

Your Monthly  
Music Forecast!

*Hindsight is 20/20:  
The Music Industry  
Evolves (Again)*

Benee  
Peach Tree Rascals  
Channel Tres  
Biig Piig  
...and more!

 memBrain

# STORM REPORT

ISSUE NO. 67  
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**On the Cover:**

*Anitta. Photo by Sam Massey ©2020*

# 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.

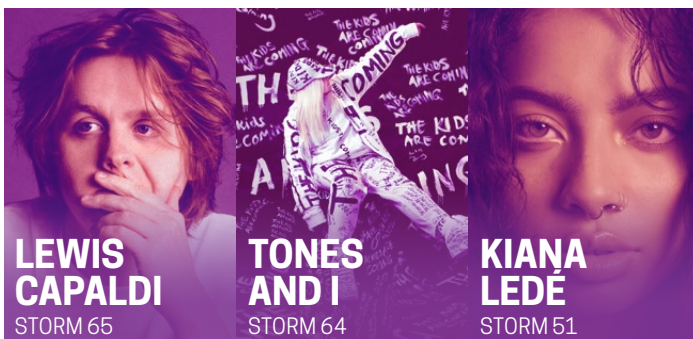
# A LETTER FROM THE EDITOR

Happy New Year! We are very excited to be back with our first issue of The STORM Report for 2021. After one of the worst years in recent history, we are optimistic that 2021 will be a year of rebuilding and positive change. Socrates said, "The secret of change is to focus all of your energy, not on fighting the old, but building on the new." History has repeatedly shown that crises drive innovation - from advancements in technology to socio-economic shifts in human behavior. This issue explores some of ways that the music industry evolved in 2020, and how that evolution may have lasting impacts on the way we consume and make music in the future. We have undergone an evolution that will better prepare us for whatever lies ahead. We are resilient. And this strength, along with hope, will light the way forward. Stay safe, and here's great things in 2021!



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

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## EYE OF THE STORM



*The Flaming Lips and other artists found innovative ways to still perform while observing social distancing restrictions in 2020." Photo Credit: Scott Booker*

# Hindsight is 20/20

## The Music Industry Evolves (Again)

By Grace Slansky

**W**e aren't the first to refer to 2020 with the phrase "20|20 hindsight," but contemplating the outgoing year did reveal some incredible truths about our society, our connectedness, and our way of life. 2020 will go down in the history books as one of the most devastating years in human history. Much like the virus itself, mentions of COVID-19, and its lasting effects on almost every aspect of life as we know it, abound.

In less than a year, we've changed how we interact with clients and coworkers (over Zoom or email rather than around the watercooler), how we celebrate birthdays, how we enjoy a meal from a restaurant, and certainly how we interact with music. Stay at home orders and other mandates have forced the music industry to pivot once again—but it's not just those who create, perform, and are in the business of music that have adapted. Fans have rolled with the punches as well, adapting to changes in consuming music, and even embracing them, a pattern best observed in the rise and success of TikTok.

Evolutions of music consumption span the expected and unexpected. Live performances suffered perhaps the most visibly from social distancing requirements caused by the pandemic, but another, and perhaps more surprising side effect, was a significant decrease in music streaming. While streaming services like Apple Music and Spotify are still at a net increase for the year, each reportedly saw a dramatic drop from the beginning of the year when use was up over 20% to the numbers for March-July which were closer to 14%.

It seems almost counter-intuitive that streaming would decrease when more people have free time, but according to Billboard's lead analyst Glen Peoples, it has to do with the state of our world and how people consume music. Without the morning commute to the office (beyond the walk from couch to the computer), the habits that fans once had for streaming music on their favorite service in the car or on the subway disappeared.

But with adversity, came innovation. Disruption in the music industry is nothing new, and artists and industry leaders have once again demonstrated resilience in the face of seemingly insurmountable challenges. Only two decades ago, digital technology pulled the record business inside out—a shock that from which it has only recently recovered. While streaming overall was down and many independent venues have been forced to close, there are still beacons of hope as creative industry leaders are finding new ways for the industry to evolve.

Fans are still hungry for emotional connections and for music that inspires, unites, and consoles them when they need it the most. In this article, we highlight some of the more interesting developments in the music industry—many of which have accelerated new dimensions to the way we experience and discover music.

