

Your Monthly
Music Forecast!

**Music as a Service:
Rethinking the Subscription Model**

Tate McRae
Blessd
Aminé
Em Beihold
...and more!

 memBrain

STORM REPORT

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

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



ON THE COVER

Madeline The Person. Photo provided by label ©2022

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.

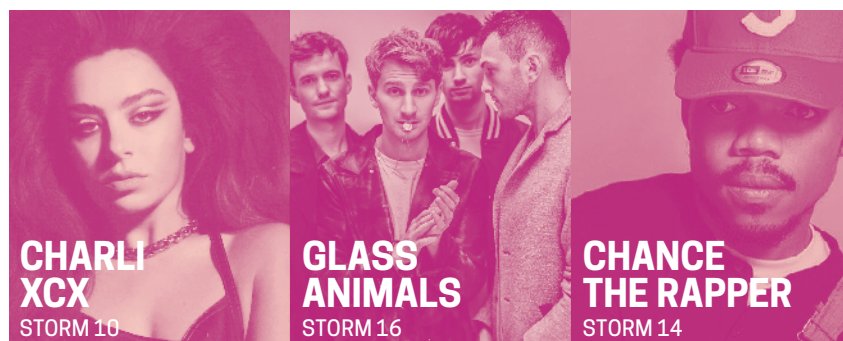
LETTER FROM THE EDITOR

Our team recently put together a global webinar event with our clients at ASUS entitled "Exploring Cloud Computing and the Eduverse," which reviewed the possibilities of cloud-based applications and devices for the world of education. Our discussion touched on the idea of "Everything as a Service" (EaaS) which got us thinking about the impact - and disruptive power - that technology has continued to have on the music business. The contrast between artists, music services, and traditional "as a Service" providers seems an odd one at first, but not when you think about how they engage audiences and generate revenue. Both provide a service. Both rely on continual engagement to do so profitably. After decades of continued disruption and evolution, perhaps what the industry is finally realizing is that music has been and will always be a service. It's been proven time and time again that the music business has a lot to learn from the tech sector, even beyond which streaming platform consumers prefer. It's a fascinating space and we are diving deep. Here's to better living, and listening, through technology! Enjoy!



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Music as a Service: Rethinking the Subscription Model

By Grace Slansky

Access to music, like many other aspects of our lives, has become a service. Lower price points for on-demand fulfillment is the way of the world for everything from software to home security. By pledging your monthly payment, you're promised an easier, almost frictionless experience. We, as a society, have become used to convenience. We are all familiar with terms like SaaS (Software as a Service), PaaS (Platform-as-a-Service), and IaaS (Infrastructure-as-a-Service). Now, a newer concept encompasses these ideas—and more: Everything as a Service (also known as Anything as a Service), or XaaS - and entertainment access is a large part of that shift.

Consumers today value access and outcomes over outright ownership. Instead of buying music, many consumers opt for a subscription-based model which grants access to a vast array of music choices. Music streaming is here to stay. Our team has already addressed it from a couple of angles. We have talked about the general uptick in streaming as a result of the pandemic and its impact on music publishing, but rarely have we talked about it as part of the broader digital transformation that is happening in society.

Let's start with a look at the major players. There are now myriad streaming options out there, with Spotify and Apple Music leading the charge. Preferred streaming services have become as polarizing as chocolate vs. vanilla. In 2021, Spotify was the most popular streaming service in the world, with a market share of 31 percent. Apple Music came in second with 15 percent, quickly followed by Amazon Music and Tencent Music tied at 13 percent each. It may seem like Spotify certainly has the advantage, but recent months have seen quite the controversy with the platform. Many artists including Joni Mitchell and Neil Young have pulled their music from the streaming service, blaming Spotify for spreading misinformation about coronavirus via Joe Rogan's podcast. While this has opened up a heated debate about free speech, it has also led to many people following their favorite artists away from the most popular platform in favor of an alternative.

