

AMAPIANO VS AFROBEATS

The African rhythms powering
global culture and taking over
football TikTok.



AMAPIANO vs AFROBEATS

AFROBEATS

Emerged
Early 2000s

Style
Upbeat &
danceable
rhythms

Fuses traditional
African music
hip-hop, dancehall, R&B

Typical Languages
Nigerian/Ghanaian Pidgin,
English, Yoruba & Twi

Originated in
Lagos & Accra

Originated in
Gauteng townships

AMAPIANO

Emerged
Early 2010s

Style
Deep-house groove
Kwaito & Jazz infusion
Log-drum bass drops
& bright piano riffs

Typical Languages
isiZulu, isiXhosa,
Sesotho, often
code-switched
with English





TIKTOK
HASHTAGS
(Lifetime)

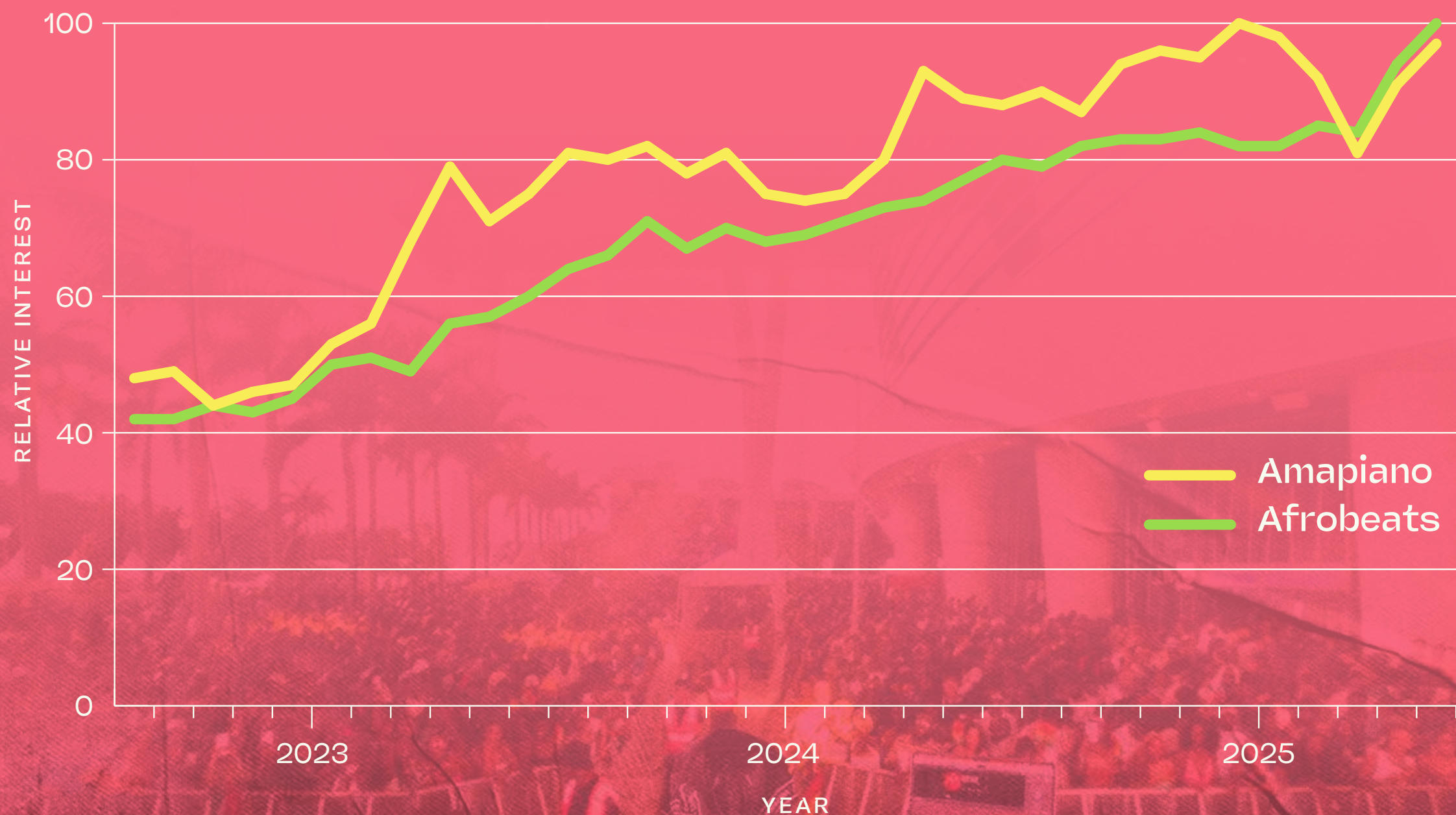
#Amapiano	#Afrobeats
2.4M POSTS	2.1M POSTS
10B+ VIEWS	27B+ VIEWS