### It's aLIVE!

While many industries have been forced to adopt a new model in a very short period of time, in a rapid fire “sink or swim” scenario, none have been hit quite like entertainment. In the pre-pandemic world, live entertainment was already under stress, with dwindling audiences and rising ticket prices. That's not to say that some live shows and concerts weren't thriving—there were profitable concerts, Broadway shows, summer blockbuster films, Vegas residencies, etc.—but we were already watching the decline and hoping for a rebound.

March 2020 changed everything, eliminating the possibility of even presenting live shows, let alone selling out. Since the pandemic, Cirque du Soleil has filed for bankruptcy, venues all across the country have shut their doors for good, and Broadway is optimistically set to reopen in Fall 2021.

Curated showcases and live performances have taken a hit, but venues are in an incredibly dire situation. Of the 2,800 NIVA (National Independent Venue Association) members, up to 90% may have to close permanently by the end of this ordeal. The music industry is responsible for an estimated 1.9 million jobs, and so this was an extraordinarily challenging time for so many people whose livelihoods depend on event production. YouTube Music and NIVA have entered into a partnership with the goal of helping to preserve independent live venues across the United States through the Save Our Stages initiative. The pandemic has been a strong moment for activism, including grass-roots campaigns like #SaveOurStages in the US and #LoveRecordStores in the UK, mobilizing music fans to support indie venues and record stores respectively.

Music festivals were another casualty of the pandemic in 2020, resulting in the acceleration of streamed and virtual concerts. When live music spaces and events shuttered, many immediately turned to online programming immediately—creating special VIP packages, meet & greets, and other incentives to give fans

a reason to tune in. Early in the pandemic, the likes of Twitch, YouTube, Instagram, TikTok (more on that below), and Facebook filled a gap with their live-streaming capabilities. Couch-ella, indeed.

Some larger artists were able to generate significant revenue from the live-streaming model, with BTS's management company Big Hit reporting that they had 756,000 fans pay to watch their Bang Bang Con live stream in June. At minimum, ticket sales alone brought in nearly \$20 Million USD. And of course Travis Scott attracted over 12.3 million concurrent players (and 27.7 million unique players) to his 15 minute “virtual” concert *Astronomical* inside of Epic's Fortnite game world.

Those well-known artists, however, are among a tiny percentage of acts who can even hope to start making up for the shortfall they suffered this year. Many artists turned to Bandcamp, with its artist-first business model, leveraging the platform's merchandising capabilities—connecting fans with vinyl, CDs, t-shirts, and even cassettes. The company also announced that it would forgo its normal 15% cut on digital sales (and 10% cut of physical sales), in effect channelling 100% of money directly from fan to artist. According to an article in the *Los Angeles Times*, since March, fans have paid artists nearly \$100 million leveraging the platform.

Twitch is building a music team working with SoundCloud and Bandsintown to fast-track musicians to its ‘Affiliate’ tier—which is necessary for monetizing Twitch livestreaming (check out Karen Allen's “Twitch for Musicians” for a great tutorial on getting set up on the platform!). Emerging video streaming platforms like Stageit, Maestro, Crowdcast, Release Party, and Cadenza are all trying to help artists sell ticketed livestreams, while membership platforms like Patreon and GigRev are helping artists to build deeper, paid relationships with their fans.

Two of the most popular “virtual concerts” pre-pandemic, NPR's *Tiny Desk Concerts* and MTV's *Unplugged*, already offered an intimate concert experience to a broader audience. NPR's *Tiny Desk Concerts* feature popular artists in the NPR office, stripped down and engaging with fans. When the NPR offices closed, they maintained the series' integrity without the constant scenery, asking artists to film from their own homes. This has added an additional layer of intimacy to the concerts, something people are desperate for in these times where contact is limited. MTV has followed suit as well, with a 14-episode series of *MTV Unplugged At Home*, giving artists license to explore their music with fans up close and personal. Both of these have helped to keep the concert experience alive, connecting fans to their favorite musicians for free.

While already virtual showcases and performances have gained popularity, organizations that were previously making their

income predominantly off of live performance have adopted the virtual model as well. Local Los Angeles showcase “We Found New Music,” which previously hosted a series of live concerts featuring up-and-coming artists at venues around town, has embraced the broader reach of the internet—where room capacities are not a limiting factor. They now stream 5 artists weekly on their Instagram (@wfnm), allowing for growth in audience and less geographical limitations for both audiences and performers.

