

700LOVO



A+LANTA
MUSIC GROUP

700 LOVO

700 Lovo was born in Barranquilla Colombia, and raised in Atlanta. Lovo grew up in a family full of professional soccer players & also had been playing soccer since he was 4 yrs old, he played in Atlanta for Atlanta United with the 17 and up division, then he eventually went pro. While traveling between Colombia and the States (Atlanta, Ga) He would always freestyle but soccer came first. Lovo then realized that when you get to a certain level, that's pro, the fun becomes a job, he states "you become someone's property."

He loved the game but says he was too much of a wild boy. One of his Colombian teammates took him to a barbershop that had a studio in it, the engineer said "you should rap I'll record you" Lovo decided to take a leap and did it. When he laid down his first bar, that was when he instantly fell in love with music. It was such an adrenaline rush for him that he also realized that he always had motion but he finally found a way to express himself & figured out a way for people to listen and want to listen.

Due to his wild lifestyle he is able to genuinely express himself more than he was able to express himself as a professional soccer player. As an artist he can now be a rockstar and his own boss. Lovo's inspiration comes from one of his childhood friends by the name of RAZOtha1st, an independent artist but he remembers in school everyone would laugh at him for wanting to become a rapper, but he didn't care. RAZOTHA1st is now famous and all those haters are his biggest fans and that was the first person that put him in the studio in America, he will forever be grateful for him.

When it comes to famous idols, Lovo states that Lil Uzi Vert is his favorite artist and idol just in style and the way he carries himself inspired him to do what he wants and don't care about anything or what anyone else says and being a rockstar is how he lives his life everyday. For him it's a movie but he calls them "zoovies" a lingo called "lovoligy". Lovo is a very versatile artist, he states that "it's like if Drake and Bad Bunny had a kid, you would get 700Lovo". He speaks both Spanish and English fluently which allows him to take the music in any direction.

His music is for the females because he deems himself as a playboy, king of the skrots (lovoligy). He wants his crowd and fan base to be women. He uses sex appeal and his charm to win them over.

Spanish music is universal, he can do trap, reggaeton, dancehall, afrobeats, dembow, salsa, merengue, bachata, etc and more.

He is also a punch in artist so everything he does is off the top of the head. As he hears the beat he'll instantly know what he's going to say and what the song is going to be about.

In his creative process he loves to have huge crowds in the studio so he can really feel the people's energy, and that's how he knows if he has a hit, by the way people move and how they are feeling.

The message that 700Lovo wants to give to his fans is "That to always be strong minded you gotta have tough skin in this industry, people will laugh at you until they see you consistent. A lot of doors are going to be shut in your face but use them as obstacles and motivation the only support needed is yourself and the rest will follow."

Lovo also feels that the internet is the biggest source for talent you just have to know the algorithm. The internet allows you to see your motion in real time and what you need to target the most to stay consistent and continue to thrive and be more successful.

Lovo says he's ready to take over the world, "AMG the Label and we ain't tellin no fables/ turn your tv on and watch me like cable!"

SOCIAL MEDIA TRACTION

Instagram
@700LOVO

5,746 Accounts Reached

30.1% Followers

69.9%(+12.5%) Non-Followers

Impressions 224,216 (+34.1%)