And herein lies the question: while many have pledged loyalty to a certain streaming service, does the true loyalty truly lie with the artist? This one instance has shown us that the power of streaming services lies in the direct-to-consumer model, providing quick and

varied content to listeners, rather than the interface. It is the content that remains at the forefront of the consumer decision, and this is an important distinction.

Streaming services have certainly led to the diversification of digital music. Rather than count on major labels to filter through the artists and bring what they deem the best to popularity, independent artists are able to garner a fanbase directly and release music directly to them. In this way, the streaming service's commodity has really become the volume and caliber of artists on the platform. Music is no longer something to be collected by the fans, as in the days of records and tapes, but rather something to be collected by the streaming platform as offered as a service to the consumers. As streaming services work to compete with each other, their strongest weapon is keeping the artists happy, thereby keeping the subscribers happy and willing to pay.

This shift towards offering music-listeners a service over selling them quantities of individual products, is a change in the business that has directly benefited the consumer, something that is rarely seen. Not only does it mean that consumers have a wider variety to choose from, being unburdened by the financial costs of buying music, but it means the listening experience is more catered to the individual.

What this comes down to ultimately is data analytics. As we integrate data science with music, finding the perfect intersection of science and art, what we end up with is a more optimized experience for the listener. With streaming as a primary method of music consumption, there is now endless information about individual listening habits. Take Spotify Wrapped for example.

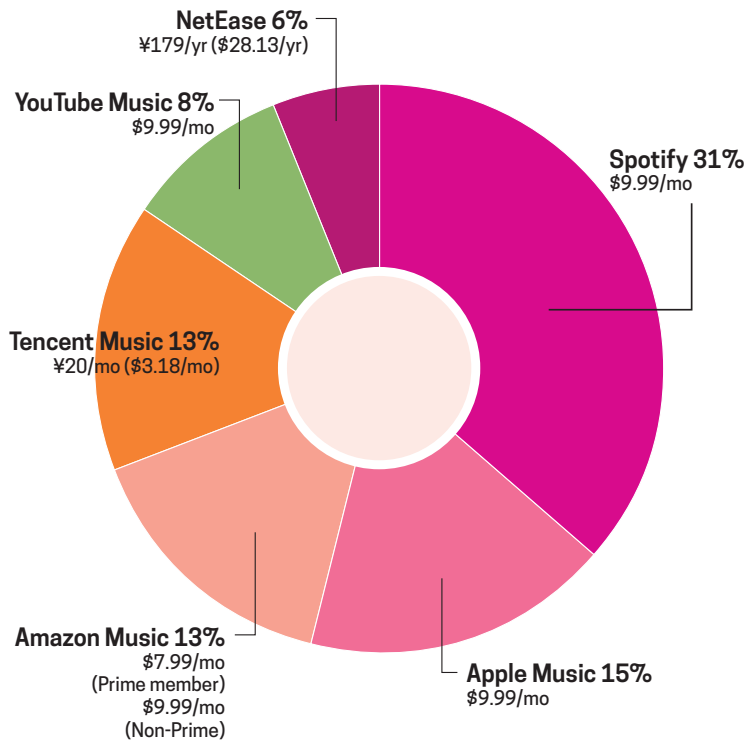
Each December, Spotify puts together a summary of each user's most-listened artists, tracks, and genres, quantifying the year in music. This information is mutually beneficial, giving the listener an overview of their year and giving the company valuable information that can influence the direction of their platform.

With the integration of increasingly complex algorithms and the plethora of information available, data analytics have not just changed the way people look at their listening habits, they've changed the way people actually discover music.

This is something we rely heavily on when compiling artists for each issue of The STORM Report. We're now able to filter our team's personalized suggestions and industry insights through data analytics tools like Chartmetric, AMP, TrendTok, Sodatone, and Soundchart to make educated bets on up-and-comers with a strong potential for breakthrough success. This combined human and data-driven approach is the service we provide to our readers, distilling the onslaught of new and emerging artists in an easy-to-digest short list.

