



TABLE OF CONTENTS

4 EYE OF THE STORM

Summer Music Festivals Make a Glorious Return

7 STORM TRACKER

Charlie Puth, Doja Cat, and Becky G

8 STORM FORECAST

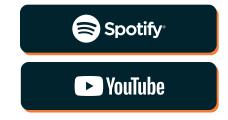
Governors Ball, Bonnaroo, Viva! LA, Pride 2022, and more!

9 STORM WARNING

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

PLAYLISTS

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



ON THE COVER

Tate McRae, STORM 77 Alumna, Photo by Ashley Osborn ©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.

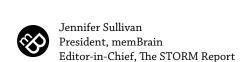
Why do we do it?

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

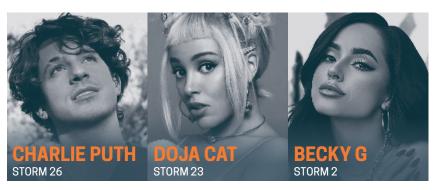
Nurturing emerging talent is a key part of the music industry. For new artists, getting a break can be incredibly elusive without sharing the stage with larger artists on tour or at festivals. In 2020, it looked like we might never again rub shoulders with fellow-music lovers and scream lyrics to our favorite songs at music venues together. And for emerging artists (particularly international emerging artists), this was not only incredibly devastating but also potentially career ending. But things seem to be opening back up for 2022. Artists are travelling again, and venues are welcoming people back in with open arms. And with Coachella back in a massive way, one thing is for certain: music festivals have been normalized again and we are here for all of it! This month's Eye of the STORM article showcases some of the major music festivals slated for this summer, along with some of the artists (including STORM Report alumni) that we are most excited to see. You never know who you will discover opening for those big headliners - they just might become your next favorite artist!

Regards,



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STORM ALUMNI



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Summer Music Festivals Make a Glorious Return

By Grace Slansky

or a couple years it looked as though festivals had gone the way of indoor concerts, crowded nightclubs, and low stress travel—a bright future to look forward to but somehow always postponed—until now. After a long wait, 2022 is the year festival season has come back in full force, bringing with it all star lineups, all out festival fashion, and a few changes.

Coachella has come and gone, fans kicked up some dust at **Stagecoach**, and **EDC** filled Vegas mere days ago, but the festivals are really just getting started as we look forward to a music-filled Summer across the globe!

The Usual Suspects

Of course, many of the big mainstream festivals are returning, and they're going all out in terms of lineup to celebrate the first full festival season we've had in quite a while! The end of this month sees **Boston Calling** drawing fans in with headliners like Metallica and The Strokes and STORM alumni including Rüfüs Du Sol (STORM 23), Orville Peck (STORM 66), KennyHoopla (STORM 68), and Peach Tree Rascals (STORM 67). With 50 plus artists performing on four stages, plus a 100-foot Ferris wheel, art installations, and food from 35 vendors, they're pulling out all the stops.

Also drawing in fans Memorial Day Weekend, **Bottlerock Napa** brings food and wine to the scene, plus an epic lineup featuring P!NK and Kygo (STORM 16). With a culinary stage featuring demonstrations from celebrities and celebrity chefs and a silent disco, Bottlerock brings in a diverse crowd ranging from the foodies to the raging fans and back again.

Another festival known for incorporating incredible food, **Governors Ball** returns to Citi Field in Queens this year after relocating there from its original location on Randall's Island the first weekend of June. Headliners Kid Cudi and Halsey (STORM 28) are joined by plenty of storm alumni. Quinn XCII (STORM 36), Tove Lo (STORM 14), Kaytranada (STORM 38), and Clairo (STORM 55) are just a few of the STORM favorites at this New York mainstay.

Bonnaroo is bringing the vibes to Tennessee from June 16th to June 19th and they're throwing an all-out bash with 150 musical artists, camping, parades, yoga, a 5k run, a beer festival, and more. With Stevie Nicks and Machine Gun Kelly in the same lineup, you know you're in for an eclectic listening experience.

