



PlaylistPULSE

the playlister's magazine

APR 2022

HOW SPOTIFY CREATED
PLAYLISTING

PLAYLIST LENGTH:
KEEPING IT TIGHT!

THOMAS AALBORGEN:
THE UNLIKELY
INFLUENCER OF
LATIN MUSIC

ARTIST INTERVIEW

HANGING WITH THE ARTIST WHO IS
ON EVERY CHILL PLAYLIST YOU HEAR

JAMES
HERSEY

TOP 10 PLAYLISTS TO ACHIEVE THE ZENITH OF MEDITATION

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JAMES HERSEY



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WRITERS



Alessandra Andreani

Italian foodie, wine expert, creative writer, and music lover Wine is my field of expertise. I am a certified Italian sommelier and have completed my WSET diploma. I have been working in the wine business since 2008, first in London, then in Southern France and have recently moved back to Italy.



Daniella Tello Garzon

Hey what's up my name is Daniella, and I procrastinate by listening to music for hours on end. I spend tons of time making sure the songs on my playlists flow, and get an unreasonable amount of satisfaction when someone loves a song I showed them.



Harrison Appah

Creative writer, music lover, yoga and meditation enthusiast. I love everything music and how much it improves the mind, which is why I enjoy sharing this information to others. I am a certified yogi and also meditate regularly, and have been working on combining these two and teaching others too.



Alex Stanley

Age 23 from the city of Leeds originally but lets not talk about that. I have written poetry, music and prose from the perspectives of mood disorders, enlightened states of mind, the ritualistic journaling most nights.. My first love and passion is music and over the years I have matched my songwriting with a special attention towards the lyrics. I hope to leave some collection of work behind, wether for myself or whomever may find interest in it.



Andre do Valle

Entrepreneur, technologist, and former music executive. I write about tech trends, big data, Web3.0 and how these are changing how music is discovered and consumed.



Guillermo Stalhuth

I am a Venezuelan- American that was fascinated by electronic music in the early 2010's. During my time at the University of Central Florida, I was able to focus my passion and turn it into a profession. This allowed me to gain extensive experience across many roles within the electronic music industry, and work alongside some of the biggest electronic artists in the world. I am also involved with other projects such as 747 Presents, an entertainment consulting and live event production company, and 535 Management Group, a talent management collective that represents a diverse roster of DJs/Producers.



Kaitlyn Taylor

Bookworm, movie buff, and foodie – me in a nutshell. Writing is my #1 passion, and I can't imagine my life without it. I have been interested in reading and writing ever since I was a little girl. I currently have a huge book collection that's still growing to this day.



Jake Bennett

Jake Bennett is an English writer and songwriter, who rose to prominence as lead singer and songwriter of indie pop group Early Hours. He studied professional mixology in South Africa and has cut his teeth in high-end cocktail bars around the world. Currently he works as a songwriter and freelance journalist, applying his passion of words to as many projects as possible.



Professor Copperhead

is the production and coaching moniker for Michael Gilboe- a musician, composer, educator, producer, audiobook narrator, playwright and director. Gilboe ran his own recording studio in Times Square NYC, was a Music & Theatre Professor at the University of Providence in the 2010s, and is currently passing along his knowledge and experience coaching independent musicians in addition to his musical writing and production work. Michael Gilboe is the producer, musician, songwriter and artist behind all the music for Jam On Wax.



Ali Garcia

Hi, I'm Ali! I'm 22 years old from Miami, FL and a recent Communications graduate from NYU. One of my favorite things about playlists is how much they can enhance a moment. One of the best feelings is listening to my favorite playlists while walking around New York City, or getting ready at home. Having the opportunity to write about playlists, and all things to do with playlisting, is extremely rewarding because of how prevalent it is in my daily life.



William Padrón

@williampadron
Periodista, Escritor, Podcaster, Fotógrafo y Productor Audiovisual. Autor de los libros: La Carretera sobre Caramelos de Cianuros y A La Hora Justa de Sentimiento Muerto. Director del documental Una Fabula Muy Trillada (Dermis Tatú). Colaborador de la revista Rolling Stone, los diarios El Universal (Venezuela), La Tercera (Chile) y el site La Banda Elástica (Los Angeles). Durante mas de dos décadas ha transitado la promoción y marketing en industria de la música dentro de las discográficas Sony Music y Universal Music, así como la distribuidora musical Believe.

Dear reader,

If you are reading this, there is a high likelihood that you are either a playlist curator looking for inspiration and tips; a music executive interested in staying ahead of playlisting trends; or an independent artist learning to navigate the playlisting space.

Whatever the reason that brought you here– I'd like to offer you a hearty “Welcome!” This is a publication that has been in the making for years– a home for a community of millions of unsung curators. These curators have been quietly building a playlisting ecosystem within Spotify that is incredibly powerful and important to music discovery today. Additionally, this community has demonstrated an impact that goes way beyond music – from building out playlists that make workouts marginally less excruciating for millions, to playlists that capture the feelings of political movements and raise awareness of the critical issues for the masses.

In this first issue we aim to educate, celebrate, and, most importantly, give a voice to the Spotify playlister ecosystem. To give this community justice, we have assembled an amazing team of music journalism and design superstars, along with collecting input from dozens of artists, playlist curators, and technologists.

We hope you enjoy the reading, and we look forward to your feedback. Remember - this magazine is your magazine.

Best,

« DANNY GARCIA
CEO Pentatone Inc.

DEFINITION

By Ali Garcia

Playlister [play-lister]

noun

1. Music Influencers;
2. Someone who curates and discovers new music on playlists, typically on one of the major DSP's (most commonly on Spotify), and many times with a large following.

As playlists have grown to conquer the music streaming sphere we see today, little recognition is given to the individuals behind these influential curations, the playlister. As our definition follows, a playlister is someone who curates and discovers new music on playlists, usually with a large following. Whether we realize it or not, the concept of playlister and their creations have been present throughout generations. Take a radio host from the 70's, who had to physically prepare each vinyl for the next song they chose to broadcast. Or a teenager in the 80's making a mixtape on cassette for his girlfriend. What makes a playlister more significant now, is their recent growth into a role that authentically impacts the music industry.

The one thing that sets a playlister apart from any music enthusiast is their gravitation towards wanting to, and being able to, share the music they appreciate with others. With streaming being the primary way of accessing and listening to music today, playlister have more power now than ever. As curators of music, they have the power to share an artist's music beyond the audience it is expected to cater to. Having this platform allows them to discover new artists by influencing the millions of streaming listeners across different genres. As the music industry is constantly evolving, so is the essence of a playlister. What was once a simple way to organize and listen to your favorite songs, has now become an opportunity to influence the way your generation listens to music.

Editorial Playlists

Playlists that are curated by an editorial team of music specialists and follow a consistent theme (genre, occasion, feeling, etc.); These typically are managed by Spotify and have a large following.

Brand Playlists

Playlists curated by brands as advertising and appeal to their consumers; Examples of Brand Playlists on Spotify: Nike Run Club, Nike Women, Urban Outfitters, Victoria's Secret "Rock The Runway" Playlist.

Algorithmic Playlists

Personalized playlists that are curated by Spotify's algorithm for each user based on their listening habits.

Spotify's most popular algorithmic playlists include:

Release Radar - A playlist of new music that is generated by Spotify on every Friday for every user, based on the user's listening habits.

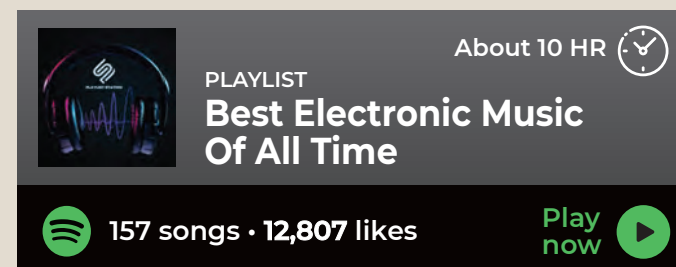
Discover Weekly - A playlist (of not necessarily new music) that Spotify generates every Monday for every user that includes tracks from artists that the user may enjoy, based on their listening habits.

Label Playlists

Playlists on Spotify that are curated by record labels to promote the releases of their signed artists, and create relationships with potential signings.

Personal Playlists

A playlist that is curated for and by the user themselves. Also known as a User-Generated Playlist, or Listener Playlist. There are 4 billion user curated playlists on Spotify alone. Some DSP's, like Spotify, allow users to set their playlists to "Public," which enables other subscribers to 'follow' these users' playlists.



Frontline Playlists

A playlist that is curated to exclusively feature new releases.

Catalogue Playlists

A playlist that is curated to exclusively feature old tracks. These playlists are typically organized by years, by artist, or by genre.

Mixed Playlists

A playlist that is curated to include a combination of old songs and new releases.

Collaborative Playlists

A feature provided by Spotify that allows a group of people to curate a playlist together. Any user who has been invited to the playlist can add, remove, or shuffle tracks on the playlist.

Playlists Submissions

The process of artists pitching their unreleased music to be featured on a Spotify playlist in their genre.

Trading

A process by which two playlist owners agree to exchange a song on each other's playlist.

Pre-Saves

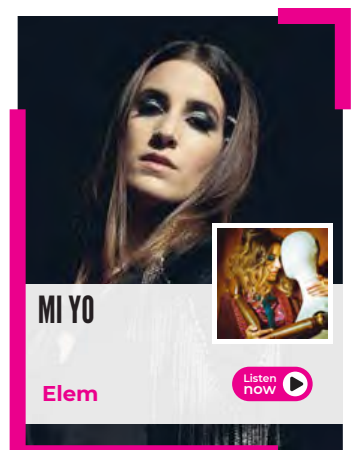
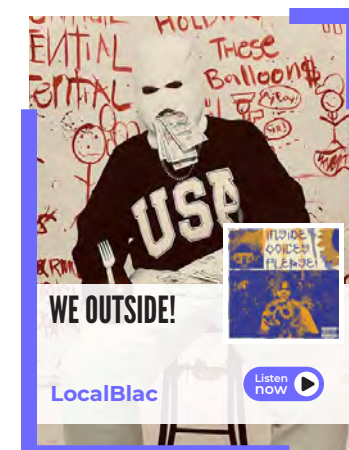
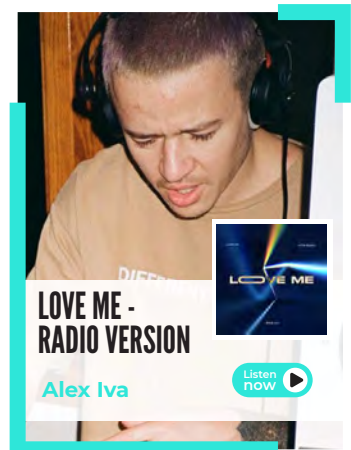
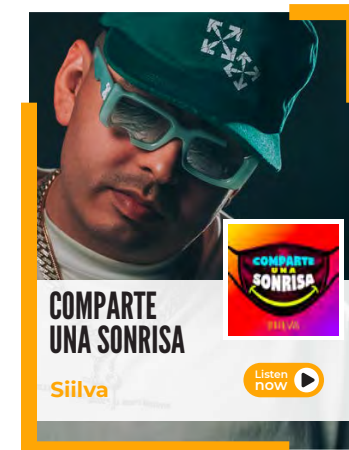
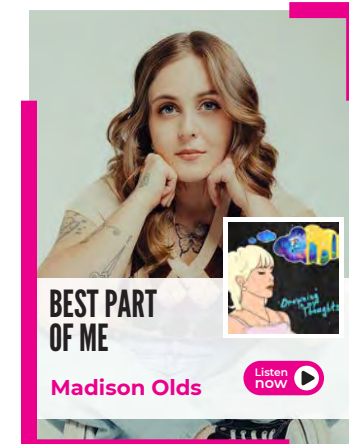
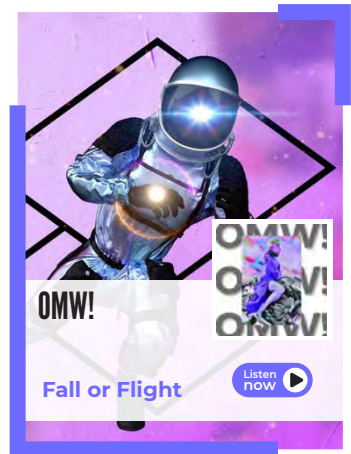
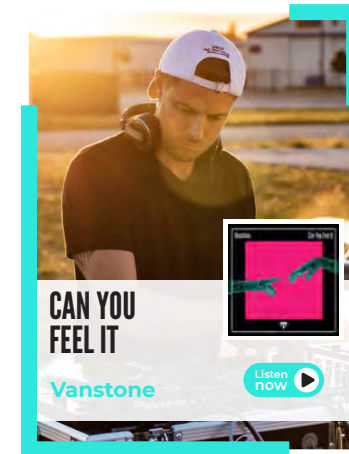
A feature provided by Spotify that allows users to save a single song or entire album to their library, prior to its release.

Botting

A software program that is designed to emulate real plays or followers on a playlist, when in reality they are just fake accounts, and not real people interacting with a song or playlist. Botting is strictly forbidden by Spotify and all DSPs, and may result in playlists and tracks being taken down.

DSP

A Digital Service Provider is an online store or streaming service that provides digital music services; such as Spotify or Apple Music.



HOW SPOTIFY CREATED PLAYLISTING

It is no secret that playlists have been an amazing feature of Spotify's product since it first launched in 2008.

What is less talked about is how critical playlists have been to Spotify's overall strategic success, and how the company inadvertently revolutionized how music is discovered and consumed.

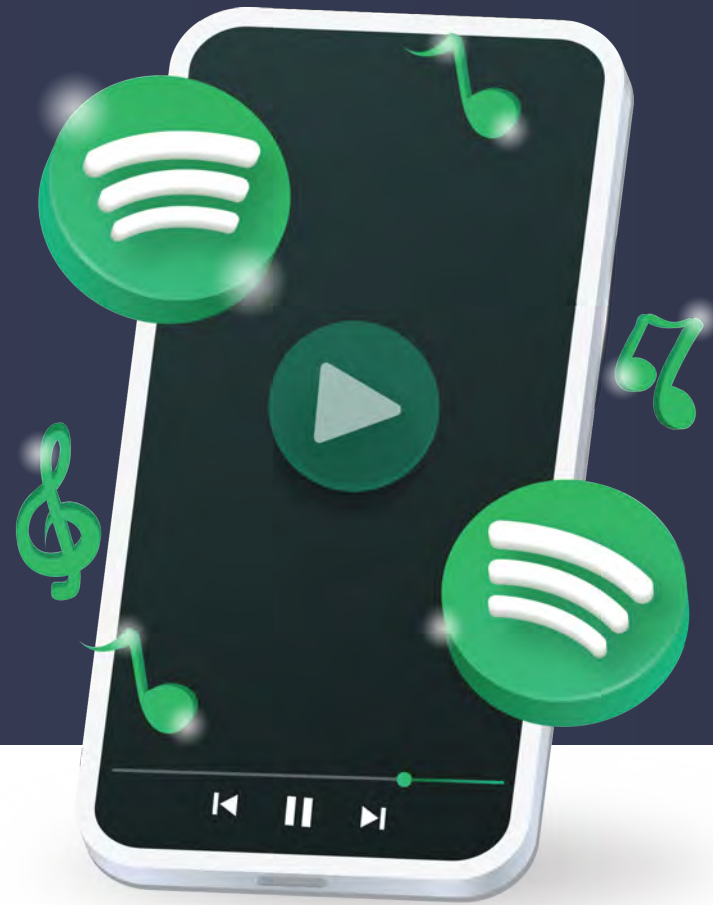
Thanks to Spotify, playlisting has become an industry of its own, and sprouted a growing ecosystem of creators, curators, technologists, and listeners.

