamiii*** (with Karol G), peaked at number 15 on the Billboard Hot 100 and remains her highest-charting song.

Mayores





Mayores is a song by American singer Becky G and Bad Bunny. Written by Mario Caceres, Servando Primera, Saul Castillo, Bad Bunny, and Patrick Ingunza, it was released by Kemosabe, RCA Records and Sony Music Latin as the lead single from Gomez's debut studio album Mala Santa on July 14, 2017.

Mayores topped the charts in Spain, Ecuador, Chile, Romania, Paraguay, Peru, Bolivia, Honduras, Mexico, Nicaragua, Panama and El Salvador, while peaking at number 3 on the Billboard Hot Latin Songs chart. The music video for the song was released on YouTube on July 13, 2017, and has accumulated ***over 2 billion views.***

Mayores debuted at number ***12 on the Hot Latin Songs chart,*** making it Gomez's highest debut peak position on that chart. The song eventually peaked at number 3 on the charts.

The song also debuted at number 72 on the Spanish PROMUSICAE chart. It rose to number 4 four weeks later, making it her highest-peaking position, surpassing the number 37 peak of "Shower". It later reached number one.

Eventually the song charted on the Billboard Hot 100, peaking at number 74, marking Gomez's fourth entrance in the chart in more than two years, after Shower (2014) was a top twenty hit, her collaboration with Cher Lloyd, Oath (2012), peaked at number 73 and Can't Stop Dancin' (2014) peaked at number 88 in early 2015.



Rosalía

Rosalía

Catalonia Spain



Rosalia Vila Tobella (born 25 September 1992) aka Rosalía is a Spanish singer, songwriter, producer, and musician. She has been described as an "atypical pop star" due to her genre-bending musical styles. She studied musicology at Catalonia College of Music while also performing at musical bars and weddings. She completed her studies with honors, The baccalaureate project El mal querer (2018). Reimagining flamenco by mixing it with pop and hip hop music, it spawned the singles ***Malamente*** and ***Pienso en tu mirá***, which caught the attention of the Spanish general public, and were released to universal critical acclaim. Recipient of the Latin Grammy Award for Album of the Year and listed in Rolling Stone's 500 Greatest Albums of All Time, El mal querer started the ascent of Rosalía into the international music scene. Rosalía explored urbano music with her 2019 releases ***Con altura*** and ***Yo x ti, tú x mí***, achieving global success. She gave ***reggaeton*** an experimental twist on her third studio album ***Motomami*** (2022), departing from the new flamenco sound of its predecessor. The album caught international attention. Throughout her career, Rosalía has accumulated eleven number-one singles in her home country. She has also won two Grammy Awards, twelve Latin Grammy Awards four MTV Video Music Awards, an MTV Europe Music Award, three UK Music Video Awards. In 2019 and became the first Spanish-singing act in history to be nominated for Best New Artist at the Grammys.

Con Altura



“it’s a modern take in reference to Spanish flamenco songs inspired by Afro-Caribbean sounds" *-Rolling Stone*

Con Altura is a song by ***Rosalía*** and ***J Balvin***, featuring Spanish producer el Guincho. Written by Rosalía, Balvin, Aury Pineda, el Guincho, Frank Dukes, Teo Halm, and Sky Rompiendo and produced by the last four alongside the Spanish singer, the song was released by Columbia Records on 28 March 2019.

Con altura peaked at ***number one in six countries***, many of them Latin American, and started the ascent of Rosalía into the international music scene. The song was one of the best-performing singles of 2019, being ***streamed for over 1.5 billion times*** during the year. It was listed in many year-end lists and received critical acclaim, with Billboard ranking it fifth on their list of 100 Best Songs of 2019 as Pitchfork the eighth best. Con altura won the Latin Grammy Award for Best Urban Song and was also nominated for a Teen Choice and an MTV Europe Music Award, among others.