But some fans still crave the communal experience of going out to see a live show. The Flaming Lips deployed large plastic bubbles where the band and their fans could experience the show live—but within their own separate airspace. And then of course there was the boom in drive-in concerts or “Concerts in Your Car,” a movement to bring popular acts to some of the biggest venues, often fairgrounds and parking lots. This hybrid concert / tailgating experience offers fans the opportunity to go out to show but experience it from the safety of their vehicles. Rather than buying a ticket per person, fans purchase a ticket for the entire vehicle—just like a drive-in movie. Garth Brooks’ pre-recorded concert was seen by over 350,000 fans who spent \$100 per car at drive-in theatres across the country for the one-night-only concert event. Long live the drive-in!

## TikTok on the Clock

For years, we’ve acknowledged the important role that social media plays when it comes to success for musicians. We track metrics and estimate followings based on those numbers. Engagement has an important indicator of accomplishment right up there with streams and ticket sales. We’re comfortable with Instagram, Twitter, and Facebook—the Big Three. And then, right when the world is changing, comes the meteoric rise of TikTok.

Although in reality it is an evolution of the lip-synching app Music.ly, TikTok has grown into something much bigger. It is the premier app for short form content and boasts over 500 million active monthly users. In the past several months, it has played its part in the top charts, with several musicians finding mainstream success from the platform.

Thanks to TikTok challenges and memes, several other songs, like Meghan thee Stallion’s “Savage” and Doja Cat’s “Say So,” have skyrocketed in popularity.

And it’s not just new songs and new artists that reap the benefits of the app. In the last couple months, a viral TikTok video sent Fleetwood Mac’s “Dreams” into Billboard’s Streaming Top 10. Rumors first hit the top of the Billboard charts in 1977, so this resurgence is a testament to both the staying power of Fleetwood Mac and the sheer force behind the hottest new social media.

## Back in Business

Brand and music industry partnerships have become more important than ever as artist and venues seek ways to replace lost revenue from tours and merchandise sales. These kinds of relationships can bring die-hard fans to new products and services and helping audiences to discover new music.

And they can be very lucrative. Take Travis Scott, for example. The Hip-Hop superstar is on track to bring in more than \$100 Million in earnings via corporate partnerships, including his deals with McDonald’s, Nike, and Epic Games. Not only does this signal that brands are willing to pay a lot of money to be part of pop culture, it also showcases that artists are increasingly more interested in leveraging brand partnerships as part of their business.

But it’s not just Travis Scott jumping on the corporate bandwagon. By July, UTA had closed 165 brand partnership deals with its artists. At the same time, CAA closed its 100th deal. This is a significant uptick from previous years. In a situation where many were forced to make up for concert revenue, brand partnerships offer mutual benefits and are proving quite lucrative. And the fans seem to like them as well. According to Momentum Worldwide, 44% of fans want brands to sponsor live-streamed concerts.

## The Beat Goes On

Although we may not know what each day will bring in these uncertain times, we do know one thing: The music industry has proven itself adaptable—again. The sheer volume of changes in the last several months is impressive on its own, but more than that, they’ve been effective. We are seeing growth and even in the midst of this crazy year, there’s reason to be optimistic.

This issue’s #1 artist, **Benee**, emerged as rising star during the pandemic when users turned her song “Supalonely” into a dance challenge, resonating with the lyrics during this unprecedented time



## STORM TRACKER

Tracking Our STORM Report Alumni!



### KAYTRANADA

(STORM No. 38)

**KAYTRANADA** has been on the scene for a few years, but this has been a breakthrough year! With three GRAMMY nominations including Best New Artist and Best Dance Recording, **KAYTRANADA** is gaining momentum quickly. His 2019 album *Bubba* has amassed a large new fan base, and this year he released an all instrumental version of the album so fans can really appreciate the hip-hop beats and house grooves.



### POPPY

(STORM No. 53)

**Poppy's** career has done a 180 since STORM 53! The once bubblegum YouTube artist is quickly becoming the new queen of metal, a shift we didn't know we needed. After parting ways with producing partner Titanic Sinclair, Poppy has reinvented herself, making music to scream to. And this new direction has already paid off, earning her a GRAMMY nomination for Best Metal Performance on her single "BLOODMONEY."



