PLAY THE MOMENTS

remember hearing that?

Everybody loves music. Whether it's one genre or another that we prefer, we can all agree that music is universal. What is it about music that makes it so appealing to us? Maybe its because music has the ability to evoke powerful emotional responses from within us. Think about it—we can all remember at least one song that makes us feel something when we hear it. It might be a song played at your high school graduation. Or maybe it's a song that will always remind you of a painful breakup.

Can't sleep, or go about your daily duties without Spotify playing in the background? What you are feeling is more than just a quirk or a personal preference. There is a scientific explanation for these tendencies. Experts at the American Music Therapy Association believe that humans have such a deep connection to music because we are "hardwired," to react the way that we do. The elements of music—such as rhythm, melody, harmony, and dynamics—are echoed in our physiology, functioning, and overall being.

MOST STREAMED ARTISTS GLOBALLY

BAD BUNNY
AGE: 27
DOB: March 10, 1994
POB: Puerto Rico

TOP SONGS:
1. Callaíta
2. Ni Bien Ni Mal
3. No Me Conoce (Remix)
4. La Canción

FUN FACTS:
Born as Benito Antonio Martínez Ocasio.
The most top 10 songs (45).
First released his music on SoundCloud.
YouTube views have exceeded 19 billion.
Stands at only 5'6" and weighs just 168 pounds.
Long-time inspiration is Jennifer Lopez.
Recently appeared in the movie "The 33".

TAYLOR SWIFT
AGE: 32
DOB: December 13, 1989
POB: Pennsylvania

TOP SONGS:
1. You Belong With Me
2. Love Story
3. New Romantics
4. The Way I Loved You

FUN FACTS:
Grew up on a Christmas tree farm.
At 14, wrote a novel titled "A Girl Named Girl" and her parents still have a copy of it.
Is a talented painter.
Has 3 cats: Olivia Benson, Meredith Gray and Benjamin Button.
Shania Twain is her biggest musical influence.

DRAKE
AGE: 35
DOB: October 24, 1986
POB: Toronto, Canada

TOP SONGS:
1. Nice For What
2. Child's Play
3. Hold On, We're Going Home (feat Majid Jordan)
4. Hotline Bling

FUN FACTS:
Born Aubrey Drake Graham.
Actor on the Canadian tv series spin-off, Degrassi: The Next Generation.
Claims his biggest influences are Jay Z, Aaliyah, and Lil Waynew.
Has the record for most number one rap singles.
Launched a successful lifestyle blog called October's Very Own (OVO).

Justin Bieber
AGE: 27
DOB: March 1, 1994
POB: London, Canada

TOP SONGS:
1. Ghost
2. Stuck with U (Ariana Grande, Justin Bieber)
3. Mistletoe
4. Love Yourself

FUN FACTS:
Discovered on YouTube.
Justin Timberlake and Usher Battled to sign him.
Will Smith is Bieber's Mentor.
Married in September 2018 to Hailey Baldwin.
Was on America's Most Hated List.
Manager of Pencils Of Promise, a charity that helps build schools in developing countries.

WHAT WE PLAYED

Most Streamed Songs Globally
1. Drivers License — Olivia Rodrigo
2. Montero (Call Me By Your Name) — Lil Nas X
3. Stay (with Justin Bieber) — Kid Laroi
4. Good 4 u — Olivia Rodrigo
5. Levitating (feat DaBaby) — Dua Lipa

Most Streamed Albums Globally
1. Sour — Olivia Rodrigo
2. Future Nostalgia — Dua Lipa
3. Justice — Justin Bieber
4. = — Ed Sheeran
5. Planet Her — Doja Cat

Top Streamed Throwback Albums
1. Rumours — Fleetwood Mac
2. Nevermind — Nirvana
3. Hybrid Theory — Linkin Park
4. Appetite for Destruction — Guns N' Roses
5. The Beatles — the Beatles

Most Popular Podcasts Globally
1. The Joe Rogan Experience
2. Crime Junkie
3. TED Talks Daily
4. The Daily

42M Streams of Vaccine-related playlists
1. Hit Me With Your Best Shot — Pat Benatar
2. The Cure — Lady Gaga
3. Jolene — Dolly Parton
4. Save Your Tears — The Weekend
5. I Wanna Dance With Somebody (Who Loves Me) — Whitney Houston

MUSIC FACTS

The Seikilos Epitaph is the oldest musical composition in the world.

The world's largest performing rock band included 953 musicians.

Japan's Folk Music and Dance Association assembled the world's largest shamisen ensemble.

Simon Desorgher assembled the most number of chimes as a single musical instrument.

David Stanley and The Music Man Project assembled the world's biggest triangle ensemble.

The world's longest concert by multiple artists took place from March 17 to April 5, 2017.

The largest erhu ensemble assembled in Raoyang, China, on October 19, 2019.

The record for the world's longest marathon team drumming is 3 days, 8 hours, and 2 minutes.

Hong Kong hosted the largest harmonica ensemble on November 13, 2009.

The most number of people to play a single piano at the same time is 23 people.

Thomas Silkman has changed the most number of guitar strings in a single hour.

Daddy Yankee is the first Latin artist to become Number One on Spotify.

The song Despacito holds seven world records of its own.

AKB 48 is the world's largest pop group.

There are five kinds of musical instruments.

Orchestras have no set number or composition.

There are 8 notes in music.

Orchestras don't always need a conductor.

Conductors select the instruments an orchestra includes.

Elvis Presley is still the best-selling solo artist in the world.
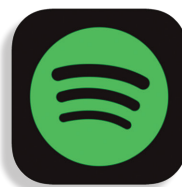
F A C T S .NET

DID YOU KNOW?

The oldest musical instrument in the world is a 35,000-year-old flute made of vulture bone **?**

PAY TO PLAY

Music has often been stored on a device, usually the phone in our pocket or purse, but a lot of it, ok most of it, was either downloaded or streamed from somewhere. What did you use?

Spotify Premium Student (Canada) $4.99/mo.	Apple Music Individual (Canada) $9.99/mo.	Amazon Music Individual (Canada) $7.99/mo.	YouTube Music Student (Canada) $4.99/mo.
Spotify Premium Family (Canada) $15.99/mo.	Apple Music Family (Canada) $14.99/mo.	Amazon Music Family (Canada) $12.99/mo.	YouTube Music Family (Canada) $14.99/mo.
Spotify Premium Student (US) $4.99/mo.	Apple Music Student (US) $4.99/mo.	Amazon Music Student (US) $6.49/mo.	YouTube Music Individual (US) $11.99/mo.
Spotify Premium Family (US) $14.99/mo.	Apple Music Family (US) $14.99/mo.	Amazon Music Family (US) $14.99/mo.	YouTube Music Family (US) $14.99/mo.

SPOTIFY by the numbers

365 Million monthly active users

165 Million are Spotify Premium subscribers

34% of the global streaming market

44% of users listen on a daily basis

25 Average hours spent listening per month

70 Million tracks are available

18-24 Year olds listened to a podcast for the first time this year

85.7 Million people listen to Ed Sheeran monthly

1400 % increase in work-from-home themed playlists

4-8 early PM was the most popular time to listen

As of October 2021 Spotify Newsroom

DID YOU KNOW? **?**

Streaming is any form of media content, such as recorded or live, delivered to a mobile device or a computer using the Internet and played back in real time. It can be TV shows, sports, movies, music audio, music videos, webcasts and podcasts.

Music