



# FMPJ JAPAN: NEW YEAR PARTY & CONFERENCE 2022

JANUARY 2022



# MRC Data is the most trusted independent leader in music intelligence and data worldwide.

## **UNPARALLELED EXPERTISE & INSIGHTS**

Premiere provider of data and analytics to the music, film, and entertainment industry helping to inform business decisions.

## **COMPREHENSIVE GLOBAL SOLUTIONS**

Expert analysis, advanced data offerings, and expanding from U.S. & Canada to total of 50 countries.

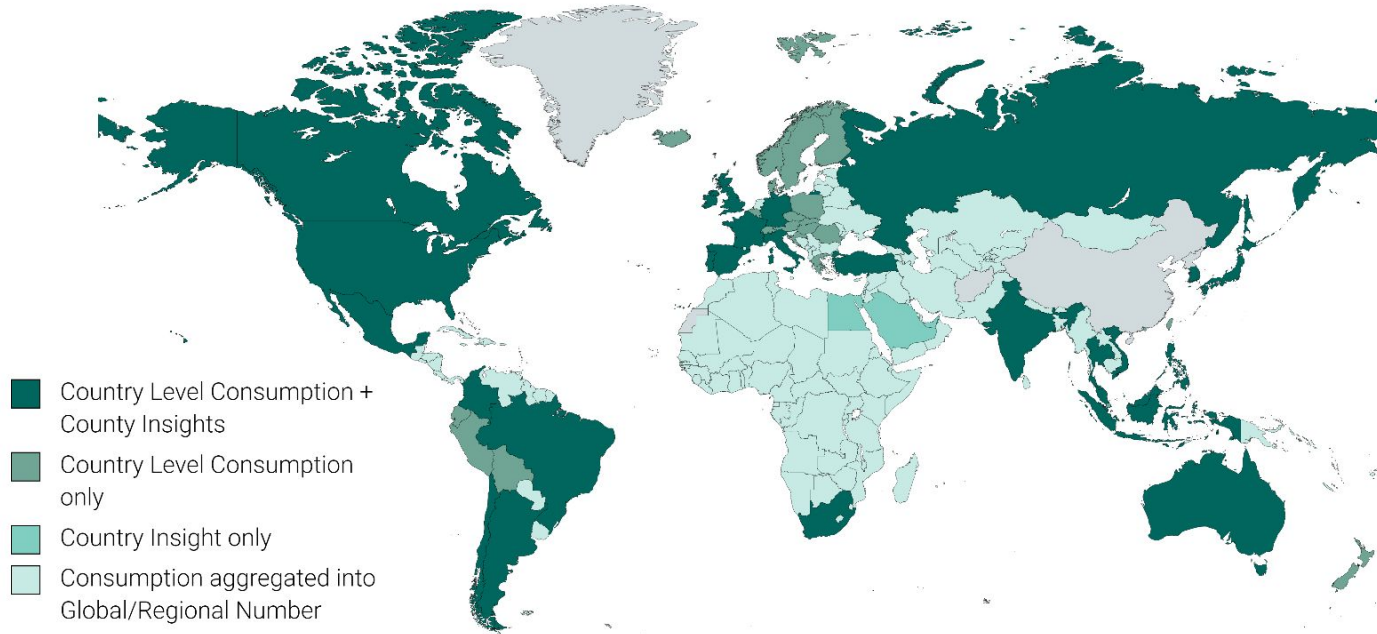
## **INNOVATIVE TECHNOLOGY OFFERINGS**

State-of-the-art platforms and powerful analytics tools providing deeper data offerings.