This new paradigm has made it possible for new music in new genres from thousands of independent artists to achieve a reach that was virtually impossible before.

The basic concept

When Spotify pioneered the first mainstream music streaming platform (where all the major labels were on board), the company had a chance to reignite the same spark that fueled the Napster movement of 1999– sharing. Music consumption exploded with Peer to Peer sharing of MP3s (to the major labels' chagrin), but it was quickly curbed by authorities. iTunes' release in 2001 provided a pay-by-track model that offered a viable business model for the industry– BUT it removed the sharing aspect completely. I could show my tracks to my friends, but they

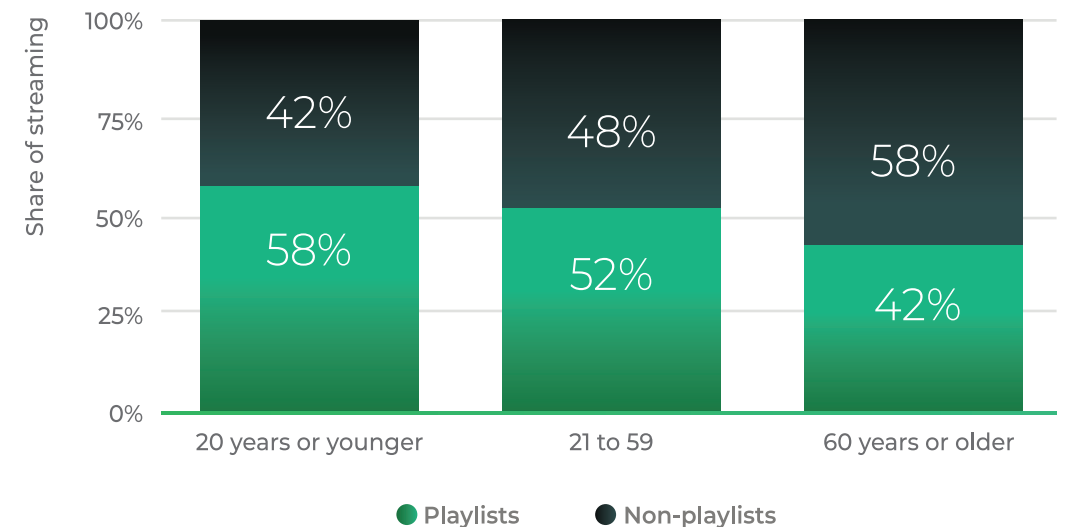
would have to go and build their own playlists themselves– buying track by track. Not fun. With streaming– where all users can access all tracks– Spotify realized that users could, again, easily share their playlists with their friends for the first time in almost a decade. And boy, were they right! With less than 4 million users in 2010, Spotify already had 100 million user generated playlists fueling their service. This number has continued to grow exponentially along with Spotify's user base to **4 billion** playlists in their ecosystem today. Unbelievable, right?



The importance of Playlists to Spotify

Spotify realized quickly how their playlist ecosystem was a game changer. By 2013 they had clear data indicating that the majority of music consumption was happening via playlists (**particularly for younger users**).

Distribution of Spotify streaming in 2013, by source and user age

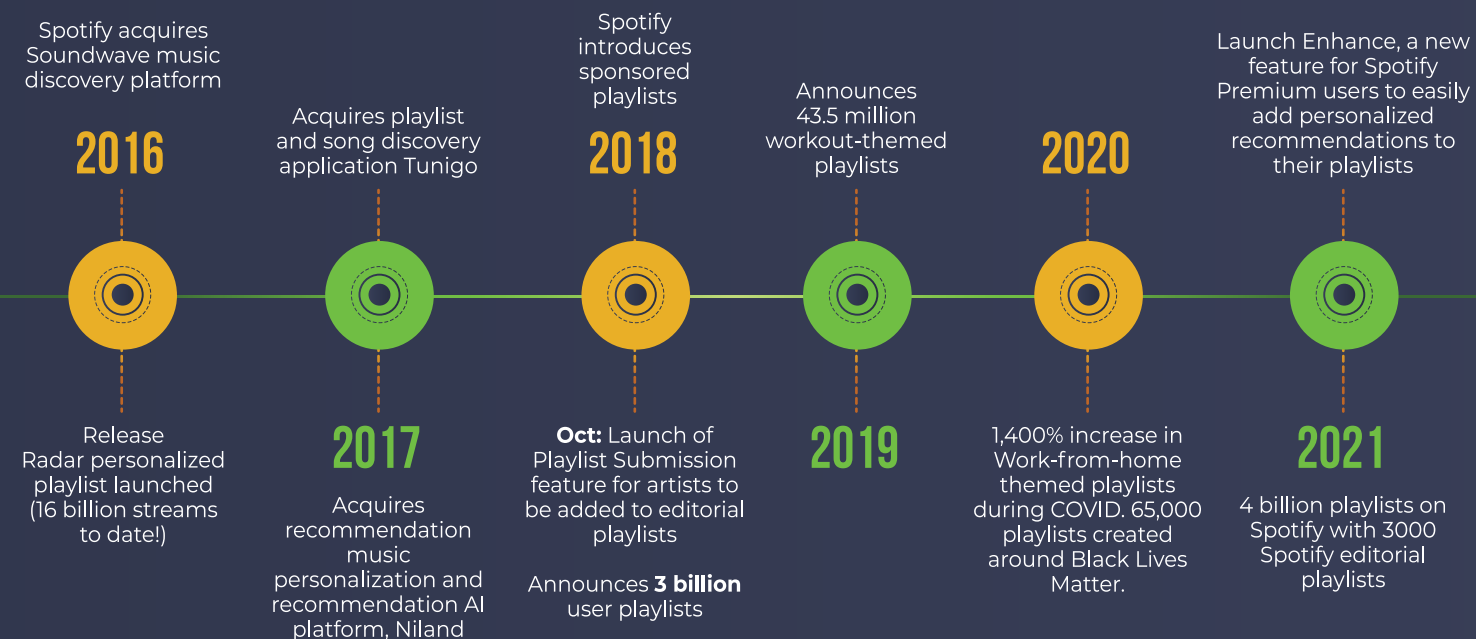
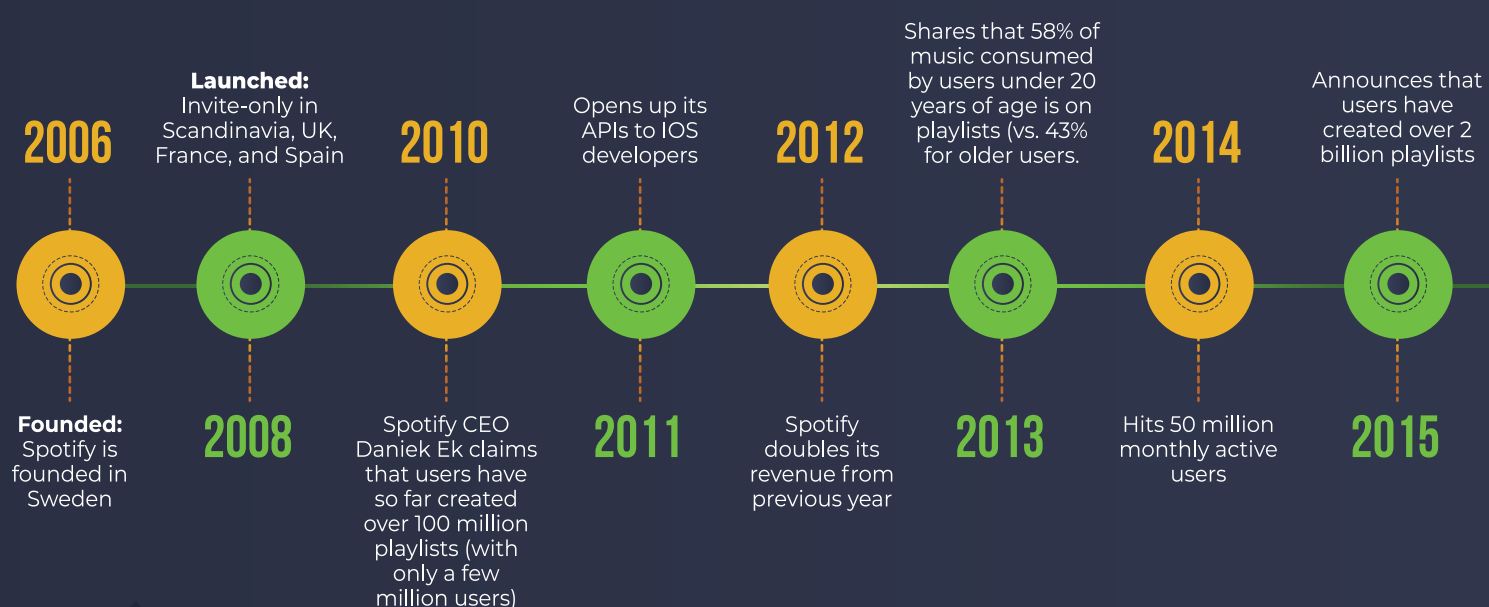


Ever since, they have embarked on a journey to take their playlisting ecosystem to the next level. They have done this through investing heavily in innovations in algorithmic playlisting, new playlist curation channels, and acquisitions of other technology platforms in playlisting and discovery, like **Soundwave**, **Tunigo**, and **Niland**. In the past 4 years since Spotify went public, every Annual Report mentions how investment in playlisting and discovery has been a key lever for the platform to drive user engagement and growth.

Playlisting as part of popular culture

Spotify has advanced tremendously in personalizing playlists to user tastes, while still giving them the freedom to build playlists around things that they care about. While increasingly feeding listeners new tracks that they are more likely to enjoy, Spotify has also built a platform that captures the zeitgeist of the moment through its user generated playlists. During 2020, for instance, there were 65,000

playlists created around Black Lives Matter, and the platform saw a 1,400% increase in work-from-home- themed playlists. With an arsenal of algorithmically-personalized playlists like Release Radar (which has tens of billions of streams) and a lively community of enthusiasts curating content for every possible occasion, mood, and genre, it is easy to see how much of a competitive advantage Spotify has vis a vis other streaming platforms. It is no wonder that Spotify invests so much time, love, and money into its playlist ecosystem.



HISTORY OF PLAYLIST *on Spotify*



By Andre Do Valle

Entrepreneur, technologist, and former music executive. I write about tech trends, big data, Web3.0 and how these are changing how music is discovered and consumed.



Spotify
was founded
in Sweden
in
2006

Did you
know
that more than
**1 TRILLION
SONGS**
are streamed
annually?



The
“Longest Playlist
On Spotify
(Official)”
by Willis Orr
has the
maximum
number of songs
possible on a
Spotify playlist,
with 10,00 tracks
and a run time of
**833 hours
and
18 mins**



**Cher’s 1988
hit song
“BELIEVE”**
was the first
commercial release
to utilize auto-tune

**In 2017,
DADDY
YANKEE**
was the first
Latin artist
to reach
number one
on Spotify

#1



Since December 2020,
Justin Bieber holds
the record for the most monthly
listeners on Spotify
(75 million).
While, Ed Sheeran continues to hold
the record for the most followers on
Spotify **(73 million).**

**Over
5 MILLION**
playlists on Spotify
get created or edited
on a daily basis

The most
popular
genre
being
streamed on
Spotify is
Hip Hop

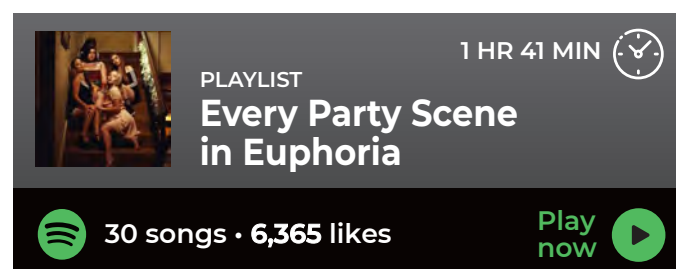


PLAYLISTS BASED ON TV/MOVIES

By Kaitlyn Taylor

1 Every party scene in Euphoria

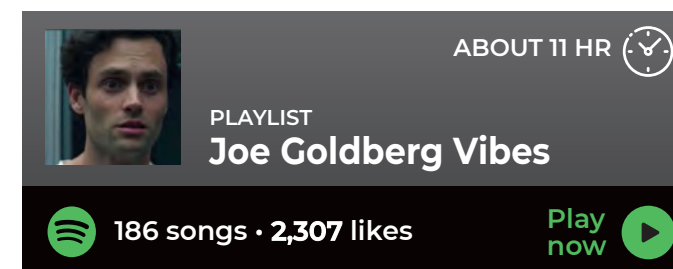
Euphoria, which airs on HBO Max, is a show revolving around a group of teenagers in high school who are going through some tough situations. The show has been pretty controversial due to its heavy content that teenagers deal with.



On the show, it's safe to say there is a lot of partying. A lot. Pretty average thing for rebellious teens to do, right? This playlist showcases all of the music played throughout the show when the characters are partying during a scene. Fans of Euphoria have even complimented the music played during these scenes, saying that they wished they were at the party themselves. It's no wonder, as this playlist has almost 3K followers!

2 Every song used in Family Guy

If you haven't heard of Family Guy, well, now you have. Family Guy is hands down one of the most popular adult-animation TV shows ever. Currently on its 20th season, Family Guy reigns as one of the best satirical comedies, and it seems as if that reign won't be stopping any time soon! The show is about a family who goes through some seriously comical events through the day-to-day activities of their lives. In the show, the characters will randomly break out into song, often singing classic tunes. In this particular playlist, you'll find all the classic songs that have been featured in Family Guy. You're sure to notice a few if you're a fan!

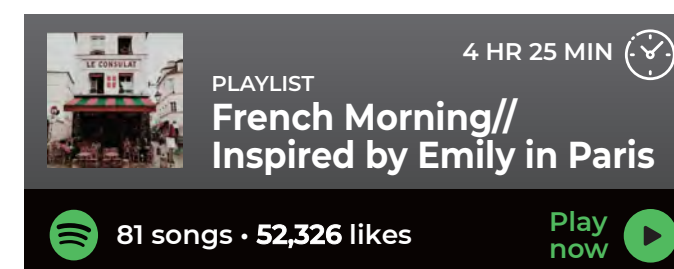


3 Joe Goldberg Vibes

You, a Netflix original TV series, stayed at #1 on Netflix's Top 10 list for countless weeks. If you've logged onto Netflix within the last couple years – chances are you have heard of the show, even if you haven't gotten the itch to watch it yet. Cleverly named, the series follows the life of Joe Goldberg, the main character who has some questionable, slightly disturbing personality traits. Or should we say quirks? The short story? He fixates on a girl he finds beautiful, and then proceeds to stalk them, and pretends to casually run into them. The whole thing is insane. Not surprising considering the show already has 3 seasons, each of which has gotten Netflix millions of streams. If you're feeling the dark vibes of the show, you'll be feeling the dark vibes of this playlist!

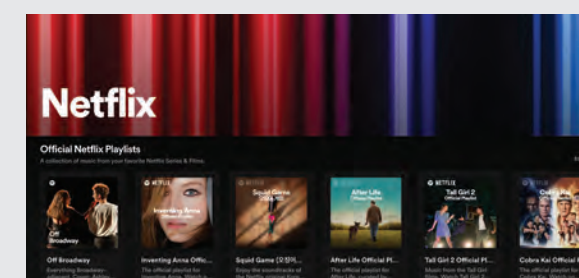
4 French mornings//inspired by Emily in Paris

Want to see the Eiffel Tower? You can if you tune into Emily in Paris on Netflix! On this show, a girl named Emily is going to live out her dream in, you guessed it, good ol' Paris. Of course, nothing good comes easy. While living in "The City of Love", Emily endures having to balance her personal and professional life, coming in contact with a ton of problems along the way. Being a newcomer in a new country proves to be harder than she thought! This playlist has the perfect music to sit down while enjoying a cup of coffee with a croissant. Every single song in this playlist is 100% French, and one will feel as if they have teleported right to Paris. Everyone needs a little Paris in their life.



