

Your Monthly
Music Forecast!

2022: The Progress Continues!
A Look at the Next Year in Music

NLE Choppa
City Girls
Benson Boone
ENHYPEN
...and more!

 memBrain

STORM REPORT

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Kelly Lee Owens. Photo by Sarah Stedeford ©2021

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?

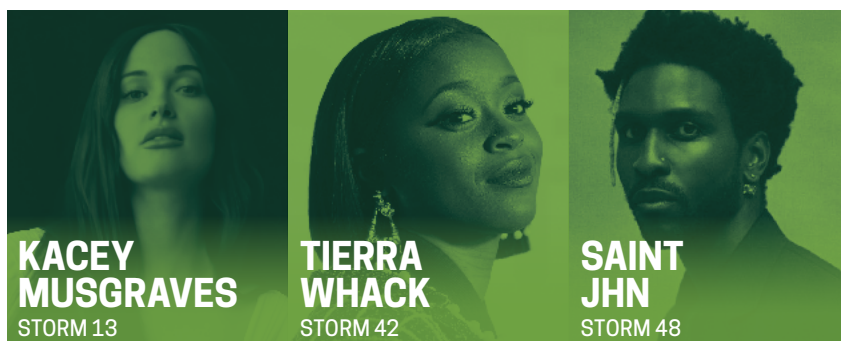
Through correspondence with industry insiders and our own ravenous media consumption, we spend our month gathering names of artists who are "bubbling under." We then extensively vet this information, analyzing an artist's print & digital media coverage, social media growth, sales chart statistics, and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

How do we rank?

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.

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.



LETTER FROM THE EDITOR

If we had to name one universal trend that we are predicting for 2022, it would be "Comfort and Joy." After years of living in the face of uncertainty, consumers are filled with tempered optimism for a post-pandemic recovery. From experiences that offer an escape from reality to products that promise to "spark joy," everyone is seeking a reprieve from the fatigue of ongoing variability. As we reflect on the year, we are thankful for so many things—including your interest in memBrain! Next year marks the 10th Anniversary of the memBrain STORM Report, and we can't wait to share what we have planned for our next evolution! Wishing everyone the very best for the holidays—and a new year filled with comfort and joy!



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2022: The Progress Continues!

A Look at the Next Year in Music

By Grace Slansky

IF 2020 was the year of isolation, 2021 has been a year of peeking out and re-entering the world. We cautiously tested the waters when it came to concerts and live events, experimented with the social capabilities of TikTok, and even entered the metaverse with the NFT boom.

With 2022 comes a renaissance of sorts. We have moved past the experimentation, and are now once again able to enjoy many kinds of entertainment, albeit with more rules and accommodation for safety. As we become more comfortable, our options become more plentiful and varied, and musicians are experiencing the very same thing. Entering this year with a higher degree of normalcy, there is also a higher degree of excitement. The announcements of upcoming musical happenings continue to roll out and the anticipation is building! Without further ado, some of the most thrilling things we already know 2022 will bring...

Upcoming Tours

Live music made a comeback in a big way this year, but the progress continues with even more tours from your favorite artists. Big names have begun to announce tours across both the US and the world, and it seems the announcements have only just begun. The roster of artists coming to a venue near

you includes many tours that were postponed due to COVID restrictions and some brand new ones.

The world tours are plentiful, with Billie Eilish (STORM 41) kicking off her massive 70-stop world tour in February in the US. **The Happier Than Ever World Tour** will showcase her 2021 album of the same name. Keeping the world tours going, Shawn Mendes (STORM 20) is returning to the road for 69 shows as part of **Wonder: The World Tour**. The tour kicks off in Europe in March, by June he will be touring in North America. Justin Bieber has had a whirlwind experience, first modifying, then entirely revamping his previously scheduled tour. **The Justice World Tour** finally kicks off in February.

