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# Bad Bunny vs. Rosalía

A Comparative Analysis of Commercial Power,  
Audience Reach, and Cultural Impact

Executive Briefing • June 2026



Thursday 4<sup>th</sup> June 2026

FAF 

Bad Bunny vs. Rosalía - Evaluating economic impact | A **live** Copilot workflow

FAF 🤖

# Bad Bunny vs. Rosalía

Evaluating economic impact  
A **live** Copilot workflow



# Executive Summary

Two global Latin pop superstars operating fundamentally different commercial models

## Bad Bunny

**HYI Score: 96/100**

- High-volume, globally distributed demand system
- \$435M single-year touring gross (2022 record)
- 100M+ monthly Spotify listeners
- Stadium-native, diaspora-amplified model
- Proven destination-tourism engine

## Rosalía

**HYI Score: 67/100**

- Culturally concentrated, hub-based demand system
- \$33.7M Motomami Tour gross
- 28–31M monthly Spotify listeners
- Arena-native, culturally amplified model
- Cross-industry brand elevation (fashion, art, sport)

# Artist Profiles

Dimension	Bad Bunny	Rosalía
Full Name	Benito Antonio Martínez Ocasio	Rosalía Vila Tobella
Origin	Vega Baja, Puerto Rico	Sant Esteve Sesrovires, Spain
Cultural Roots	Caribbean reggaetón, Latin trap	Catalan flamenco, classical training
Rise Pattern	Scene-driven, self-made	Academic path, ESMUC Barcelona
Identity Core	Puerto Rican cultural specificity	Spanish/Catalan hybrid + experimental
Language	Spanish-first, global reach	Multilingual (13–14 on LUX album)
Market Position	Mass-market global superstar	Quasi-classical auteur / art-pop

# 01

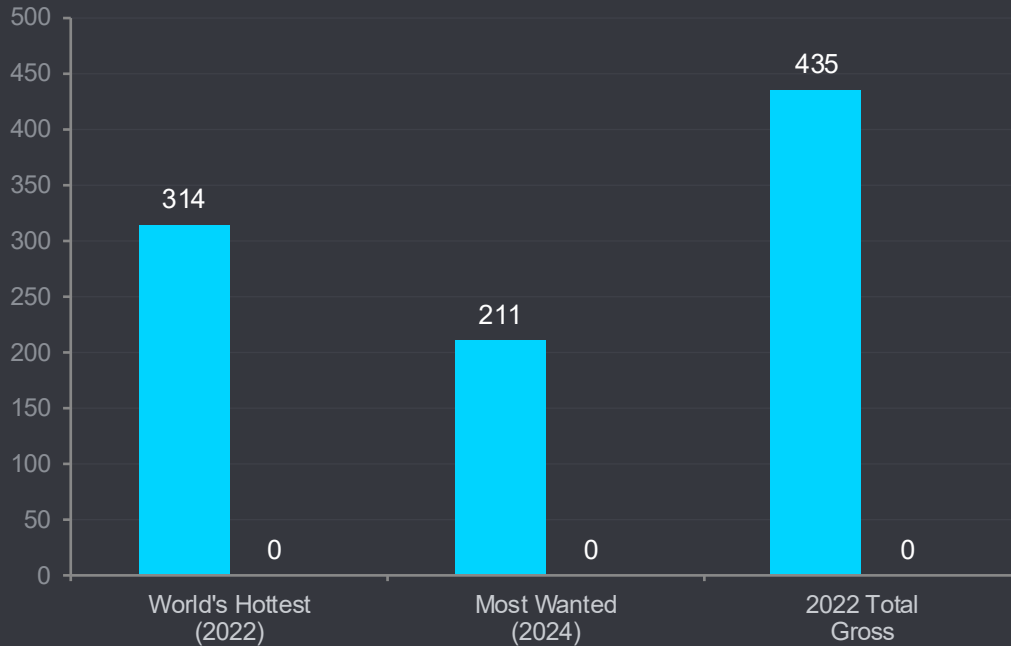
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## Economic Impact