### THE WEEKND

(STORM No. 5)

We can't talk about 2020, without acknowledging the banner year **The Weeknd** had. It's safe to say that "Blinding Lights" is one of the songs of the year with a full 53 weeks on Billboard's Hot 100. With so much positive response for his album *After Hours*, The Weeknd does not show signs of stopping. In fact, he's slated to perform at the Super Bowl in 2021!

# STORM FORECAST

Events And Happenings For Your Radar

## 63RD ANNUAL GRAMMYS

*March 14th, 2021*

This year has disrupted many events, and although they were hopeful about maintaining the usual schedule, the GRAMMYS are no exception. The 63rd Annual GRAMMYS will be broadcast live on March 14th, pushing the event by 6 weeks.

*Even with the delay, it's sure to be a great show and the whopping 68 nominations for STORM Alumni are just the icing on the cake.*

## CES GETS A MUSICAL UPGRADE

*January 12th, 2021*

We have long followed CES, often touted as the most influential tech event in the world. And while they are always on the pulse of new consumer electronics, this year they're also on the pulse of the music scene. Since the convention will be virtual this year, CES has a special experience in store for attendees. On January 12th, the convention is streaming a concert from Billie Eilish and Dua Lipa for all the techies out there.









































## YOUR CAR OR COUCH IS THE NEW MOVIE THEATER!

We may not be able to sit in a movie theater, smell the popcorn, and take in a new movie like we used to, but thanks to streaming services and the resurgence of drive-ins, you can still take in a good movie. Make your couch your own personal movie theater or take your car to the nearest big screen and settle in to watch some exciting new releases. On February 5th, Camila Cabello stars in the new *Cinderella* alongside James Corden and Idina Menzel. On February 26th *Tom and Jerry* hits the big screen and the little one thanks to HBO Max. And if you can hold out for March, Disney is bringing us its newest animated film *Raya and the Last Dragon* featuring Awkwafina as the dragon.

## BOOKS ARE BACK!

We've seen many changes in entertainment over the last year, and reading is no exception. Book sales have increased over 2020, following a record year in 2019, meaning books are on the up and up! So why not curl up with a good music-inspired read this winter? On January 19th, Peter Ames Carlin brings us *Sonic Boom: The Impossible Rise of Warner Bros. Records, from Hendrix to Fleetwood Mac to Madonna to Prince*. Shortly after on February 9th, pick up Brian Eno's personal account *A Year With Swollen Appendices*. And for our littlest readers, David Weisler and Derek Lavoie present *The Boy Who Wanted to Rock*, out on Feb 6th.



RANK	ARTIST	AUDIO/VIDEO	LABEL	TARGET DEMO	SPOTIFY MONTHLIES
1	BENEE	 	Republic Records	Teenagers, 20-Somethings	11.3M
2	PEACH TREE RASCALS	 	10k / Homemade Projects	Teenagers, 20-Somethings, Young Adults	5.6M
3	CHANNEL TRES	 	Godmode	20-Somethings, Young Adults, 30-Somethings	2.1M
4	BIIG PIIG	 	RCA	Teenagers, 20-Somethings, Young Adults	1.5M
5	SPILL TAB	 	Independent	Teenagers, 20-Somethings, Young Adults	585K
6	DEVON GILFILLIAN	 	Capitol Records	20-somethings, Young adults, 30-Somethings, Professionals	394K
7	SAVANNAH RÉ	 	Universal Music	20-Somethings, Young Adults	367K
8	HAUSKEY	 	Republic Records	20-Somethings, Young adults	332K
9	DIZZY	 	Royal Mountain Records	20-Somethings, Young adults	287K
10	DOUBLECAMP	 	Independent	20-Something, Young adults	201K
11	TEAMWORX	 	Protocol Recordings	20-Somethings, Young adults, 30-Somethings	168K
12	STELA COLE	 	RCA	20-Somethings, Young Adults	140K
13	MAGDALENA BAY	 	Luminelle Recordings	20-Somethings, Young adults, 30-Somethings	135K
14	HADJI GAVIOTA	 	Fashionably Early LLC	20-Somethings, Young adults	83.9K
15	JENSEN MCRAE	 	Human Re Sources	20-Somethings, Young adults, 30-Somethings	54.2K
16	JJ ADRIAN	 	Independent	20-Somethings, Young adults, 30-Somethings	50.1K
17	DØBER	 	Protocol Recordings	20-Somethings, Young adults	32.2K
18	CAMI PETYN	 	Independent	Teenagers, 20-Somethings, Young Adults	31.3K
19	SAM SOTO	 	Independent	20-Somethings, Young adults	30.4K
20	ANNIE DIRUSSO	 	Independent	Teenagers, 20-Somethings, Young adults	30.3K