Spotify's **"NETFLIX HUB"** allows viewers to access the official soundtracks of their favorite Netflix shows with added features like exclusive behind-the-scenes content, personality quizzes, and podcasts covering these shows.

GO



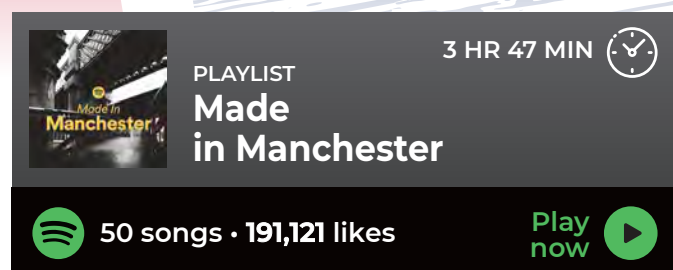
SOUNDS OF Manchester

Oftentimes when I travel and heedlessly stumble on some new ground, where I seem to get stared down by locals for being ‘the obvious tourist’. What? I like to take photos of old signs and buildings that cease to have any use.

One of the first things I do when preparing for a new city is to check out their musical history. Who was brought up here, which famous singer OD’ed in that nightclub, did ‘The Who’ ever play at the local arena? I’ve come to find out, the best way to find the gems amongst the muck is to find a playlist dedicated to that city’s greatest.

Ahhhh Manchester, it’s well known for its musical history and its pioneering manner for new music that has come since the 70s. It is a must go-to for any music lover. Manchester is the top of that list and it bloody knows it too! We all know a friend with a ‘vintage’ Smiths T-shirt or even own one ourselves. The best way to get to know Manchester is to walk around it. Being the 2nd largest city in the UK, it has a lot to offer.

The streets call for hits like ‘Bitter Sweet Symphony’ by The Verve and ‘Blue Monday’ by New Order.



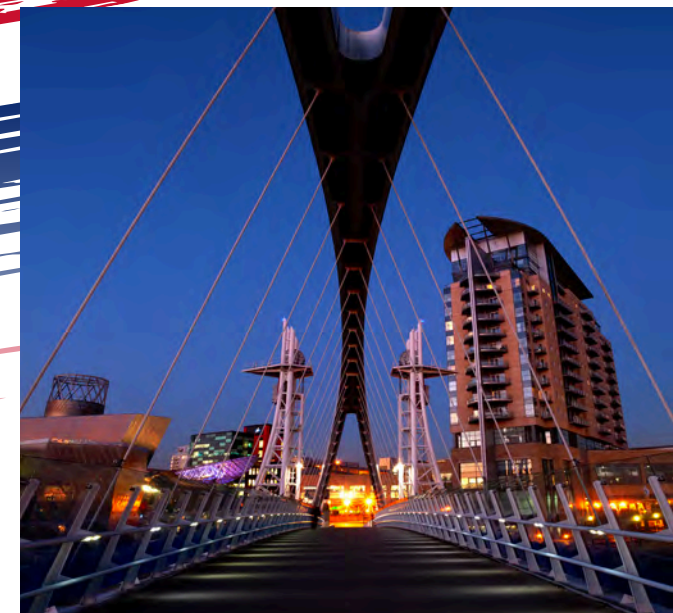
“Made in Manchester” is a fantastic playlist that includes all of the oldie home hitters and also includes the new fresh talent that has followed in the footsteps of its elders. I have stumbled upon countless conversations where I’ve had to refer to the artists in this playlist.

Ahh the Haçienda! Manchester’s greatest landmark.

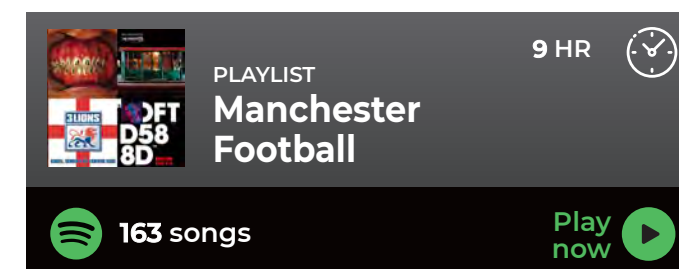
Pop your earphones in and have the city’s musical talents be the soundtrack to your exploring.

The murky river of puke and booze may be off-putting at first but do not fret as these are the warning signs of happy aftermath. Its back is built on the canal systems, which you can imagine is the dark underbelly of the inner city’s workings (this is where Joy Division soundtrack is fitting) but I am happy to say it’s just a simpler way of getting around the city to beat foot traffic.

If you’ve managed to enter the world of sports, you’d know Manchester for its rival split between Man- United and Man City. There are a flurry of repetitious football songs that may come in handy with your stay in the city.



The Bee is the city’s mascot and ‘Gay Village’ is Manchester’s honey pot. You’ll end up mentally in a tangled state somewhere between Saturday night fever and the living embodiment of the hangover.



It’s somewhat of an initiation, a right of passage into the land of north with its English traditions. If you can pass the night here still standing, you’ve made it.

All the clubs are patriotic towards Manchester’s music, blasting out the sounds of Oasis and the Buzzcocks, like a domino effect of half mumbled chorus echo followed by the powerful roar “sooooo Sally can wait, she knows it’s too late”. When I hear these words, I take them as a beacon call to go home.

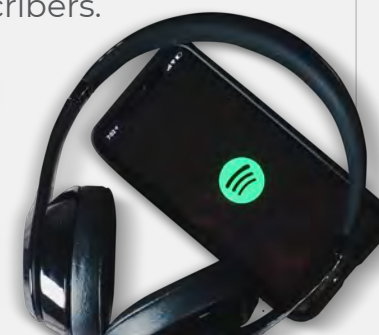
The pubs and clubs have shut but don’t worry, Manchester’s playlists will carry on ringing through the ajar doors and half-opened windows of the city.



By Alex Stanley

Age 23 from the city of Leeds originally but lets not talk about that. I have written poetry, music and prose from the perspectives of mood disorders, enlightened states of mind, the ritualistic journaling most nights... My first love and passion is music and over the years I have matched my songwriting with a special attention towards the lyrics. I hope to leave some collection of work behind, wether for myself or whomever may find interest in it.

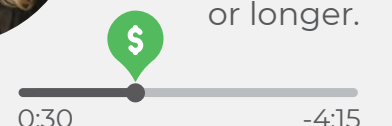
At the end of 2021, Spotify had **406 MILLION** monthly active users, including 180M premium subscribers.



Listed as the **best-selling female recording artist** of all time by Guinness World Records, **MADONNA** has sold more than **300 million units** worldwide throughout her career.



Did you know that an artist only **gets paid** if their song is streamed for **30 SECONDS** or longer.



Artists Wake Up! BE A PROLIFIC CONTENT CREATOR

Daniel Ek at Spotify drew some ire for saying that artists could no longer use the old model of putting out an album every 2-3 years and expect to make money. Instead, he claimed that artists needed to be constantly releasing material to gain and retain fans. This upset a lot of artists who think he was asking for quantity OVER quality. But he doesn't. He wants you to deliver both. By doing so you have more opportunities for getting playlisted, the dangling carrot on Spotify.

Many artists I have met have felt intimidated by expectations of high creative throughput. This stems largely from the fact that, believing creativity is some magical thing, you only have so much of it. You will use it up like Aladdin with three wishes from a genie.

*But take it from me--
don't fret. Embrace it.*

REPEAT AFTER ME.

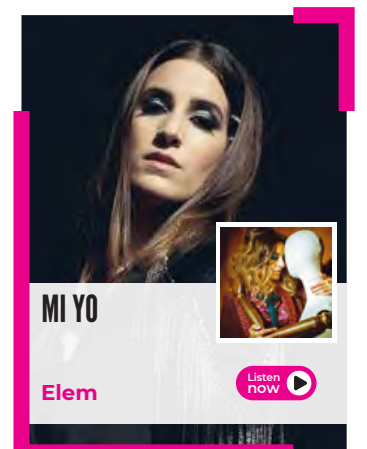
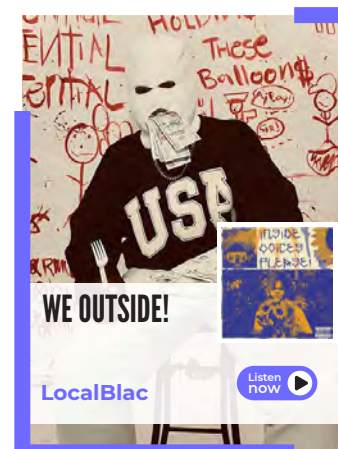
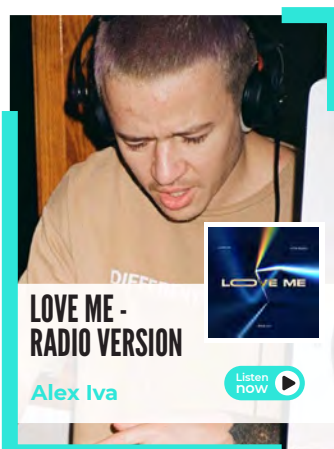
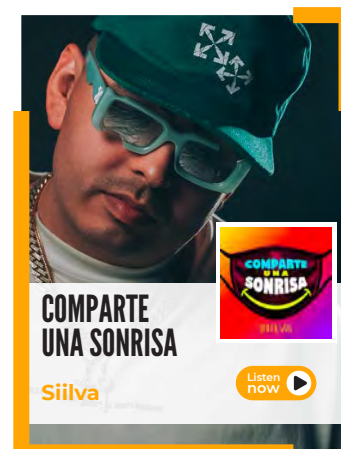
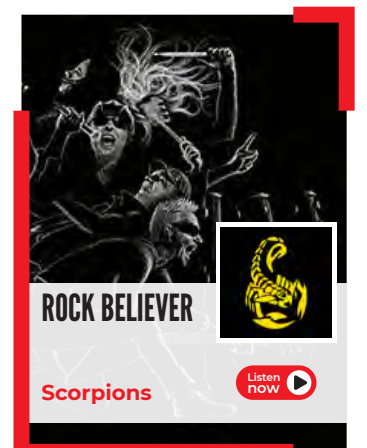
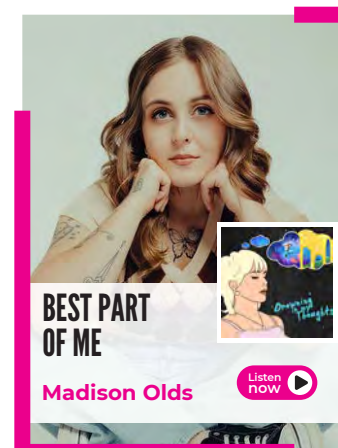
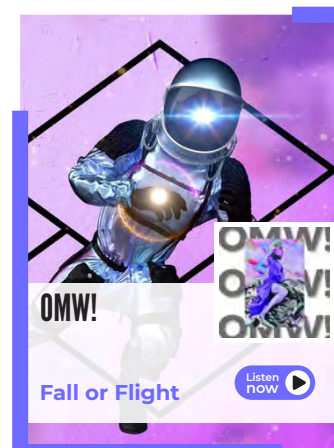
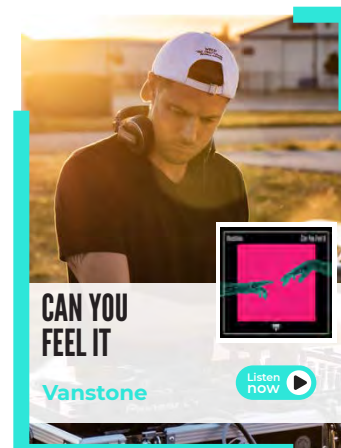
"I, Michael Gilboe, hearby swear - to squander my creativity carelessly - to keep the flow going by never cutting the flow - and to not listen to the critic inside me while I am creating. - my work is not a product of divine inspiration - but instead, my own efforts and dedication. - The well won't run dry - the muse won't abandon me - my creativity is a horn o' plenty."

Creativity is not a finite resource

If you subscribe to the spoken or unspoken conventional wisdom that your creativity is some mystical gift that will disappear if you are careless, I need you to cancel that subscription right now!

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A runner doesn't wonder if he will ever have a good run again if he runs everyday. No. He knows he will only gain endurance, speed or technique.

A surgeon doesn't skip operating on a patient because he is afraid he won't be able to do it again for a more important patient. No. He knows that if he doesn't use his skills regularly, he will get rusty and perform worse when he needs to.

Start slow to warm up, then ramp up and keep going

When I first turn on the hot water to wash dishes, it takes quite a while for the hot water to overtake the cold water; but when I turn on the hot water just a short while later, it gets hot very quickly.

I find creativity works just like that. If we keep using it, it keeps delivering. If we wait a long time between, it takes longer and longer to warm up.

Well, too many musicians don't even work long enough for it to warm up. They keep wanting something good right away. Constantly analyzing instead of creating. In essence, they are just turning the water on and off, hoping the next time they turn it on, it will be hot.

Stop thinking. Just do.

I get how hard it can be to break away from a belief that is deeply ingrained. How hard it is to do something different than all our peers are doing. Even more, how to turn off the analysis side of our brains so we can just create.

But I implore you to keep exploring ways that you can break past this mindset. The best way I can think of to do this is to make yourself write something every day. Make a habit out of it. Take some stretches to write multiple somethings every day. Evaluate your writing at a later date, perhaps in a large batch. Don't worry if what you did was good. Don't analyze it. In fact, when



*And when I say “something”,
I mean just that. It doesn't have to be
a whole song, or arrangement.
Just something.*

I am the busiest, I find it easiest to not analyze that little work I did, and remember that sensation for later. Analysis is an ally to creativity. It is how we can move from rough shaped clay to a marvelous masterpiece. But at the ideas phase, the point of creation? There, analysis is your mortal enemy. Don't let yourself judge what you are creating from nothing as you are doing it. Give it a little bit of time and just feel what happens.

The Power of Continuity

I was always prolific compared to many. But oh how I wish I knew I could write even more than one song a week!

While I write most every day, I have broken the habit for a couple weeks a few times over the past 18 months. But I have been keeping up at it enough, and stayed organized enough to see patterns emerge in what I choose to finish.

I end up choosing very few songs that I wrote immediately following a break. And in fact, the more I



wrote in a given time frame, the more I have tended to select from those periods. For me, it is undeniable. The more I write, the warmer the water stays.

AND AS FOR YOU? WHY DON'T YOU GO FIND OUT?



By Professor Copperhead

Professor Copperhead is the production and coaching moniker for Michael Gilboe—a musician, composer, educator, producer, audiobook narrator, playwright and director. Gilboe ran his own recording studio in Times Square NYC, was a Music & Theatre Professor at the University of Providence in the 2010s, and is currently passing along his knowledge and experience coaching independent musicians in addition to his musical writing and production work. Michael Gilboe is the producer, musician, songwriter and artist behind all the music for Jam On Wax.

TOP 10 PLAYLISTS TO ACHIEVE THE ZENITH *of Meditation*

It's not always easy to deal with the hustle and bustle of everyday life, especially when you don't have the time to meditate. While going to a meditation class, doing yoga and soothing your soul daily sounds tempting, there isn't always time to get away and do these things.