It wouldn't be a festival round up if we didn't talk about Lollapalooza, which will be returning to Chicago at the end of July. Always an ecclectic show, headliners will include iconic bands like Green Day, Metallica, and Jane's Addiction alongside Machine Gun Kelly, Charli XCX, and The Kid Laroi. With 9 stages and 170 acts including Wet Leg (STORM 78) and Zhu (STORM 17), there's a little something for everyone.

These are just the tip of the iceberg, with other big name festivals including Lightning in a Bottle, Outside Lands, and Austin City Limits.

Necessary Niches

While we love a good mainstream festival that caters to all types of fans, there are plenty of genre-based shows making a comeback this year. For everyone who's looking for a festival niche, you don't have to look far!

For Hip Hop fans, **Rolling Loud** in Miami has you covered! Future (STORM 36), Kendrick Lamar, Kodak Black, and Saweetie (STORM 53) just begin to touch on this all-star lineup. This prominent festival takes over the Hard Rock Stadium near the end of June.

Stagecoach may have come and gone, but Country fans don't need to be sad yet! **CMA Fest** comes to Nashville June 9th through the 12th with Luke Combs (STORM 43), Kane Brown, and Kelsea Ballerini (STORM 28) just to name a few.

At the end of July, the **Newport Jazz Festival**—the self-proclaimed "granddaddy of all music festivals"—will be held at Fort Adams National Park. Norah Jones and BADBADNOTGOOD (STORM 22) take the stage among other very talented musicians and some special guests that have been promised but not yet announced!

Get ready to go hard! Punk rock's biggest music festival, **Riot Fest** will take place in Chicago's Douglass Park in September. Often called "the Warped Tour for adults," it's getting quite the buzz for one of the headlining acts, My Chemical Romance, as part of their reunion tour. The Original Misfits are also planning a 40th anniversary performance of Walk Among Us.

Phone to Festival

Many artists who got their start on TikTok during the height of lockdown are finally able to tour. This year's collective festival lineup sees plenty of people making the leap from behind the phone screen to on the stage.

Ashnikko, who saw a meteoric rise thanks to the platform, will be at **Primavera Sound** in Barcelona, **Governors Ball**, and **Lollapalooza** this year! Tai Verdes is doing a massive festival circuit including **Bottlerock**, **Bonnaroo**, and **Life is Beautiful**. Benee (STORM 67) saw the benefits of a viral song on the app and will soon be making a splash at **Governors Ball**, **Bonnaroo**, and **Austin City Limits**.

Don't Want to Leave the House?

You don't have to get up and get out to see some of your favorites perform. Thanks to a deal with Hulu, the streaming service will be bringing three of the biggest festivals right to your television. Bonnaroo, Lollapalooza, and Austin City Limits will all be broadcast for your convenience, so if festivals aren't your thing or you're not quite ready to be around that many people, you can still see some incredible performances.

Returning after a two year hiatus, **The Roots Picnic** is coming in hot the first weekend of June. This festival headlined, hosted, and curated by the Roots will happen in person in Philadelphia, but it will also be streamed on YouTube. The line-up brings together Black talent from all over the map, including Mary J. Blige, Summer Walker, and Kamasi Washington (STORM 32).

Whether it's a genre-specific experience, an all-out bash, or a concert from the comfort of your couch, there's a way to partake in the summer festival festivities for everyone. After all, nothing says Summer like a good festival. Mark your calendars and stay safe!