Post 4,551

Reels 2,553

Stories 2,387

Live Videos 257

Videos 19

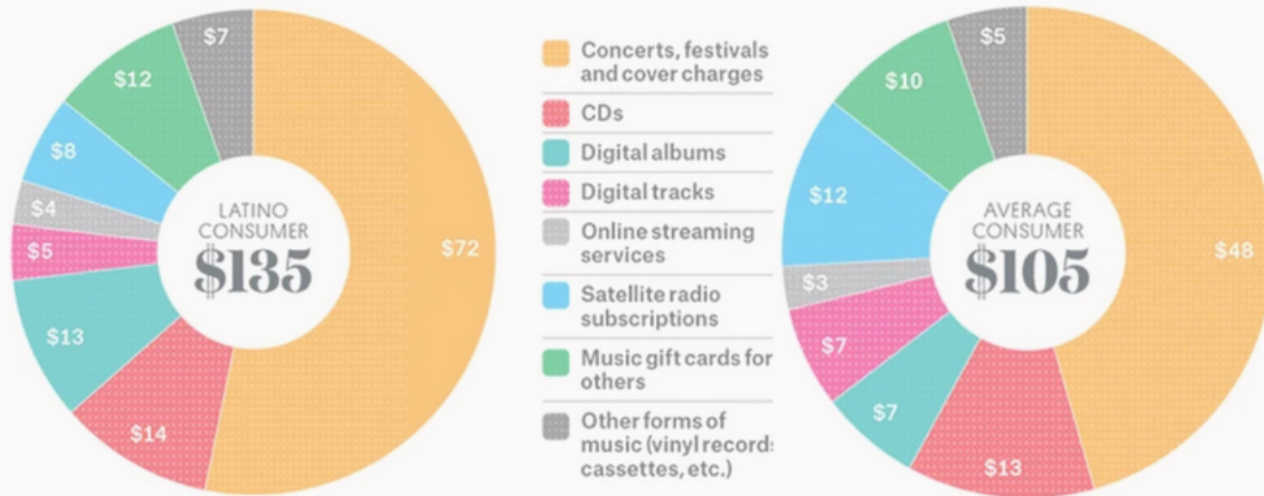
SOCIAL MEDIA TRACTION
Youtube



700LOVOTV
@700lovotv7

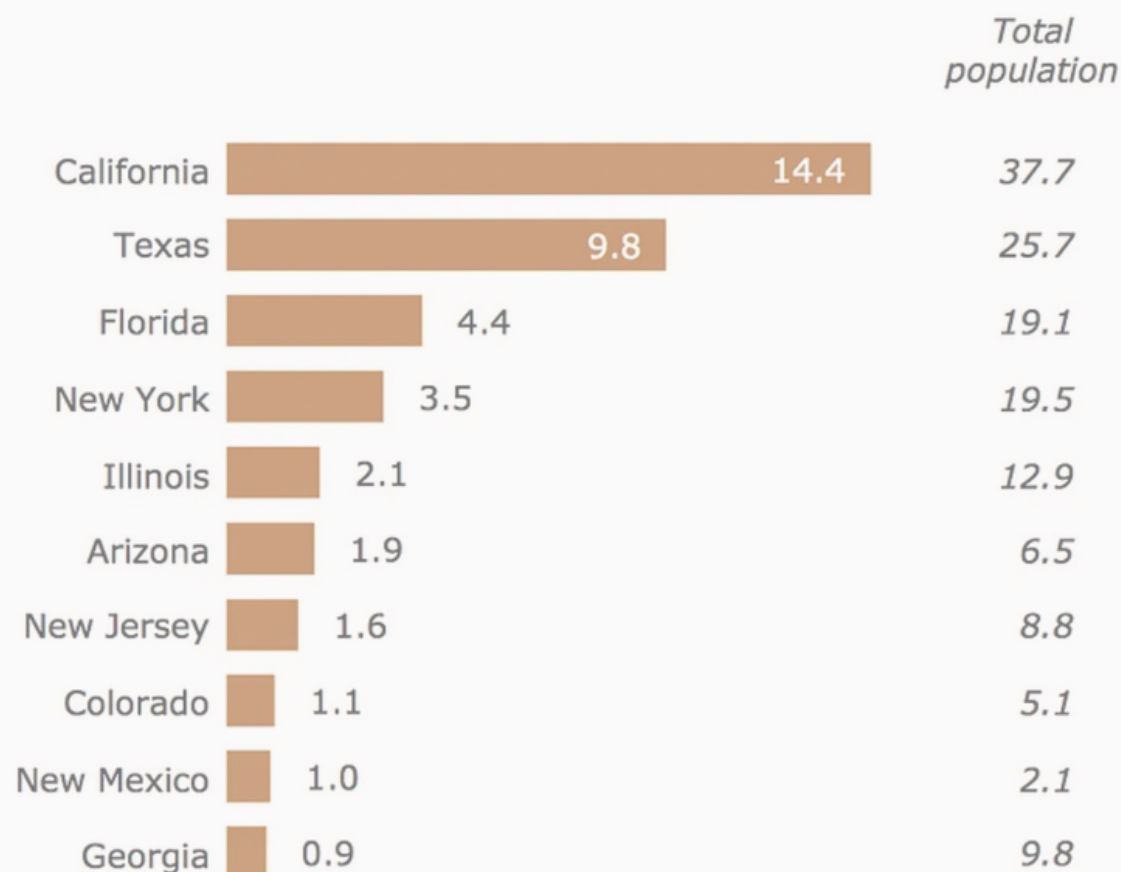
TARGET MARKET

Top Latin Cities in the US: Los Angeles, Chicago, Miami, Houston



State	Largest Hispanic origin group	Share of Hispanic population	Share of total state population
California	Mexican	83	32
Texas	Mexican	88	33
Florida	Cuban	30	7
New York	Puerto Rican	33	6
Illinois	Mexican	80	13
Arizona	Mexican	91	27
New Jersey	Puerto Rican	29	5
Colorado	Mexican	78	16
New Mexico	Mexican	63	30
Georgia	Mexican	61	6

Pew Research Center



The States shown are the 10 largest by Hispanic Population

Pew Research Center





ALL LISTENERS

Trending on Billboard

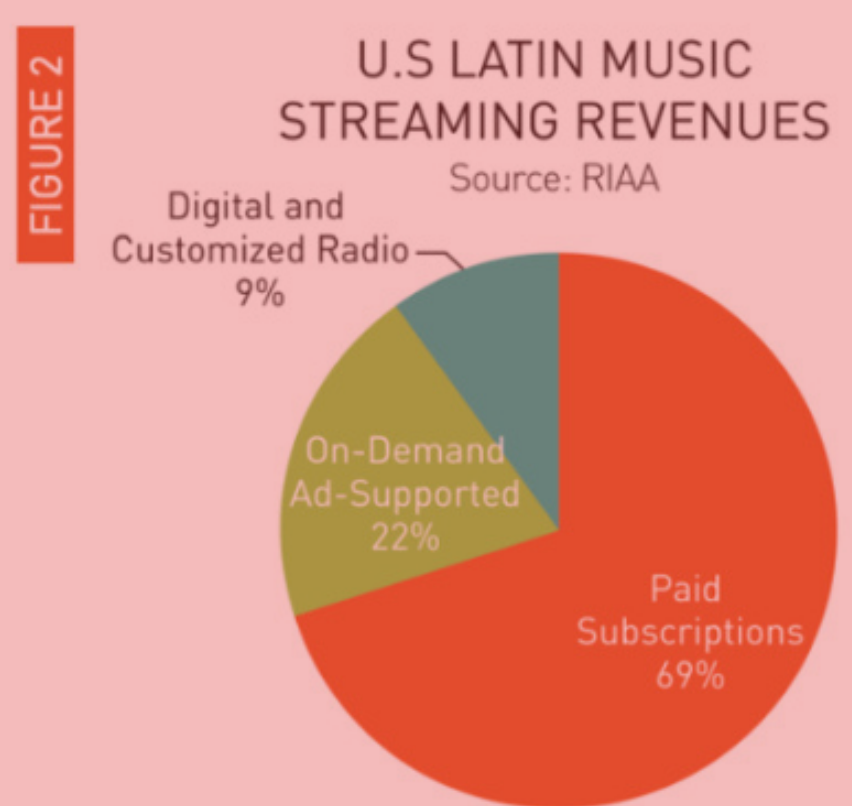
A stunning 40% of all U.S. listeners report listening to music in languages other than English; and among those languages, the most listened to — after English — is Spanish. While 93% listen to music in English, roughly 23% of listeners will listen to music in Spanish.

WOMEN VS MEN

It was found that among adults who ever listen to music in a language other than English, 50 percent of men in the United States listened to Spanish-language music, compared to 55 percent of women.

SIZE THE MARKET/REVENUE

Considering that Latin music's US revenues rose by 19.6% YoY in 2020 and by 28.5% YoY in 2019, the smart money's on the category finally bursting through the billion-dollar threshold in 2022.



The consumption of Latin music in the U.S. is at a record high, and its biggest stars have turned reggaetón, música Mexicana and other genres into a global phenomenon. GRAMMY.com spoke with experts about the present and future of Latin music.

