Online Appendix

Supplementary Material for "Cartel Beats: The Unintended Consequences of 'Narco-Music' Censorship"

Table A1. Censorship events

Artist	Date of event	Censoring authority	Description of event
Los Tucanes de Tijuana	May 31, 2025	Chihuahua municipal government	Los Tucanes de Tijuana are fined for performing *narcocorridos* at the Santa Rita fair in the city of Chihuahua.
El Komander	April 10, 2025	Guanajuato City municipal government	El Komander is prevented from performing a *corrido alterado* at a local festival under municipal public-events rules.
Luis R. Conriquez	April 9, 2025	Estado de México (Edomex) state government	Conriquez is banned from performing *corridos* at the Texcoco horse fair; fans riot two days later after Conriquez complies with the set-list restriction.
Los Alegres del Barranco	April 1, 2025	U.S. State Department; multiple Mexican municipal governments	Los Alegres del Barranco have their U.S. visas revoked and performances in Mexico canceled after playing a tribute to CJNG leader "El Mencho".
Gerardo Ortíz	March 29, 2016	Mexican interior ministry (federal)	Gerardo Ortíz's "Fuiste Mía" music video is subjected to a takedown request from Mexico's interior ministry; YouTube subsequently removes it.

Table A2. Summary statistics for the three attention measures

	YouTube search	Wikipedia pageviews	News articles
Panel A. Series definition			
Unit	Google Trends index (0–100)	Pageviews (Spanish & English pages)	Article count
Frequency	Weekly	Daily	Daily
Collection window	±14 weeks	±90 days	±90 days
Artists pooled	5	4	5
Panel B. Summary statistics			
Observations (N)	136	724	905
Mean	46.8	772.6	3.23
Standard deviation	30.8	1,380.3	8.24
Minimum	3	83	0
Median	38.5	501.0	1.0
Maximum	100	23,984	101

Notes: Descriptive statistics for Hypothesis 1 interrupted time-series (ITS), measured around each artist's censorship event (Table A1). The pool comprises five artists, except Wikipedia where Los Alegres del Barranco are excluded for lacking a Spanish- or English-language page.

Table A3. ITS estimates of the change in attention to targeted artists

Term	Estimate	Std. error	p-value	Level change (%)
YouTube search				
Intercept	76.67 ***	5.56	<.001	—
Pre-event slope	0.06	0.54	.904	—
Level change at event	30.48 ***	5.34	<.001	—
Post-event slope change	−2.82 ***	0.79	<.001	—
Wikipedia pageviews				
Intercept	5.40 ***	0.20	<.001	—
Pre-event slope	−0.004	0.003	.186	—
Level change at event	0.390 *	0.163	.017	+48%
Post-event slope change	0.003	0.005	.596	—
Mexican news articles				
Intercept	0.051	0.148	.728	—
Pre-event slope	0.002	0.002	.312	—
Level change at event	1.230 ***	0.161	<.001	+242%
Post-event slope change	−0.016 ***	0.003	<.001	—

Notes: Pooled interrupted time-series (ITS) across the five artists' censorship events (Table A1), estimated by generalized least squares with first-order autoregressive within-artist errors and artist fixed effects. "Level change at event" is the

estimated jump in attention at the censorship event net of the pre-event trend. Wikipedia pageviews and news article counts are logged to prevent outliers from skewing the results, and for those outcomes, the percentage column reports $(\exp(\beta)-1)\times 100$ to represent percent change. * $p < .05$, ** $p < .01$, *** $p < .001$.

