

Your monthly  
music forecast!

*Are You Ready For  
The Roaring 2020s?*  
Lewis Capaldi  
Rex Orange County  
Calboy  
EDEN  
and more



memBrain

# THE STORM REPORT

ISSUE NO. 65  
DECEMBER 2019/  
JANUARY 2020



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*Our signature countdown of 20 buzzworthy bands and artists on our radar.*

**On the Cover:**

*Tones and I, photo by Giulia McGauran ©2019*

# ABOUT THE STORM REPORT

**STORM = STRATEGIC TRACKING OF RELEVANT MEDIA**

The STORM Report is a compilation of up-and-coming bands and artists who are worth watching. Only those showing the most promising potential for future commercial success make it onto our monthly list.

*How do we know?*

Through correspondence with industry insiders and our own ravenous media consumption, we spend our month gathering names of artists who are “bubbling under”. We then extensively vet this information, analyzing an artist’s print & digital media coverage, social media growth, sales chart statistics, and various other checks and balances to ensure that our list represents the cream of the crop.

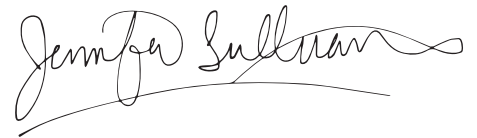
*Why do we do it?*

Music is the best way to sell products because it creates such a powerful emotional connection with an audience. The STORM Report provides our clients with a tool to harness the music that will be the most relevant to audiences in the near future, thereby becoming very useful for the enhancement of products, promotions, and platforms.

# A LETTER FROM THE EDITOR

As it is the end of the year - and the end of the decade - we focused our final issue of The STORM Report for 2019 on a look forward to what may very likely be another “Roaring '20s.” Considering the rapid advancements in technology over the past decade, the potential for the 2020s is incredibly exciting. Will autonomous vehicles become standard and available? Will humans set foot on Mars? Will we finally get hover boards? Who will win the streaming entertainment wars? The possibilities are truly only bound by the limits of our imagination. Thanks to everyone for reading The STORM Report this year. It was truly an amazing year for music - particularly international music - and we are excited for what is to come. Happy Holidays! Happy New Year! See you in the next decade!

Best,



Jennifer Sullivan  
President, memBrain  
Editor-in-Chief, The STORM Report

## STORM ALUMNI



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# Are You Ready For The Roaring 2020s?

By Jennifer Sullivan



Illustration by Jamie Cullen

**H**indsight is 20/20, but predicting the future is far more difficult. As we reflect on 2019 and look forward to the year ahead, we have taken on the challenge of making some predictions for what to expect in 2020.

2019 was what can only be described as a transformational year for Earth, for better or worse. The planet seemed to be simultaneously on fire and under water. Xenophobia, racism, homophobia, and misogyny catalyzed violence of unprecedented magnitudes in the form of bombings, shootings, and more. Technology continued to change the rules of engagement for retailers, manufacturers, and consumers alike. And we increasingly found ourselves grappling with discerning the truth from fiction in increasingly fragmented and unregulated media landscape.

Dictionary.com's choice for the "Word of the Year" for 2019 was "Existential"—as in "existential crisis." According to the site, people were concerned with the nature of human existence this year. It captures a sense of grappling with the survival—literally and figuratively—of our planet, our loved ones, our ways of life. Dictionary.com went on to say that the word may also be viewed as positive as it "inspires us to ask big questions about who we are and what our purpose is in the face of our various challenges – and it reminds us that we can make choices about our lives in how we answer those questions."

And so while 2019 was filled with uncertainty, 2020 may be our opportunity to find meaning in it all. To answer the question, "Who am I?" And even more importantly, "Why am I?" It is doubtful that we are going to be able to discern the true

meaning of life, but we (individuals, businesses, organizations, etc.) are poised to need to have meaning and purpose in our lives.

Much of our focus over the past nearly 10 years of publishing The STORM Report has been on entertainment and technology—and so it seems fitting that this “Eye of the STORM” article explores some highlights for what to expect in technology and entertainment in 2020.

## **HUMAN PERFORMANCE ENHANCED WITH TECHNOLOGY**

Technology is undeniably reshaping how we spend our time at and away from work. As a result, the devices that consumers use are changing rapidly—as are their preferences.

And while dystopian science fiction may suggest that we are headed towards a war with the robots taking over, it does seem that trends are pointing to technology enhancing humans, not replacing them. It is true that 2019 saw a fair amount of controversy around Artificial Intelligence. How many jobs should we expect to see replaced? How many new jobs will this technology truly create?

Mark Jeffries, author and former Fox and NBC anchor, suggests that 2020 will be a year when people talk more about the concept of “Augmentation” rather than “Automation.” He’s hopeful that, in 2020, the debate will shape up to optimize around what technology can do with humans rather than without them. This trend is confirmed by Gartner Analyst Svetlana Sicular, who predicts that, in just five years, 40% of companies will shift their focus from designing tools for humans to designing humans for augmentation technology.