Another tour with so many changes it gave fans whiplash is finally coming to an arena near you. The Weeknd's (STORM 1) previously scheduled After Hours Arena Tour was rescheduled not once but twice, before he scrapped the entire tour in favor of a new plan. His new **After Hours 'Til Dawn** stadium tour starts in summer 2022. While the details are still up in the air, fans can expect to hear songs from his upcoming fifth studio album, *After Hours*. Louis Tomlinson had to reschedule his 2020 tour more than once, but his US shows will finally commence in February and run through mid-March.

The announcements continue with Alicia Keys's 53-stop **ALICIA World Tour** starting in the UK in June before heading to Europe and finally North America in August. Bad Bunny will travel throughout the US for 35 shows as part of his **El Último Tour del Mundo** which kicks off in February in Denver. In February, Imagine Dragons will take their 18-stop five week **Mercury Tour** on the road starting in Miami.

If concert announcements are any indication, STORM Alumni are going to have a big year! Kacey Musgraves's (STORM 13) **Star-Crossed: Unveiled Tour** kicks off in January with STORM alumni King Princess and MUNA by her side. Dua Lipa's (STORM 39) **Future Nostalgia Tour** starts in February and runs through the beginning of April with a total of 69 dates. Charli XCX (STORM 10) hits the road in March with the 35-date **Crash The Live Tour**. Clairo (STORM 55) and Arlo Parks (STORM 71) will be touring together for **The Sling Tour**.

The tours are piling up so quickly, it's impossible to list them all here, but other upcoming fan and STORM favorites include Tones & I, Lucy Dacus, St. Paul and the Broken Bones, Greta Van Fleet, and Yungblud.

Returning Festivals

Live music extends beyond tour announcements. Festivals have made a comeback in a big way as well. In 2021 we saw that safe festivals with COVID considerations are possible, and in 2022 we're seeing many of our favorites returning. **Coachella** returns after two years off, and many other festivals have announced dates. While just having a weekend to mark off in your calendar is exciting, hearing the lineups is even more thrilling.

Shaky Knees returns to Atlanta, Georgia from April 29th to May 1st and the all star lineup features Green Day, Nine Inch Nails, Rainbow Kitten Surprise (STORM 48), and Billy Idol. That very same weekend, country fans can expect **Stagecoach** to take over Indio, CA with performances from Thomas Rhett, Carrie Underwood, Luke Combs, Marren Morris, and STORM alum Jordan Davis (54). Just a few weeks later, **Lightning in a Bottle** comes to the California Central Valley. From May 25th to May 30th fans can see STORM-studded acts including Glass Animals (STORM 16), Kaytranada (STORM 38), GRiZ (STORM 30), Chet Faker (STORM 15), and Purity Ring (STORM 1)

Music on the Big (and Little) Screen

Not everything exciting happening in 2022 is happening live and in person. There is quite a bit of music coming to screens near you! With the surge in streaming from the last couple years, there are more ways than ever to watch the newest content, whether it be in a movie theater or from your own couch.

On January 14th, get ready for a nostalgic viewing experience suited for the whole family with **Sesame Street the Movie Musical**. Featuring Chance the Rapper (STORM 14) and Bo Burnham (rumored) the music is sure to be both funny and endlessly clever.

Months later, **Elvis** is slated for release. The upcoming biographical musical drama, directed by Baz Luhrmann and starring Austin Butler, is expected in June. November brings **Spellbound** to Apple TV+. This new animated movie scored by Alan Menken is already generating quite the buzz even though its release is a year away.

There are also music-centric limited series to look forward to. Hulu's **Pam and Tommy** will explore the relationship between the Mötley Crüe drummer and actress, starring Lily James and Sebastian Stan. Best-selling novel **Daisy Jones & the Six** is getting the full television treatment with a miniseries that is said to be "Pure Rock n' Roll."