Table A4. Summary statistics for the YouTube comments and X posts

	YouTube comments	X posts
Panel A. Corpus overview		
Collection window around events	±30 days	±30 days
Artists covered	5	5
Calendar coverage	Feb 28, 2016 – Jun 30, 2025	Feb 28, 2016 – Jun 30, 2025
Total posts collected	13,738	24,784
Panel B. Posts collected, by artist		
Gerardo Ortíz (2016)	2,483	16,838
Los Alegres del Barranco	2,557	3,284
Luis R. Conriquez	6,459	2,668
El Komander	921	1,360
Los Tucanes de Tijuana	1,318	634
Total	**13,738**	**24,784**

Notes: Corpora used for the Hypothesis 2 analysis. Posts were collected within ±30 days of each artist's censorship event (Table A1).

Table A5. STM Topic Exemplars for YouTube Comments

Topic (FREX terms / prevalence / Δ post censorship)	Exemplar comments (original and translation)
T1. Takedown / visa reaction ***chingon, pedo, día, visa, quitaron,*** □□□ **4.4% · Δ+0.9pp *** **	"Lo que deben de hacer las autoridades es ponerse a trabajar en la vida real sobre el feminicidio. Lo de él es actuado, solo un video. ¡Cuántas mujeres día a día amanecen muertas y hasta ahora nadie ha resuelto nada!" *What the authorities should do is get to work in real life on femicide. His thing is acted — just a video. How many women turn up dead every single day, and so far no one has solved anything!*
T2. Mexico / narco-listening ***mexico, narco, like, amor, cada, escuchando*** **6.6% · Δ-0.1pp n.s.**	"Está como loca la presidenta — si esto es una cultura mexicana; el narcocorrido es como un himno para nosotros los mexicanos: se escucha el acordeón y las guitarras y la piel se empieza a enchinar." *The president must be crazy — this is Mexican culture; the narcocorrido is like an anthem for us Mexicans. You hear the accordion and the guitars and your skin starts to tingle.*
T3. Government & "double-standard" grievance ***gobierno, violencia, hacen, novela, malo, mierda*** **12.4% · Δ+8.5pp *** **	"No entiendo por qué tanto escándalo, es un video de ciencia ficción y no le veo nada de malo; los que critican es porque no tienen nada bueno que hacer." *I don't get the uproar — it's a science-fiction video and I see nothing wrong with it; the people criticizing it just*

	have nothing better to do.
T4. Song appreciation ***canción, alguien, tan, mundo, chida, luego*** **8.6% · Δ-0.6pp ***	"Muy lindas letras tiene esta canción, me encanta; la escuchas y luego luego se queda dando vueltas en tu cabeza. Lo que no me gusta es el video." *This song has really lovely lyrics, I love it; you listen to it and it immediately stays spinning around in your head. What I don't like is the video.*
T5. Texcoco "trakas" / bravado ***traka, perro, mamada, dinero, □□□, vienen*** **8.0% · Δ+0.0pp n.s.**	"Respeto a nuestro orgullo mexicano, el Canelo Álvarez, desde Guanajuato □□" *Respect to our Mexican pride, Canelo Álvarez, from Guanajuato □□*
T6. Shout-outs / camaraderie ***viva, voy, noma, amigo, cabron, hermano*** **9.4% · Δ-1.9pp ****	"Gente nueva de la nueva generación, saludos a todos □□□□" *New folks of the new generation, greetings to everyone □□□□*
T7. Crude praise & reaction ***gusta, ala, verga, aqui, part, canta*** **8.2% · Δ-2.0pp ****	"¿Esta grupo canta la chona? Pues sí, cuando miré esta canción dije: ¡a la bestia! es el de la chona (conozco este grupo por 'Señora Acero')." *Does this group sing 'La Chona'? Well yeah — when I saw this song I said, whoa! it's the 'La Chona' guys (I know this group from 'Señora Acero').*
T8. Peso Pluma ***buena, peso, pluma, estan, song, gera*** **8.8% · Δ+0.4pp ***	"Está buena la rola, la neta ya hacía falta algo diferente. Creo muchos se identificarán con esta rola □□□" *The song's good, honestly we needed something different. I think a lot of people will relate to this track □□□*
T9. Discovery / dating ***música, cancion, año, gracia, gana, quién*** **8.6% · Δ-1.5pp ****	"Ya va a ser un año que a mi niña la asesinaron, de tan solo cinco años, [a] su madre y al perro con el que vivía; y las leyes, tan 'perfectas' en México. Luché por ella pero no la pude salvar." *It will soon be a year since they murdered my little girl, only five years old, her mother, and the dog they lived with — and the laws, so 'perfect' here in Mexico. I fought for her but couldn't save her.*
T10. Fan encouragement ***fan, agua, dio, animo, orden, siento*** **9.1% · Δ-0.3pp n.s.**	"Lefty SM para siempre, hasta el cielo le dedico estas palabras… mi ídolo Lefty SM." *Lefty SM forever, I dedicate these words to him up in heaven… my idol Lefty SM.*