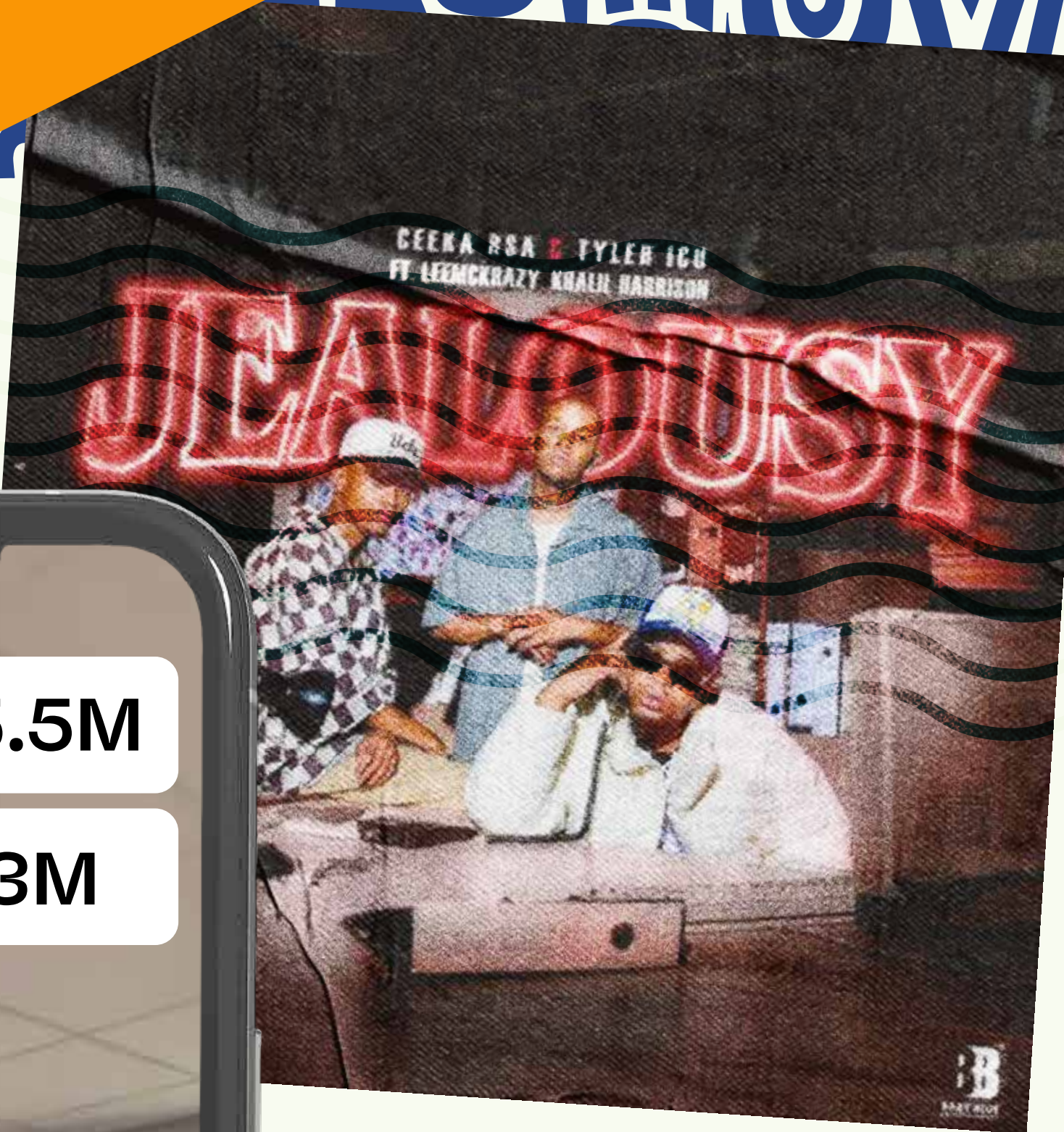


SPOTIFY
GLOBAL STREAMS
(2023)