Human augmentation also has the potential to make the world a lot more accessible. According to Gartner Analyst

Daryl Plummer, AI, virtual reality, and other new technologies will triple the number of people with disabilities employed by 2023—leading to a brand new workforce. He also predicts that this will lead to even more good news for companies that employ people with disabilities. They’ll experience goodwill, as well as higher retention rates, more productivity, and increased profitability.

This trend is also consistent with the democratization of technology trend that began decades ago when Apple introduced the Macintosh for the rest of us, that is, with a user-computer interface that was “intuitive.”

Voice-activated digital assistants continue to gather momentum largely through rapidly advancing shipments of smart speakers. CTA found there are currently 70 million smart speakers installed in homes across America, according to its 21st Annual Consumer Technology Ownership and Market Potential Study.

Today, we have user-friendly and affordable access to biometric data and AI in the form of fitness trackers, voice assistants, insights and analytics, training platforms, and more. Having more control and insight into our reality and leveraging technology as part of improving ourselves may be a key part to solving our current existential crisis.

The hope is that as we learn how to make better use of technology to increase productivity, our vision for a better humanity will also improve.

## **THE 5G CONTENT REVOLUTION**

The Consumer Technology Association (CTA) predicts that sales of 5G handsets will take off in 2020, with 20M units shipping to U.S. dealers. The new ultra-fast speeds in the next generation of wireless devices will likely drive a surge in mobile content of all types—audio, video, gaming and more.

Just in the past few years, we’ve seen massive growth of mobile-first content, such as original series built for Snapchat, new formats as Stories on both Instagram and Snapchat, as well as a slew of social video shows designed to be consumed in news feeds on mobile devices.

At the same time, mobile gaming—thanks to titles like Fortnite—has continued to expand its demographics and share of media time.

In the coming months, we’ll see a flood of more mobile-born content, including Quibi, a short-form video app launched by former DreamWorks CEO Jeffrey Katzenberg, which has already raised several billion dollars.

It’s also possible that we’ll see more mobile content from wireless companies trying to gain an early foothold in 5G. For instance, it’s conceivable that AT&T, which recently spent \$85 billion to acquire Time Warner, will lean on its deep roster of entertainment and sports networks to create 5G-driven content as a means to drive subscriptions.

As 5G takes hold, it should only unlock more consumption, more investment and new content genres. Theoretically, consumers will be able to watch high-quality video on a multitude of devices—whenever and wherever they want.

## **STREAMING REDEFINES ENTERTAINMENT**

In just a few years, we’ve gone from an internet where most content was “free” to one where tens of millions of people pay for subscription content services. Streaming technology, coupled with the massive growth of smartphones and smart TVs, has completely reshaped entertainment.

In the U.S., consumers are projected to spend \$32.3 million on music and video streaming services in 2020, versus just \$7.3 million in 2015. CTA expects

consumers to have spent \$8.4 billion on music streaming services alone in 2019. Consider the widespread use of wireless earbuds. Annual revenue for these products is projected to nearly double over the next few years, topping \$3.6 billion by 2023.

Meanwhile, home entertainment is getting more immersive and sophisticated. Digital assistants in smart speakers, soundbars and TVs are opening opportunities for voice-based applications.

Despite a slowdown in television sales, consumers are upgrading their sets to smarter and higher resolution displays. According to the CTA's "Semiannual U.S. Consumer Technology Sales and Forecasts Report," 68% of digital display shipments are expected to be 4K by 2023. And with the Tokyo 2020 Olympics set to be broadcast in 8K, there will be a great deal focused on these high resolution digital displays. 70%+ of displays shipping this year are smart TVs that enable access to hundreds of streaming services.

Augmented and virtual reality headsets are also expanding the horizon for entertainment, as content creators develop new all-encompassing video experiences. CTA predicts 7% revenue growth for AR/ VR headsets this year.

Augmented reality is highly visible on smartphone apps, but we want more—we want rich, customizable, relevant

and easy to access AR overlaid directly onto whatever we happen to be looking at. That depends on the glasses and GPS, which should be accurate enough to keep up with the real world by 2020, but also on the spatial web, with geolocation data.

The cumulative effect of this home entertainment innovation is a decline in attendance at theatrical movies and live sporting events. According to The New York Times, summer movie attendance slid 5% this year versus 2018. Similarly, Major League Baseball attendance dipped by 4% in 2018 and is expected to decline again this year, reported USA Today.

Whether it's the inevitable emergence of more smart home tech or the long-awaited breakout of VR entertainment, or the coming pitches among giant media companies for streaming dominance, marketers and tech firms need to be nimbler, more creative and more innovative than ever to keep up with shifting consumer habits.