SIZE THE MARKET/REVENUE

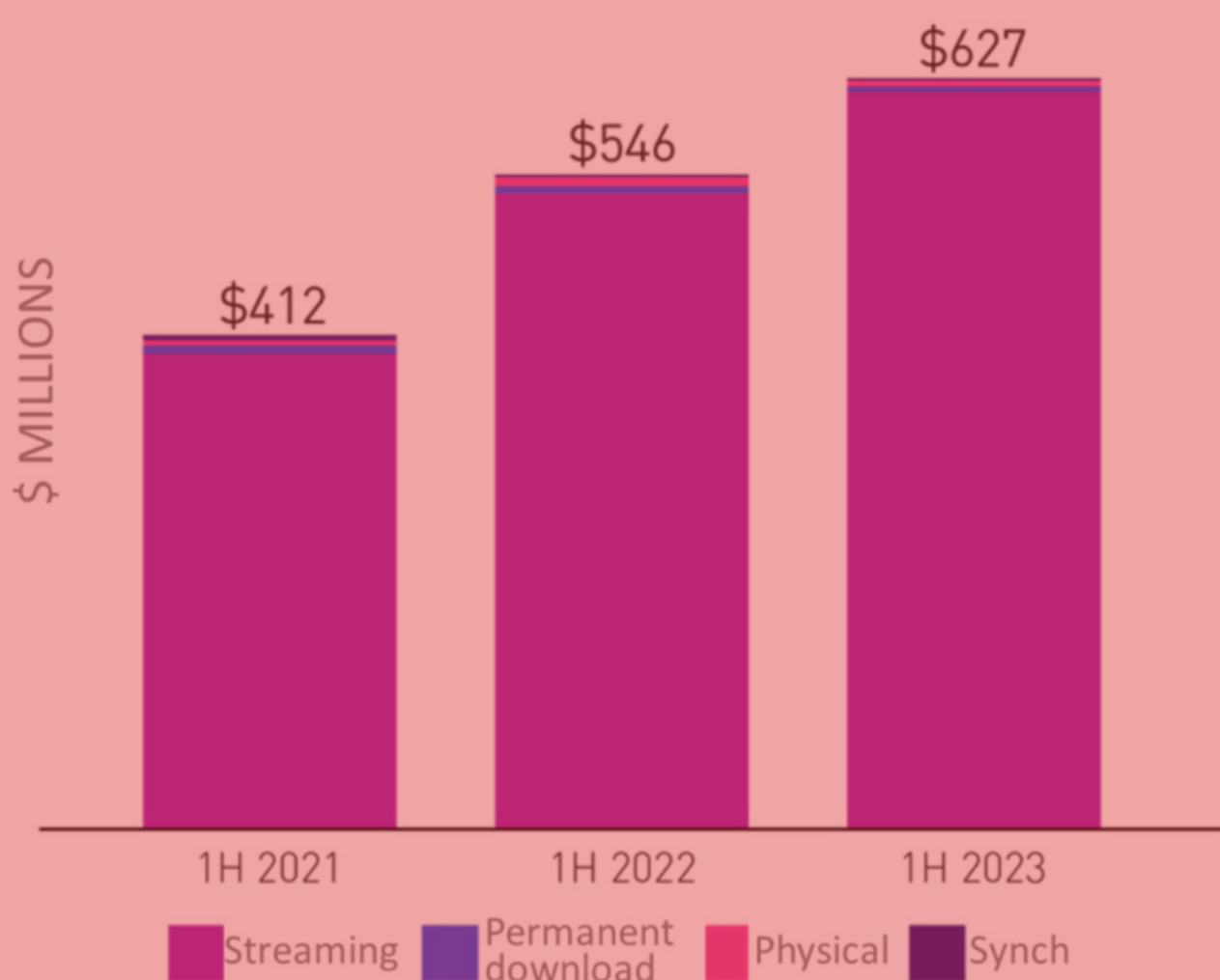
As of 2023

Latin music generated \$627 million in gross revenues in the US in the first half of the year.

That's the headline stat from the Recording Industry Association of America's (RIAA) Mid-Year 2023 Latin Music Report, which, published Wednesday (September 27), shows that on a retail basis (money spent on streaming subscriptions, as well as physical and digital music), Latin music revenues grew 14.8% YoY in the US in H1. Latin music's share of overall US recorded music revenues grew from 7.1% in the first half of 2022 to a new high of 7.5% in the first half of 2023.

As of September 2023, the entire US recorded music industry generated USD \$8.4 billion in gross revenues in the first six months of 2023, which was up 9.3% YoY.

US LATIN MUSIC REVENUES



CONTACT US



Donald "Dizzle" Jenkins
CEO

(470) 640-5971

dizzleamg23@gmail.com

