

## Albanian Producer Xhoni Beats Gains International Attention After Viral Success of “Pse?”

Independent Albanian producer Xhoni Beats continues expanding his international audience through Spotify, TikTok and viral streaming success, establishing himself as one of the emerging names in the Balkan music scene.



**Tirane, Albania May 18, 2026 ([Issuewire.com](https://www.issuewire.com))** - Independent Albanian producer Xhoni Beats continues attracting international streaming audiences following the viral growth of his breakout release “Pse?” across Spotify, TikTok and digital music platforms.

Known for combining emotional melodies, cinematic atmospheres and modern urban production, Xhoni Beats has become one of the emerging independent names from Albania’s growing music scene. His sound blends melodic rap, afro-inspired rhythms and atmospheric production styles that have attracted listeners from multiple countries across Europe.

The artist’s growing audience on streaming platforms has helped him establish a strong digital presence, with more than 150,000 monthly listeners on Spotify and a rapidly expanding audience on TikTok and YouTube.

His most recognized release, “Pse?” featuring Naldi and Aleks, became a viral success across streaming and short-form video platforms, helping expand his audience beyond regional markets and introducing his music to international listeners. The track also gained major traction on TikTok, where it has been used in more than 879,000+ user-generated posts and videos.

The success of the record also opened conversations surrounding catalog opportunities and long-term

growth potential for the independent producer.

Unlike many emerging artists relying heavily on paid promotion, Xhoni Beats built much of his audience organically through emotionally driven music, social media traction and consistent streaming growth. His catalog continues reaching audiences in countries including Switzerland, Germany, Austria and other European territories.

Beyond streaming success, the producer is also recognized for his cinematic production style and emotionally focused artistic direction, elements that helped his music gain traction among younger audiences on TikTok and Spotify playlists.

As independent artists continue reshaping the global music industry through digital platforms, Xhoni Beats represents a new generation of Balkan creators using streaming and viral media to expand beyond regional audiences and build international recognition.

With new releases and collaborations currently in development, the Albanian producer continues focusing on growing his global audience while expanding his artistic and commercial reach across the music industry.

## Media Contact

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[https://open.spotify.com/artist/1Gch9yQ2F55VECwwe6wp2c?si=VH1u2p7eTxWrCDKx-89\\_KQ](https://open.spotify.com/artist/1Gch9yQ2F55VECwwe6wp2c?si=VH1u2p7eTxWrCDKx-89_KQ)

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