And look for an increase in piracy with consumers seeking ways to navigate the costs of so many different subscription fees. Netflix, Disney, Apple, Hulu, HBO, and even CBS all have their own streaming services. And they each cost anywhere from \$5 to more than \$15 a month. With each putting out "must-see" TV, the cost along with a requisite Internet connection will become too much for some cord cutters. 2020 will

see an uptick in "sharing" of copyrighted TV shows as consumers get streaming subscription fatigue.

What are you willing to do to get your Baby Yoda fix?

## BACK TO THE FUTURE

"History doesn't repeat itself, but it does rhyme," is a phrase frequently attributed to Mark Twain. In other words, while our future may not be an exact replica of our past, it will likely have some similarities.

With the centennial of the Great Gatsby era, the so-called "Roaring 20s," it does seem that we are poised for a comparable cultural and technological shift. Of course the parallels between the 1920s and today are as intriguing as they are unnerving because the Depression was—after the Civil War—America's greatest social calamity.

But today's world doesn't look or feel like any prior age of history. Technology has advanced. Entertainment has taken on many new forms. Previously unheard-of transportation methods and medical procedures are regularly enjoyed by average people. The list goes on and on.

And while 2019 was an existential crisis, there is certainly reason to hope that 2020 is the "bee's knees."

I, for one, am looking forward to the jazz.



The **STORM** rages on for our alumni artists. Here's what they were up to this month!

## STORM TRACKER



### J BALVIN

(*STORM* No. 35)

Fresh off winning the Latin Grammy for Best Urban Song for "Con Altura," his collaboration with Rosalía, **J Balvin** just dropped a new single and futuristic music video for "BLANCO." Balvin has been pushing the boundaries all around. He teamed up with SpongeBob SquarePants for a special collaboration of art, apparel, and home goods for their 20th anniversary. The latest item to hit the market is J Balvin's Spongebob Squarepants' Grillz Collab with Los Angeles-based designer Ian Delucca.



### HAIM

(*STORM* No. 3)

L.A. based trio, **HAIM**, is working on new music. Their last album release, *Something to Tell You*, in July 2017 received four stars from NME. HAIM released three singles this year: "Summer Girl," "Now I'm in It," and "Hallelujah." Their forthcoming album is slated to drop in 2020. Outside of their own music, HAIM has been busy collaborating with other artists including Charli XCX and Vampire Weekend.



### KEHLANI

(*STORM* No. 24)

**Kehlani**, best known for platinum singles such as "The Way," "Crzy," "Gangsta," and "Nights Like This," continues to thrive. She's collaborated with big names including Calvin Harris, Charlie Puth, and Cardi B. Earlier this year in February, Kehlani released her third mixtape, *While We Wait*. The album debuted at number nine on the US Billboard 200 and became her second US top 10 album. She recently released her single "You Know What's Up" in November and hinted at a release of a new album in 2020.



### SHAWN MENDES

(*STORM* No. 20)

21-year-old singer-songwriter **Shawn Mendes** has come a long way since joining the **STORM** family. Mendes' "In My Blood" topped the Billboard Adult Pop Songs chart in 2018, making him the first and only artist to have four number one singles in the chart before turning 20 years old. In addition to his musical talents, Mendes signed with Wilhelmina Models and has become a brand ambassador for Emporio Armani, Calvin Klein, and SmileDirectClub to name a few. Recently the song "Señorita," his collaboration with Camila Cabello, ascended to the number one position, making it Mendes' first chart-topper on the Hot 100.

# STORM TRACKER

Events and happenings for your radar.

## STREAMING WARS

There's a whole new era of streaming this November with two streaming services entering the market. **Apple TV Plus** debuted on Nov. 1 with **Disney+** following shortly behind on Nov. 12. Whether you have one or both, these are the top original shows to check out on the respective platforms: Apple TV Plus—*Dickinson*, *The Elephant Queen*, *For All Mankind*; Disney+—*The Mandalorian*, *Imagineering Story*, *High School Musical: The Musical: The Series*. Keep your eyes peeled for **HBO Max** coming 2020.

## AWARD SEASON IN FULL SWING

We are gearing up for an exciting award season in the new year with *The 77th Golden Globes* on January 5th, *Grammy Awards* on January 26th and Academy Award nominations announced on January 13th.

## THE END OF AN ERA: STAR WARS SKYWALKER SAGA

*December 20, 2019*

After 50 years, the Star Wars Skywalker saga will come to an end with Episode 9, *Star Wars: The Rise of Skywalker*. Shot on 65mm format - a first for the series - viewers will see the Resistance face the First Order once more, and the end of the ancient conflict between the Jedi and the Sith. Catch the movie in theaters on December 20.