Back to Books

With so much new technology and so many ways to experience entertainment, it's important that we remember the books as well. 2022 brings **Girl on Fire**, written by Alicia Keys, Andrew Weiner, and Brittney Williams. **Girl on Fire** is a young adult graphic novel about a teenage girl with telekinetic abilities. The beloved Dolly Parton is also trying her hand at literature with **Run, Rose, Run** written by the vocal legend and James Patterson. Non-fiction will surely have its moment as well, beginning with Geddy Lee's memoir, said to be of epic length and detailing his life including plenty about Rush.

While 2021 is not yet over, the announcements for 2022 just keep rolling in and the excitement is building. It's safe to say we have plenty to look forward to, as we continue to establish the new normal.

PLAYLISTS

Check out this issue's carefully curated playlists by clicking below:



STORM TRACKER

Tracking Our STORM Report Alumni!



HARRY STYLES

(STORM No. 2)

2021 has been an incredible year for **Harry Styles (STORM #2 with One Direction)**. He is currently touring the United States with 39 stops scheduled for the 'Love on Tour', which comes following his second studio album, *Fine Line* (2019). He was also recently revealed as new addition to the Marvel Cinematic Universe through a cameo appearance in *ETERNALS*. He also recently launched a beauty brand called Pleasing, with products ranging from nail polish to lip oil.



LANY

(STORM No. 24)

LA based band **LANY (STORM #24)** has spent the year performing across the country on their *gg bb xx* tour. The tour comes following the release of their latest album *gg bb xx* (2021) and *mama's boy* (2021) released earlier this year. This summer, LANY collaborated with country star Kelsea Ballerini (STORM #28) on a breakout hit "I Quit Drinking."



LISA

(STORM No. 63)

LISA of the incredibly successful K-Pop group **BlackPink (STORM #63)** has made her solo debut in September with the release of her single album *Lalisa* (2021). The music video for "Lalisa" recorded 73.6 million views on YouTube in the first 24 hours of its release, becoming the most-viewed music video in the first 24 hours on the platform by a solo artist. She also recently collaborated with Megan Thee Stallion, Ozuna and DJ Snake on a single called "SG."

STORM FORECAST

Events And Happenings For Your Radar

ART BASEL RETURNS TO MIAMI

December 2-4

For the first time since 2019, Art Basel Miami Beach will be held at the Miami Beach Convention Center, from December 2-4. Over 250 exhibitors will be in attendance, and will present the highest quality of artworks across all media, from painting and sculpture to photography and digital works. It's also going to be a big year for digital art, so you can expect to see plenty of NFTs alongside collectible paintings, sought-after sculptures and more wow-worthy art. The list of exhibitors includes galleries from 36 countries and territories spanning five continents.

JINGLE BALL LA

December 3

The Los Angeles Installment of KIIS-FM's *Jingle Ball* returns live this holiday season and will be held December 3rd at The Forum. The show will feature performances from artists such as Bazzi, The Black Eyed Peas, Doja Cat, Dua Lipa, and many more. The show will also be available to watch on the CW Network.

THE PEOPLE'S CHOICE AWARDS

December 7

The *People's Choice Awards* will be recorded live from the Barker Hangar in Santa Monica on December 7th, and air on NBC and E! simultaneously. The show celebrates all forms of entertainment, with winners chosen entirely by fans. In each of the 40 categories, fans worldwide can choose from eight nominees representing movies, television, music and pop culture.

ROLLING LOUD

December 10-12

Hip-hop festival Rolling Loud took place in New York in October, and is making its next stop in Los Angeles. The 3-day event from December 10th to 12th will be held at the NOS Event Center in San Bernardino. Headliners include Kid Cudi, J. Cole and Future, and special guests such as Chris Brown and Young Thug.