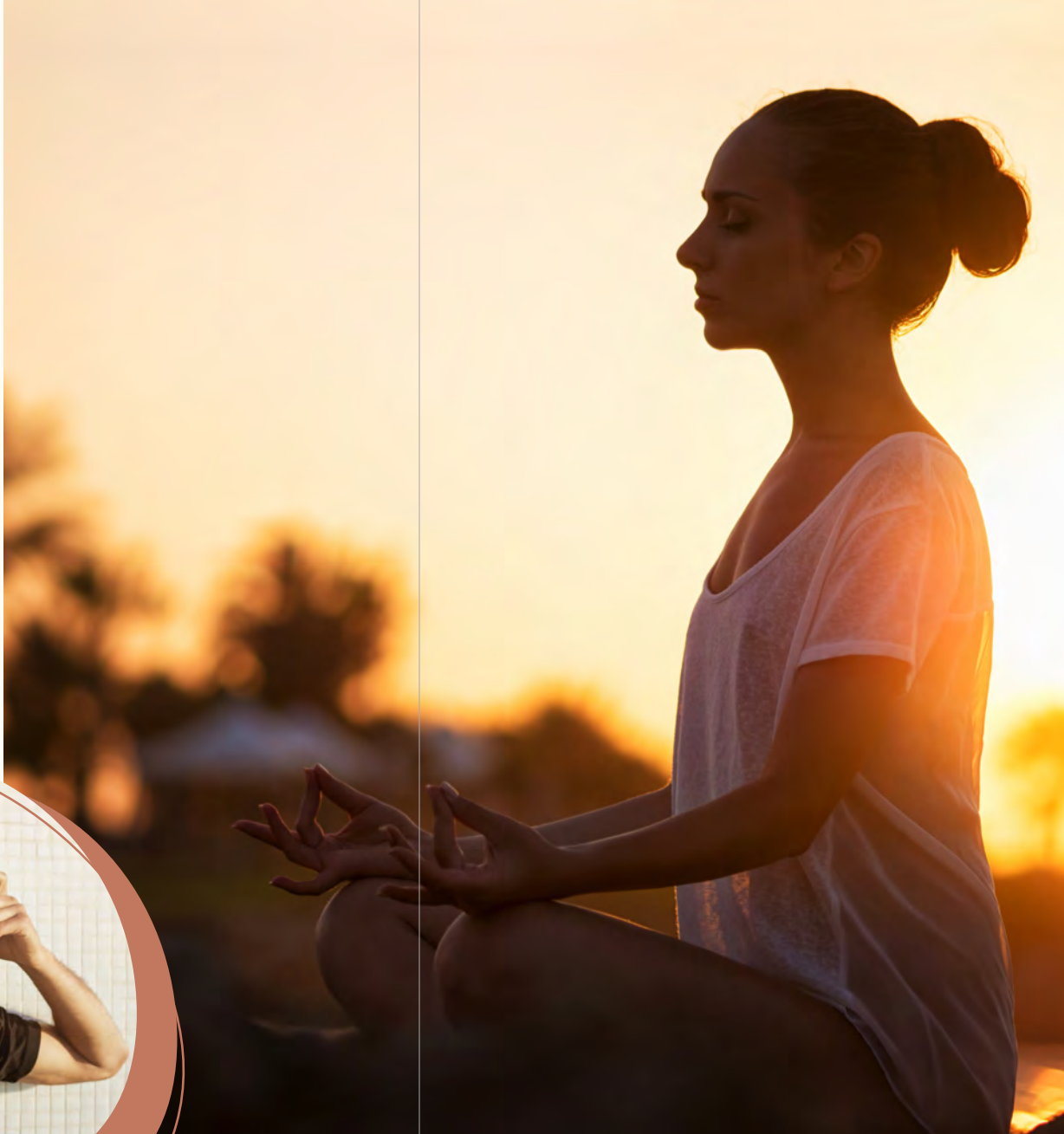
Fortunately, you can still relax and meditate wherever you are with the right playlist. Simply plug in these calming sounds and tunes, and clear your mind in the comfort of your home or workplace. These playlists contain carefully curated songs that will prepare you for the day.

So, you can take a deep breath and check out our best playlists on Spotify for maximum meditation.



1 Binaural Beats

At the top of our list is Binaural Beats, a Spotify meditation with a wide range of frequencies to ease you into meditation and offer you maximum relaxation. If you're looking for the best playlist to increase your collective calm and meditative state, this is the best one. It thinks outside the box in terms of lo-fi hip hop, so you can expect different mid-range frequencies.



2 Yoga and Meditation

If you combine yoga with your meditation, this Spotify playlist is for you. The playlist combines an attractive array of sweet music, from classical songs to soothing melodies, making it easy for you to let go of tension and relax.

The type of music you hear in the Yoga and Meditation playlist is exactly what you might be looking for when doing your favorite yoga poses, as it balances your mind and body.

There are a lot of benefits that come with yoga music, as it improves balance, concentration and your ability to relax. Also, specific tones can help to achieve a state of mind. Music also gives you a clear mind, allowing you to focus properly on what you're trying to achieve through yoga and meditation.

3 Tibetan Bowls

You might be confused about what Tibetan singing bowls are before you get this playlist. These bowls are actually bells, and they produce a rich deep tone when played and vibrated. Tibetan singing bowls have been used in meditation by Buddhists and promote relaxation.

While you might not visit a monastery or even a singing class, you can easily listen to the Tibetan Bowls playlist instead. The playlist contains traditional and relaxing tones that can take your meditation to the next level.

There's a reason Tibetan singing bowls have been used traditionally for meditation and more. They are believed to help in releasing toxins from the body, easing pain, improving circulation and enhancing your energy flow, all of which would contribute to having a successful meditation.

4 Calming Music Nature Sounds



While some people enjoy melodies and music, others prefer sounds from nature. From rustling leaves and running water to chirping birds and the sound of drifting water on the ocean, these sounds are perfect for taking your mind off your troubles.

The Calming Music Nature Sounds playlist combines a diverse range of sounds, chants, tunes, frequencies and tones, and can be played anywhere. Whether you are practicing yoga, going to work, reading or any other activity, it helps to calm your mind and feelings of anxiety.

Although nature sounds are a thing of preference, as not many people who meditate like to hear the sounds of birds, water or wind. But, these sounds are soothing and provide a way to regenerate after a spent day.



5 Nature Meditation: Earth



Another playlist with sounds from nature is the Nature Meditation: Earth, which offers a wide range of soothing sounds for your meditation session. You can balance yourself and your spirit, while connecting nature even when you're in your home.

The playlist contains sounds like the wind blowing through trees and the crashing of waves, among other calming sounds. As, you enjoy this laidback playlist you can tap into your chakras while meditating.



6 Piano for Meditation



While some people prefer nature sounds, others go for piano music, as this is another one of the soothing types of music for meditation. You can check out the Piano for Meditation playlist to keep you calm and comfortable as you meditate.

The playlist is gotten from reputable pianists like Luca Magliano, Benette and Nessa Manuel, known for their peaceful and harmonious pieces. The sounds are designed to encourage deep breathing and slow down your heart rate while you meditate.

One of the main reasons why we recommend piano music is because it helps in recover from stressors quickly, according to a 2013 experiment. Piano music also benefits your endocrine system by reducing the release of cortisol, which is a stress hormone. So, you can relax better while listening to the music.

7 Meditation Sleep Music



If your preferred type of meditation is sleeping, there are curated playlists for you. The Meditation Sleep Music is the ideal type of playlist for those who want to close their eyes, block out the mental noise and go to bed.

The sleep music meditation is described to offer Solfeggio frequencies and ambient binaural beats, which are designed to promote deep sleep through your brainwaves. Not only for meditation, but it's also ideal for those who have insomnia and other sleeping disorders.

Solfeggio frequencies are known for being useful in sound therapy. They affect the elements of the energies and spirits, acting as a powerful way to

align your chakras and meditation. When combined with the binaural beats in this playlist, you get a well-rounded meditation experience.

8 Guided Meditation



Those who are new to meditation can easily get started with this Guided Meditation playlist, which combines a list of guided tracks for a wide range of needs. It's ideal for those who want to follow a particular structure while meditating, rather than doing their own thing.

The guided meditation tracks will help you in focusing on particular chakras, letting go of negative energy, mindfulness, acceptance, getting rid of fear, and more. The instructor voices are also pretty soothing, making you feel well rested after each session.



9 Morning Meditation

You can start your day with a relaxing meditation, making it easy to tackle whatever comes your day throughout. It creates a sense of harmony and serenity, creating a focused and refreshing mindset. The Morning Meditation playlist is over 24 hours long, so you never run out of tracks to listen to. There are even some bedtime meditation tracks.

The wake-up meditation session is filled with laidback melodies and energizing tunes, which will give you a spring in your step. It also mentally prepares you for the rest of the day.

It's highly recommended to combine music with your morning meditation routines, especially if you're going to use this playlist. You can prevent stress in advance for the day, improve your eating habits and increase your motivation for the day.



10 Peaceful Meditation

Finally on our list of Spotify meditation playlists is Peaceful Meditation, which is ideal if you need to quiet down your mind. The 10-hour meditation playlist features over a million likes, with a well-curated series of melodies, sounds, tones, and tunes. There are even some groovy tunes on the playlist.

If you're not sure the type of meditation you want to do, you can use this meditation playlist and simply go with the flow. Although the tracks are mostly 30 seconds long, they are properly arranged to flow together. This starts you off with quiet time to empty your thoughts, and ends with a lively, atmospheric track.

Achieve Top Relaxation with These Meditation Playlists

You can check out these meditation playlists depending on your mood, whether you want to sleep, do yoga or meditate. Regardless of what you prefer, there's a meditation playlist for you.



By Harrison Appah

Creative writer, music lover, yogi and meditation enthusiast.

I love everything music and how much it improves the mind, which is why I enjoy sharing this information to others. I am a certified yoga and also meditate regularly, and have been working on combining these two and teaching others too.



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✓ Verified Artist

Playlist Count

35K

Playlist Total Reach

14M

JAMES HERSEY

With more than half a billion streams on Spotify, three Gold Records, and a #1 single on the Billboard U.S. Dance Charts, James Hersey is no stranger to flourishing in the playlist ecosystem. If you think you haven't heard the Austrian-American singer's singles "Coming Over" (with notable remixes by Kygo, Dillon Francis, Tiesto, filous, and more) and "Miss You," we think you might be wrong, and James believes there's a very good reason why.

Photography by Neema Sadeghi

Playlist Pulse:

Hi James, thanks for taking the time to talk to Playlist Pulse. I live in Miami, and "Coming Over" still seems to be ubiquitous in every party, cafe, and bar playlist, five years after the release. Tell us a bit about your playlisting journey, and how playlists have shaped your career.

James Hersey:

Hey, absolutely my pleasure. "Coming Over" blew up right around when DSP playlisting was shifting toward the center of music discovery online, from indie platforms like Muxtape and Soundcloud to the mainstream players we have today. I was always a proponent of diversity in music listening, and still believe that being featured on creative playlists is the best way to reach a new audience. In terms of shaping my career the most interesting takeaway is probably the extreme discrepancy between

streaming numbers and actual fans/followers. I'm still waiting for some innovation in playlisting that will reduce the anonymous, background-nature of DSP streaming. Radio, though antiquated today, was pretty good at this by having personable curators (DJ's) personally represent everything they played, often literally speaking between tracks, but always cultivating an environment that's conducive to a deeper level of discovery. If I had one wish I'd love to see music take a step back to the foreground of the listening experience.

PP: Speaking of curators, were there any specific placements by a curator or Spotify editorial playlist that were particularly impactful in your trajectory?

JH: The biggest playlist add I can remember was Today's Top Hits, an editorial playlist on Spotify that pushed me to the Top 250 streamed artists on the platform at the time.



PP: That must have been incredibly thrilling! What would be your advice for a new artist just learning to navigate the Spotify playlist ecosystem and who dreams of achieving a similar outcome?

JH: Make sure you know what kind of music you make. Paradoxically, it's always been fashionable for new artists to present themselves as unique, "out-of-the-box" experiences that stand apart from everything else. This is the opposite of what will get you playlisted, whether it's DSPs or radio. Know your genre, become part of your scene, and reach out to the people that will respect and represent your music. They're out there now and easier to find than ever.

PP: Following your own advice, how did you end up classifying your own music, when it came to playlisting?

JH: Broad strokes I think you could fit everything into two styles of playlists: chill vibes and poolside bangers.

PP: Which playlists are you currently listening to, and why?

JH: Right now I'm into UK Indie Classics, The Rap Plug, a couple personal playlists from friends (techno and 80s), and of course my Release Radar. The latter is brilliant because it's such an easy way to keep up with artists that I already like. The others are just easy ways to augment the vibe I'm in. That's the great thing about playlists, right? In the best case they're dialed in to add just the right spice to life.





PP: Where else can our readers and our community of curators hear your latest music and musings?

JH: I'm reasonably active (and definitely reachable) on Instagram, and I'm (hopefully) all over every DSP platform you can find. Also if you're looking for deep cuts I've got album demos on my website (only), as well as an indie 8bit game I developed that features (self-made) chip-tune remixes of my most recent singles.

PP: What do you have in store for 2022?

JH: I'm working on a new album of Indie / Post-Punk / New Wave music that covers the spread of influences from my youth til today. And hopefully 2022 and beyond will bring a few more shows and tours than the past couple years!

Much Love James Hersey

 @jameshersey
 jamesherseymusic.com



 **Verified Artist**
James Hersey

 **636,378** monthly listeners

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RISOTTO *Vibes*

The perfect evening is made of little things: some music, a succulent homemade dinner and a good glass of wine to match your food.

But remember, cooking is a pleasure and an act of love: use genuine ingredients and enjoy every moment.

PLAYLIST

My playlist will gently walk you through all the preparation of the dinner. From the organization of the ingredients to the moment you pull the cap out of your bottle and sit down to enjoy your meal, these songs will give you the rhythm you need to move around the kitchen.



Gorgonzola & Blueberry Risotto

Gorgonzola and Blueberry Risotto is a dish with an intense purple color, an elegant balance of flavors, and a particular and delicate taste. It is a yummy recipe perfect for anytime of the year. It's easy to prepare and looks amazing.

Here, the lead guitar is Gorgonzola, a traditional and very ancient Italian blue cheese, originating in the homonymous locality on the outskirts of Milan. It is mainly used in recipes where it is paired with gently sweet fruit or dry fruits, and will give your dish a characterful note.

An excellent vegetarian and gluten-free dish, from an idea of Antonino Cannavacciuolo, famous Neapolitan chef and TV personality, owner of the 2 Michelin stars restaurant Villa Crespi.

Let's have a look at the ingredients:

- 200 g of Arborio rice
- 50 g of Gorgonzola Dolce (sweet gorgonzola)
- 100 g of blueberries
- a liter of boiling vegetable broth (made with water, onion, celery, carrot, parsley, salt)
- a small onion
- 1 glass of white wine
- a spoonful of Parmigiano Reggiano DOP
- 1 tablespoon of butter

- First of all, prepare a real vegetable broth (avoid any instant broth, make it from scratch just like an Italian grandma would do)
- Set aside some blueberries for decoration.
- In a saucepan, brown the chopped onion in butter and add the blueberries. Cook over low heat for a few minutes. You need to get a sort of sauce.
- Pour the rice and let it toast over high heat for a minute. This is a very important step to make a real Italian risotto.
- Then blend with the white wine at room temperature and let it evaporate.
- Proceed with cooking by adding the broth little by little when the rice thickens, and stirring from time to time.
- When almost cooked, add the Gorgonzola, and complete the cooking (refer to cooking time on the rice box).
- Then remove from heat, add the Parmesan and mix well.
- Serve the risotto garnished with the remaining blueberries.

WINE PAIRING Pinot Gris from Alsace, France

There is nothing better than finding the perfect wine to match your food and music evening!