Amapiano	1.4B
Afrobeats	14B

TIKTOK CREATIVE CENTRE

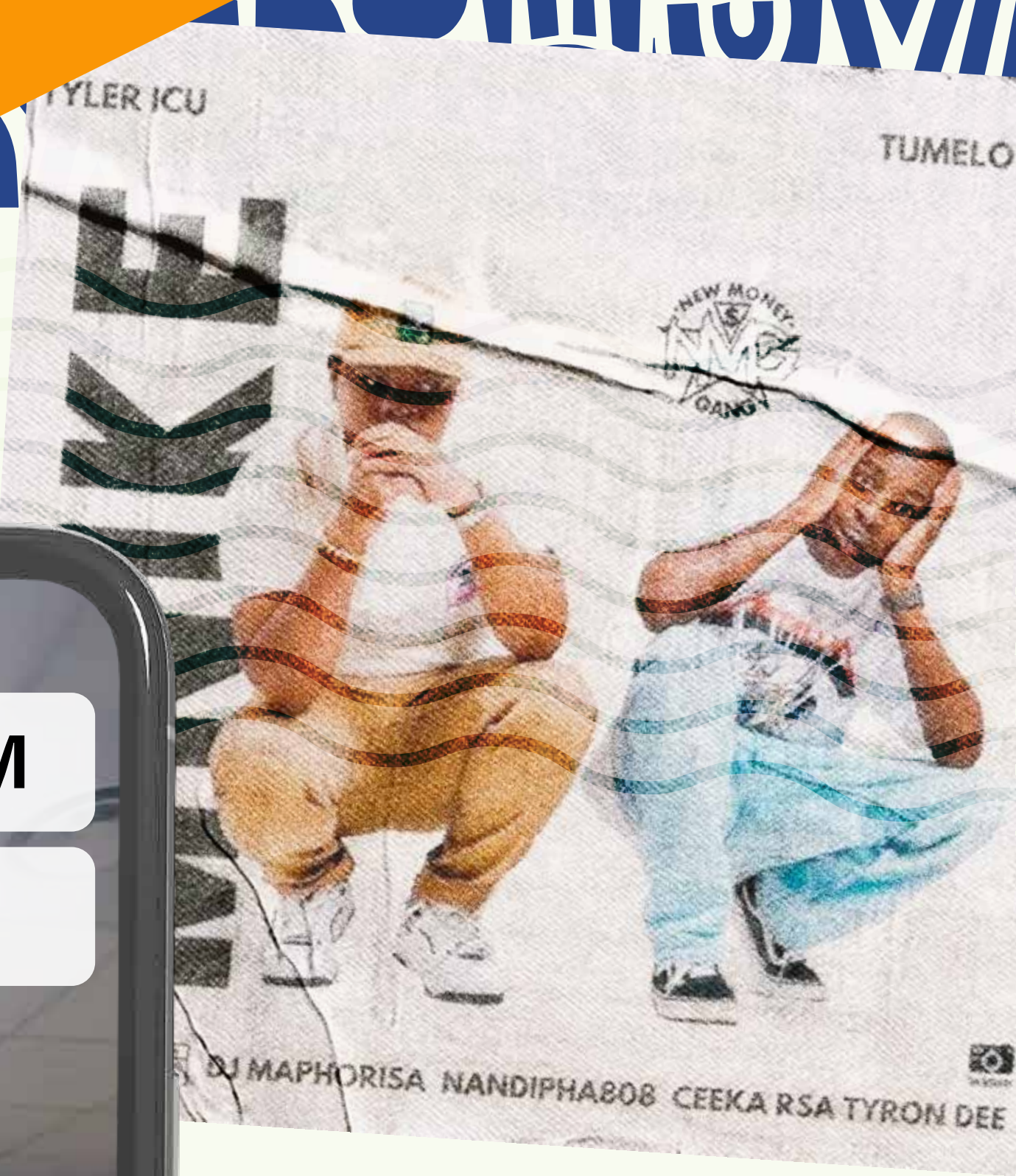
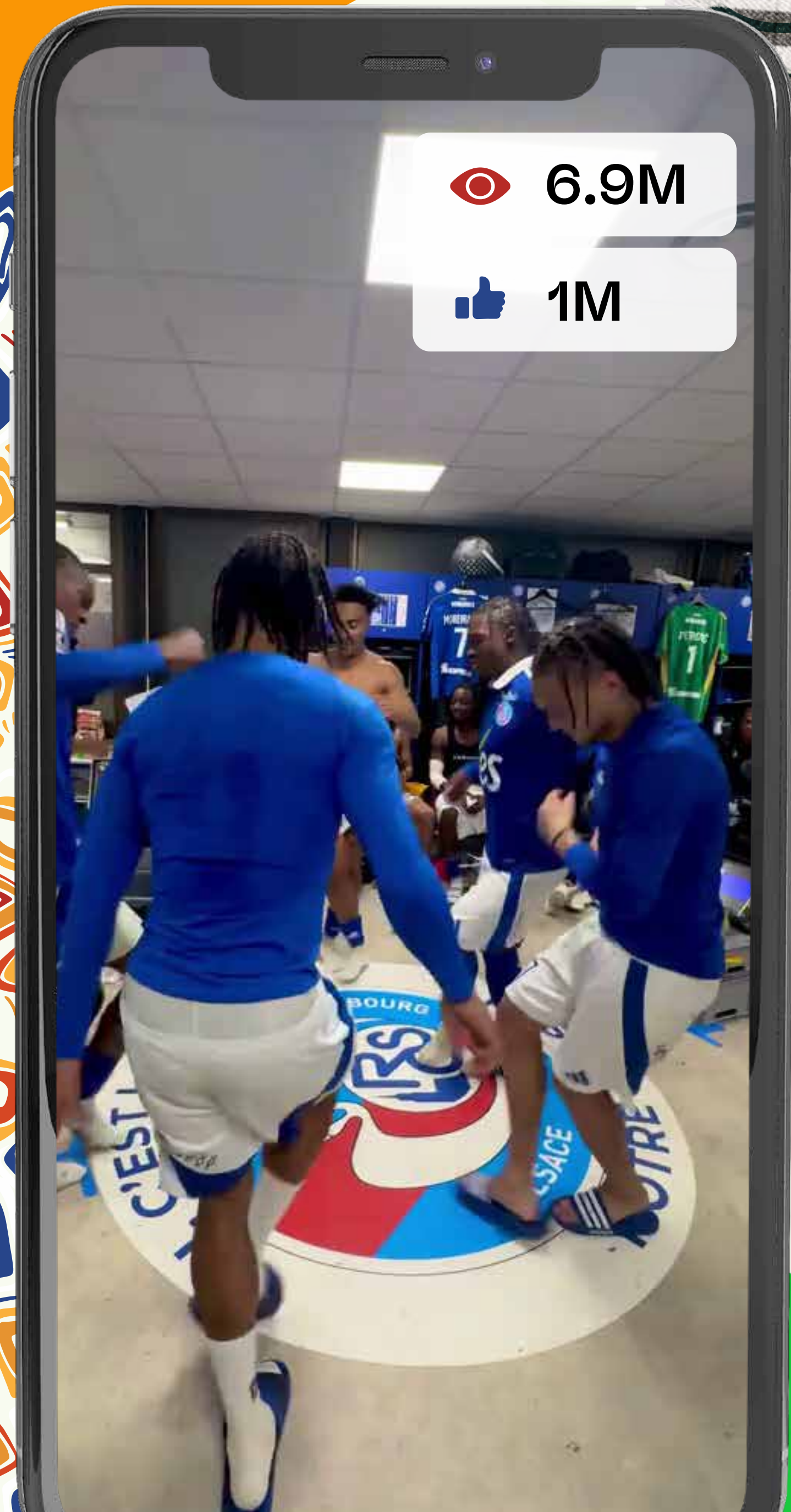