LET'S ALL GO TO THE MOVIES

After several delays and scheduling shifts due to the pandemic, this holiday season will bring many of the year's most anticipated films to theatres and streaming. Of the films releasing next month, we are most excited for Steven Spielberg's *West Side Story* (12/10), *Don't Look Up* (12/10), *Spider-Man: No Way Home* (12/17), Guillermo Del Toro's *Nightmare Alley* (12/17), *Sing 2* (12/22), *The Matrix Resurrections* (12/22), *The King's Man* (12/22), and Joel Coen's *The Tragedy of Macbeth* (12/25).



STORM WARNING

The 20 Artists On Our Radar

ICON KEY

-  YouTube
-  Spotify
-  Instagram
-  TikTok
-  Genre
-  Similar Artists
-  Label

1 NLE CHOPPA

 4.7M  9M

 4.1M  9.9M  Hip-Hop/ Rap  DaBaby, Blueface  Warner Records

At just 19 years old, NLE Choppa has solidified his place in the world of hip-hop and rap. The raw and realistic music video for his breakout hit “Shotta Flow” has garnered over 135 million views on YouTube. He continues to make strides in the music world with his latest single “Jumpin” featuring Polo G. Photo by Nicholus Sommer ©2021



"The appeal of City Girls' music is the duo's ability to turn up, take up space, and demand the crème da la crème, despite life's hardships."
—Pitchfork

📺 1.7M 🎧 8.9M

2 CITY GIRLS

📷 2.2M 📺 1M 🎵 Hip-Hop/ Rap 🎧 Missy Elliott, Megan thee Stallion 🎧 Quality Control Music/Motown Records
Hailed by *Rolling Stone* as being “the hottest duo in rap” City Girls have become powerful female players in Hip Hop, known for making music that is authentic, uncensored, and unapologetic. Their music is empowering, sex-positive and catchy, as seen on tracks such as “Act Up” and “Twerkulator.”
Photo by Marcelo Cantu ©2021

ROBERT'S
TOP PICK!



3 BENSON BOONE

19K 5.9M

158K 2.1M Pop Clinton Kane, Shawn Mendes Night Street Records/Warner

Since gaining popularity on “American Idol” Benson Boone has released his debut single “Ghost Town.” The talented singer songwriter plays multiple instruments in the emotional ballad, which will be featured on his debut album set to release next year. Photo by Mclean ©2021



▶ 4.6M 🎧 4.9M

4 ENHYPEN

📷 6.6M 🎵 8.8M 🎶 K-Pop 🏠 Super M, Monsta X 🎧 Belift Lab
ENHYPHEN is a K-Pop boy band comprised of seven members that emerged from the 2020 survival competition show I-Land. One of their biggest tracks, "Fever," featured on their sophomore EP, *BORDER: CARNIVAL*, includes vocals in both Korean and English and is extremely catchy with an enticing beat. Photo provided by Be:Lift ©2021

📷 711K 🎵 829K 🎶 K-pop 🏠 BLACKPINK, Dreamcatcher 🎧 High Up Entertainment, Kakao Entertainment
Tyla Yaweh was discovered by Post Malone and the pair have produced a track together called "Tommy Lee." Yaweh has also toured with Malone, as well as performed at major festivals across the United States such as SWSW and Rolling Loud. His music has fast paced verses featuring crisp vocals. Photo by Chris Villa ©2021

▶ 604K 🎧 4.9M

5 TYLA YAWEH



6 KOTA THE FRIEND



310K 2.8M

384K N/A Hip-Hop/ Rap Jaden Smith, Mac Miller FLTBYS

Brooklyn rapper Kota the Friend makes genre-bending tracks featuring jazz-influenced beats and rap verses with R&B touches that are often personal and introspective. He has found great success with his fourth studio album *Everything* which features appearances from artists Joey Bada\$\$, KYLE and more. Photo by Jeff Benzon ©2021.

228K 1.5K Pop Charli XCX, Phoebe Bridgers Perpetual Novice

Caroline Polacheck is a singer, songwriter, and producer who got her start in the pop band Chairlift. In 2019 she produced new music as a solo artist, and her electro pop music features unique synth sounds. Her latest single "New Shapes" with Charli XCX is a catchy dance track.