A great choice to balance the sweet notes and the delicately pungent flavor of the risotto is an Alsatian Pinot Grigio.



This French wine has a wide, elegant, and varied bouquet. Typical aromas are fruity with apricot, peach, citrus, and then jasmine, acacia, honey, and cinnamon.

On the palate it is a rich wine with a pleasant alcoholic warmth and a lively tension between acidity and flavor.

No need to decant it. Just open the bottle and enjoy your meal!

And, as Italians say...

*Buon
appetito!*



By Alessandra Andreani

Italian foodie, wine expert, creative writer, and music lover. Wine is my field of expertise. I am a certified Italian sommelier and have completed my WSET diploma. I have been working in the wine business since 2008, first in London, then in Southern France and have recently moved back to Italy.

PLAYLIST LENGTH: KEEPING IT TIGHT!

When Pepita started curating, she loved her “Ranchera” playlist. It was always so easy to get lost in the music. The guitars would take over and before she knew it, she was dancing. She could feel the music in her soul, flowing through her veins like a current. It was an escape, a way to lose herself for a little while and forget about everything else.

In her excitement more and more songs were added to the mix—classics like “Las Mañanitas” and “Mujeres Divinas,” to some ranchera-inspired Morrissey tracks. Some of them fit well, but others didn’t quite fit the vibe. Before long, the playlist had over 1,000 songs on it! The original groove was lost, and the mix became diluted and disjointed. She tried shuffling through again and again but it just wasn’t the same. Eventually she gave up, deleting the bloated playlist.

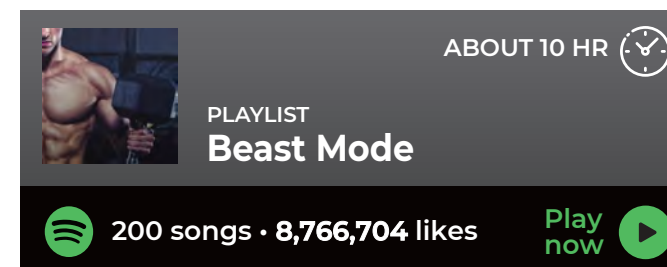
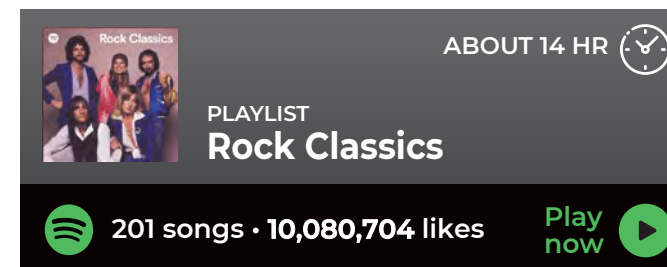
If this sounds familiar, you may have fallen victim to playlist oversaturation. Fortunately, we’ll walk you through three ways to optimize your playlist for great listener flow.

TIP 1 Start fuerte! First impressions are everything.

You need to prioritize the flow of first 10-20 songs of a playlist, since most listeners will begin there without shuffling. Think of yourself as a professional producer, putting together what will be the album of the century. Make sure each song flows into the other, and elicits the overall vibe of the title and description.

TIP 2 Keep it 100! (or less)...

It turns out there is such a thing as “too many” ranchera tracks. Playlists should generally be kept at 100 songs or fewer, to maximize play time for the artists you are featuring and to make the playlist flow well. An analysis of the top 10 most followed playlists on Spotify showed that they had 97 songs on average. The outliers were catalogue playlists with older tracks like Rock Classics (150 songs) or practical playlists like Beast Mode (200 songs), which are fine-tuned for longer workout sessions.



TIP 3 When in doubt, cut it out.

Rick Rubin, the legendary music producer, can be quoted:

“My first record actually says, instead of ‘produced by Rick Rubin’, it says, ‘reduced by Rick Rubin.’... It’s still a natural part of me not to have a lot of extra stuff involved that doesn’t add to the production, and to get to the essence of what the music is...”

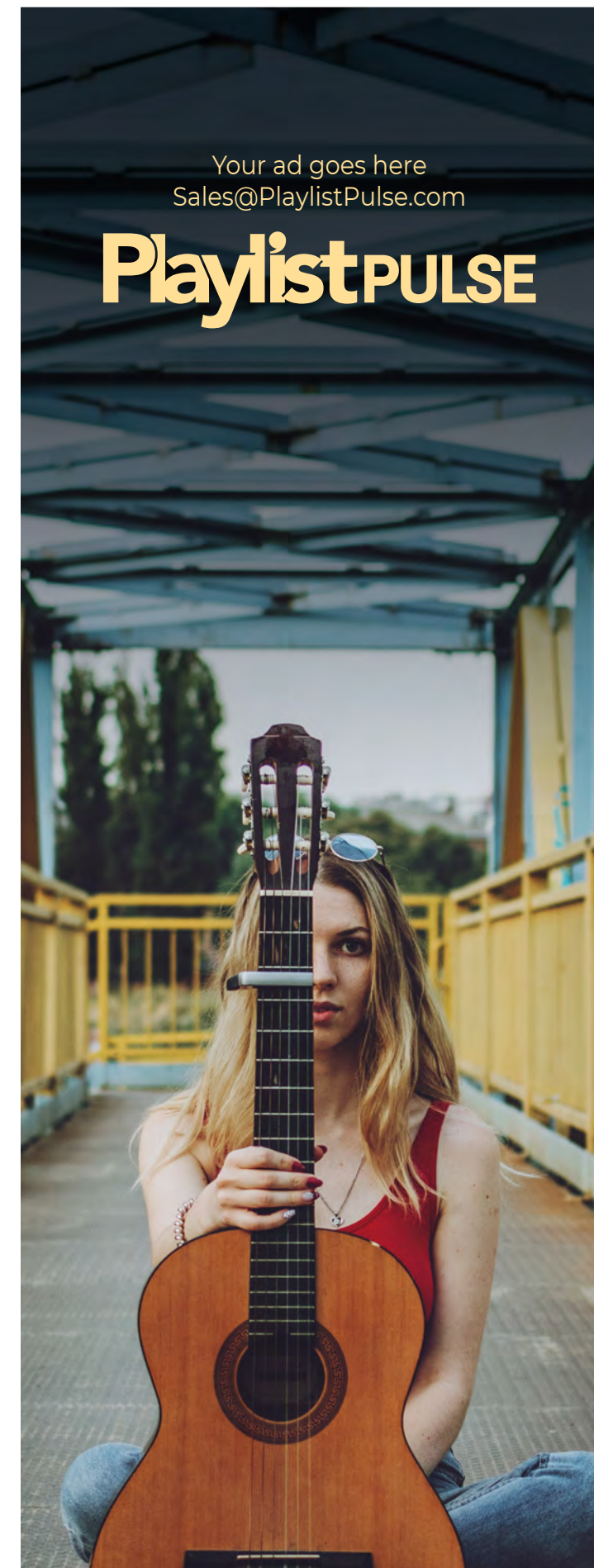
Take a tip from one of the greatest alive, and if you’re unsure about a song fitting — cut it out!



Nacho Free

Nacho Free is a playlister, an artist, and a tamale master craftsman.

His industry advice is highly sought after by Mariachi moguls and professional dog-walkers alike. Hit me up on Twitter for music industry tips and absurdities. @RealNachoFree



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The Invention of THE ESPRESSO MARTINI

By Jake Bennett

Picture yourself in a cocktail bar in London in the 1980s. A New Wave band named Haircut 100 has just finished a sleepy set behind you. The night is young, but ageing quickly. You glance to the bar for inspiration. Legendary British bartending guru Dick Bradsell mans it like a podium, laughing with patrons and creating custom cocktails for anyone who asks for them. He's not a legend yet of course, but he's about to be.

Back to you though. You're seated in a leather booth, eavesdropping on a conversation about The Sex Pistols. You savour the last sip of your Bucks Fizz - two parts champagne, one part orange juice. Basically a mimosa, but with twice the amount of champagne - and head towards Dick Bradsell, taking your empty glass with you. The Girl Is Mine by Michael Jackson and Paul McCartney takes the place of Haircut 100. Some people get up to dance, but you keep a straight course towards the bar.

As you do, someone brushes past you. A woman in a black dress and slicked back short hair-- straight out of a Robert Palmer music video. She beats you to the bar and places both hands on the counter in a manner of desperation. This catches the attention of the celebrity bartender.

What can I get you?

I need something to wake me up, and f*** me up.

Bradsell smiles.

"Both at the same time?"

The customer raises one eyebrow in surprise. She plants her elbows on the counter and places her chin in her hands. "Show me," she challenges him, and closes her eyes pretending to fall asleep.

The bartender pauses for a second, looking around at his back bar. Amber and silver liquid stares back at him from 5 stacked shelves, each level more expensive than the one beneath it. He reaches for a South American rum and then changes his mind, turning to the coffee machine in the server's section instead. A freshly poured espresso is perched there waiting for a waiter to carry it out, but Bradsell snatches it, adding 50ml worth to a clean shaker, along with 37.5ml of Smirnoff vodka, and 12.5ml of Kahlua (a coffee liqueur). He tastes it with a teaspoon, winces, and adds 5ml of sugar syrup made earlier in the day by mixing equal parts sugar with boiling water and leaving it to cool. He tastes it again. Perfect.

Dick Bradsell shakes his creation until his hand burns with pain from the freezing shaker, then double strains the frothy elixir into a martini glass.

It needs a garnish.

Impatiently the customer reaches for the drink, but Bradsell gently pulls it away from her. "Just a sec." Heading back to the coffee machine, he grabs a handful of espresso beans from the grinder and, almost as an afterthought, gently lays three of them on the foamy surface of the cocktail. "Now you can try it." She picks up the martini glass and takes a sip. Her eyes roll back in pleasure. "Let's Dance" by David Bowie and Nile Rogers bursts through the speakers. She vigorously shakes her head to the beat, as if waking up from a two year coma.

What's it called?" She shouts over the strings and drums.

"The Bradsell Waker-Upper," he shouts back over the din. She laughs loudly, and yells back "Good thing you're a better bartender than a marketer!" She turns back into the crowd, leaving Bradsell stumped, and she nearly bumps into you.

"What you got there?" you ask her, eyeing the drink she nearly spilled on you.

"Just ask for an 'Espresso Martini'. He'll know what it is!"

Recipes from THE ARTICLE

Bucks Fizz

- 100ml Champagne
- 50ml fresh orange juice.

Add both ingredients to a champagne flute and serve.

Espresso Martini

- 37.5ml Vodka
- 12.5ml Kahlua
- 50ml Espresso
- 5ml sugar syrup

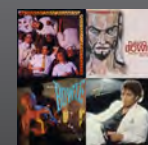
Add all ingredients to a shaker and shake hard until the shaker is cold to touch. Double strain into a martini glass and garnish with cocoa powder and 3 espresso pods.

Espresso Martini with a Twist

This coconut martini is fresh, creamy and tropical, and perfect for anyone who wants to mix things up a bit from the classic.

- 37.5ml Coconut Rum [Malibu or Aluna Coconut Rum both work well]
- 12.5ml Baileys
- 50ml Espresso
- 15ml Coconut Cream

Add all ingredients to a shaker without ice and dry shake to activate the foamy texture. Add ice and shake again, then once the shaker is cold to touch, double strain into a martini glass. Garnish with dried coconut flakes.



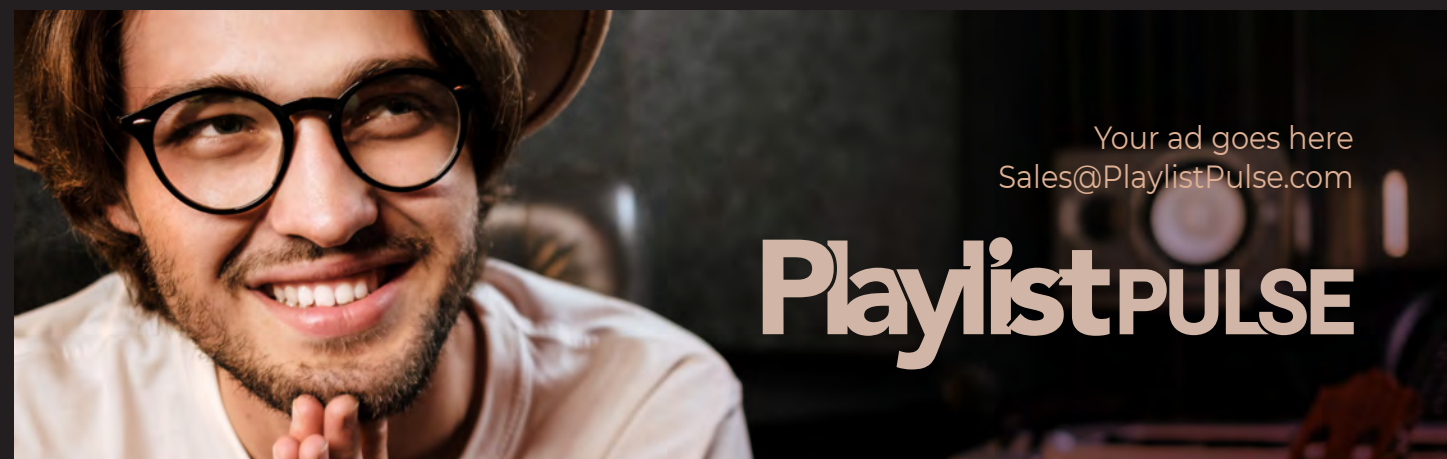
PLAYLIST The Invention of the Espresso Martini