## TIS THE SEASON

Ease in to the holiday spirit with the latest releases from some of our favorite artists. **Alessia Cara** (STORM No. 30) joined the stacked holiday music lineup with her infectious new seasonal single, "Make It To Christmas." **Thomas Rhett** unveiled two new holiday jams, his original song "Christmas in the Country," as well as his cover of the classic "The Christmas Song." Whether you're baking cookies to new tracks from **John Legend's** "A Legendary Christmas: Deluxe Edition" or cozying up with loved ones to the **Jonas Brothers'** original Christmas song, "Like It's Christmas," there's plenty to go around.

## CES - THE GLOBAL STAGE FOR INNOVATION

CES returns to the Las Vegas Convention Center from Tuesday, January 7th to Friday, January 10th. Expect to see technology that optimizes human performance—from autonomous devices enabled with artificial intelligence to the latest in robotics.









































## DICK CLARK'S NEW YEAR'S ROCKIN' EVER 48<sup>TH</sup> ANNIVERSARY

*Tuesday, December 31, 8 p.m. ET on ABC*

Countdown to 2020 with *Dick Clark's New Year's Rockin' Eve With Ryan Seacrest*. Actress Lucy Hale will help Ryan Seacrest kick off the new year as Times Square-based hosts. Emmy-winning *Pose* actor Billy Porter will host for the first time from the New Orleans-based festivities, while singer/songwriter Ciara will return to host the Los Angeles celebration for the third year. Catch the show on December 31 at 8 p.m. ET on ABC.



# THE 20 ARTISTS ON OUR RADAR

Rank	Artist	Audio/Video	Label	Target Demo	Score
1	LEWIS CAPALDI	 	Capitol Records	20-somethings, Young Adults, 30-somethings	47
2	REX ORANGE COUNTY	 	Sony Music	High Schoolers, 20-somethings, Young Adults	42
3	CALBOY	 	Polo Grounds Music / RCA	20-somethings, Young Adults, 30-somethings	40
4	EDEN	 	Astralwerks	High Schoolers, 20-somethings, Young Adults	36
5	FAOUZIA	 	APG/Atlantic Records	20-somethings, Young Adults, 30-somethings	30
6	D SMOKE	 	Unsigned	20-somethings, Young Adults, 30-somethings	28
7	AMBER LIU	 	Independent	20-somethings, Young Adults, 30-somethings	27
8	KAASH PAIGE	 	Kaash Paige Music	20-somethings, Young Adults, 30-somethings	27
9	KAIIT	 	Alt. Music Group	20-somethings, Young Adults, 30-somethings	27
10	THE FAIM	 	BMG	20-somethings, Young Adults, 30-somethings	27
11	INHALER	 	Polydor	High Schoolers, 20-somethings, Young Adults	25
12	AMBAR LUCID	 	Independent	Young Adults, 30-somethings	21
13	MOBY RICH	 	RED Music	High Schoolers, 20-somethings, Young Adults	21
14	BETCHA	 	Paper Gang Inc.	20-somethings, Young Adults, 30-somethings	19
15	GEORGE ALICE	 	Unsigned	High Schoolers, 20-somethings, Young Adults	18
16	NEW DIALOGUE	 	RCA Nashville (Sony)	20-somethings, Young Adults, 30-somethings	18
17	ALEX HALL	 	Monument Records	20-somethings, Young Adults, 30-somethings	16
18	RAFFAELLA	 	Mom + Pop Music	High Schoolers, 20-somethings, Young Adults	16
19	HARDCASTLE	 	Independent	20-somethings, Young Adults, 30-somethings	14
20	WHY MONA	 	Heroic	20-somethings, Young Adults	12

## STORM WARNING

Listen to **STORM REPORT** artists on:



Watch **STORM REPORT** artists on:











### STORM has a new formula!

Artists are now given a score out of 100 that takes several factors of music success into account, including streaming, social media influence, and industry support.

Click on the **SoundCloud** and **YouTube** icons next to each artist on the chart for featured audio tracks and video performances.

Also, check out our comprehensive **Spotify playlist** and **YouTube playlist** by clicking on the buttons above.

## SYMBOL KEY

-  Twitter
-  Facebook
-  Instagram
-  SoundCloud
-  Spotify
-  YouTube
-  Genre
-  Similar Artists

1

# LEWIS CAPALDI

818K 839K 4M

Folk, Rock, Pop

Bon Iver, The National

Scottish singer-songwriter Lewis Capaldi's first foray into the music scene was with his debut single, "Bruises," in March 2017. The song earned him the title of the fastest ever unsigned artist to reach 25M plays on Spotify. The 23-year-old has been topping the charts with his breakthrough single "Someone You Love," charting in over 29 countries around the world. His debut album *Divinely Uninspired to a Hellish Extent*, followed shortly with a release in May 2019. Capaldi made history becoming the first ever artist in global history to both announce and sell out an arena tour before the release of a debut album. He recently released "Before You Go" in November and is set to begin touring with Niall Horan in 2020.

