hybrid music

1 DADDY YANKEE*: STYLISTIC CONNECTIONS BASED ON LISTENER PREFERENCES - 2008**

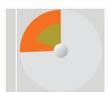
*Source: www.music-map.com/daddy-yankee.html

· Daddy Yankee is one of the best known Reggaeton artists which is a hybrid music genre drawing on multiple influences.

· To the left is a spatial network analysis of the artist Daddy Yankee, drawing on an online database of listener preferences - linking artists through an aggregate of user preferences.

2 WORLD MUSIC RECORD COMPANIES AND TALENT AGENCIES BY REGION

WESTERN EUROPE
178 (55%)
131 (70%)



NORTH AMERICA
86 (27%)
34 (19%)

EASTERN EUROPE
13 (0.04%)
2 (0.01%)

ASIA
10 (0.03%)
1 (0.005%)

PACIFIC RIM
8 (0.03%)
0 (0.0%)

AFRICA
7 (0.02%)
4 (0.02%)

CENTRAL AMERICA
6 (0.02%)
0 (0.0%)

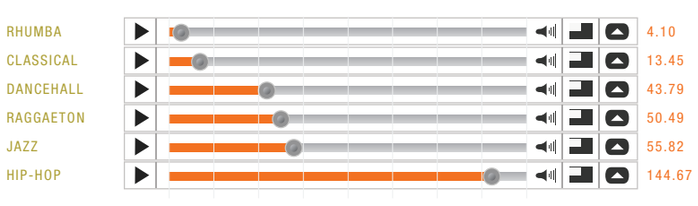
SOUTH AMERICA
6 (0.02%)
10 (0.05%)

MIDDLE EAST
4 (0.01%)
4 (0.02%)

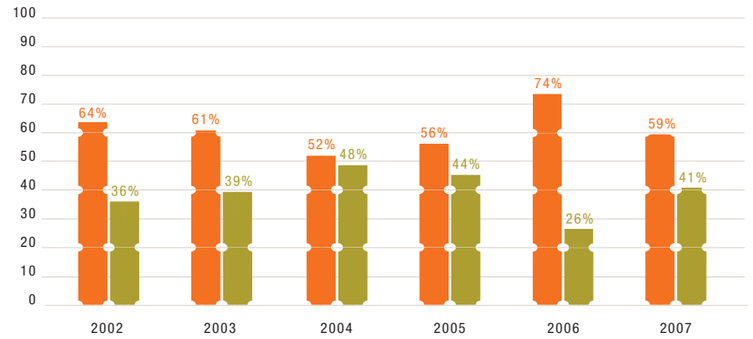
CARRIBBEAN
3 (0.01%)
2 (0.01%)

Recording Companies
Talent Agencies

3 NUMBER OF YOUTUBE VIEWERS BY HYBRID MUSIC GENRE AND CLASSICAL: TOP 5 VIDEOS



4 WOMAD* FESTIVALS 2002-2007: TRADITIONAL VS. HYBRID FORMS



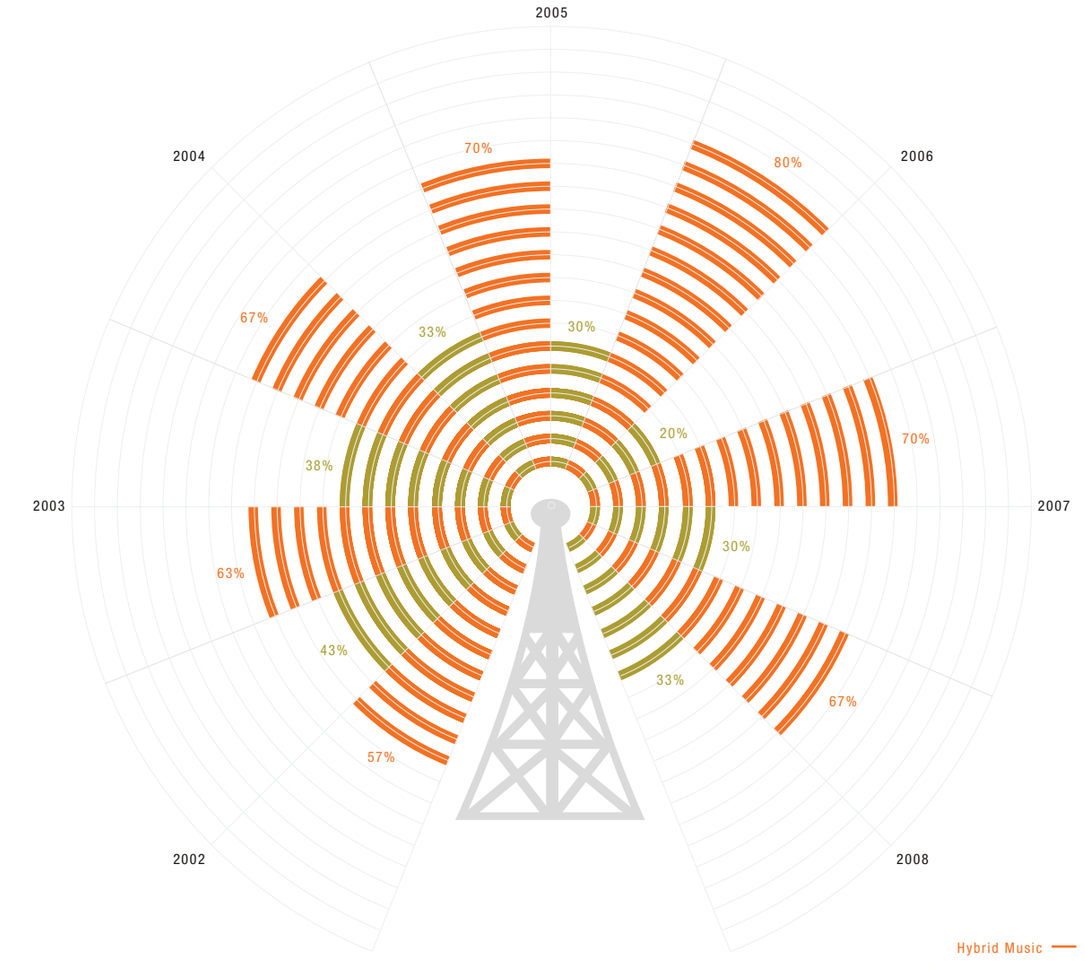
* (World of Music, Arts and Dance): World music festival

**Hybrid refers to any artist that mixes genres, styles or influences into their art form.

*** Traditional refers to any artist that attempts to preserve a certain music, dance style started in England in 1982.

Hybrid Music**
Traditional Music***

5 BBC WORLD MUSIC AWARD WINNERS: TRADITIONAL vs. HYBRID MUSIC 2002-2008



Hybrid Music
Traditional Music