# INTRODUCING TERRITORY/COUNTRY LEVEL DATA

**MRC Data launching new country level data and consumer insights**

**Reports and Charts are available to provide a deep view of digital sales & streams for top global countries**



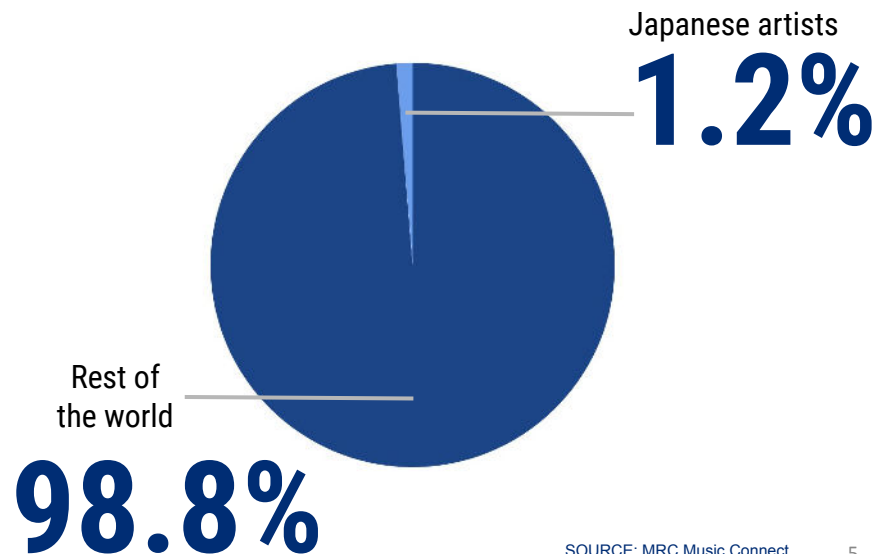


# JAPANESE MUSIC ON A GLOBAL STAGE



# HOW IS JAPANESE MUSIC PERFORMING ON A GLOBAL STAGE?

% TOTAL STREAMS BY JAPANESE ARTISTS  
IN TOP 10K ARTISTS 2021



SOURCE: MRC Music Connect

# TOP JAPANESE ARTISTS STREAMED GLOBALLY



## A SELECTION OF TOP STREAMED JAPANESE ARTISTS GLOBALLY - 2021

Yoasobi	Dai Hirai	Arashi
Official HIGE DANDism	Yuuri	King Gnu
Ado	One OK Rock	Utada Hikaru
Kenshi Yonezu	Radwimps	Nogizaka46
Aimyon	Mrs. Green Apple	Zutomoyo