The music industry has faced 40 years of disruptive technological change - a business model evolution that is all part of the emergence of the Internet of Things. But this prioritizing of consumers and fans, putting experience first, does not need to ignore the fan to artist relationship leaving fans to struggle with putting their convenience first. "Music as a Service" may sound robotic or impersonal, but digital transformation and streaming are here to stay - and those who consider it an opportunity to evolve rather than a threat are poised to win.

Most Popular Global Streaming Services At-A-Glance
(as of 2021)



PLAYLISTS

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



STORM TRACKER

Tracking Our STORM Report Alumni!



VANCE JOY

(STORM No. 19)

Vance Joy recently released his latest single "Don't Fade" which features a new sound for the multi-platinum singer songwriter. Joy worked with the duo Take a Daytrip, Dave Longstreth, Dave Bassett, and Edwin White to create the song. The song release kicks off Joy's busy year: he is working on releasing a new album, performing at BeachLife Festival and BottleRock, and going on tour!



SAWEETIE

(STORM No. 53)

STORM alumna **Saweetie** (featured on the cover of our April 2018 issue) is nominated for two awards at this year's Grammys: Best New Artist and Best Rap Song for her Doja Cat (STORM 23) collaboration "Best Friend." She was also recently named *Billboard* magazine's "2022 Women in Music Game Changer," redefining what it is to build a brand in the influencer era.



DOJA CAT

(STORM No. 23)

Doja Cat continues to break records! Her album *Planet Her* just became Spotify's most-streamed album by a female rapper in the platform's history. She will perform her hit songs later this year when she shares the stage with The Weeknd during his North American tour. Before that, she will perform at the Wireless Festival in London.

STORM FORECAST

Events And Happenings For Your Radar

COACHELLA IS BACK!

April 15-17, April 22-24

After over two years, The Coachella Valley Music and Arts Festival will make its return to Indio in April. Headlined by Harry Styles, Ye (Kanye West), Billie Eilish and Swedish House Mafia, this year's festival is sure to be well worth the wait. At 20-years-old, Eilish will be the festival's youngest-ever headliner.

STAGECOACH

April 29-May 1

After Coachella makes its comeback in Indio, Stagecoach will quickly follow! Headliners include Thomas Rhett, Carrie Underwood and Luke Combs. Other performers will include Maren Morris, the Black Crowes and Brandi Carlile. Chef Guy Fieri will return to curate Stagecoach Smokehouse with various barbecue vendors and chefs.

NEW ORLEANS JAZZ AND HERITAGE FESTIVAL

April 29-May 8

Jazz Fest is also returning this year, with a jam-packed list of top musicians. Highly anticipated headliners include The Who, Erykah Badu, Stevie Nicks, Lionel Richie, Jimmy Buffet and Foo Fighters. Other performers include Norah Jones, Ludacris and Nelly.

64TH ANNUAL GRAMMY AWARDS

April 3

Originally slated to air in January, the Grammys will now broadcast from Las Vegas's MGM Grand Garden Arena in April. There is a lot to look forward to at this year's Grammy Awards. For the first time, 10 titles are nominated in the Album of the Year category, allowing both Ye (Kanye West) and Taylor Swift to score nominations. Jon Batiste is the top nominated artist this year, followed by fan-favorites Justin Bieber, H.E.R., Doja Cat, Billie Eilish and Olivia Rodrigo.

STORM WARNING








The 20 Artists On Our Radar

1 TATE MCRAE  3.82M  26M

 1.9M  3.7M  Pop  Olivia Rodrigo, Billie Eilish  RCA

Tate McRae is a Canadian singer-songwriter and dancer who quickly gained recognition after her first single "One Day" went viral on YouTube. By 2020, she released her debut EP *All the Things I Never Said*, her single "You Broke Me First" blew up online (and has garnered just under 900M streams on Spotify), and she was the youngest musician to be included in Forbes's 30 Under 30 list. Her EP *Too Young To Be Sad* was also a hit, and she has new music set to be released soon. Photo by Ashley Osborn ©2021