T11. "Me encanta" vs "basura" ***encanta, basura, chingona, ❤❤❤, cantan, escucho*** **8.5% · Δ-1.8pp *** **	"La primera vez que la escuché me pareció fea, pero la escucho más y es mi favorita. Feliz día al que lea este comentario." *The first time I heard it I thought it was bad, but the more I listen the more it's my favorite. Happy day to whoever reads this comment.*
T12. El Mencho / cartel tribute ***mencho, gallo, andamo, tierra, michoacán, aunqu*** **7.4% · Δ-1.8pp *** **	"Un saludo con respeto al Mencho, el dueño del palenque, el señor de los gallos; aquí andamos desde San Juan del Río, Querétaro, viejón. #el20" *A respectful shout-out to El Mencho, the owner of the palenque, the lord of the roosters; here we are from San Juan del Río, Querétaro, old man. #el20*

Notes: Representative YouTube comments (highest topic probability) for each STM topic with verbatim original text and English translations in italics. % = corpus prevalence; Δ = change in prevalence after censorship. Prior to estimation, the text is lowercased, stripped of URLs, punctuation, and Spanish stopwords, and stemmed. *** p<.001, ** p<.01, * p<.05.

Table A6. STM Topic Exemplars for X Posts

Topic (FREX terms / prevalence / Δ post censorship)	Exemplar posts (original and translations)
T1. Femicide / organized crime ***mujer, grupero, delincuencia, part, organizada, vida*** **6.9% · Δ-0.3pp n.s.**	"Mujer que participó en video que denigra a la mujer, de Gerardo Ortiz, un éxito en Instagram" *The woman who appeared in Gerardo Ortiz's video that demeans women is a hit on Instagram.*
T2. YouTube takedown / petition ***youtub, orden, retiran, giran, hace, fiscal*** **7.8% · Δ+2.7pp *** **	"Solicitará fiscal orden de aprehensión contra Gerardo Ortiz - Diario Oaxaca" *Prosecutor to request an arrest warrant against Gerardo Ortiz – Diario Oaxaca.*
T3. Prosecution / prohibition ***fiscalía, delito, declarar, pedirá, prohibir, gerardoortiz*** **9.9% · Δ+7.7pp *** **	"Los Alegres del Barranco se presentaron en la Fiscalía de Jalisco, sin embargo, se abstuvieron de rendir su declaración sobre la investigación por presunta apología al delito." *Los Alegres del Barranco appeared at the Jalisco Prosecutor's Office; however, they declined to give a statement in the investigation for alleged glorification of crime.*
T4. "Incites femicide" / remove ***feminicidio, piden, incitar, nowplay, siempr, incita*** **8.7% · Δ-6.9pp *** **	"Ciudadanos piden remover el video del cantante Gerardo Ortiz por incitar al feminicidio: un grupo de feministas crearon una petición…" *Citizens call for the removal of singer Gerardo Ortiz's video for inciting femicide: a group of feminists created a petition…*
T5. News / shows ***noticia, hacer, espectáculo, chihuahua, escuchando, mil*** **4.6% · Δ-0.7pp *** **	"Después de varias semanas el cantante Gerardo Ortiz salió a dar la cara por el video donde presuntamente promueve..." *After several weeks, singer Gerardo Ortiz came forward to answer for the video in which he allegedly promotes…*