SUMMER 2022 MUSIC EVENTS AND FESTIVALS AT-A-GLANCE

BOTTLEROCK NAPA VALLEY

(Napa, CA - May 27-29)

LIGHTNING IN A BOTTLE

(Central Valley, CA - May 25-May 30)

GOVERNORS BALL

(Queens, N.Y. - June 10-12)

BONNAROO

(Manchester, TN - June 16-June 19)

ELECTRIC FOREST

(Rothbury, MI - June 24-26)

ESSENCE MUSIC FESTIVAL

(New Orleans, LA, June 30 - July 3)

PITCHFORK MUSIC FESTIVAL

(Chicago, IL - July 15-17)

ROLLING LOUD MIAMI

(Miami, FL - July 22-24)

NEWPORT FOLK FESTIVAL

(Newport, RI - July 22-24)

NEWPORT JAZZ FESTIVAL

(Newport, RI - July 29-31)

LOLLAPALOOZA

(Chicago, IL - July 28-31)

OUTSIDE LANDS

(San Francisco, CA - August 5-7)

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







STORM TRACKER

Tracking Our STORM Report Alumni!

THE WEEKND

(STORM No. 1)

The Weeknd has announced his 7th concert tour "The After Hours Til Dawn" Tour which will embark at the beginning of July 2022. Since he has been unable to tour since 2020 (due to COVID-19 concerns), this tour will see the artist combining his 2020 studio album "After Hours" with his 2022 studio album, "Dawn FM." It goes without the saying that fans are beyond excited to see The Weeknd's creativity and stage presence come to life as he blends his albums together!



KEKE PALMER

(STORM No.8)

We love Keke! Since her groundbreaking role in "Akeelah and the Bee," **Keke Palmer's** career has skyrocketed. Eariler this year, she garnered critical acclaim at the Sundance Film Festival for her performance in the crime thriller film "Alice" alongside Common. She will star in both Jordan Peele's highly anticipated science fiction horror film "Nope" and in Pixar's animated science ficture adventure film, "Lightyear." Keke is also taking over Megan Thee Stallion's seat as one of the main judges on the upcoming season of the dance competition show "Legendary." 2022 is going to be the year of Keke!



SHAWN MENDES

(STORM No. 10)

Both the Weeknd and **Shawn Mendes** made waves at the recent Juno Awards in Canada. Shawn voted **TikTok Juno Fan Choice** and was honored with the International Achievement Award for his contributions to the international music community. He is also currently touring in support of his 2020 studio album, "Wonder" across Europe, the UK, Canada, and America this summer. Pushing his Canadian roots a bit to the side, he is currently starring in a new campaign for iconic American fashion and lifestyle brand, Tommy Hilfiger. In a recent ad, he performs a faithful cover of Bruce Springsteen's "Dancing in the Dark" that is an homage to Springsteen's original "Dancing in the Dark" music video.

GOVERNORS BALL MUSIC FESTIVAL

June 10 - 12

Governors Ball is officially back! The multi-day festival held at CITI Field in New York highlights some of music's most popular artists including Kid Cudi, Halsey, and J. Cole. Also in attendance will be Jack Harlow, Flume, Louis the Child, and Migos. Mark your calendars!

STORM FORECAST

Events And Happenings For Your Radar

BONNAROO MUSIC AND ARTS FESTIVAL

June 16 - 19

Since 2002, Bonnaroo has taken over the 650 acre Great Stage Park in Manchester, Tennessee. This music and arts festival is the largest festival held in North America and features artists from all different genres. Some of the more notable headliners include the STORM Report alumni including 21 Savage, Flume, Illenium, and J.Cole along with music icons The Chicks and Stevie Nicks. Bring your camper!

VIVA! LA MUSIC FESTIVAL

June 25

The annual Viva! Los Angeles Music Festival at Dodger Stadium celebrates immigrants, underserved working class, and youth of color. With every ticket sold, Goldenvoice donates \$1 to the non-profit organization No Us Without You LA. This year's festival features iconic artists including STORM Report alumni J Balvin, Daddy Yankee, and Becky G.

PRIDE 2022

Pride Month commemorates the Stonewall Riots, which occurred in June 1969. Events celebrate achievements and advocacy for the LGBTQIA+ community and are scheduled throughout the country as key pop culture moments.. In Los Angeles, Pride will take place June 10-12 and will feature a performance by Christina Aguilera. Dust off your rainbow flag!

