



## FOR IMMEDIATE RELEASE

### **Jamaicans embrace local music scene as Spotify marks successful one-year anniversary in the Caribbean market**

**Friday 25 February 2022 - Kingston, Jamaica**

Spotify, the world's most popular audio streaming service, has enjoyed a warm welcome from artists and users alike since its launch in the Caribbean in 2021. Now in its one-year anniversary wheel, data over the last 12 months unveils that Jamaicans are enjoying their local music scene – with Alkaline, Vybz Kartel, Masicka and Skillibeng rounding off the most played artists both on the global and local top list. Skengs' "Gvnman Shift" and Countree Hype and Intence' "Yahoo Boyz" also made it to the lists over the most played songs – both in heavy rotation globally and locally.

Skeng, who has three tracks on the list for most streamed local songs in Jamaica, is one of the new artists that has gained a lot of ground since Spotify launched. His rising popularity is in stride alongside female artists like Shenseea, who together with her peers are represented in Spotify's playlist [Dancehall Queen](#) playlist. The Dancehall genre is well represented in the findings, which also reveal that Jamaicans are enjoying Reggae Fusion, Lovers Rock and Old School Dancehall. Veterans and globally-renowned recording artists are also notably present on the lists, including Grammy-winning performer Sean Paul, critically-acclaimed Masicka, Reggae legend Bob Marley, eclectic live performer Spice and reggae revival artist, Chronixx.

In total, over 370,000 playlists have been created by users, and the words that the Jamaicans tend to name their playlists are "dancehall", "vibe", "love" and "gospel". In the last year, the most plays have happened on the 28th of January in 2022.

#### **About Spotify**

Spotify is the world's most popular audio streaming subscription service with a community of more than 406 million Monthly Active Users and 180 million Premium Subscribers. With a presence in 184 markets worldwide, 3.6 million podcast titles and more than 72 million tracks, it has transformed the way people access and enjoy music and podcasts.

#### *Most played local artists*

1. Alkaline
2. Vybz Kartel
3. Masicka
4. Skillibeng
5. Intence
6. Popcaan



7. Skeng
8. Dexta Daps
9. Chronic Law
10. Squash

*Most played local songs*

1. Skeng - Gvnman Shift
2. Countree Hype, Intence - Yahoo Boyz
3. Skeng, Tommy Lee Sparta - Protocol
4. Alkaline - Hostage
5. 10Tik - Roll Deep
6. Skeng - Street Cred
7. Skillibeng - Crocodile Teeth
8. Sean Paul, Shaggy, Spice - Go Down Deh (feat. Shaggy and Sean Paul)
9. Alkaline - Ocean Wave
10. Masicka - I Wish

*Most played Jamaican artists outside of Jamaica*

1. Bob Marley & The Wailers
2. Sean Paul
3. Rvssian
4. Popcaan
5. OMI
6. Vybz Kartel
7. Damian Marley
8. Beenie Man
9. Charly Black
10. Chronixx

*Most played female artists in Jamaica*

1. Shenseea
2. Jada Kingdom
3. Spice
4. Koffee
5. Stalk Ashley
6. Lila Iké
7. Moyann
8. Alicia Spence