Standard de Liège

Jealousy
by Khalil Harrison
& Tyler ICU

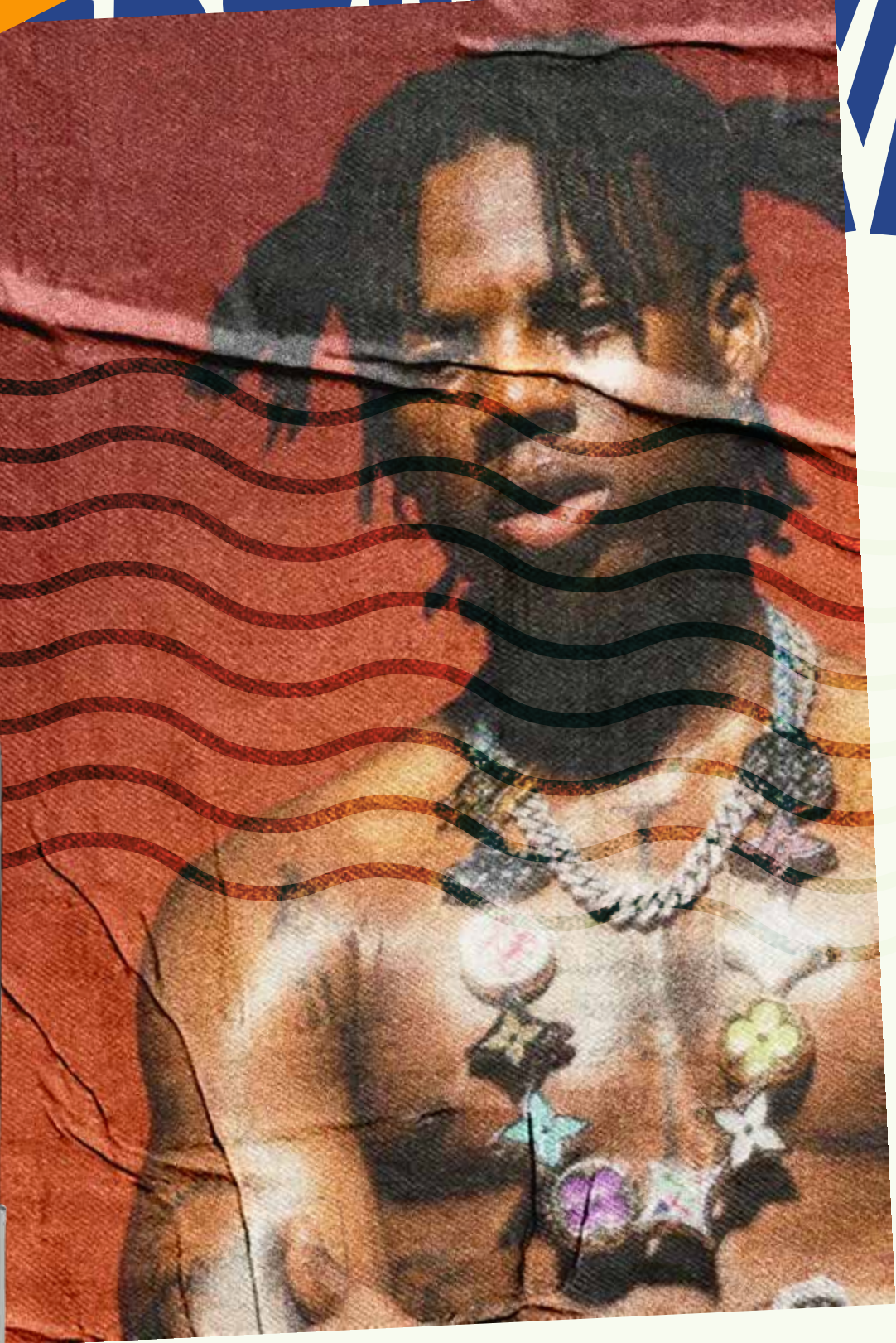
AMAPIANO vs AFROBEATS



RC Strasbourg