ICON KEY

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



2 BLESSD

1.2M 12.5M



2M 2.3M Latin Hip Hop Maluma, Arcangel Warner Music

Blessd is part of Colombia's new wave of hip-hop and reggaetón artists. In October 2021, Blessd signed with Warner Music Latina and released his first studio album which is called *Hecho en Medellín*. His most popular song from the album, "Medallo", reached #1 in Colombia, with 100M+ views on YouTube. He has collaborated with Maluma, Justin Quiles, and Myke Towers. Photo by Fabio Gómez ©2021

1.6M 989K Rap/ Hip Hop Childish Gambino, 6lack Republic

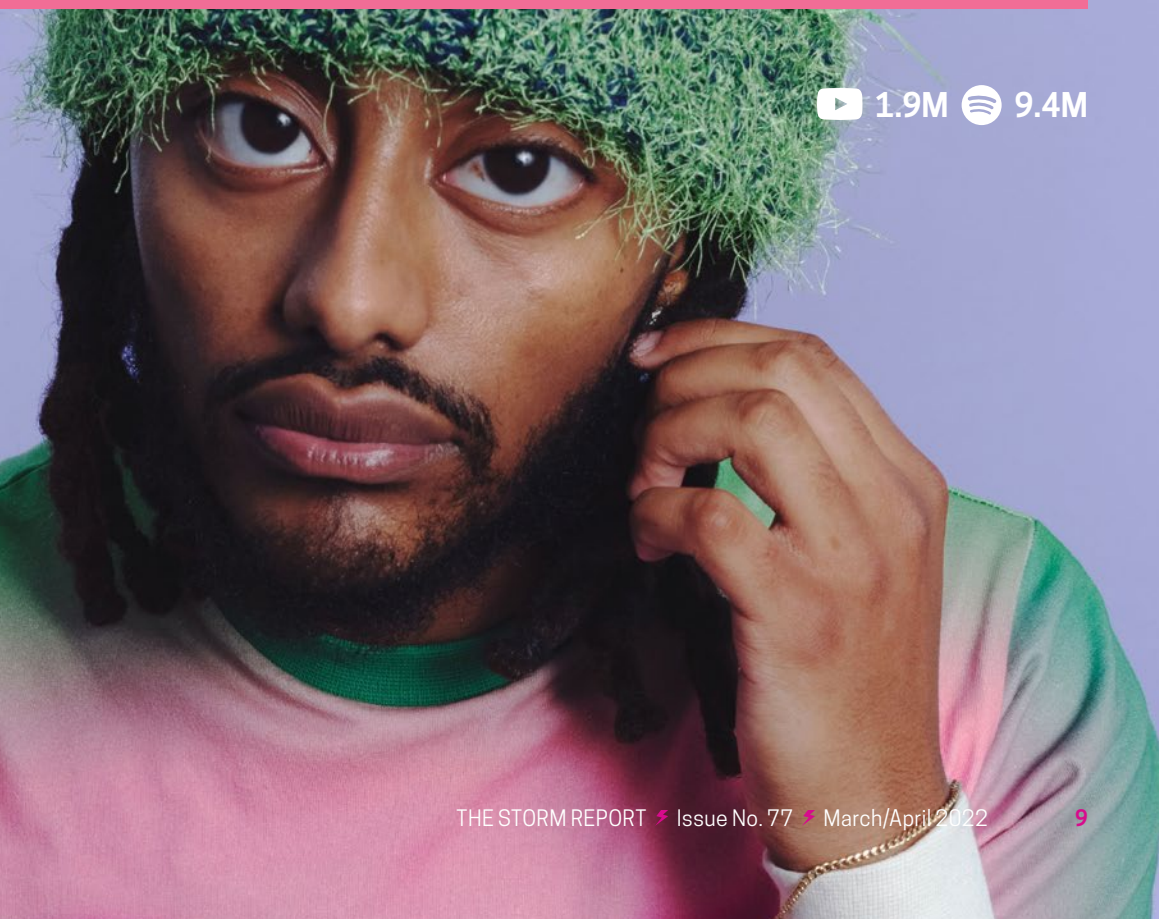
Aminé is a rapper, singer, and songwriter from Portland, OR. He rose to fame with his debut single, "Caroline," which peaked at number 11 on the US Billboard Hot 100 chart. He has since released four albums and is currently on The Best Tour Ever Tour. Photo by Lucas Creighton ©2021

3 AMINÉ

1.9M 9.4M

MAYA'S
TOP PICK!

