BLERIM NIK

@blerimnik · Trend origination

I DON'T FOLLOW TRENDS. I START THEM.

342K
COMBINED FOLLOWING

104.4M
VIEWS IN 2026 TO DATE

WHY HE GETS RECORDS EARLY

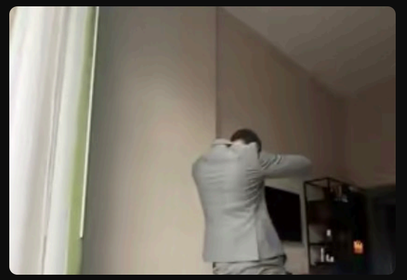
Released by Folé Publishing, which also manages Blerim's own artist channel. An existing pipeline into the label's roster, not a cold approach.

2025-10-15
record released

2025-10-27
he posted from

RECORDS HE HAS SEEDED

BUTA "SKI"



841.2K



1.1M



1.1M

3.0M across his three posts vs **2.9M** on the official video

2.57M
SPOTIFY PLAYS
his most-played track

2.9M
OFFICIAL VIDEO
YouTube

238K
MONTHLY LISTENERS
Buta today

192K
YOUTUBE SUBS
Buta today

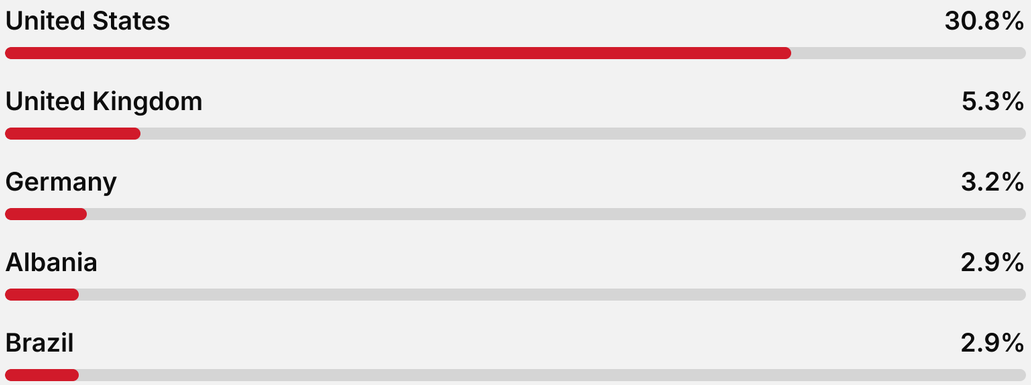
His own post views are his. The record's totals are shown as context and are not claimed as attributed to him. Spotify and YouTube public pages, captured 2026-08-28

> Sound adoption is the claim; stream counts are context. Every figure carries source and capture date. No causal stream-lift claim is made.

TERRITORY, NOT A CHART POSITION

A record seeded here lands in five markets at once: one cultural conversation across the diaspora, not one national chart. ~2.2M Albanians live outside Albania (INSTAT).

TOP MARKETS · TIKTOK



TikTok Studio · Follower insights · 2026-08-26

HOW THE SEEDING WORKS

- **Record first, format second.** The hook chosen is the segment an audience can act on, not the one the label likes most.
- **Native, not sponsored.** A sound only spreads when the first video looks like something a viewer could make too.
- **Seeded into a real community.** The diaspora is dense enough that adoption compounds before it reaches the wider For You page.
- **Measured honestly.** Sound adoption is the result. Streams are context, never claimed as attributed.

BRING US THE RECORD.

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