

KELDAMUZIK

ARTIST / ACTRESS / HOST / ENTREPRENEUR

AN INDEPENDENT BAY AREA VOICE WITH GLOBAL MOMENTUM

More than 6.8 million reported streams and platform uses in China - led by The Juice and accelerated by Douyin discovery.



Artist profile

Keldamuzik, also known as Diva, is a Bay Area hip-hop and pop artist, actress, television host, producer and entrepreneur. Her career spans recorded music, international touring, film, television and fashion. She has performed in Japan, Switzerland and the Caribbean; earned television placements including The Real Housewives of Atlanta and Bad Girls Club; and expanded her brand through Diva Talk Tonite and her fashion ventures.

The China story

Musicinfo reports more than 6.8 million streams and platform uses for Keldamuzik’s catalog across Chinese digital services from April 2022 through December 2025. Activity accelerated sharply in 2025 and was led by Douyin discovery, creating a foundation for creator partnerships, media coverage, platform promotion and an introductory live appearance.

4.65M THE JUICE	1.67M WIND BLOW INSTRUMENTAL	5.4x 2025 VS. 2024 VOLUME
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Partnership opportunities

LIVE Showcase, festival appearance or supporting slot	MEDIA Interview, profile, livestream or platform feature
CREATORS Douyin campaigns in fashion, beauty, dance and lifestyle	COLLABORATION Recording session, remix or cultural exchange

Keldamuzik.com | Instagram: @keldamuzik | YouTube: keldamuzikpresents

AUDIENCE SIGNALS

Musicinfo reporting period: April 2022 - December 2025



6,853,923 TOTAL VOLUME	5,785,046 2025 VOLUME	97.7% DOUYIN SHARE	106,820 NETEASE STREAMS
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Leading records

#	TRACK	VOLUME	SHARE
1	The Juice	4,646,108	67.8%
2	Wind Blow (Instrumental)	1,669,180	24.4%
3	Thirsty	258,025	3.8%
4	Wind Blow	128,494	1.9%
5	Ninja Style (Instrumental)	44,139	0.6%

Momentum

2.57M FEBRUARY 2025	711K DECEMBER 2025	707K JULY 2025
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How to describe the data

APPROVED LANGUAGE “More than 6.8 million reported streams and platform uses in China, led by 4.65 million for The Juice.”

The export does not identify unique listeners or city-level demand. Ringtone and Music+ activity should not be described as film or television sync without confirmation.

Current campaign focus

LEAD RECORD The Juice	CREATOR SOUND Wind Blow (Instrumental)	FOLLOW-UP Thirsty
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SOURCE Musicinfo_stream_statistics.csv and Musicinfo_sync_statistics.csv, supplied by the artist. Totals reflect valid dated transaction rows.