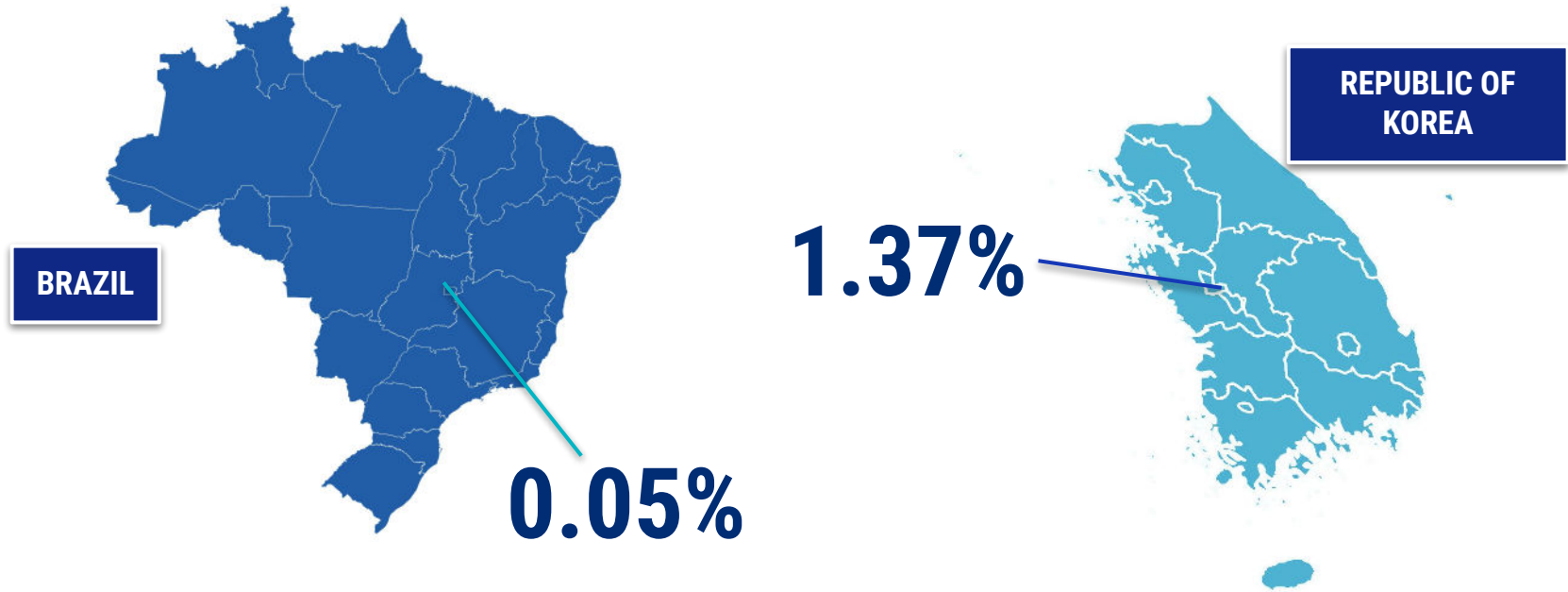
# JAPANESE MIGRATION



SOURCE: Top Countries by Total African Migrants (2019). United Nations, Department of Economic and Social Affairs. Population Division (2019). International Migrant Stock 2019 (United Nations database, POP/DB/MIG/Stock/Rev.2019).

# WHERE ARE JAPANESE ARTISTS MORE POPULAR?

% OF TOTAL STREAMS OF JAPANESE ARTISTS IN TOP 20,000 ARTISTS PER COUNTRY (WEEK 47 2021)





# OPPORTUNITIES FOR EX-U.S. ACTS IN THE U.S.

# COLLABORATION HELPS CHART SUCCESS & ARTIST DISCOVERY



**"Essence"**  
(ENGLISH)  
by Wizkid (Nigeria)  
Featuring Tems  
(Nigeria) & Justin  
Bieber (Canada) on the  
remix



**"Sour Candy"**  
(ENGLISH/KOREAN)  
by Lady Gaga (U.S.)  
feat. Blackpink (Korea)



**"Peru"**  
(ENGLISH/YORÙBÁ)  
by Fireboy DML  
(Nigeria) and Ed  
Sheeran (UK) on remix



**"Taki Taki"**  
(ENGLISH/SPANISH)  
by DJ Snake (France) ft.  
Selena Gomez (U.S.),  
Ozuna (Puerto Rico) and  
Cardi B (U.S.)

# DOES THE SONG NEED TO BE IN ENGLISH?

## GLOBAL

BILLBOARD 200

# 78%

of Global 200 songs are  
all-English language  
(65% of Global Excl. U.S.)

### TOP LANGUAGES GLOBALLY

1. English
2. Spanish
3. Japanese
4. Korean
5. Portuguese



# 6%

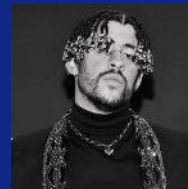
of Hot 100 songs are in  
Spanish or Spanish + English

### HOT 100 SNAPSHOT

- "Daikiti" by Bad Bunny & Jhay Cortez (No. 16)
- "Telepatía" by Kali Uchis (No. 39)
- "La Noche de Anoche" by Bad Bunny & Rosalia (No. 63)
- "Girl Like Me" by Black Eyed Peas X Shakira (No. 69)
- "Bandido" by Myke Towers & Juhn (No. 82)
- "Bichota" by Karol G (No. 100)

## U.S.

HOT 100



# YOU CAN GET TO #1 WITHOUT ENGLISH



**2012**

*PSY - GANGNAM STYLE*  
7 WEEKS AT #2 ON BB HOT100  
IN 2012  
SONG ENTIRELY IN KOREAN



**2020**

*BAD BUNNY - EL ÚLTIMO  
TOUR DEL MUNDO*  
FIRST BB200 #1 ALBUM  
ENTIRELY IN SPANISH



**2020**

*BTS - LIFE GOES ON*  
FIRST BB HOT100  
SONG ENTIRELY IN KOREAN

# SUMMARY

**1 Collaborations bring exposure**

**2 A big run-away viral hit helps**

**3 Emigration spreads fandom**

**4 Leverage unique culture**



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