Photo by Alexandra Gavillet ©2019

CASSANDRA'S  
TOP PICK!

2

# REX ORANGE COUNTY

📺 359K 📺 114K 📺 1M 📻 Indie Pop, Neo Soul  
© Frank Ocean, Daniel Caesar

Alexander O'Conner, better known by his stage name Rex Orange County, studied music at the BRIT School in London as a teenager. The English musician self-released *bcos u will never b free* in September 2015. His sound has appealed to various artists including Tyler, The Creator, who recruited Rex for his album. He went on to release *Apricot Princess* in April 2017. Two and a half years later, Rex recently dropped his third album, *Pony*, in October 2019, and is currently on tour.

Photo by Alex Waespi ©2019



"Rex Orange County is Gen Z's favorite crooner"  
—LOS ANGELES TIMES

3

# CALBOY

73.3K 5.3K 989K

Hip-Hop Lil Durk, Young Thug

Calvin Woods, better known as Calboy, grew up in South Side, Chicago and turned to music to channel the frustrations of growing up below the poverty line. In September 2018, Calboy rose to prominence after the release of his viral song "Envy Me," which went RIAA-certified Platinum in April 2019. His debut EP *Wildboy* dropped in May 2019.

Photo by 20K Media Group ©2019





## 4 EDEN

🐦 152K 📘 195K 📷 303K

🔊 Indie Pop, Alternative © Lauv, blackbear

Dublin-bred artist, Jonathon Ng, was classically trained in violin from the age of seven. He later picked up piano and guitar and played in a number of bands in his early teens. After teaching himself music production, Ng began putting out his own material under the name "The Eden Project" in 2013, and later rechristened himself as "EDEN." The vocalist/producer/multi-instrumentalist released his lead album single, "Projector" in October 2019 and is set to release the full album, *no future*, in February 2020.

Photo by Drew Escriva ©2019

5

# FAOUZIA

72.9K 319K 1.4M

Pop

© London Grammer, Sasha Sloan

Canadian-Moroccan singer-writer and musician Faouzia gained recognition as she was the first-ever teenager to win the Grand Prize at the Nashville-based Unsigned Only music competition. She's been steadily building up an impressive discography, included having a feature on David Guetta's "Battle" and an iconic violin cover of "Old Town Road." Most recently, she dropped a new anthem "You Don't Even Know Me" in September 2019.

Photo by Koko Kasai ©2019



**MAYA'S  
TOP PICK!**

**JENNIFER'S  
TOP PICK!**



# 6 D SMOKE

📺 55K 📺 31.4K 📺 1.3M  
🔊 R&B, Hip Hop  
© Kendrick Lamar, Ab-Soul

33-year-old Inglewood, California rapper, D Smoke, splits his time as a musician and educator teaching Spanish and music theory at Inglewood High School. The bilingual artist along with his brother, won an American Society of Composers, Authors and Publishers (ASCAP) award for co-writing Jaheim's 2007 song "Never," which peaked at #12 on the Billboard Hot R&B/Hip-Hop Songs. D Smoke has also earned songwriting credits for songs by the Pussycat Dolls and Ginuwine. Most recently, he gained global notoriety as champion and undisputed breakout star of Netflix's *Rhythm + Flow*. D Smoke went on to release his 7-track EP *Inglewood High* and plans to release another project in January 2020.

Photo by Marlin Munoz ©2019

7

# AMBER LIU

📺 2.4M 📺 25K 📺 5.6M

🔊 K-Pop, R&B, EDM

🎧 Daya, Selena Gomez

Los Angeles native, Amber Liu, made her debut as a member of the internationally recognized South Korean girl group, f(x). In 2015, Liu became the first f(x) member to make a solo debut with the release of her EP, *Beautiful*. Liu is set to drop her second EP, *X*, in January 2020 and will be kicking off her North American tour.

Photo by Azusa Takano ©2019



8

# KAASH PAIGE

📺 15.2K 📺 255 📺 38.2K

🔊 R&B 🎧 SZA, Kehlani

Hailing from Grand Prairie, Texas, 18-year-old Kaash Paige has been doing music since she was a kid. From dropping her first song in high school with her friends, to making a hit song that was featured on Hot 97 *The Box*, she's come a long way. Kaash, which stands for "Kill All Arrogance Stop Hatred," released her breakthrough single "Love Songs" in February 2019. It wasn't until recently in November that the single debuted at #20 on Billboard's R&B Song Charts.

Photo by Esdras Thelusma ©2019





## 9 KAIIT

📺 N/A 📺 19.2K 📺 83.4K

🔊 Neo-Soul, R&B

© Ari Lennox, Leven Kali

Very early on in her career, 21-year-old Melbourne-based artist, Kaiit, was declared the love child of soul-music icons Jill Scott and Erykah Badu. She continues to make an impression across the nation supporting artists on tour, including SZA and Smino. Kaiit released her latest single, "Miss Shiney" in May 2019 and is currently working on her next EP.