## STORM WARNING

The 20 Artists On Our Radar

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 Spotify 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
-  Spotify
-  YouTube
-  Genre
-  Similar Artists

1

# BENEE

🐦 37.7K 📺 76.7K 📷 599K 🎧 Indie Pop 🎧 Clairo, Icona Pop

Benee is a perfect example of the impressive power of TikTok in 2020. Thanks to the social media platform and a devoted group of fans, her song "Supalonely" has become one of the most popular songs of the year, reaching Platinum in the USA, Australia, New Zealand, Canada, Mexico, and more! Photo by Imogen Wilson, ©2020

"There is an endearing goofiness and intimacy to Benee that feels like a tonic in this doomed year (and which distinguishes her from the major-label pop stars desperately trying to go viral on TikTok)."

—Elle Hunt  
*The Guardian*



## 2 PEACH TREE RASCALS

🐦 6.8K 🎧 7.2K 📷 53.6K

🔊 Alternative, Indie 🎯 Maroon 5, Mac Miller

This musical collective, hailing from San Jose, is another act that has found fame thanks to TikTok. Their track "Mariposa" was used for more than 1.6M videos on the platform and since then their audience has continued to grow. With a mix of jazz, funk, and hip hop influences, they have developed a unique sound that keeps listeners on their toes. Photo By Jorge Olazaba ©2019

"The group's sound is a unique blend of their influences, which include classic greats like Stevie Wonder and Frank Sinatra, with more modern favorites in artists like Kendrick Lamar and Alabama Shakes."