T6. Song lyrics (“rancho”) ***quiero, rancho, terminamo, patrulla, tal, día*** **6.6% · Δ-3.8pp *** **	“Al anunciar la medida, el subsecretario de Estado de EEUU enfatizó: “Lo último que necesitamos es colocar una alfombra de bienvenida a personas que ensalzan a criminales y terroristas”.” *Announcing the measure, the U.S. Deputy Secretary of State stressed: “The last thing we need is to roll out a welcome mat for people who glorify criminals and terrorists.”*
T7. Video model / “Playboy” ***modelo, polémico, nunca, playboy, new, traci*** **9.9% · Δ+2.1pp *** **	“Playboy: Ella es Tracy Sáenz, modelo del video de Gerardo Ortiz, en portada de Mayo en Playboy.” *Playboy: This is Tracy Sáenz, the model from Gerardo Ortiz's video, on the May cover of Playboy.*
T8. Concert cancellations ***cancelan, puebla, violento, nuevo, rené, taquilla*** **7.3% · Δ-1.7pp *** **	“Video. Califican de violento nuevo videoclip de Gerardo Ortíz. La Taquilla, con René Franco” *Video. New Gerardo Ortiz music video labeled violent. ‘La Taquilla,’ with René Franco.*
T9. Generic opinion ***mejor, solo, ver, tiempo, bien, aquí*** **8.6% · Δ-6.5pp *** **	“Ariel Camacho Te Metiste - Ft. Gerardo Ortiz, Luis Coronel, Regulo Caro y más. MUY CHIDA ROLA DEL COMPA ARIEL” *Ariel Camacho ‘Te Metiste’ – ft. Gerardo Ortiz, Luis Coronel, Régulo Caro and more. REALLY COOL SONG BY OUR BUDDY ARIEL.*
T10. Texcoco / playing corridos ***texcoco, narcocorrido, cantar, caballo, interpretar, escenario*** **12.3% · Δ+6.6pp *** **	“Quién iba a creer que me hiciera fan de Los Alegres del Barranco, no tanto por sus canciones, sino por el significado de su actitud frente al hipócrita y verdaderamente mafioso y criminal poder político.” *Who’d have thought I'd become a fan of Los Alegres del Barranco — not so much for their songs, but for what their stance means against the hypocritical, truly mafioso and criminal political power.*
T11. Municipal bans (alcaldes) ***pide, año, mas, alcald, salina, noch*** **7.9% · Δ-1.0pp *** **	“Tianguistengo es el municipio más pobre de Hidalgo, pero su alcalde no dudó en desembolsar recursos para la lujosa fiesta de su hija.” *Tianguistengo is the poorest municipality in Hidalgo, but its mayor didn't hesitate to spend resources on his daughter's lavish party.*
T12. El Mencho / visa / CJNG ***mencho, imágen, visa, cjng, homenaj, líder*** **9.4% · Δ+1.8pp *** **	“EU cancela visas a Los Alegres del Barranco por “homenaje” a líder del CJNG. La banda sinaloense proyectó imágenes de Nemesio Oseguera “El Mencho” durante un concierto el sábado en el Auditorio Telmex de Guadalajara.” *U.S. revokes Los Alegres del Barranco's visas over a “tribute” to the CJNG leader. The Sinaloan band projected images of Nemesio Oseguera, “El Mencho,” during a concert Saturday at the Auditorio Telmex in Guadalajara.*

Notes: Representative X posts (highest topic probability) for each STM topic with verbatim original text and English translations in italics. % = corpus prevalence; Δ = change in prevalence after censorship. Prior to estimation, the text is lowercased, stripped of URLs, punctuation, and Spanish stopwords, and stemmed. *** p<.001, ** p<.01, * p<.05.