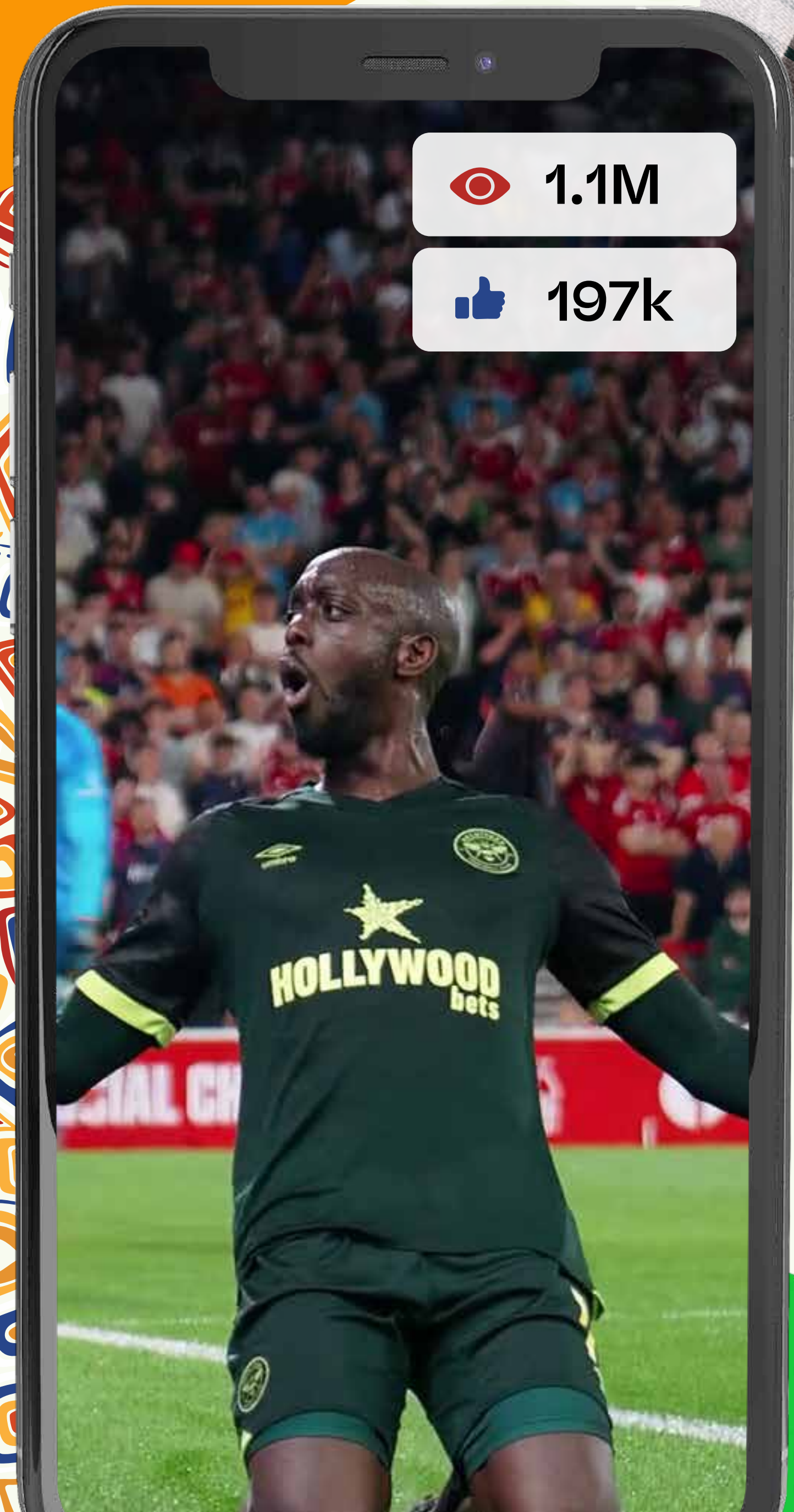
Mnike

by Tyler ICU
& Tumelo.za



FC Barcelona

YAYO
by Rema



Brentford FC

Laho
by Shallipopi