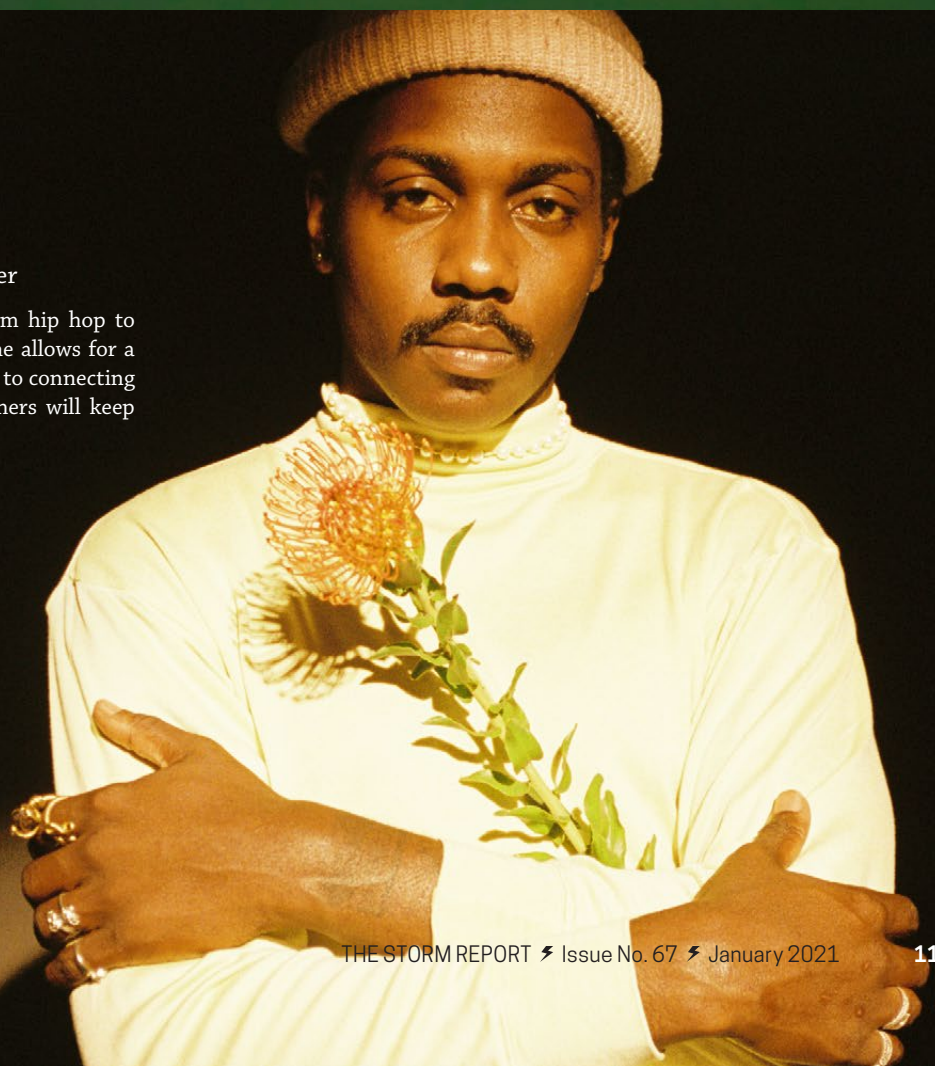
—Logan Potter  
PAPER

## 3 CHANNEL TRES

🐦 5.9K 📘 17.8k 📷 104K

🔊 Hip Hop, Techno, House 🎯 SiR, Sofi Tukker

Channel Tres straddles genres, reassign tracks from hip hop to house and in between. His effortlessly deep baritone allows for a smooth transition between styles and his dedication to connecting to his own history through his work ensures listeners will keep coming back for more. Photo By Clare Gillen ©2020





## 4 BIIG PIIG

🐦 4K 📺 13.3K 📷 63K 🎧 Neo-Soul, Indie 🎵 Lily Allen, Angus & Julia Stone

Biig Piig may be based in London, but she is certainly not limited to the London music scene. With roots in both Ireland and Spain as well, she has pulled from her own experiences to create a unique sound. Her music is full of engaging juxtapositions featuring both English and Spanish, dreamy vocals and rap, and acoustic and techno elements. Photo by Melanie Lehman ©2020

spill tab is the moniker for NY-based singer-producer duo Claire Chicha and David Marinelli. With only 6 songs, most of which were released this year, the duo has worked quickly and made their mark on listeners and playlists everywhere. spill tab is quickly becoming a mainstay in the bedroom pop scene. Photo by Jade Sadler ©2020

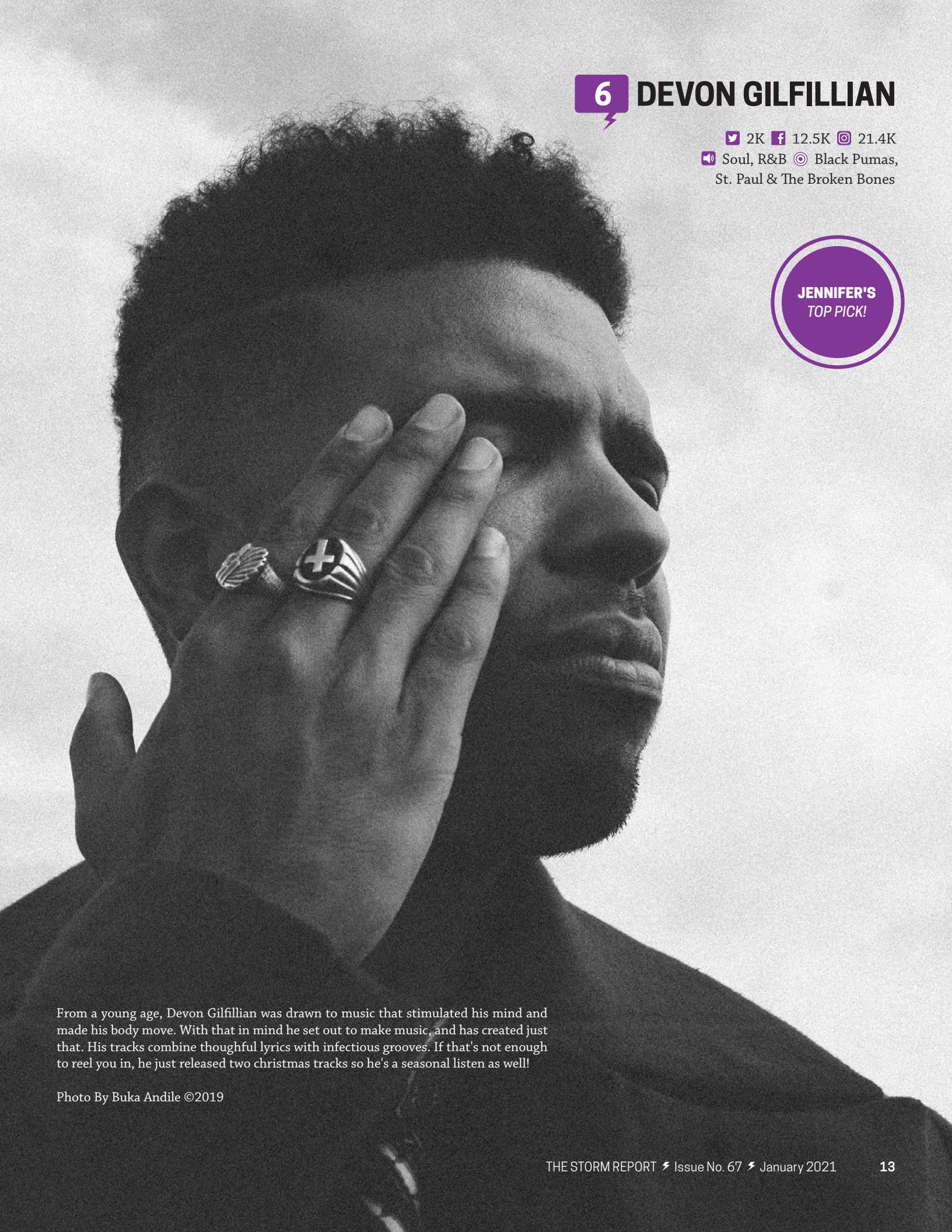
🐦 444 📺 564 📷 5K 🎧 Bedroom Pop, Lo-fi Pop 🎵 King Princess, Clairo