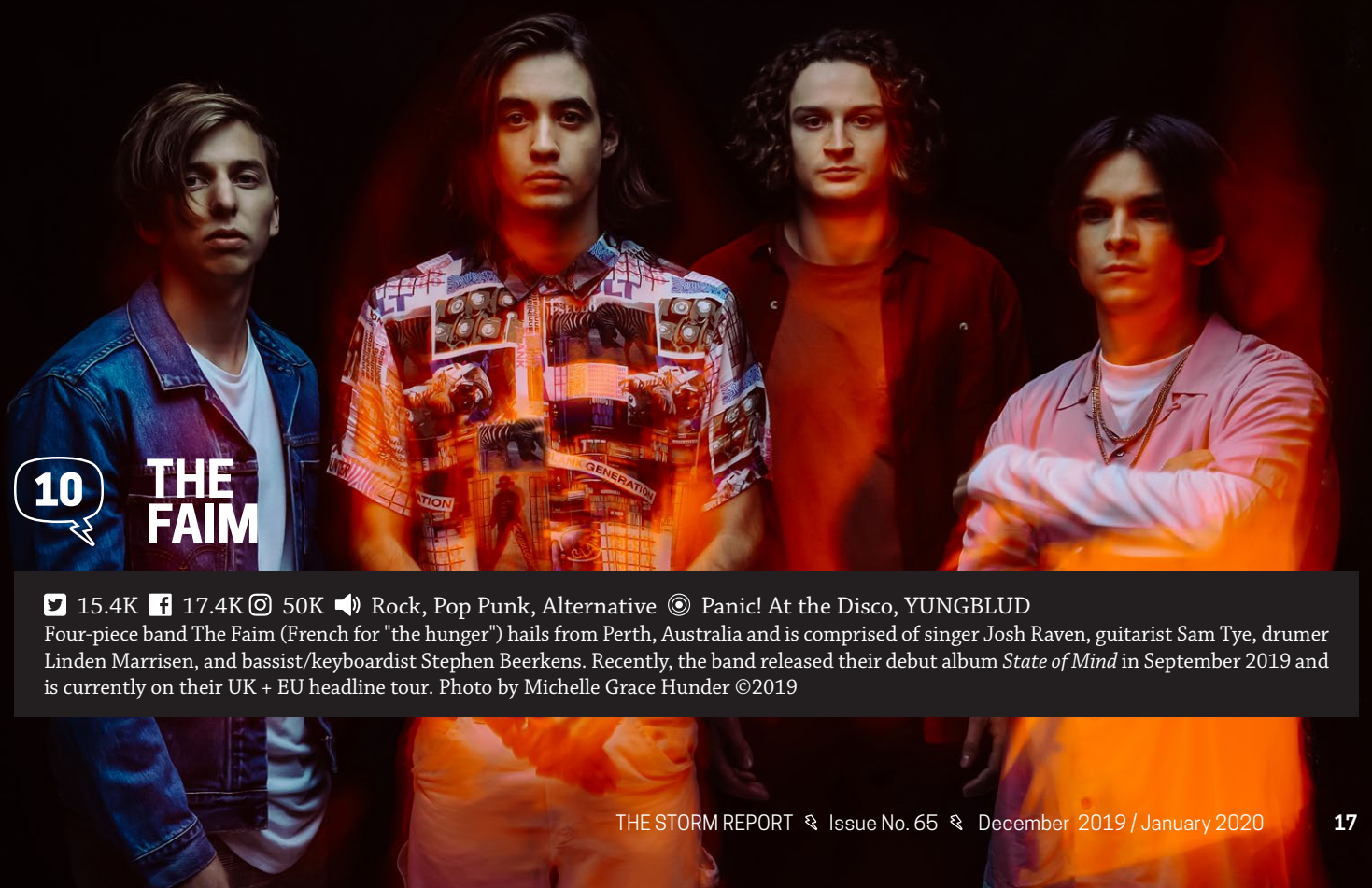
Photo by Lydia Rui ©2019



## 10 THE FAIM

📺 15.4K 📺 17.4K 📺 50K 🔊 Rock, Pop Punk, Alternative © Panic! At the Disco, YUNGBLUD

Four-piece band The Faim (French for "the hunger") hails from Perth, Australia and is comprised of singer Josh Raven, guitarist Sam Tye, drummer Linden Marrison, and bassist/keyboardist Stephen Beerkens. Recently, the band released their debut album *State of Mind* in September 2019 and is currently on their UK + EU headline tour. Photo by Michelle Grace Hunder ©2019