Photo by Aidan Zamiri ©2021

80K 2.5M

7 CAROLINE POLACHEK





8 **MOLIY**

1.7K 2.2M

**MAYA'S
TOP PICK!**

13K 333 Afrobeats/Hip-Hop Amaarae, Kali Uchis Moliy

Moliy is a talented singer songwriter deeply influenced by her rich Ghanaian ancestry. Her music has many influences ranging from afrobeats and reggae to jazz and hip-hop. Her latest single "Deja Vu" features one of her signatures, afro beats, and makes you want to stand up and groove. She will be touring in support of Dua Lipa (STORM 39) next year. Photo by Eli Lucas ©2021



JENNIFER'S
TOP PICK!







GRACE'S
TOP PICK!



9 HOLLY HUMBERSTONE

63.5K  2M

 118K  66K  Pop  Noah Cyrus, FLETCHER  Interscope and Polydor

One of Britain's brightest young artists, 21-year-old Holly Humberstone's voice has an honest tone which draws listeners in. Her music mixes warm acoustic music with a wonky electronic twist. Her debut EP *The Walls are Way Too Thin* was just released this month.

Photo by Phoebe Fox ©2021

 72.3K  N/A  R&B/Soul  Bon Iver, Frank Ocean  Warner & R & R digital

Tinkering since the age of fifteen, Dijon has developed a uniquely special sound at the intersection of alternative, R&B, and country. In his own words, his recent debut album *Absolutely* doesn't explore genres—it "boxes them" and "knocks em out." Photo by Dijon ©2021



10 DIJON

28K  1.6M



AVA'S
TOP PICK!



"The
experimental
star making a bid
for pop's top table."
—NME

11 NATE SMITH

📷 20K 🎵 345K 🎧 Country

🎧 Blake Shelton, Luke Combs

📺 Sony ATV

California native Nate Smith credits his time spent as a worship leader as his biggest musical inspiration. His music is deeply personal and vulnerable, as heard on his hit single “Wildfire” that symbolizes love and hope in the midst of tribulation. The track went viral on TikTok earlier this year and has brought in almost 18 million streams on Spotify.

Photo provided by management ©2021

📺 14.3K 📶 1.1M

12 CHARLOTTE SANDS

▶ 5.8K 🎧 1M



📷 31.7K 🎵 39K 🎧 Pop Punk 🎧 Avryl Lavigne, renforshort 🎧 PIVTL Projects

Inspired by the pop punk bands of the early 2000s as well as powerful storytellers, Charlotte Sands combines upbeat tracks with self-reflective lyrics. She is an energetic live performer and is an emerging female powerhouse for the next generation. Her latest single “Every Guy Ever” is full of angst and honest lyrics that a lot of young girls can relate to. Photo provided by Management ©2021

2.4K 405K

13 BOYLIFE

11K N/A R&B/ Soul
James Blake, Cautious Clay
boylife wlrld

Ryan Yoo AKA boylife makes deeply personal music that covers topics such as his struggles with depression and bipolar disorder, the pressures on conforming to stereotypical images of American Masculinity and the prejudice he faces as an Asian-American. His debut album *gelato* was released just last month and is full of reflective and honest lyrics. Photo by Aijani Payne ©2021

14 SUKI WATERHOUSE



LAUREN'S
TOP PICK!