## 5 SPILL TAB








"spill tab's mesmerizing vocals succeed in transporting the listener to a French-Californian dream."

—Adriana Chavez  
Vacancy Mag



## 6 DEVON GILFILLIAN

 2K  12.5K  21.4K

 Soul, R&B  Black Pumas,  
St. Paul & The Broken Bones



From a young age, Devon Gilfillian was drawn to music that stimulated his mind and made his body move. With that in mind he set out to make music, and has created just that. His tracks combine thoughtful lyrics with infectious grooves. If that's not enough to reel you in, he just released two christmas tracks so he's a seasonal listen as well!

Photo By Buka Andile ©2019



## 7 SAVANNAH RÉ

4.9K 3.2K 19.8K  
R&B Kiana Ledé, H.E.R.

Savannah Ré has one goal when it comes to her music: tell authentic stories. Her songwriting prowess sets her apart, but add songs that incorporate stark self-reflection and vocals dripping in honey and it's clear that Savannah Ré is well on her way to the top.

Photo by Hansel Alonzo ©2020



## 8 HAUSKEY

🐦 643 📘 3.8K 📷 4.1K

🔊 Indie Pop

© Tame Impala, Mac DeMarco

Hauskey--Andy to those who know him personally--is a writer, producer, and performer from Perth, Australia. Although he's releasing work that he hopes will change both his life and yours, his realistic outlook and casual demeanor are grounding. Described as Pop with a Purpose, Hauskey's music is relatable and catchy, and although he's hesitant to say so, it's going places.

Photo by Jess Gleeson ©2020

## 9 DIZZY

1.9K 9.1K 14.1K

Dream Pop, Indie Pop

Alvvays, Wet

Canadian Indie Pop band Dizzy has been seeing a steady growth in listeners since their debut release in 2018. Having found their stride, the group has released their well-received second full album this year and listeners are grooving to the light vocals and catchy melodies. Photo by Pooneh Ghana ©2020





## 10 DOUBLECAMP

🐦 2.8K 📌 3.3K 📷 3.1K 🎧 Pop 🎯 AJR, Harry Styles

DOUBLECAMP is a duo made up of two best friends and their connection is apparent in their music. With a well developed style, not just in their tracks but in the album art as well, they are clearly on the same page and their joy at successfully creating together is infectious. Photo by Abby Sommer ©2020

## 11 TEAMWORX

🐦 2.1K 📌 66K 📷 13.7K

🎧 EDM

🎯 Flume, Tiesto

This Israel-based duo has been working to create this group since they bonded over a love of house music as classmates. Since releasing their first track "Make the Crowd Go," Teamworx has become a festival mainstay, finding their niche amongst headliners. Now, even with the festival circuit on hold, they show no signs of losing momentum.

