Bad Bunny breaks 5-year Billboard album record - now learn Spanish through his music with Memrise

The app is harnessing the global power of Spanish-language music to enrich its users' learning experience

28 September 2022, London UK - The Puerto Rican music artist Benito Antonio Martínez Ocasio, better known as Bad Bunny, has [smashed records](#) by having the longest-running Number 1 album in the U.S. in over 5 years. Titled *Un verano sin ti* (English: A Summer Without You), Bad Bunny's 5th album recently secured an eleventh non-consecutive week at Number 1 in the Billboard music charts. But the success doesn't stop there, with the Puerto Rican artist also putting on the [highest-grossing tour](#) of August 2022, making $91.1M in just one month. Contributing to the [global rise in popularity](#) of Spanish-language music, Bad Bunny has also been praised for "[raising his voice for Puerto Rico](#)", becoming the only artist to have ever topped the American charts with an [all-Spanish album](#).

Particularly in recent years, with mobile devices and [streaming services making Latin music more globally accessible](#), Spanish-language songs have been an attractive gateway to learning the language for many. The world has artists like Bad Bunny on repeat, so it's natural that his fans will be interested in learning Spanish while rocking to his reggaeton. By default, many will embark upon their Spanish learning journey using 'traditional' methods such as textbooks or online courses, but others will turn to more modern methods, with [Gen Z and Gen Alpha leading the way](#). Now, one of the world's leading language apps has found an innovative way to use popular music to teach languages. Through this new technology, music fans will be able to **learn Spanish from the very source that motivated them to learn the language in the first place**.

Memrise - the immersive language-learning platform with over 64 million users - has created a series of lessons which combine language learning with music, including songs from Bad Bunny's *Un verano sin ti*. But how does **Memrise Music** work? By extracting vocabulary from music videos and teaching it to users through their 'Learn-Immerse-Communicate' method, Memrise connects the world's favorite music to language learning. The beauty of these lyrical lessons is that, if you already know and love the songs, you'll be learning without even realising it! But why pair music with language learning in the first place?

Fanny Stassar, Senior French Content Producer at Memrise, explains that "*learning a language through melody repetition can make learning more enjoyable, and lets your*

brain learn in a more natural way". And the science backs this up: a [study conducted by RUDN University linguists](#) showed that, after 20 weeks of 45-minute music classes, participants who did not know foreign languages before mastered 51-90% of the training material and learned to answer questions in English.

With over 64 million monthly listeners on Spotify, it's fair to say that music fans have gone crazy for Bad Bunny and, thanks to Memrise, now they can even learn Spanish with him as their teacher! Memrise's immersive music lessons based on songs from *Un verano sin ti*, plus many other popular Spanish hits, can be found [on their website](#) and learnt for free.

-ENDS-

About Memrise

Memrise is an immersive language learning platform, with over 64 million users, that teaches you real-world language that locals actually use.

Memrise's unique 'L.I.C.' method uses state-of-the-art technology, including video clips of real locals, to continually bounce users from memorisation training to real-world listening, to practising useful conversations and back again. It's as close as you'll get to learning a language without going to a specific country.

Founded in 2010 by Ben Whately and Ed Cooke, Memrise won the Google I/O 2017 'Best App Award'. Today, there are Memrise users in 189 countries learning languages on iOS, Android, and Web: https://www.memrise.com/

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