8.7K 326K

2.1M 88.3K Alternative/ Indie Rock Angel Olsen, Tennis Sub Pop

Suki Waterhouse's music catalogs her intimate, formative, and significant moments of her life. She is well known as a talented actress but her music shows how much of a multifaceted artist she is. Her latest single "Moves" shows how nuanced her sound is through gentle guitar strums and a rhythmic bass. Photo provided by Dana Trippe ©2021

15 LUKE WILD



▶ 1.12K 🎧 310K

📷 7K 🎵 17.7K 🎧 Dream Pop 🎧 Conan Gray, Sub Urban 🎧 Terrible Records

Luke Wild is a songwriter, artist and producer from Tampa, Florida who grew up playing music in gospel bands at church. He has written and produced for The Neighborhood, Sir Chloe among others. He just released a single called "Girl of My Dreams" which is a dreamy ballad featuring his smooth vocals. Photo provided by Management ©2021

16 PUBLIC LIBRARY COMMUTE



3.2K 319K

14K 3.8K Indie Pop Abhi the Nomad, Peach Tree Rascals Thirty Knots

Conrad Hsiang, better known under the moniker Public Library Commute, is a multi-talented indie-pop star in the making. His music features catchy lo-fi beats and soft vocals that make his music easy to listen to for hours. His new release, a single titled “Across the Room” is more upbeat and features strong, clear vocals. Photo by Dan Franco ©2021

17 GENEVIEVE STOKES



6.15K 274K

14.2K 55K Pop Tate McRae, Beach Fossils Atlantic Records

Characterized by compelling narratives, swelling piano ballads, and harmonies that will undoubtedly trigger your smile reflex, the work of Genevieve Stokes is special. She dropped her debut EP, *Swimming Lessons*, in March 2021 and will be taking her melodies on tour with Briston Maroney early next year. Photo provided by Management ©2021



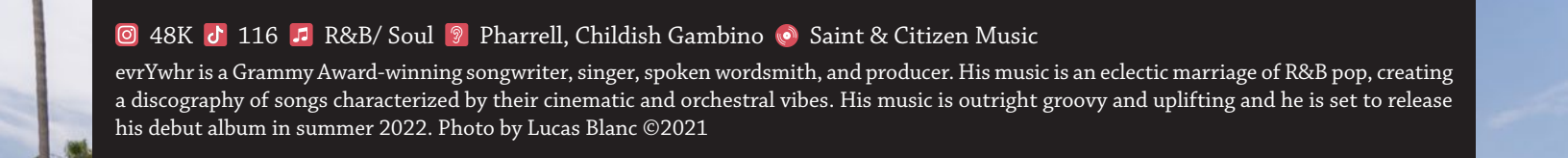
18 PLUSH

▶ 12K 🎧 85K

📷 19K 🎵 3.5K 🎸 Rock 🎧 Heart, Halestorm 🎧 Pavement Entertainment

Plush is an all-female rock band composed of four talented young women, all under 21. They strive to bring the heart of rock back into the mainstream with a fresh new spin on classic rock sounds. Frontwoman Moriah Formica has an incredibly powerful voice and guitarist Bella Perron shreds it up with powerful playing. Next year they will be the opening act on tour stops for Evanescence as well as Slash and Myles Kennedy.

Photo provided by Management ©2021



19 EVRYWHR

▶ 11K 🎧 38K

📷 48K 🎵 116 🎸 R&B/ Soul 🎧 Pharrell, Childish Gambino 🎧 Saint & Citizen Music

evrYwhr is a Grammy Award-winning songwriter, singer, spoken wordsmith, and producer. His music is an eclectic marriage of R&B pop, creating a discography of songs characterized by their cinematic and orchestral vibes. His music is outright groovy and uplifting and he is set to release his debut album in summer 2022. Photo by Lucas Blanc ©2021

2.6K 24.7K

20 LAYFULLSTOP

8.7K N/A Hip-Hop/Rap Noname, Erykah Badu LayFullstop

LayFullstop is a Jazztronica Christian artist hailing from the U.K. Her music has a signature jazz-infused sound, with some of her tracks holding deeper sentiments on spirituality, hope and hardships. Her debut album *STiR* has a message of independence and projects her deep appreciation for Jazz music. Photo by Jake Miller ©2021





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