Touring revenue, ticket sales, and city-level commercial outcomes

# Touring Revenue at Scale

Audited tour grosses from Billboard Boxscore and Pollstar



Note: Rosalía values not plotted due to scale difference (10:1 ratio)

## Rosalía — Motomami Tour

# \$33.7M

443,000 tickets sold

LUX Tour (2026) is her biggest headline run — final audited gross not yet published

# City-Level Economic Impact

## Mexico City

Bad Bunny: 8 shows

**\$86.7M**  
Gross Revenue

**518K**  
Tickets Sold

## Rosalía in Mexico City

160,000 people at a free Zócalo concert — civic-scale cultural event, not ticketed revenue

## Puerto Rico Residency

Bad Bunny: 31-show residency

- 400,000 tickets sold in 4 hours
- ~50% buyers were international tourists
- 80,000 hotel packages sold
- 200,000–250,000 expected visitors
- +245% flight searches to Puerto Rico
- +1,450% searches for Vega Baja

# 02

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## Venue Scale & Demand Power

Stadium vs. arena economics, sell-out patterns, and ticket demand behavior

# Venue Scale Comparison

## Bad Bunny — Stadium-Native

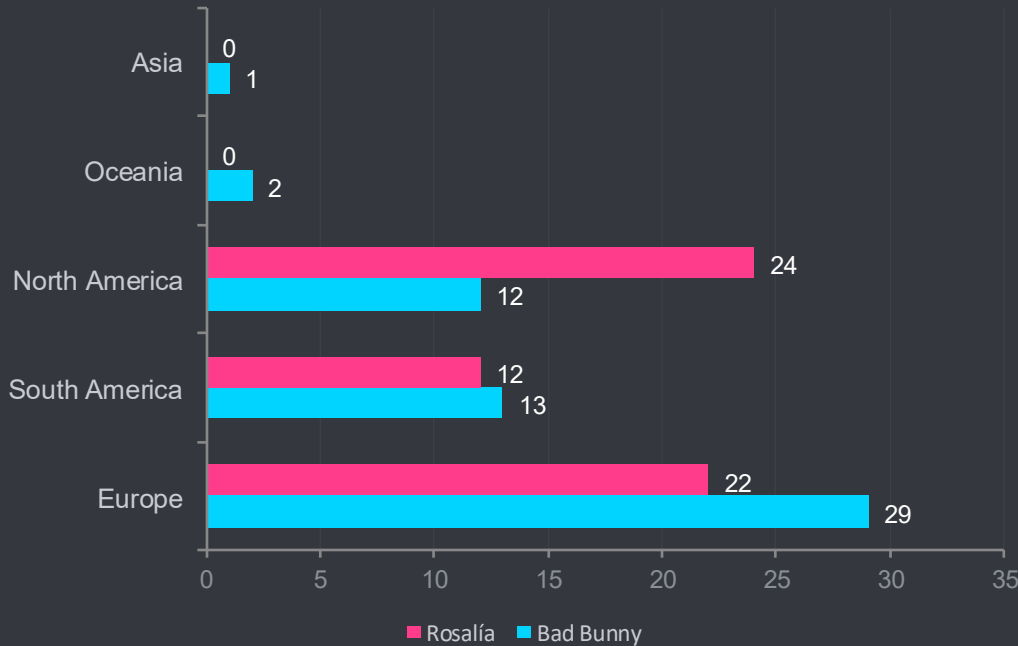
- **Default format: Stadiums (40K–80K+)**
- 1.9M tickets on World's Hottest Tour
- Broke all-time gross records at 16 venues
- 49/49 arena dates sold out (Most Wanted)
- ~\$280 average ticket price
- Deploys arenas tactically for higher per-ticket yield
- Super Bowl LX halftime — global broadcast scale

## Rosalía — Arena-Native

- **Default format: Arenas (10K–20K)**
- 443K tickets on Motomami Tour
- Sold-out 20K Altice Arena Lisbon
- Multiple LUX dates sold out rapidly
- Hybrid format: music + visual + art design
- Arena scale protects sound design and staging precision
- 160K Zócalo show proves mass-crowd potential

