

Top Eight Genres of Music in the World

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Today's music world is filled with tons of genres and tons of current events. In order to streamline this current events section, I have researched the top 8 genres of music in the world and the percentage of sales they make. So without further ado, here are some current events that are happening in the music industry right now.

1. Hip Hop/Rap—12.01%

Our first section is about the hip hop/rap industry which makes up about 12% of musical sales today. The BET Hip-hop awards took place on Tuesday, Oct. 27. Despite COVID-19 the BET Hip-hop awards still put on a big show to award the top hip hop artists of the year. Many artists won awards that night for song of the year, video of the year, and artist of the year. There were 6 nominees for the 2020 BET Hip-hop artist of the year. DaBaby, Drake, Future, Lil Baby, Megan Thee Stallion, and Roddy Ricch were all nominated with Megan Thee Stallion taking the award at the end of the night. The Box, by Roddy Ricch, was voted the best song of the year, and the song Life is Good by Future Feat. Drake won Music Video of the year. In other news, Rod Wave takes the time to clarify some of the oddest lyrics in his songs which is definitely an entertaining read that you can find at hiphopdx.com. That sums up our section in the rap/hip-hop world, and now we move onto techno.

2. Techno—10.38%

Being most popular in the European market, techno music hasn't been as affected by the U.S culture and current events as much as the hip hop and rap industry. Regardless, we have big news for all techno artists near Berlin, Germany. A new multi-faceted artist development company known as Frills will help upcoming artists make it big in the techno/house world. Co-founded by Aga Heller, a techno/house artist from Berlin, this company will know exactly how to help upcoming techno artists.

3. R&B—10.00%

Some new news in R&B, Justin Bieber is trying to make a come-back by re-making his song "Holy" Featuring Chance and Rapper and adding a new music video to the mix. R&B music is also getting more popular with the younger generations with popular artists like Doja Cat creating a new album and winning multiple awards for her work. The app TikTok has inspired a lot of new music, especially in the R&B music world with some songs making it to number one solely based off of its participation in a trend on TikTok. The R&B industry has also been a very active participant in the Black Lives

Matter movement with many artists creating music with messages against racism and police brutality in the U.S. 2020 has definitely been a very active year for R&B, and I look forward to what comes next in 2021.

4. Punk Rock—8.82%

Punk rock is definitely not for everybody, but that does not mean that it doesn't have a following. Punk takes up around 9% of musical sales and has a very solid fan base. The genre has been less United States oriented with many bands from Europe becoming more and more popular. Portrayal of Guilt, a metal band from Texas has just put out a release date for another album titled "We are Always Alone" along with a sneak peek of a new music video. Alice Cooper, a popular American singer/songwriter, announced that he has created a Horror-Themed party game called the "Horror Box" which is for now sale. Additionally, Adam Jones from the band Tool releases a new song soon, so keep an eye out for that. That wraps up our punk/metal rock section, and next, we move on to classic rock.

5. Classic Rock—7.82%

Rock music is making a comeback in the 21st century, taking up almost 8% of music sales. More and more upcoming bands are trying to remake the sounds of AC/DC, Led Zeppelin, and Van Halen. The rock world has not stopped producing music during the COVID-19 pandemic with AC/DC ready to release a full album in just a few weeks. Their top song for the album, Shot in the Dark has already been released and has close to 8 million views on YouTube. The album is composed of songs written by Malcolm Young who was the rhythm guitarist before he passed away in 2017. In Other news, legendary guitarist Eddie Van Halen passed away on October 6, 2020, in Santa Monica, California. He was 65 years old and died from severe throat cancer at St. John Health center. After the news of his passing the four top Van Halen albums titled: Van Halen, Fair Warning, 1984, and Van Halen II, skyrocketed in plays and sales. Needless to say, Eddie was a revolutionary guitarist who will be deeply missed by the music industry.

6. House—7.45%

Similar to Techno, the house industry is dominant in Europe. Regardless it has still gotten some attention in the U.S along with the rise of the social media app Tik Tok. Once again, Frills, the multi-faceted artist development company will be big news for all upcoming house artists in Europe. Frills wants to approach each artist with a highly individual plan, applying resources where needed "in a dynamic, fluid, and efficient way," according to a company statement. Other than that, there isn't much news in the house world, so we will move onto country music.

7. Country—6.54%

Country music has not calmed down at all in the year 2020. With almost 7% of all sales in the music industry, country music is definitely on the rise. More artists such as Dierks Bentley, Luke Combs, and so many more are taking country music back to its roots with more 90s style music. Speaking of Luke Combs, this guy is on fire! Just a couple of weeks back, he won Billboard's Country Artist of the Year award and the Country Music Association Award for New Artist of the Year. Just a few days ago, he released 6 songs to add to his album titled "What You See Ain't Always What You Get" shooting his album back up to number one. His headliner song, Forever After All, has been the number one song on the country music charts for 5 days now and is still going strong. Speaking of new albums, Country Artist Riley Green released his album titled "If it Wasn't for Trucks" earlier this year, and it has had great success for far. Chris Stapleton also released a short album, Starting Over, which has also seen success even in the early days of release. It's exciting to see country music start to get going again, and I'm excited to see what else they bring to the table.

8. Latin—3.77%

Latin music takes up almost 4% of all music sales and is prominent in Spanish-speaking countries. The 2020 Billboard Latin Music Awards were last week with many artists being nominated for many different awards. Bad Bunny is the Billboard Latin Music Awards Artist of the Year because of his YHLQMDLG album which saw big success in the Latin music world. Daddy Yankee won the "Hot Latin" song of the year award for his work on Con Calma. Despite Covid, the Billboard awards still took place which was great for many artists who have worked hard this year. In other news, analysts expect to see a rise in Latin country music so that will definitely be a very interesting time in the Latin music industry.

And with that, we wrap up our current events section and move on to, Artist Spotlight.

Artist Spotlight: Luke Combs

Our artist spotlight for today's show is Luke Combs. Born in Charlotte, North Carolina Luke didn't pick up a guitar until he was a student at Appalachian State University. This is where he played his first country music show and began to grow a following. Luke had been singing his whole life and he was first introduced to country music by his parents. In his teenage years Luke listened to rock and forgot about the country till he was in college. Country music star Eric Church was playing a show on campus and his friend convinced him to attend. The flame of country music was relit in his heart and he became passionate about becoming a country artist instead of a police detective which was going to be his original career. He began to make short videos of songs on his phone and post them on Vine. He

began to grow a following through his university and through Vine by playing some small shows around that area. Luke began to record originals and EP's titled "The way she rides" and "Can I get an Outlaw". Then Luke wrote a song that would change his whole life. Luke released a small six song EP that didn't see much success. Then he decided that he should master one song on the track but it would cost about 200 dollars per song. At the end of much debate he chose his original titled "Hurricane" to be mastered. This was a very wise decision because his song blew up and just like that his career had begun. After this he continued to produce five singles which all saw huge fame in the country music world. Luke Combs had two of his singles, "Beautiful Crazy" and "She got the best of me" going number one on country airplay charts at the same time which hasn't been achieved since Tim McGraw in the year 2000. Luke Combs now has four number one albums and a multitude of rewards. He is currently 30 years old so we have years of great Luke Combs songs headed our way. With that we wrap up our artist spotlight for today's show.

RESOURCES:

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