Photo by Guy Sidi ©2020





GRACE'S  
TOP PICK!

## 12 STELA COLE

1.1K 1.4K 17.9K Pop Dua Lipa, Paloma Faith

Stela Cole is blend of your favorite 50s housewife and a post-21st century neo-feminist icon. Her vocals are commanding and beats are catchy, and it's all tied up with doo-wop harmonies, creating what could be the next big sound in pop. Photo by Kacie Tomita ©2019

This pop-duo is both bass-heavy and melodically minded, creating a shimmering juxtaposition in the genre. They sit comfortably in synth pop, pulling influences from many of the pop stars of the 2000s, but easing into a gentle lyrical flow, one that is sure to stay with you long after you hit pause. Photo by Gabriela Méndez ©2020

1.8K 2.7K 8.4K Synth Pop, Indie Pop Robyn, Charli XCX

## 13 MAGDALENA BAY

A portrait of a young man with short, light-colored hair and a beard, looking slightly upwards and to the right. He is wearing a patterned sweater with red and grey tones. The background is a plain, light-colored wall.

## 14 HADJI GAVIOTA

 752  380  2.7K

 Indie Pop  Joji, Perfume Genius

As young musician who launched his own music career while teaching at a Bronx high school, Hadji Gaviota's dedication to his craft and career is not to be questioned. Rather than look at this as a setback, he draws influence and energy from his students, and has managed to create a grooving sound in the Indie Pop genre. Photo by Daniel Schwartz ©2020

# 15 JENSEN McRAE

1.4K  799  7.1K

 Folk Alternative Pop  Daughter, Overcoats

Jensen McRae pulls from her own life experience for her lyrics, creating the illusion that you are reading directly from her journal. She captures the true life experience, touching on mental illness, race, the terrifying reality of adulthood, and quickly falling in love. Her tracks are stripped down and raw, and even though she only has 4 songs, her loyal fan base is steadily growing.

Photo by Nikko LaMere ©2019

**ROBERT'S  
TOP PICK!**





**16** JJ ADRIAN

🐦 888 📘 1.4K 📷 2K 🎧 R&B, Soul 🎵 Miguel, dvsn

Singer/songwriter JJ Adrian brings his Vancouver roots into his music, blending elements from the Vancouver music scene with elements from his life in Los Angeles. With vocals like butter and incredible production on his side, JJ Adrian's career is definitely one to watch. Keep an eye out for his 10-song album and more music in the works. Photo by Will Azcona ©2020

🐦 500 📘 727 📷 3K 🎧 EDM 🎵 Calvin Harris, Dillon Francis

DJ and producer DØBER makes a point of embracing diversity and versatility, especially within himself and his own work. He plays effortlessly with contradiction, blending mellow drops with harsh basslines, all while maintaining a polished balance in each track. Photo by Kevin Anthony Canales ©2020



**17** DØBER

# 18 CAMI PETYN

3.3K 131 89.3K

Indie Pop

Halsey, Anne-Marie

Youtuber Cami Petyn has broken into the world of music and she is not looking back. Two years ago, she took her first voice lesson and since then she has honed her skills and songwriting to boot. With melodic vocals and percussive backing tracks, Cami Petyn is ready to make her mark on the indie pop scene.

Photo by Michelle Shiers ©2019





## 19 SAM SOTO

🐦 77 📘 98 📷 1.2K 🗣️ Indie Pop 🎵 WALK THE MOON, Two Door Cinema Club

Sam Soto, a product of his hometown in California and the Nashville music scene, is a master at blending influences, effortlessly infusing modern indie vocals with 80s pop beats. The result is infectious tracks that make you want to get up and dance, something we could all use in this crazy year. Photo by Chase Denton ©2020

In just a few years, Annie DiRusso has released a range of music spanning from folk to rockpop and in between, but it's not just the variety in her music that makes it so alluring. Her lyrics tell a story, something less and less common in the everchanging music scene, and it certainly resonates with fans. Photo by Jessica DiMento ©2020

🐦 264 📘 904 📷 3.7K 🗣️ Folk, Indie Rockpop 🎵 Alessia Cara, Phoebe Bridgers

## 20 ANNIE DIRUSSO