## 11 INHALER

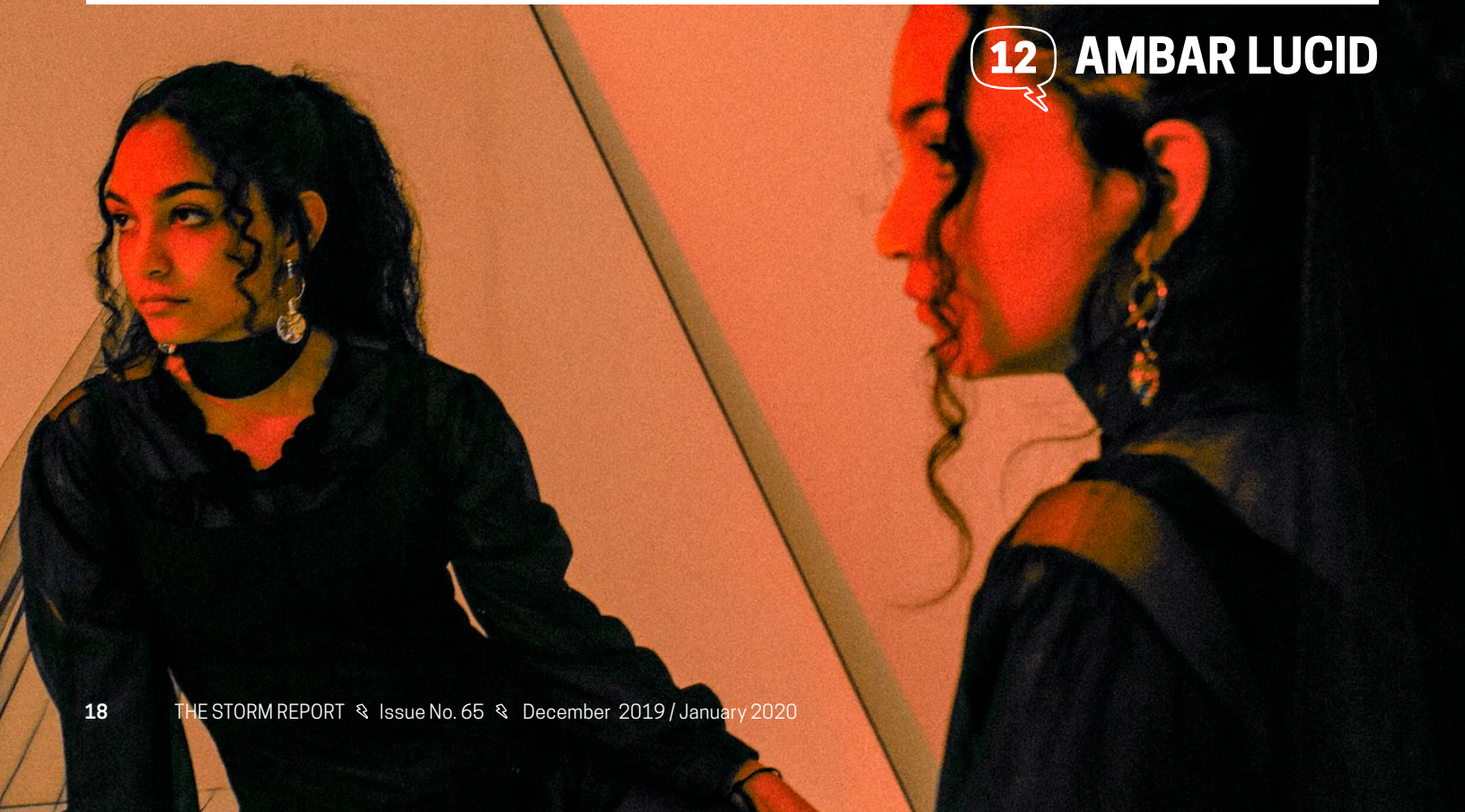
7.1K 12.1K 33.6K Rock Arctic Monkeys, Circa Waves

Dublin-based four-piece band, Inhaler, have cemented a place on the scene with their modern take on rock 'n roll. The band, who is fronted by Bono's son Elijah Hewson (vocals), includes Josh Jenkinson (guitar), Robert Keating (bass) and Ryan McMahon (drums). In addition to launching their latest single, "Ice Cream Sundae," Inhaler headlined their first tour of Europe, the UK, and Ireland this year. Photo by Anais Gallagher ©2019

3.6K 4K 22K Indie, Alternative Kali Uchis, boy pablo

18-year-old Latin artist, Ambar Lucid, sings in both English and Spanish, a nod to her Mexican-Dominican background. Lucid first began writing and producing music at the young age of 14, in addition to teaching herself the guitar, piano, and ukulele. The self-taught prodigy released her debut album, *Dreaming Lucid*, in March 2019. Photo by Dana Trippe ©2019

## 12 AMBAR LUCID



13

# MOBY RICH

606 897 4.3K Alternative Pop © MGMT, N.E.R.D

Los Angeles alt-pop duo, Moby Rich, is made up of singer-songwriters Maxwell Joseph and Connor Pledger. The two, who met while attending an open mic night, have become a viral sensation after their breakout single, "Yoko Ono," in 2018. This year has been an exciting one for Moby Rich as they supported BROODS on their Australian tour, headlined their first LA show, and released *Our First Second EP*.