GRACE'S
TOP PICK!



4 EM BEIHOLD

62.7K 5.9M

"TikTok darling Em Beihold turns the stuff that keeps you up at night into sunny piano pop."

—Stereogum

JENNIFER'S
TOP PICK!

96K 560K Pop Regina Spektor, Sara Bareilles Moon Projects (Republic)

Los Angeles based singer, songwriter, and multi-instrumentalist Em Beihold makes powerful yet pensive Pop music. After blowing up on TikTok, her singles "Groundhog Day" and "City of Angels" have accumulated millions of Spotify streams. She is the first artist to sign with Moon Projects—a joint venture between former TikTok music chief Mary Rahmani and Republic Records. Photo provided by management ©2021

1.3M 695K Alternative/Pop Kid Travis, PRETTYMUCH Island Records

An American singer, songwriter, producer, and multi-instrumentalist, keshi is known for his distant falsetto vocals and textural instrumentals, he has accumulated over 900 million streams with songs such as "like i need u." He is currently touring with LANY. Photo provided by label ©2021

5 KESHI

482K 5.45M

6 JESSIE MURPH

263K 4.9M



520K 7.2M Pop Mimi Webb, Sia Columbia Records

At only 17 years old, Jessie Murph has already made big waves in the music world due to her popularity on TikTok and YouTube. In addition her smooth, sultry voice, she is a multi-instrumentalist who plays piano, guitar, and ukelele. Her new single "Pray" showcases her powerful, yet restrained, vocal abilities. Photo provided by label ©2021

7 MONTELL FISH

693K 4.6M

ROBERT'S
TOP PICK!

📷 204K 🎵 1.1M 🎧 Pop/ R&B 🎧 Moses Sumney, Cautious Clay 🎧 Lord's Child

Montell Fish makes music that is nothing short of captivating. Spanning multiple disciplines and blending new age gospel and soul with lush electronic-infused soundscapes, the rising is creating his own space. His music is emotional with soft vocals accompanied by dreamy beats. Photo provided by label ©2022





8

LIZZY MCALPINE

60K 2.9M

📷 278K 🎵 402K 🎧 Alternative/Indie 🎤 Kasey Musgraves, Genevieve Stokes 🎧 Harbour Artists and Music, AWAL Recordings

Lizzy McAlpine is a 22-year-old singer-songwriter whose debut album *Give Me A Minute* found great success. Her musical style is unique elements of folk, jazz, pop, and R&B can be heard in her soothing songs. Photo provided by label ©2021

9 ilyTOMMY

204K 2.6M

166K 109K Rap

Lil Peep, \$NOT

300 Entertainment

ilyTOMMY is a 21-year-old rapper with a distinctive pop and retro jazz sound. His unique approach to rap music is refreshing and his honest lyrics pull listeners in. His recent singles "Pink Picasso" and "Strawberry Milk" feature his signature catchy beats and vulnerable lyrics.

Photo provided by management ©2021



10 ABE PARKER

42K 2.2M

31.5K 300K Pop/Gospel

Benson Boone, ASTN

Sounds Good

Abe Parker is a talented singer and producer. His breakthrough song “Empty House” took TikTok by storm, but he is no newcomer to the music scene. He has written and produced for artists like Marc E Bassy, Social Club Misfits and Jaylon Ashaun. His own songs have garnered over 16M streams.

