

# CASE STUDY

# Warner Music

“WHEN WE DISCOVERED YNG WE FELT HE COULD BE A GLOBAL ARTIST FROM THE START BECAUSE HIS PROPOSITION WAS DIFFERENT FROM ANYTHING WE’D SEEN BEFORE IN MEXICAN MUSIC.”

## HOW WARNER MUSIC IS HELPING YNG LVCAS FUEL A NEW MEXICAN MUSIC REVOLUTION

One of the most striking music trends in recent years is the growing rise of Mexican music on the global stage. Since 2019, Spotify has reported the volume of streams of Mexican music has more than doubled to reach over 5.6 billion. On TikTok, Mexican music has emerged as the fastest-growing genre on the platform with a 322% growth in popularity across the last year, making it the third-largest genre on TikTok in the US for example, behind only Rap/Hip Hop and K-pop.

Its rise in popularity can be attributed to a new wave of artists who are reinventing their music traditions and generating sounds that are connecting with audiences around the world, and one of the brightest is Yng Lvcas.

Yng Lvcas started his musical journey at just 15 and has swiftly risen to prominence in Mexico’s urban music scene. Fusing reggaeton and urban elements with hints of regional Mexican music, he is responsible for one of the most-streamed Latin music songs of 2023, *La Bebé (remix)* ft Peso Pluma, solidifying his presence as a rising star.

Prior to signing to Warner Music in March 2023 he had released two self-produced mixtape albums, the second of which, *LPM*, contained the sleeper hit *La Bebé* and for Tomas Rodriguez, Managing Director Warner Music Mexico, what’s behind the current success is this former independent artist now collaborating with a global record company.

“To me, this is about a significant moment for Mexican music,” says Tomas, “and for the way in which independent artists are thinking about working with major companies.”

“This is the first time we’re seeing Mexican music in terms of global success. We’ve been used to seeing our market limited to here in Mexico and in the US, but now it’s changing. I think it had been brewing for a few years as traditional Mexican genres had been beginning to blend with global urban and pop music sounds and we could see this new movement of music that was starting in Mexico City, Monterrey and Guadalajara and then we could see this new artist who we could see was mixing different genres like Corrido, Reggaeton and traditional Mexican music and we felt we should go for him - he was one of the very first artists to enter this new music scene in the country.”

Warner Music opened conversations with Lvcas in mid-2022. “When we discovered Yng we felt he could be a global artist from the start because his proposition was different from anything we’d seen before in Mexican music. And as an independent artist he’d been thinking about what he needed to succeed. He didn’t want to be just an artist based in Mexico so he was already taking influences from Colombia, from Puerto Rico, and from Europe and he was creating this new sound, this new Mexican urban music, and he was ambitious. He was watching and learning about the success of different artists around the world.

“We immediately said we feel we’re ready for this. We see you as an international artist. We’re a major company and we have a presence around the world. Our opening conversations weren’t about Mexico and the US, we were talking about Spain, Argentina, Central America, Colombia and of course Italy, France and others.

“So we put our plan on the table and he was very open and receptive to the ideas, and to our team. Members of our A&R team are his age, so they were able to relate well when it came to points of view, ideas and interests. And in many cases we wanted the same things.”

Things happened fast after that.

“Well I think it was like a dream” says Tomas, “So we were talking to Yng about *La Bebé* which he’s already released as an independent release, about doing more with it, but even as we were signing the contract with him things started to happen, we received a call from [another huge leading light of the new Mexican music scene] Peso Pluma’s team saying that he wanted to be part of the release. We signed that contract at midday, that night the single was recorded, and we did the video the next day and there it was - the first real single with this new musical style ready to be a global success for a Mexican artist!”

“I think from the moment I heard the demo I knew it was going to be exceptional” he says, “I was with some friends of mine, one from radio, the other a live promoter. I put it on and all three of us just knew it was something new and really special. And after that it was a very fast reaction. By around the third week after the release of the remix, we were starting to see how fast the single was growing and also detecting that something was happening in the States and South America. Around two months later we were top 20 in charts in Mexico, and as soon as we put the single on the global charts it started growing and growing every day and a few weeks later we were in the top 20 in the global charts, it was really fast!”

*La Bebé* has now surpassed 1 billion global streams, reaching #2 on Spotify Global, and has also inspired more than two million TikTok creations, underscoring his impact and Mexico’s vibrant musical scene. Lvcas recently received six nominations at the 2023 Latin Music Awards and with more than 27 million monthly Spotify followers and over 700,000 subscriptions on YouTube, he is becoming a global star.

His new album *Super Estrellas* was released in October 2023, and features some of Mexico’s most promising artists including Leon Leiden, Yubeili, Zizzy and Young Gallo. “It’s one of the features of this new ‘movement’,” says Tomas, “As well as collaborating with artists from other countries, working with Mexican artists is now something he very much wants to do, bringing others into this new scene he’s helped create. The new album contains collaborations with nearly 20 Mexican artists and that’s very exciting. It’s this new sound from Mexico now supported by other Mexican artists. It’s going to be very exciting.”

Tomas is proud of the partnership between Lvcas and Warner Music. “I’m proud to be part of this story and to understand this new sense of Mexican music. I think we’ve made the correct efforts on Yngs’s career, and the right investments at the right time, and we’ve received support from my colleagues around the globe which has been hugely important.

“We have a global deal with Yng and he knows we will always respect him. We know he will listen to us and to our recommendations and our ideas on the best way to have global success, but he will always take the last decision.

“It shows me, when we’re starting to understand the artist better and they also understand how we can put our structure, our knowledge, and our experience in doing business around them is when this kind of success will happen.”