# Tour Routing Strategy

Current world tours: Debí Tirar Más Fotos (57 shows) vs. LUX (58 shows)



## Key Differences

- Bad Bunny: fewer but deeper markets — 10 shows in Madrid, 8 in Mexico City
- Rosalía: broader coverage — 3–5 shows in top-tier cities, 1–2 elsewhere
- BB includes Oceania + Asia (Sydney, Tokyo) — truly global
- Rosalía is Euro-Americas focused with zero dates outside those regions

# 03

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## Streaming & Audience Geography

Spotify dominance, demographic profiles, and engagement patterns

# Streaming Scale

## Bad Bunny

**100M+**

Monthly Spotify Listeners

**19.8B**

Streams in 2025

**#1**

Global Artist (Spotify)

## Rosalía

**28-31M**

Monthly Spotify Listeners

**42.1M**

First-Day Streams (LUX)

**1B+**

Streams on "Despechá"

Bad Bunny is Spotify's #2 all-time artist. Un Verano Sin Ti holds the all-time most-streamed album record at 22B streams. Rosalía is the first Spanish solo artist to pass 1B streams on a single track.

# Audience Geography

## Bad Bunny – Distributed Density

- **Primary market: Mexico**
- **Secondary: United States**
- Top streaming cities: Mexico City, Santiago, Bogotá, Lima, Guatemala City
- US: California, Texas, New York, Miami
- Appears across dozens of global charts simultaneously

*Multi-core audience network:  
Latin America + US Latino + global spillover*

## Rosalía – Clustered Globalism

- **Top city: Mexico City (not Spain)**
- Core cluster: Mexico City, Madrid, Barcelona, Santiago, Buenos Aires, Bogotá, New York
- Charts in Spain, Argentina, Portugal, Brazil, parts of Europe
- Less dense penetration across long-tail markets

*Hub-based audience network:  
Spain ↔ Latin America ↔ global cities*

# Demographics & Engagement

## Bad Bunny — Demographics

- 61% of streams from ages 13–27 (Gen Z)
- Urban, working/middle class, Latin diaspora
- High US Hispanic household concentration

## Rosalía — Demographics

- Gen Z + young millennial, female-leaning
- Culturally engaged: fashion, art, experimental pop
- More taste-driven than mass-driven

Metric	Bad Bunny	Rosalía
Instagram	~55M+	Part of ~70M total social
TikTok	~41M+	Strong visual/aesthetic engagement
Media Mentions (2025)	~12.5M	Culture/fashion-driven coverage
Engagement Type	Habitual + communal	Event-driven + aesthetic

# 04

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## Brand & Partnership Value

Co-creation models, campaign outcomes, and cross-industry influence

# Bad Bunny — Brand Model

High-volume co-creation with immediate product conversion

## Adidas

Signature BadBo 1.0 shoe  
Sell-out in minutes  
\$15–25M per drop (est.)

## Cheetos

"Deja Tu Huella" campaign  
1B+ impressions, 4B+ TikTok views  
150% Hispanic household lift

## Calvin Klein

\$8M+ media impact in 48h  
Global campaign visibility

*Model: Co-creation > endorsement. Products feel like cultural artifacts. Regional authenticity → global monetization. Audience isn't borrowed — brands plug into a pre-existing cultural system.*

# Rosalía — Brand Model

Cultural prestige integration with selective premium partnerships

## Spotify × FC Barcelona

Motomami logo on Barça shirts  
El Clásico activation  
+100% global Spotify searches  
+220% Egypt, +170% Morocco

## CUPRA

"Abcdefg" creative campaign  
Multi-city rollout (Madrid,  
Barcelona, Mexico City)

## Fashion/Luxury

Dior global ambassador  
Acne Studios campaign  
New Balance global ambassador  
Calvin Klein campaign

*Model: Cultural prestige as brand currency. Partnerships tied to visual identity and album cycles. Spotify × Barça is among the smartest artist-brand integrations in recent years — music, football, and streaming in a single activation.*