1 HR 28 MIN



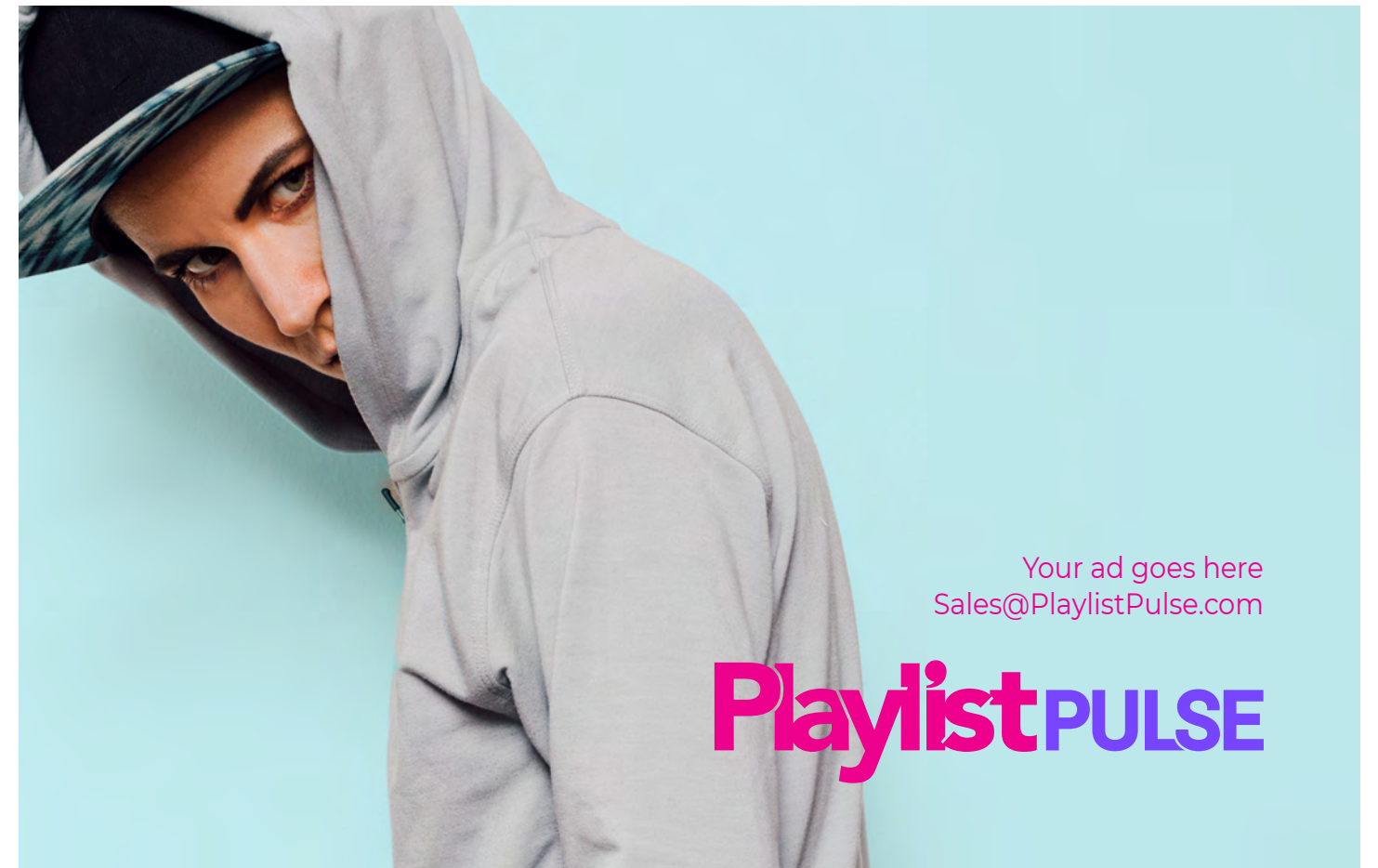
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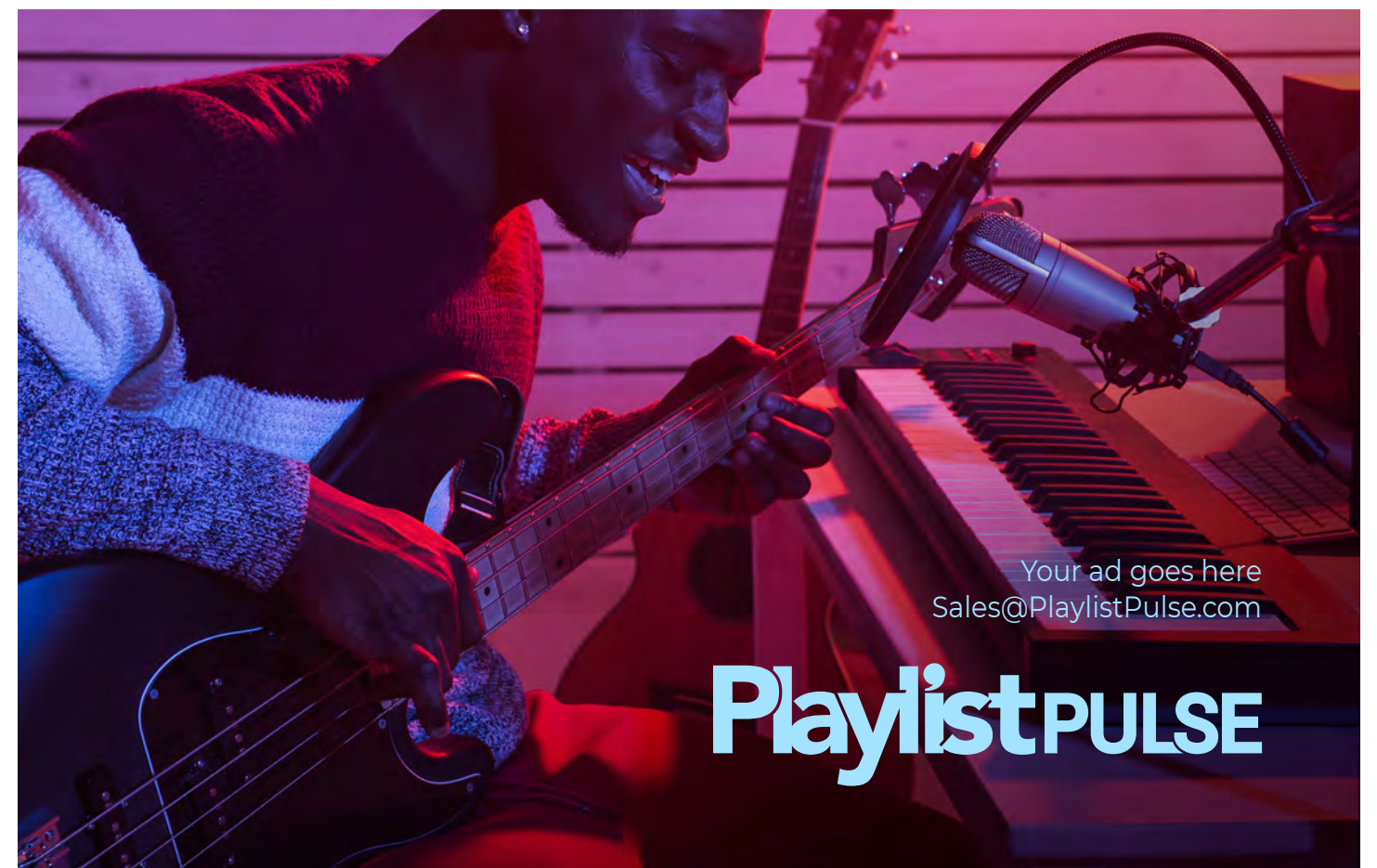
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THE WEIRD SIDE OF PLAYLIST

By Kaitlyn Taylor

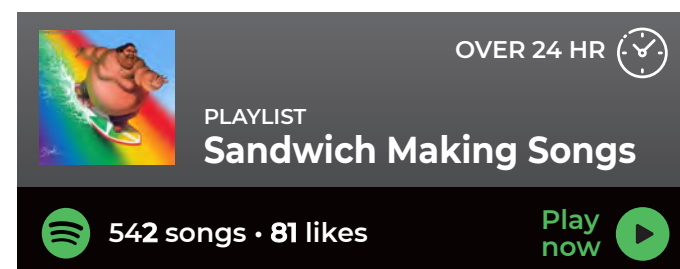


1 “POV: You wake up early to make a sandwich”

Ever felt like you needed music to make a sandwich after you wake up? Well, look no further because Spotify has a playlist just for you sandwich lovers out there. Whoever made this playlist has a great sense of humor.

No one ever would have thought there was a playlist for making sandwiches. Let alone, one that contains 23 songs!

This playlist has an upbeat vibe to it, there are even songs to dance to. Who wants to make a sandwich while listening to a song that makes you cry? No one! No matter whether it takes you 5 or 15 minutes to make your favorite sandwich, this playlist has got you covered every morning.



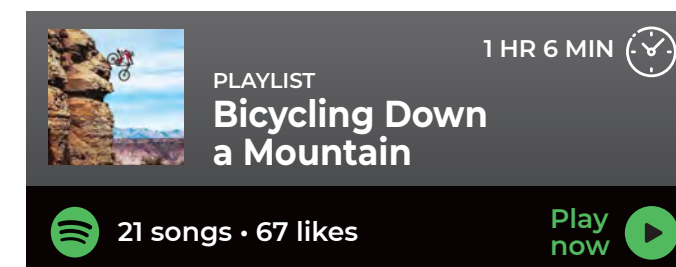
2 “Salt and Pepper Diner”

This playlist is easily reminiscent of going to eat at an old 50’s themed diner. One of the songs repeated about 10 times in the playlist is “What’s New, Pussycat?” by Tom Jones, a super popular American song, which fits the theme of a salt and pepper diner. While the playlist is going, one can imagine waitresses roller skating around the restaurant, taking and serving orders, a couple of teenagers sharing a strawberry milkshake with two straws, and someone at the jukebox trying to pick a song. Whoever made this playlist got the exact vibe of a salt and pepper diner. Although, playing “What’s New, Pussycat?” repeatedly will do the job.



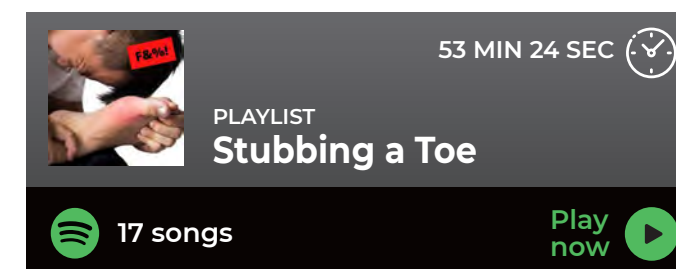
3 “Bicycling Down a Mountain”

Sure, your parents have told you not to run around with scissors, but have you ever been told not to bicycle down a mountain? No? Allegedly based on a true story, the playlist is a cautionary tale of what happens when you decide it’s a fantastic idea to go biking down a mountain. I don’t know of anyone who would willingly go down a mountain via bicycle, yet if you decide to, this playlist consists of all the songs you need for it. About to crash? Play “Crash” by The Primitives. Oh no, got stuck in a ditch? Play “In a Ditch Pain” by Three Days Grace. Whatever happens when you decide to bike down a mountain, make sure you have this playlist handy.



4 “Stubbing a Toe”

Every single person on Earth has done it. You’re casually walking about your house, and...boom. One of the most painful moments in life just happened – stubbing your toe. Luckily for all of us, some genius on Spotify curated a playlist just for this truly awful moment. One of the songs is called “It’s broken”, which is hilarious considering that’s literally how it feels when you stub your toe. Another song, called “AHHHHH!” eventually comes up, nailing the pain that comes right after. Let’s just say - if you don’t scream when you stub your toe, did you really stub your toe?



Illegal music downloads
decreased
significantly after
Spotify was introduced
in Europe



LADY GAGA
adopted her stage
name based on
Queen’s hit song
“Radio Ga Ga”

The best selling pop
album of all time is
Michael Jackson’s
“Thriller,”
with **70 MILLION**
copies sold
worldwide



Before the rise
of streaming,
Americans bought
943 million
CDs
in the year 2000

Did you know
that the
AVERAGE LENGTH
of a song is
3 min and 42 sec
(2019)



The Unlikely INFLUENCER

How a Norwegian became a key Latin music curator on Spotify



Thomas Aalborgen personifies a truly global music ecosystem-- he is the Norwegian curator of Latino Hits 2010-2022- one of Spotify's most popular user-generated Latin playlists.

Playlist curators, like Thomas, are widely responsible for blurring the lines between borders and genres, and sparking discovery of new music across the globe. He joins this conversation from his home in Tønsberg, which historically was a city à la "King's Landing" back in the days when Vikings ruled the world.

Playlist Pulse:

Hi Thomas, thanks for chatting with Playlist Pulse. Tell us a bit about your playlisting journey- how did you come about creating Latino Hits 2010-2022?

Tomas Aalborgen:

The honor is mine, appreciate the recognition. The playlist came about thanks to my true passion for Latin influenced music. The first spark was lit thanks to the single "Obsesion" by Aventura. At the time, I was contributing as the Norwegian representative in Eurodanceweb Award jury, where the organizer, Boris Zuccon, brought the song to my attention when it hit the charts in Italy 2004. Prior to signing up for Spotify Premium in 2010, I remember I had to download MP3s illegally, in order to get hold of Latin music, such as Old School reggaeton. Originally the playlist had a different name and the tracks included was a blend between EDM and various Latin

tracks. Towards the end of the last decade, I decided to filter away all the EDM, only to keep my favorite Latin songs from the last 10 years. Voila, the Latino Hits 2010-20 was born. I'm listening to this Playlist daily, I'm screening though hundreds of songs weekly looking for fresh content to still keep it appealing to myself. Obviously it's rewarding to witness the followers gained, which is the main reason why I continued to curate this playlist beyond 2020. Probably I will continue to do so for as long as my followers find my playlist interesting.

PP: Which relatively unknown artist or track have you discovered recently, which you think has lots of potential?

TA: I recently discovered "Butterflies" by Ishi- a great and catchy Latin release- on the Playlister Club platform. This is her

first release, and I'm already looking forward to her next one. Apart from that, "So What?" by artist Minjour also has lots of potential. Last, but not least, Swiss artist Loco Escrito, I believe is a real contender that will appeal to a wider audience.

PP: Which artist are you most proud to have discovered before they broke out?

TA: Marco Acevedo had less than 50k monthly listeners when I included "Kilómetros" part of my PL in 2020, now he has passed 1M monthly streams. His recent cooperation with both Nejo and De La Ghetto certainly paid off.

PP: What is the Latin music scene like in Norway? Do you have many local followers?

TA: I believe the average Norwegian enjoys Latin music during their summer holidays abroad. Back home it's ordinary mainstream mixed with a

decent touch of local artists. As an example, just recently the Norwegian artist Alexandra Joner failed to qualify with her Latino influenced song "Hasta La Vista" for the Eurovision 2022. A song I found catchy enough for inclusion to my Latino Hits 2010-2022 PL, but not something the Norwegian audience found good enough to represent Norway in the international final. In terms of local followers I've not advertised in social media or anything to try and gain their attention. Therefore I believe my followers are spread across the globe, and as far as I know, Spotify is not revealing this information for me to figure out either.

PP: Which other playlists are you currently listening to, and why? They don't necessarily need to be Latin, but if you want to give a shoutout to other Latin music curators, feel free!

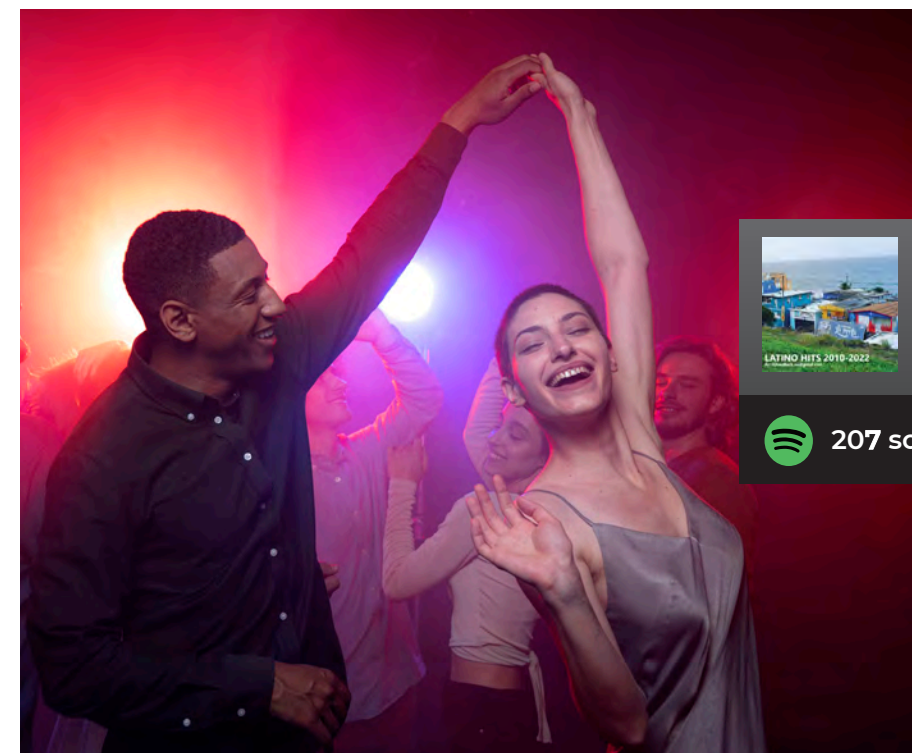
TA: Apart from Release Radar and Discover Weekly, I follow 14 various Spotify generated Latin playlists looking for new catchy Latin music.