Photo provided by label ©2021





11 LUCY DACUS

15.2K 2.1M

176K 40K Indie Rock Phoebe Bridgers, Courtney Barnett Matador

Lucy Dacus is a singer-songwriter and producer. Her music has a special sound with soft vocals accompanied by rock instrumentals with strong drums and guitar riffs. Her latest single "Kissing Lessons" has a nostalgic feel of 2000's pop-punk. Photo provided by management ©2021

33.2K 317.5K Pop Lorde, St. Vincent Atlas Artists

Rachel Chinouriri is a 19 year old singer-songwriter from London. Her tracks "So My Darling" and "All I Ever Asked" both blew up on TikTok this year and have met her with newfound global recognition. Photo by Parri Thomas ©2021

12 RACHEL CHINOURIRI

12.4K 1.4M

LAUREN'S
TOP PICK!

"The loudest,
most exciting new
rock band in the UK."

—The Guardian

13 CRAWLERS  35.5K  1.2M



 81K  675K  Rock  Angel Olsen, Garbage  Polydor, Universal Music

Crawlers are a four-piece band based in England. Their tracks are a diverse collection of emotion-strewn anthems. From the raging, politically-charged energy of "Statues" to the sparkling melancholic vibes of "Come Over Again", each track oozes the band's trademark impassioned drive and honest charisma. Photo provided by label ©2021



14 **MONALEO**

119K 876K

285K 184K Rap BIA, Coi Leray The Sauce Factory/ Create Music Group

Monaleo is an American songwriter and rapper based in Houston, Texas. Only 20 years old, her debut single, "Beating Down Yo Block," went viral on TikTok shortly after it was released. She continues to put out powerful tracks such as "Serious" featuring extremely catchy rap verses. Photo provided by label ©2021



5K 311K

15 TIERA KENNEDY

26K 1K Country Carly Pearce, Tenille Arts Machine Label Group

Tiera Kennedy is an exciting emerging artist in the country scene. An Alabama native, Tiera self released her EP "Tiera" to great critical acclaim last year. She is set to perform at various music festivals this summer all over the U.S. Photo by Kamren Kennedy ©2022



16 YARD ACT  7.8K  302K

 23K  1.2K  Post-Punk, Indie Rock  IDLES, shame  Island

Yard Act is a British post-punk rock band from Leeds, England who took SXSW 2022 by storm. Their debut album *The Overlord* was released just last month and is already garnering critical acclaim. Photo by Phoebe Fox ©2021.

"A little bit Sleaford Mods, a helping of The Fall and a dash of Pulp, the group craft smart vignettes of modern life with a confident, witty delivery."
~Paste Magazine



17 **YUNG FILLY** 1.06M 241K

1.6M 1.4M Hip Hop/Rap Stormzy, Chunkz Yeahhh Man Ent., Ltd

Yung Filly is a London based singer and comedian who has grown an impressive social following with his music. His voice is extremely smooth and easy to recognize. His track "100 Bags Freestyle" blew up online and has over 5 million streams on Spotify. Photo provided by management ©2021

12K 3.3K Pop Punk/Rock No Doubt, My Chemical Romance Independent

Pinkshift is an angsty rock band new to the scene from Baltimore. Inspired by 90s grunge and pop-punk, the band blends genres to create a powerful rock sound. Their latest single "i'm gonna tell my therapist on you" is full of teen angst and empowering lyrics. Photo provided by management ©2021



18 **PINKSHIFT** 5.4K 157K

19 ISABELLA LOVESTORY

8.4K 152K



29K 2.6K Pop

Esty, Rosalia

Independent

Isabella Lovestory is a self-proclaimed popstar princess. Having grown up in Honduras, she has long been exposed to all kinds of music ranging from glamorous to grunge. Isabella got her start in the DIY Soundcloud space and has a knack for telling stories over crisp reggaeton and pop beats. Photo provided by label ©2021



📷 5.5K 🎵 454
🎵 Alternative Rock
👤 The Killers, Rooney
🎧 Independent

Daphne's Couch is a band comprised of four young best friends. Their sound is best described as chill rock, with classic rock sounds accompanied by easygoing and laidback dreamy vocals. Their debut single "Fallout" is a catchy track, and we can't wait to see what they do next. Photo provided by management ©2021



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