# 05

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## Operating Models

How each artist converts cultural capital into commercial outcomes

# Economic Model Comparison

Dimension	Bad Bunny	Rosalía
Model Type	Distributed Mass-Market Demand Engine	Culturally Amplified Hub-Based System
Geography	Multi-core: LatAm + US + global	Clustered: Spain + LatAm capitals + EU
Language	Spanish as global scaling layer	Multilingual — expands cultural reach
Audience	Continuous consumption base	High-intensity, episodic spikes
Touring	Primary revenue engine (stadium)	Important but arena-scale
Cultural Role	Global export asset	Prestige multiplier
Revenue Flow	Predictable, scalable, repeatable	Selective economic peaks

# Scale vs. Density

## Bad Bunny Wins On

- Total reach
- Geographic spread
- Repeat consumption
- Tourism + city economics
- Mass conversion

## Rosalía Wins On

- Cultural cachet
- Cross-domain influence (music ↔ fashion ↔ art)
- Premium brand positioning
- Audience growth headroom
- Artistic innovation signal

**Bad Bunny = network effect** (everywhere, all the time) **Rosalía = node effect** (specific cities and communities matter disproportionately)

# 06

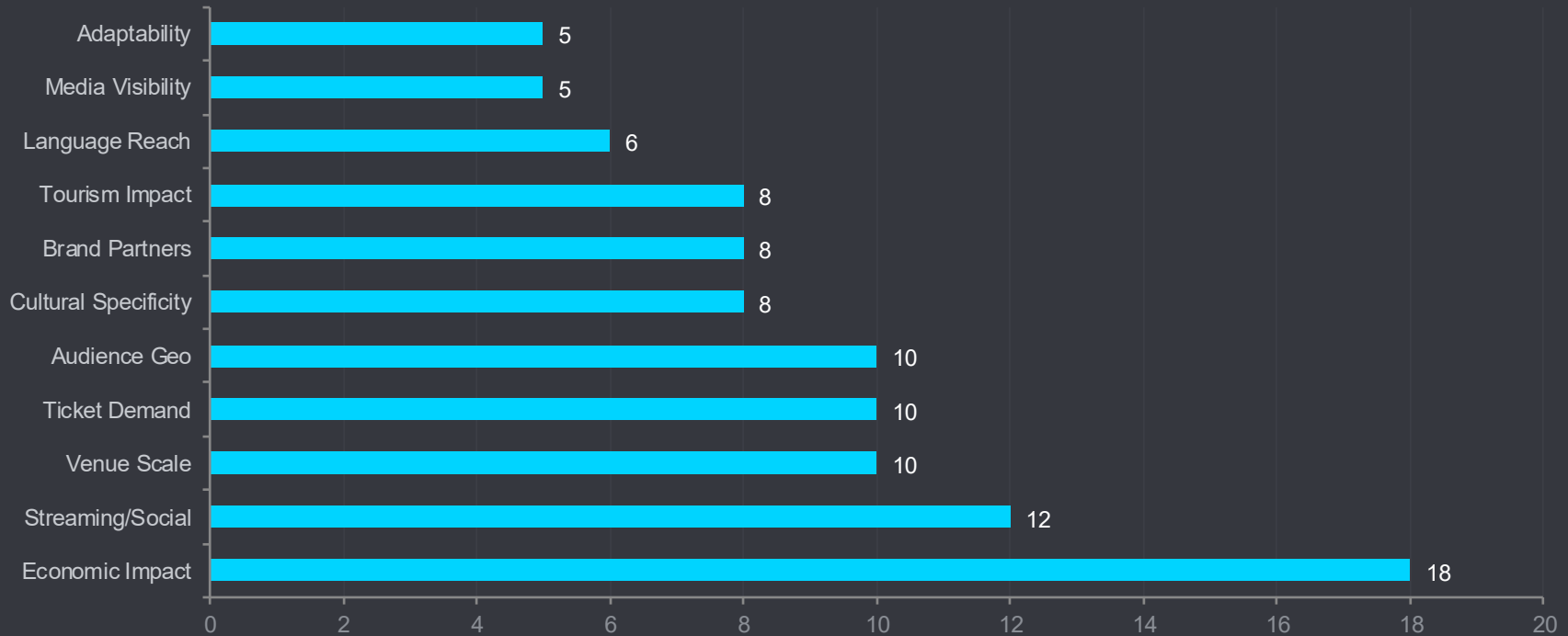
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## Hell Yeah Index (HYI)