Typically the well-known and established artists occupy most of the Spotify playlists regardless if their song is catchy or not, but if you dig deeper you are sometimes lucky to discover new artists with potential. Typically I'm not following other curators, as I consider it "stealing" if I mirror what they have on my PL. However, from time to time I have found myself listening to Dembow's Top Reggaeton [2022] playlist on random.

PP: Describe the perfect occasion or activity for our readers to listen to Latino Hits 2010-2022?

TA: Considering the world is finally starting to take back the everyday-life from the horrible Covid Pandemic, I would actually say that precisely NOW is the perfect time to listen to my Latino Hits playlist. Turn it on and let the music inspire yourself to look towards your next summer holiday abroad or wherever you go to feel complete again. I can't help myself dreaming about the summer whenever I'm listening to the enchanting rhythms of Latin music.


“Probably I will continue to do so for as long as my followers find my playlist interesting.”






ABOUT 12 HR

PLAYLIST
**Latino Hits
2010-2022**

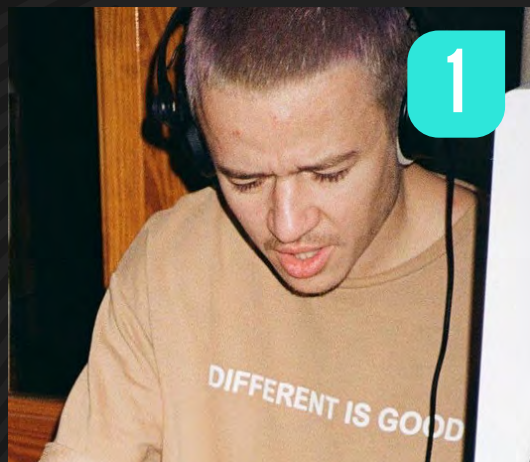
 207 songs · 4,643 likes



APR
2022

TOP 12 RISING ARTISTS

The artists that playlist curators are engaging the most with this month

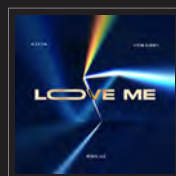


1

LOVE ME -
RADIO VERSION

Alex Iva

2:51



2

FIRST TIME

Damon Sharpe

3:05

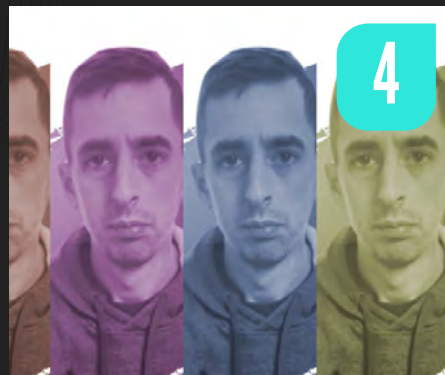
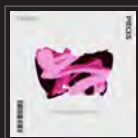


3

PIECES -
RADIO EDIT

Daniel Merano

2:47

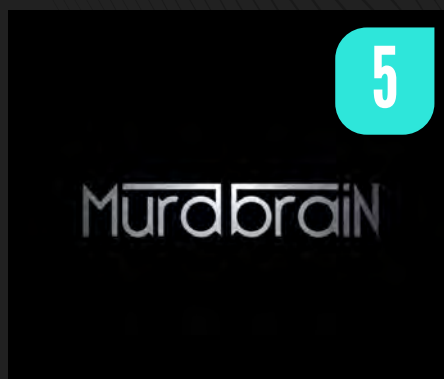
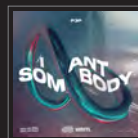


4

I WANT
SOMEBODY

P3P

2:59

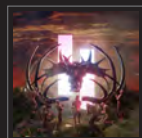


5

TRIPLE TAKE

Murdbrain

2:29

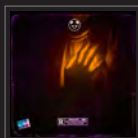


6

HEART - BEATSBY-SHACKLES REMIX

Stormin' Norman

2:38

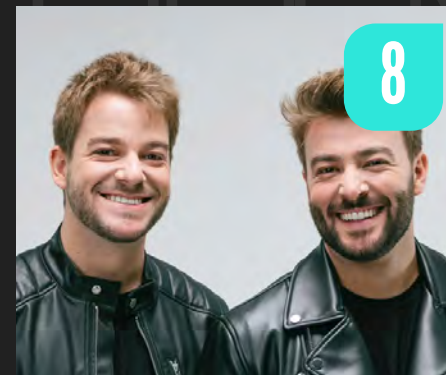
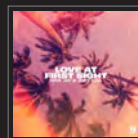


7

LOVE AT
FIRST SIGHT

Nick Jay

2:43



8

LOVE GOES (ON & ON)
[FEAT. H. KENNETH]

Dubdogz

2:24

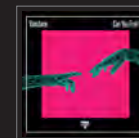


9

CAN YOU
FEEL IT

Vanstone

3:11

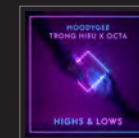


10

HIGHS & LOWS

Moodygee

2:26



11

TELL ME

Calmani & Grey

2:49

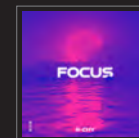


12

FOCUS

R-CHY

2:21



ELECTRONIC

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PLAYLIST

APR
2022

TOP 12 RISING ARTISTS

The artists that playlist curators are engaging the most with this month



NEW TATTOO
Vanilla Skies

3:18



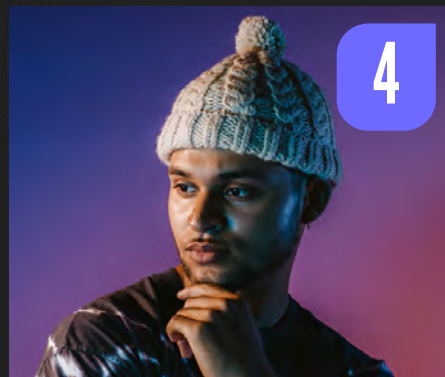
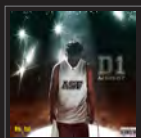
OMW!
Fall or Flight

3:23



LESSONS
AJ Supa Fly

2:46



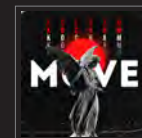
ARTIFICIALLY FINE
Shug

2:24



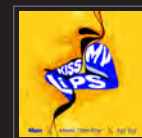
MOVE
Kocham

2:48



KISS MY LIPS
4Rain

2:22



WE OUTSIDE!
LocalBlac

3:44



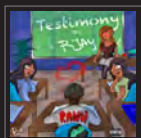
ORIGINAL
Michael Dixon

3:56



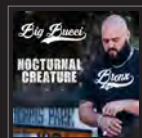
TESTIMONY
RJAY

3:04



HOLD UP
Big Bucci

2:50



FEEL MY PAIN
Feady Crocka

3:26



ALL CAP
SP

3:14



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PLAYLIST

APR
2022

TOP 12 RISING ARTISTS

The artists that playlist curators are engaging the most with this month



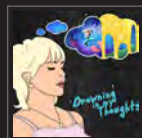
**FALLING
SO DEEP**
mor2dekai

3:08



**BEST PART
OF ME**
Madison Olds

3:32



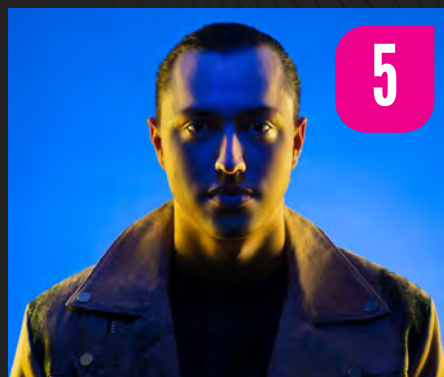
BETTER DAYS
S Herold

3:21



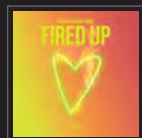
LOST CAUSE
Angel District

3:00



FIRED UP
Invida

3:10



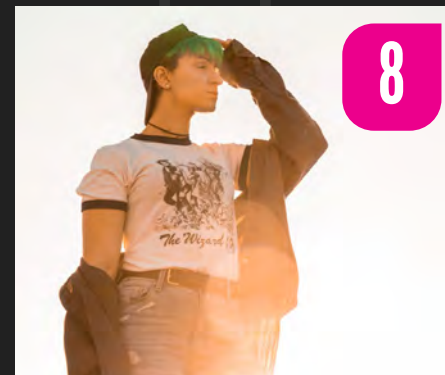
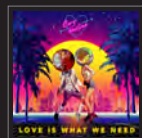
**BAD BLOOD -
XTENDED**
Forts Like Vana

3:51



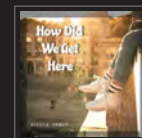
**LOVE IS WHAT
WE NEED**
Cory Hotline

3:48



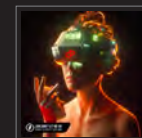
**HOW DID WE
GET HERE**
Nicole Haber

3:29



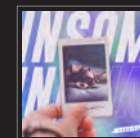
**LOVE DON'T
LET ME GO**
Sergio T.

2:26



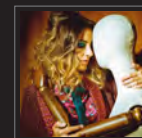
INSOMNIA
Thierry Von
Der Warth

2:18



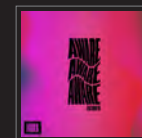
MI YO
Elem

2:37



AWARE
Fades

2:36



POP

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APR
2022

TOP 12 RISING ARTISTS

The artists that playlist curators are engaging the most with this month



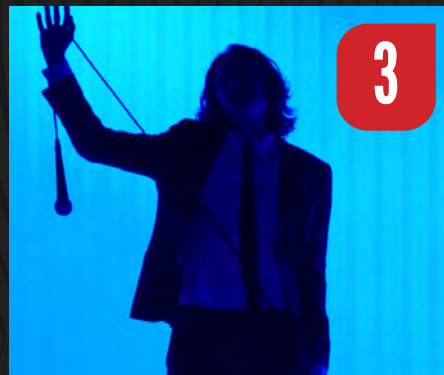
SURVIVE
Asher Knight

3:18



MOMENT OF MY LIFE
Donkey Thieves

3:29



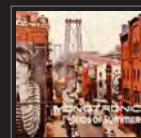
15 MINUTES TO MIDNIGHT
Bradley Denniston

2:30



KIDS OF SUMMER
Monotronic

4:31



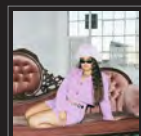
IT RAINS
Billy Lowry

3:55



I'M OK
Emma Kern

3:31



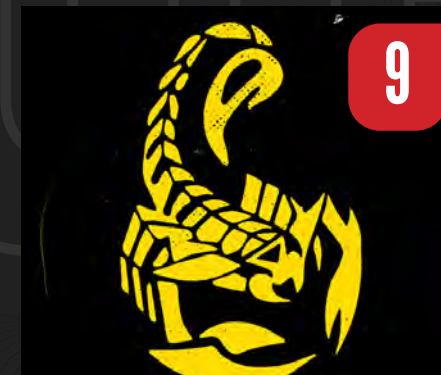
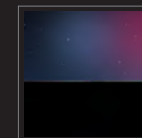
RAINDROPS
Kid Prexy

3:06



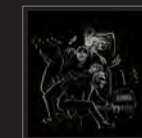
SPRING BLOSSOM
scryPher

2:04



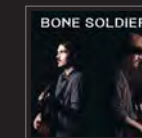
ROCK BELIEVER
Scorpions

3:57



BONE SOLDIER
Barren Trace

4:33



CITY LIMITS
Austin Michael Frink

3:48



GROW
Mark Rosal

3:00



ROCK

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Listen to this
PLAYLIST

APR
2022

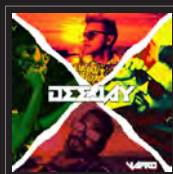
TOP 12 RISING ARTISTS

The artists that playlist curators are engaging the most with this month



DEEJAY
Jean Mychel

2:54



NADA MÁS
bobby

3:06



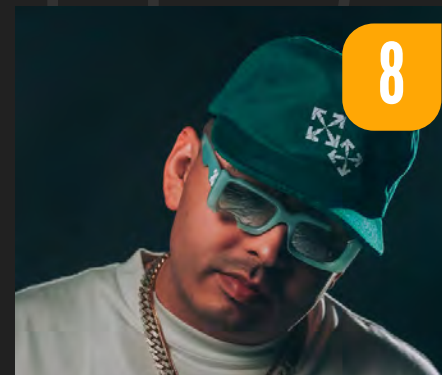
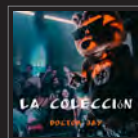
VINO PROHIBIDO
Aksel

3:52



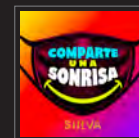
FALSEDAD
Doctor Jay

3:04



COMPARTE UNA SONRISA
Siilva

3:33



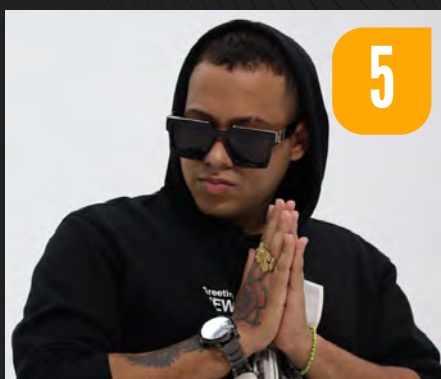
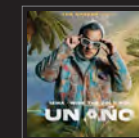
TE MERECES
David Noriega

3:13



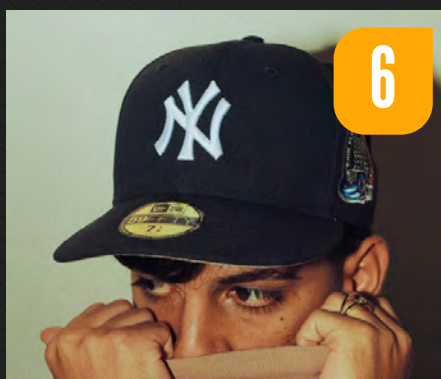
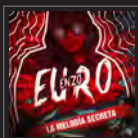
UN AÑO
Izma

3:24



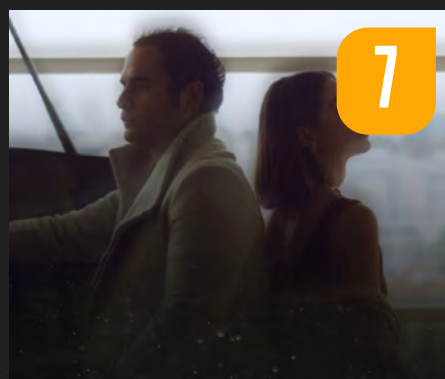
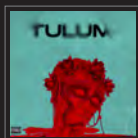
EURO
Enzo
La Melodía Secreta

3:18



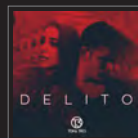
TULUM
Chris Tamayo

2:26



DELITO
Toma Tres

2:40



PEGANDO
Antonio Asfura

3:00



RESUELVEME
Raino Musik

3:00



LATIN

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Listen to this
PLAYLIST

DEL CURADOR INDEPENDIENTE A LA EDITORIAL DE SPOTIFY

Dear reader: Pal Sur! is a Spanish-language column dedicated to Latin America. Contributing writers are local curators and seasoned music industry journalists. We have decided to publish in its native form to preserve the nuance and richness of regional expressions.

El sueño de todo artista y, el de su manager o disquera, es amanecer un viernes en la mañana en la playlist de novedades de Spotify o alguna de esas listas editoriales curadas por la plataforma... La desilusión quebranta cuando no se ven reflejados en estas selecciones.

Si bien es cierto que estos playlists editoriales fortalecen la exposición y promoción de una carrera musical en ascenso, también pueden jugar en contra para futuros lanzamientos. Si logras entrar en una de estas anheladas listas, como la siempre envidiable “New Music Friday”, entonces el promedio de skip (saltos) de tu canción alto, o la plataforma se fija que al llegar a tu track la gente se sale, tu rate (promedio) de escuchas baja estrepitosamente; ten la seguridad de que relegan a un momentáneo ostracismo musical. Un hoyo hostil del que cuesta salir.

