

Data Collected: 14.01.2020

	Insta Avg. Likes Per Post	(CA\$) Avg. Earnings Per Insta Post	(USD\$) Avg. Earnings Per Insta Post	(€) Avg. Earnings Per Insta Post	Spotify Avg. Streams Per Song	(CA\$) Spotify Avg. Earnings Per Song	(USD\$) Spotify Avg. Earnings Per Song	(€) Spotify Avg. Earnings Per Song	YouTube Avg. Views Per Vid	(CA\$) YouTube Avg. Earnings Per Video	Avg. Earnings Per Video	Earnings Per Video
<b>Jennifer Lopez</b> Instagram following: 109,429,700 Spotify monthly listeners: 13,508,498 YouTube subscribers: 12,200,000	1,442,597	612,806	470,548	361,118	864,548	4,928	3,778	2,939	1,919,591	1,727.63	1,325	1,017

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<b>Shakira</b> Instagram following: 60,790,877 Spotify monthly listeners: 22,331,193 YouTube subscribers: 27,200,000	674,659	340,429	261,401	200,610	2,536,028	14,455	11,082	8622.4952	739,337	665.40	510	392

Methodology
<b>Jennifer Lopez</b>
Instagram total following: 109,429,700
Instagram average likes per post: 1442597
Spotify total streams: 2,325,633,812
Spotify total number of songs: 269
Average amount of streams per song: 864,547.885
YouTube total video views: 245,707,705
YouTube total number of video uploads: 128
Average amount of views per video: 1,919,591.45

Shakira
Instagram total following: 60,790,877
Instagram average likes per post: 674,659
Spotify total streams: 5,959,666,218
Spotify total number of songs: 235
Average amount of streams per song: 2,536,028.17
YouTube total video views: 178,180,232
YouTube total number of video uploads: 241
Average amount of views per video: 739,337.062

Currency Conversions
Instagram pay up to CA \$0.0056 per following
Instagram pay up to USD \$0.0043 per following
Instagram pay up to GDP £0.0033 per following
Spotify pay CA \$0.0057 per play
Spotify pay USD \$0.00437 per play
Spotify pay GDP £0.0034 per play
YouTube pay CA \$0.00090 per play
YouTube pay USD \$0.00069 per play
YouTube pay GDP £0.00053 per play

Sources
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