Photo by J.R. ©2019





14

## BETCHA

📧 710 📺 3K 📷 5.3K 🎧 Alternative Pop 🎵 Dreamers, Bad Suns

Nashville-based rock band Betcha (formerly Wilder) is the product of four college classmates turned band members. After winning their university's "Battle of the Bands" in 2016, and performing everywhere and anywhere they could, Betcha signed under Atlantic Records in 2017. The quartet—Charlie Green, Ben Booth, Taylor Dubray, and Chase Wofford — released their EP *Falling* in September 2019 and is currently touring in US cities. Photo by Elizabeth Miranda ©2019

15

## GEORGE ALICE

📧 103 📺 2.9K 📷 14.9K

🎧 Indie Pop

🎵 Birdy, Sylvan Esso

16-year-old solo artist, George Alice, started busking and writing original songs at the age of 11. Alice was recently crowned the winner of the triple j Unearthed High competition in August 2019 for her latest track, "Circles." The release has climbed to #1 on Australia's viral charts, and spent time on high rotation on triple j. Aside from finishing high school, Alice is currently working on a new music for 2020.

Photo by Danny Howe ©2019





## 16 NEW DIALOGUE

📺 1.2K 📺 6.2K 📺 10.2K 📻 Alternative Pop 📺 Smallpools, lovelytheband

Los Angeles based group New Dialogue, comprised of Ela Kitapci (vocals), Taylor Morrow (vocals), Jason Rodriguez (drums), Michael Sevilla (guitar), and Jeff Badagliacca (bass), signed to RED Music and made their live debut in June 2018 with their first single, "Fake Smile." The band went on to release their first EP, *Teach Me How To Feel*, in May 2019. New Dialogue has been touring nonstop this year including supporting Marianas Trench, lovelytheband, and Blue October. Photo by KayKay Blaisdell ©2019

## 17

## ALEX HALL

📺 2K 📺 4.7K 📺 3.8K

📻 Country

📺 Cody Johnson, Keith Urban

Country up-and-comer Alex Hall first picked up the guitar at 14. Hall captured the attention of a Nashville booking agent, which resulted in playing around 125 shows a year throughout high school, including opening for artists such as Thomas Rhett before moving to Nashville to continue his career. The Georgia native released his first single with Monument Records, "Half Past You," in August 2019. He is currently in the studio recording his first album with multi-Grammy winner Shane McAnally, Pete Good and AJ Babcock producing.

Photo by Matthew Berinato ©2019





## 18 RAFFAELLA

📧 463 📱 931 📷 9.7K

🔊 Alternative Pop 🎧 King Princess, Lana Del Rey

Born and raised on the Upper West Side of Manhattan, singer-songwriter Raffaella is quick to rattle off Billie Holiday, St. Vincent, and Regina Spektor as her biggest influences. She spent the early days of her career collaborating with the band Brâves, who encouraged her to begin releasing original music. Raffaella went on to release her breakout single, "Sororicide" in 2017. She released her EP debut, *Ballerina*, earlier this year in August 2019 and wrapped up a North American tour with Sigrid.

Photo by Lissy Elle Laricchia ©2019



## 19 **HARDCASTLE**

📺 2.2K 📺 2K 📺 4.7K 📻 Indie Rock 🎵 The All-American Rejects, Bad Suns

Nashville-based band Hardcastle consists of Graham Laderman, Miles Laderman, Val Hoyt, and Noah Christian. The band originally released an array of songs in 2017 and found themselves on the Spotify Top 50 Viral chart. They started anew with a fresh discography in August 2018, releasing seven singles, including "Something I've Been Waiting On" and "I Never Knew." The pop-rock group has toured with The Band CAMINO, K.Flay, Parachute, The Future Thieves, and Angels & Airwaves. They recently released their newest single, "Mundane," in October 2019.

Photo by Nolan Knight ©2019

## 20 **WHY MONA**

📺 194 📺 252 📺 1.7K 📻 Dance, Electric 🎵 Unlike Pluto, XYLO

Singer-songwriter, DJ and record producer Armond Arabshahi (Unlike Pluto) teamed up Joanna Jones (Hamilton: An American Musical) in 2017 to form why mona. The two combine rock, jazz and electronic music to create covers of old school classics. why mona's debut single, a cover of Queen's iconic 1977 stadium staple "We Will Rock You," transformed the rock 'n roll chant into a sultry new sound.

Photo by Brandon Densley ©2019