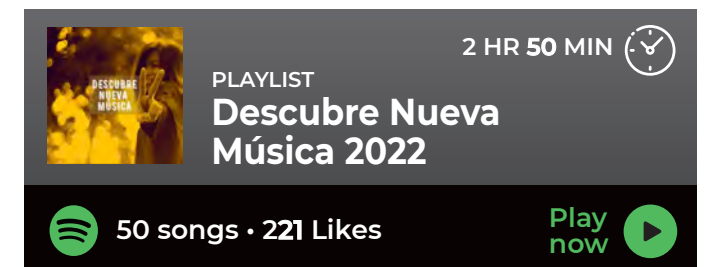
Spotify, aunque se vende como una plataforma de música, es un servicio tecnológico que funciona basado en data y algoritmo. No hay problemas con eso, aceptémoslo y juguemos bien las cartas. Disminuyamos el tiempo de queja. “Sin datos, sólo eres otra persona con una opinión”, dice **W. Edwards Deming**. Así es que invirtamos el tiempo en acciones a favor y que los algoritmos nos lleven a los playlist editoriales con el éxito correspondiente.

¿Qué buscan las plataformas y Spotify no es la excepción? Tus fanáticos. Debido al creciente boom de redes sociales usando contenido con música, el negocio ha tomado otro rumbo y los servicios de streaming de audio reclaman un pedazo de esa atención. Entonces la dependencia es mutua, aunque la balanza se incline hacia ellos.

El algoritmo es la clave. Ese término poco entendible que domina nuestra vida en Spotify, entre otros servicios de la red. Entendamos algo mas sencillo como lo siguiente: El algoritmo lo que busca es resolver un problema del usuario. Como diría el filósofo colombiano: “Si necesitas reggaetón, dale”, **J Balvin**. La música se va a mover acorde con las peticiones y dónde se vaya situando tus canciones, por beats, mood, género, etc. Hay vida más allá de los playlist

editoriales. Una marcada acción de marketing basada en el pre-save de un lanzamiento, también asegura otro tipo de listados personalizados (Release Radar) que el algoritmo va filtrando hacia los curadores. Artistas como Drake, Kanye West o Metallica, tienen un porcentaje bajo de escuchas musicales desde estas selecciones hecha por la plataforma. Su mayor número de escuchas mensuales vienen de fanáticos y playlist independientes. Sí, son casos grandes, pero existen en lo independiente casos como la banda de ska venezolana Desorden Público que su tráfico fuerte son los playlist algorítmicos de la plataforma.

Los curadores independientes constituyen otra forma de exposición en la plataforma, de manera legal. Medios, influencers, Djs, entre otros, manejan playlists personales con una cantidad considerable de seguidores, en las que incluyen canciones para darle promoción constante, como la de Descubre Nueva Música 2022 de quien suscribe.



No confundir con estos servicios en los que compras seguidores por un fee mensual y te colocan con robots para subir tus oyentes. Spotify los está detectando y mensualmente empieza a marcar cuentas fraudulentas que suspenden y retiran su contenido.

Se trata de revistas locales, programas de radio que van depurando sus listados para mostrarle contenido reciente a sus seguidores. Su motivación es tener una exposición como curadores influyentes y requieren de contenido para ello. Entonces el trabajo está en contactarlos, mostrarle tus canciones. Los puedes hallar en Instagram, las redes, en sus perfiles de Spotify.

Somete tus canciones en estas páginas

EN ESPAÑOL

- Submarino Atómico
- Streamlify
- Matchfy
- Top Playlist
- Tomorrowland Latino
- Triunfar en la Música

EN INGLÉS

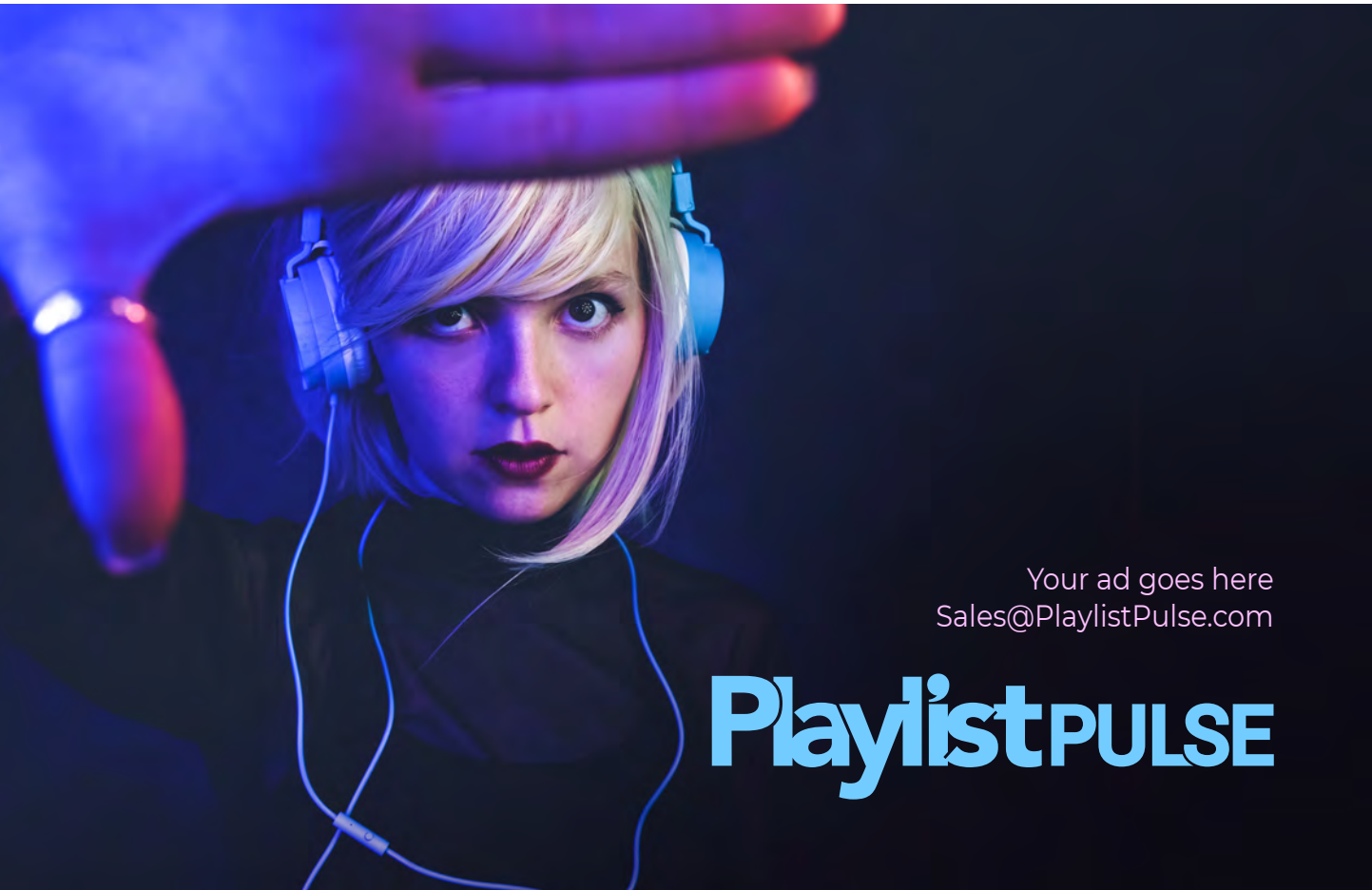
- Filtr Us
- Indie Mono
- The Nations
- Soundplate
- Daily Playlist
- Spingrey
- For The Love Of Bands
- Tunemunk
- iMusician
- Chilled Cow

También hay sites dedicados a recibir información musical, que te dan opciones para someter un track a sus plataformas, totalmente gratis. No siempre es garantía de que te incluirán pero de vez en cuando te dejan tu feedback. Otras pueden pedir entre 1 a 3 usd\$ no como payola, sino como donación para el mantenimiento de su página. Esto no les obliga a usar tus canciones en la playlits pero son los que de seguro te escriben un review o feedback de vuelta. Aquí te dejo una lista de sites, en inglés y español, con sus links, donde puedes someter tus canciones cuando hagas tus lanzamientos. Ten en cuenta la importancia de un buen discurso para darle contundencia a tu canción, así como el pitch que le presentas a Spotify... tema que hablaremos en otro artículo y cómo hacerlo efectivo.



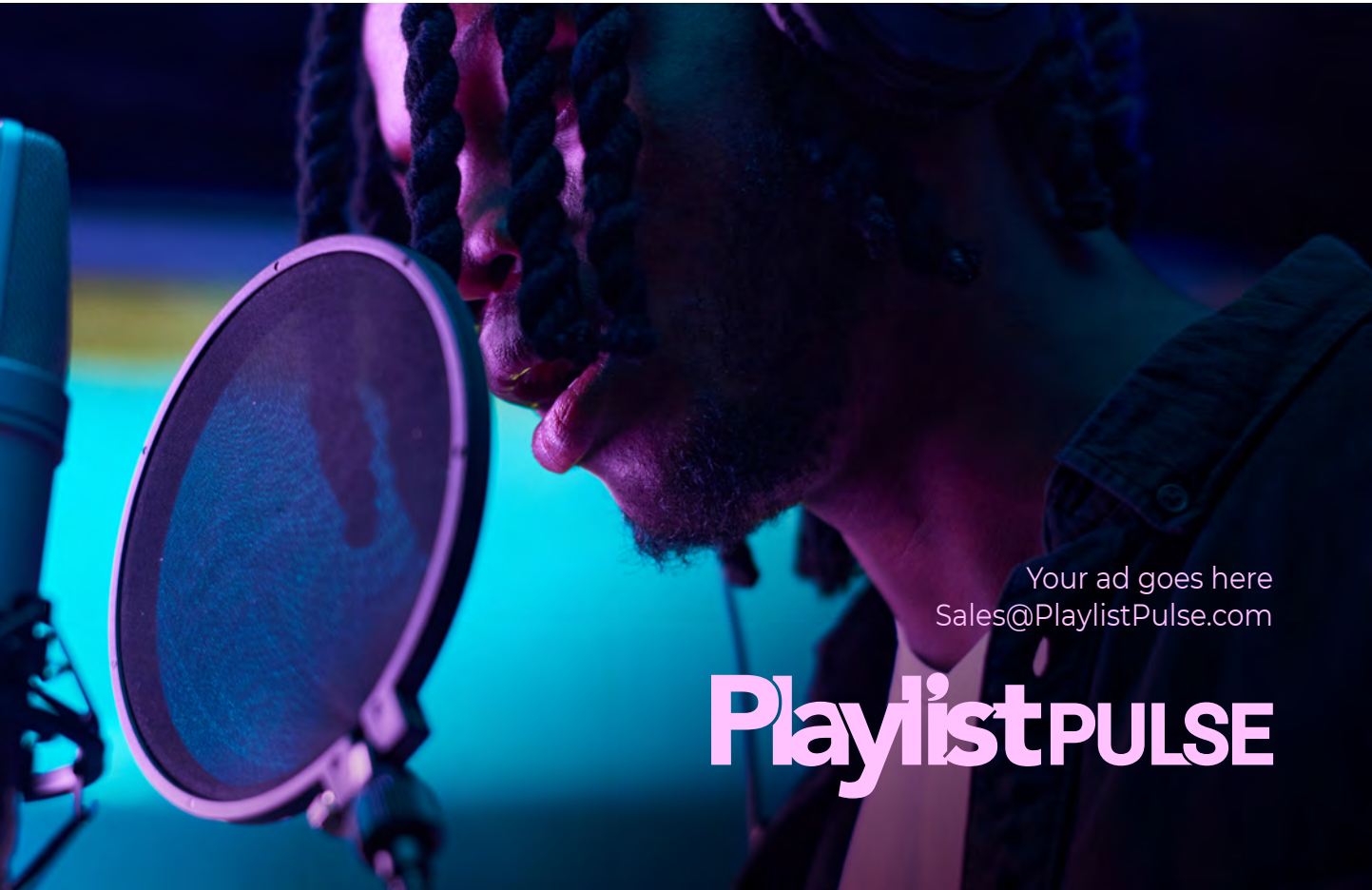
Por William Padrón
Periodista, Escritor, Podcaster,
Fotógrafo y Productor Audiovisual.

Autor de los libros: La Carretera sobre Caramelos de Cianuros y A La Hora Justa de Sentimiento Muerto. Director del documental Una Fábula Muy Trillada. Colaborador de la revista Rolling Stone, La Tercera y el site La Banda Elástica. Promoción y marketing dentro de las discográficas Sony Music y Universal Music, así como la distribuidora musical Believe.



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APRIL 2022

FESTIVALS & EVENTS

Zermatt Unplugged
Zermatt, Switzerland
April 5-9

Rhythm and Vines Festival
Gisborne, New Zealand
April 15-17

Sweetwater 420 Festival
Centennial Olympic Park
Atlanta, Georgia
April 29 - May 1

Country Thunder Music Festival
Florence, Arizona
April 7-10

Awakenings Festival
Spaarnwoude, Netherlands
April 16-17

Beale Street Music Festival
Memphis, Tennessee
April 29 - May 1

Tampa Bay Blues Festival
St. Petersburg, Florida
April 8-10

Byron Bay Bluesfest
Byron Bay, Australia
April 14-18

Mayday Festival
Dortmund, Germany
April 30

Tortuga Music Festival
Fort Lauderdale, FL
April 8-10

Dreamstate Europe 2022
Gliwice, Poland
April 23

The Smoker's Club Fest
Glen Helen Amphitheater
San Bernardino, California
April 30

Creamfields Chile
Santiago, Chile
April 9

Baton Rouge Blues Festival
Baton Rouge, Louisiana
April 23-24

Project Glow
Washington, DC
April 30 - May 1

Coachella
Empire Polo Club
Indio, California
April 15-17 & 22-24

Shaky Knees Festival
Central Park
Atlanta, Georgia
April 29 - May 1

Sol Blume
Sacramento, California
April 30 - May 1

PERFORMANCES ACROSS THE GLOBE

Justin Bieber
April 2-27 - locations across the U.S.

Coldplay
April 3-4 - Mexico City, Mexico

Eagles
April 19 - Columbus, Ohio
April 21 - Buffalo, New York
April 23 - Long Island, NY
April 25 - Greenville, South Carolina
April 28-29 - Nashville, Tennessee

Adele
April 1-16 - The Colosseum at Caesars Palace, Las Vegas, Nevada

Elton John
April 1-28 - locations across the U.S.

Billy Joel
April 8 - Madison Square Garden, New York City, NY
April 23 - Bank of America Stadium, Charlotte, North Carolina

Michael Bublé
April 27, 29 & 30 - The Theatre at Resorts World Las Vegas, Las Vegas, Nevada

Ed Sheeran
April 1 - London, Great Britain
April 23-24 - Dublin, Ireland
April 28-29 - Cork, Ireland

The Killers
April 16 - 17 - The Cosmopolitan of Las Vegas, Las Vegas, Nevada
April 29 - Mexico City, Mexico

James Taylor
April 21, 24, 25, 27, 28, 30 - locations in Canada

Marc Anthony
April 1 - Hidalgo, Texas
April 3 - Cedar Park, Texas



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SHOW THE MUSIC
YOU HAVE **INSIDE**



So you've finished the hardest part: getting a song in your head finished and released into the world for everyone to listen. Now what? Look no further. **Playlistr.Club** leverages technology to get your music in front of the right tastemakers. Join today!



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