Its music video, directed by Director X, accompanied its release the same day. It reached social media virality and became the ***most-watched female music video on YouTube of 2019***. It earned the performers multiple accolades. Rosalía made history after winning two MTV Video Music Awards for Best Latin and Best Choreography as she became the first ever Spanish-winning artist at the ceremony. Con altura also appeared on Just Dance 2020 and Grand Theft Auto Online.




Adios

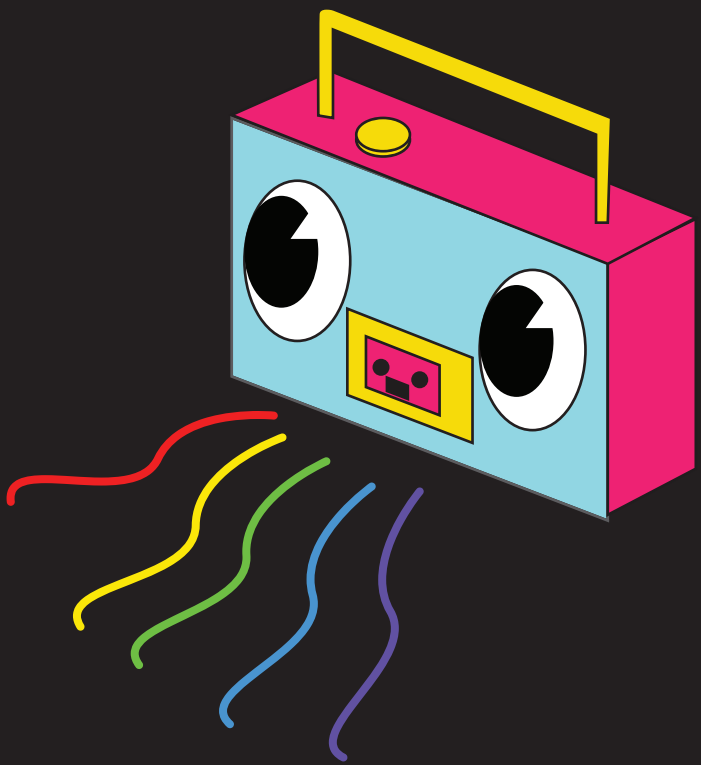
Regg

To me me Reggaeton music is what happenes you but a bunch of islands in the Carribeann that are are so different and yet come from the same roots, making them all familia. Some of the islands don't even speak the same language as the rest but they have I univeral language, music.

Their music was so loud and vibrant that the near by continents started listening. Then the sound traveled to the mother of all Spanish speakers and brought it to Europe.

Now Reggaeton is one of the most popular musical genres in the world, admired by pop-artist, hip hop, rappers, and more.

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Designed By: Julia Cintron
Fall 2024

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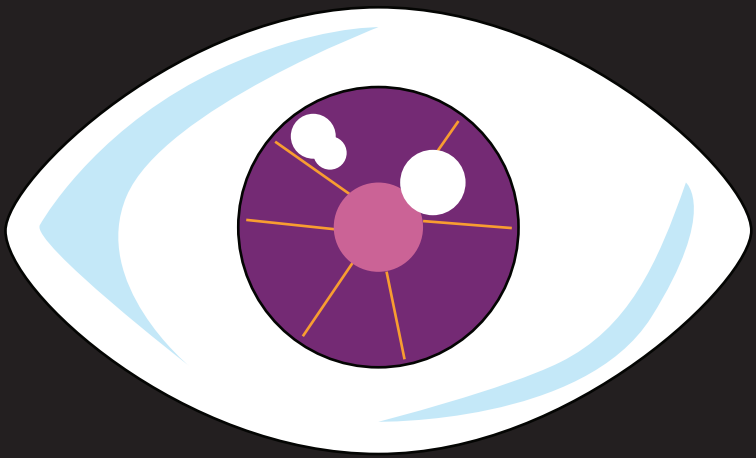
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BALEARES
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