

Shakira: An Enduring Culturally Influential Superstar

Cultural Importance and Influence

New platforms emerge that prove to be great ways to present music and to connect with fans. Often, successful artists from previous decades are unable to connect on the new platforms. This is anything but with Shakira.

• Delivering both the hits and the albums:

Shakira has 3 songs which have streamed over 1.5 billion times each worldwide and a further 7 songs that have streamed over half a billion times each.

• **Trend setter:** The new Latin superstars, J Balvin and Maluma are gathering momentum on Instagram, but their 47 and 59 million followers respectively still lag Shakira's 70 million.

• **Capitalising on new platforms:** 35 million monthly listeners on Spotify and 14 million followers on TikTok shows she is culturally important to a new generation of listeners.

Working with Shakira

The combination of her growing streaming base, the fresh flow of key vinyl re-releases, and her super active and engaged fan bases across both new and developing social platforms, means that we look to further harness the strong and growing returns from her exceptional catalogue of songs.

- Hipgnosis is helping Shakira re-release her entire Catalogue on vinyl. This has been led by the **She Wolf** album (2009), in association with Urban Outfitters. Plans for a coloured vinyl with full distribution to coincide with the 20th anniversary of the album **Laundry Service** are also underway.
- Shakira is back in the studio writing material with other Hipgnosis Songwriters for her forthcoming album, scheduled for spring of 2022. This will be tied in with an epic world tour.
- As Latin music continues to grow around the world, Shakira, as the *Queen of Latin Music*, will naturally be amongst the first go-to artists.

1995

Columbian artist Shakira releases her third album **Pies Descalzos**, which goes to number one in 8 different countries. She is just 13 years old.

1998

Her next album, **Dondo Estan Los Landrones**, sells over 1 million copies in the US and proves effective in galvanising the Latino communities globally.

2001

Her first English language album, **Laundry Service**, sells over 13 million copies and helps her establish a multi continent touring base.

This catapults Shakira into a true global superstar, proving that the combination of Songwriter, musician, singer, performer, dancer and glamorous pop star is irresistible.

Subsequent albums combined both English and Spanish language songs, and this has helped her take a very strong lead amongst so many of her Latin contemporaries.

2005

Hips Don't Lie is released and becomes her first number 1 US single.

2009

The **She Wolf** Album and its first single of the same name is Top 10 all over the world.

2010

Shakira - Waka Waka (This Time for Africa) (The Official 2010 FIFA World Cup™ Song) accompanies the 2010 FIFA World Cup, which is held in South Africa.

2016

Try Everything appears on the soundtrack album to Walt Disney Animation Studio's **Zootopia**.

2017

Eldorado goes Top 10 all over the world and is followed up with **Shakira in Concert: Eldorado World Tour** commemorating the global tour of the same name.

2021

Black Eyed Peas, Shakira - GIRL LIKE ME, has been a hit single all over the world.



3 songs

>500m streams, each



3

Grammys

12

Latin Grammys



75m

Total record sales

Latin music consumption is increasing

In 2015, there were 2 Latin songs in the Top 500, or 0.32% total consumption

In 2020, there were 16 Latin songs in the Top 500, or 2.54% total consumption

The most streamed Album of the Year on Spotify in 2020 was **YHLQMDLG** by leading Latin artist **Bad Bunny**

Latin America maintained its position as the fastest growing region in 2021, led by Brazil, growing by 15.9%

Video viewers will reach 117.2 million in 2021 in Latin America alone