BACK TO BUSINESS

Business conferences and conventions are back in full swing with industry events like NAMM, Infocomm, and Cannes Lions just around the corner. After a couple years without contact, we are excited to get back to networking. Hope to see you there!





Another example of a breakout TikTok artist, 18-year old Nashville artist Stephen Sanchez has had a meteoric rise since his single "Lady By the Sea" went viral in 2020. His debut EP "What Was, Not Now" takes us on an emotional journey through a broken relationship. Raw and beautiful, Sanchez writes from the heart, sure to give listeners all the feels. Photo by Brian Higbee ©2022



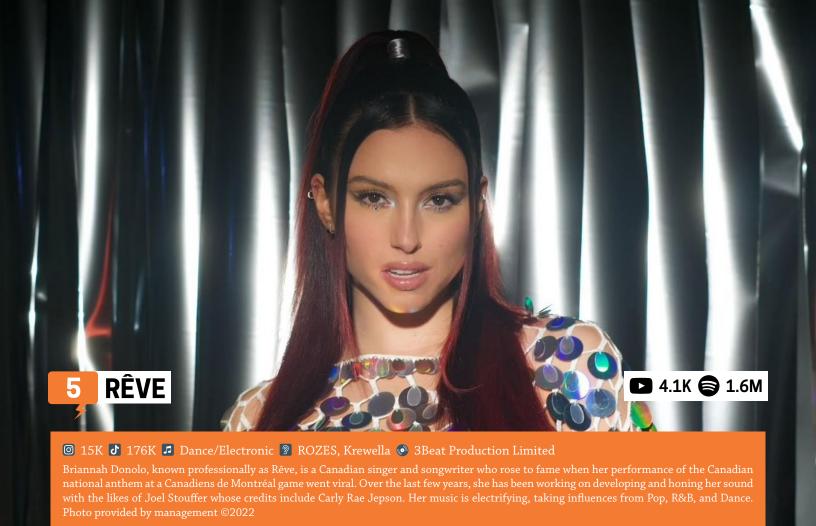
🧧 179K 🚺 630K 📮 R&B/Soul 🦻 Tones and I, GAYLE 📀 Disruptor Records/Arista Records

Emmy Meli's song "I am Woman" became a TikTok trend with users commandeering it as an anthem for UGC videos. Ashley Graham, Olivia Ponton, and Loren Gray all participated in the trend. Meli noted that the song wasn't even fully written when it went viral. She found a drum beat on YouTube and started riffing to piece together the rest of the song. Currently, she's working on an album and notes that she wants to create something that fans are least expecting. We are excited to see what she does next! Photo by Claire Schmitt ©2022

🎯 1.4M 🗗 589K 🎜 Pop 👂 Lauren Spencer Smith, Dylan Conrique 💿 Artist Partner Group, Inc.

heartbreak. She feels strongly that she was meant to go through this experience so she could help others who are going through something similar. Photo by Caity Krone ©2022





Peggy Gou is a Berlin based Korean artist. Through a regular stream of high quality mixes she has begun to turn heads in underground circles. Sitting somewhere between Detroit, London and Berlin in sound, her DJ sets are a assured, kinetic combination of dark, pulsing house and techno, broken beats and abstract compositions. Over the course of her career, she has released seven EPs. She was recently featured on "The Batman" movie soundtrack alongside Nirvana and Alesso. Photo by Jungwook Mok ©2021