Weighted commercial heat score across 11 categories

# HYI Scoring Methodology

Weighted categories summing to 100 — measuring verified market force, not artistic merit



# HYI Scores by Category

Category	Weight	Bad Bunny	Rosalía
Economic Impact	/18	18	8
Streaming/Social	/12	12	5
Venue Scale	/10	10	6
Ticket Demand	/10	10	7
Audience Geography	/10	10	7
Cultural Specificity	/8	8	8
Brand Partnerships	/8	8	6
Tourism Impact	/8	8	3
Language Reach	/6	6	5
Media Visibility	/5	5	4
Market Adaptability	/5	5	4
<b>TOTAL</b>	/100	<b>96</b>	<b>67</b>

# Who Leads Where

Latin America / US Latino Mass Market	<b>Bad Bunny</b>	Repeat-city density, diaspora demand, live conversion
Spain / Iberian Cultural Market	<b>Rosalía (identity) / Bad Bunny (scale)</b>	Rosalía owns symbolic identity; Bad Bunny wins on volume
Global Streaming at Maximum Scale	<b>Bad Bunny</b>	#1 globally, no debate on current evidence
Premium Culture / Fashion / Art	<b>Rosalía</b>	More naturally premium-coded and aesthetically transferable
Destination-Tourism & City Takeover	<b>Bad Bunny</b>	Puerto Rico residency as the clearest evidence
Football/Music Cultural Activation	<b>Rosalía</b>	Spotify × FC Barcelona × Motomami

# Bottom Line

96

**Bad Bunny**

/ 100 HYI

His audience behaves like infrastructure — wide, embedded, and constantly active across regions. Demand exists everywhere at once and converts efficiently into revenue.

67

**Rosalía**

/ 100 HYI

Her audience behaves like influence clusters — smaller, sharper, more culturally potent, but less evenly distributed. Demand converts selectively into economic peaks.

*Both are global. Only one currently behaves like infrastructure.  
Different kinds of power. Both valuable. Only one currently moves entire markets at scale.*



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## Coming up:



**FIFA World Cup 2026 Preview**  
A Live Microsoft Copilot Workflow (with special guests)

Live workflow demo using Copilot as a real-time analysis and forecasting environment ahead of the FIFA World Cup 2026 – exploring team performance, momentum shifts, signal detection, projection modelling and decision-making through the lens of live sport, with wider business applications.

**Tuesday 9 June 2026 - 17:30-20:00 Barcelona / CEST (11:30am-2pm US EDT)**



**Designing emotional impact: La Sagrada Família**  
Live Copilot Workflow + Stream

A two-part FAFO session marking the centenary of Gaudi's death: first using Copilot to explore how Gaudi turned geometry, nature and engineering into emotional impact, then streaming live from La Sagrada Família itself.

**Wednesday 10 June 2026**  
**Part 1: Live Copilot Workflow**  
**14:00-15:00 Barcelona / CEST • 8:00-9:00am US EDT**

**Part 2: Live Stream from La Sagrada Família**  
**17:30-18:00 Barcelona / CEST • 11:30am-12:00pm US EDT**



**Formula 1 - Barcelona-Catalunya F1 Grand Prix**  
Live stream from the event

Live stream from Practice Friday, Circuit de Catalunya, Barcelona, Spain

**Friday 12 June 2026 - 14:30-15:00**  
**Barcelona / CEST (8:30-9:00am US EDT)**

**Full schedule & replays at: [dave-mart.in/fafo](https://dave-mart.in/fafo)**