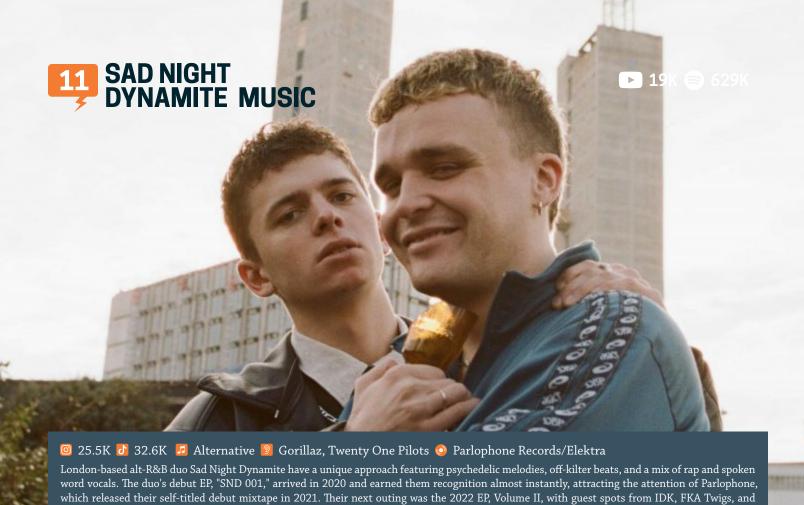






□ 11.5K 11.5K Pop Taylor Swift, Maggie Rogers Gatlin/Tone Tree Music

22-year old singer-songwriter Gatlin is best known for blending alternative-folk with pop to create an effortless melody that you can't help but enjoy. She recently completed a tour as the opening act for The Brook and The Bluff and capped off February opening for Dashboard Confessional in a sold-out show in Los Angeles She is also a member of the band Sadie Hawkins alongside bandmates Tristan Bushman and Daniel Ethridge. Her debut EP earned her support across all DSPs including placements on Spotify's "Fresh Folk", "Indie Pop", and "Fresh Finds." Photo by Luke Rogers ©2021





13 BEDOUINE □ 5.43K **②** 429K

- Singer Songwriter/Folk
- Joni Mitchell, Courtney Barnett
- Independent

Azniv Korkejian, also known by her stage name of Bedouine, is a Syrian-American artist who draws on '60s and '70s folk and country influences for her glimmering yet intense songs. Not entirely a new artist, Bedouine has been building up her audience and her sound over the past five years (her debut album was released in 2017). Bedouine re-emerged in June 2019 with her Billboard-charting sophomore album, "Bird Songs of a Killjoy." And her latest album "Waysides" encapsulates her coming of age, grappling with emotions and experiences that come with gaining wisdom. Photo by Claire Marie Vogel ©2021

"Korkejian often intricately weaves the established folk sound with a contemporary, almost futuristic flair, mystical and otherworldly— somehow, still sounding timeless."
- Paste Magazine



◎ 39.9K 🗗 131K 📮 Art Rock/Pop 👂 Tame Impala, Billie Eilish 📀 Independent

As an alternative-pop artist, GRAE is not a newcomer when it comes to seamlessly blending her alternative beats with powerful pop vocals. The Canadian artist released her first EP in 2019 and her debut album, "Whiplash" just last month. Her songwriting skills are at a level far beyond most artists in their early twenties, and a rapidly rising career has positioned GRAE to be one of indie's next it-girls. Photo by Laurie Lee ©2021





Emerging from the Dublin underground scene, Aby Coulibaly exudes confidence, but has not always felt comfortable in her voice. Even in the recording studio, she felt too shy to sing aside from humming melodies. Since releasing her debut single, "Taurus" in 2019, she has continued to evolve her talents and her confidence. Much of her music is inspired by this transition, with music serving as a cathartic way for her to express herself. Photo provided by management ©2022





18 WILLOW KAYNE







🎯 13.8K 🗗 17K 🎜 Hip Hop/Pop 🦻 Audrey Nuna, Priya Ragu 💿 Sony Music Entertainment UK

Willow Kayne has thrown her hat in the ring as one of the UK's most vivid, genre-blurring pop provocateurs. Her music is a brilliant blend of pop, funk, hip-hop, trap, and soul. A keen visual artist with influences as far-reaching as fashion design giant Nigo and production mastermind star on the rise. Photo by Jack Bridgland ©2022

