

Your Monthly
Music Forecast!

Strikes in the Spotlight

Bad Gyal
Charlotte Plank
Mild Minds
Matt Schuster
...and more!

 memBrain

STORM REPORT

ISSUE NO. 92
AUGUST 2023



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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

Adi Oasis. Photo by Clément Dezelus ©2023

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.

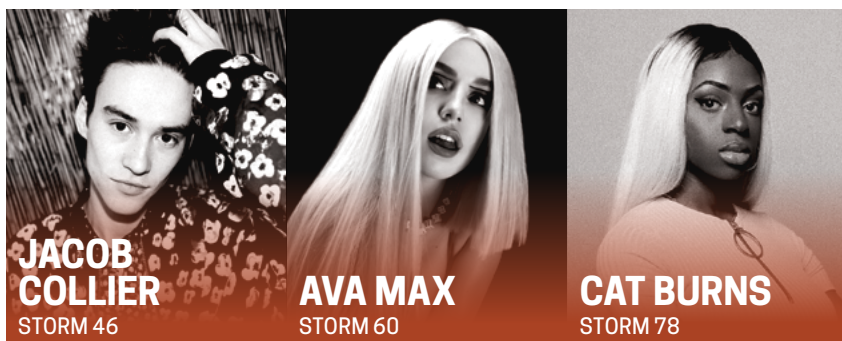
How do we rank?

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.

STORM ALUMNI



LETTER FROM THE EDITOR

Our Top 20 STORM Warning artists this month are truly a global and genre-spanning ensemble. Their genres range from metal to blues, alt rock to grit pop, EDM, R&B Soul, and everything in between. As the arts face challenges from AI, streaming, and other rapidly-evolving industry models (see our 'Eye of the STORM' piece on the Hollywood strikes), these artists stand as a testament to the unyielding and diverse spirit of human creativity. Join us in celebrating this rich tapestry of sound. Enjoy!



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EYE OF THE STORM



Imagine Dragons lead singer Dan Reynolds and guitarist Wayne Sermon showed up in support of striking writers at the Netflix headquarters in Los Angeles.

STRIKES IN THE SPOTLIGHT: Hollywood's Impact on the Music Industry and Calls for Change

By Mikayla Knight, Grace Slansky, and Jennifer Sullivan

Are you ready for a Hollywood shake-up of epic proportions? In a world where binge-watching our favorite shows on streaming platforms has become the norm, this modern beast is proving to be a mixed blessing. Streaming has caused massive and rapid changes in the entertainment industry, but both writers and actors alike feel that industry standards for compensation have not evolved concurrently. Now, for the first time since 1960, both the Writers Guild of America (WGA) and Screen Actors Guild (SAG) are taking a stand against the Alliance of Motion Picture and Television Producers (AMPTP).

The story began in April, when the WGA, backed by an almost unanimous “yes” vote, authorized a strike. Two months later, SAG followed suit. The root of the discontent? Streaming’s impact on

compensation, which has proven detrimental to both writers and actors. Creatives, such as Alex O’Keefe, a writer for FX’s *The Bear*, shares enduring a rather pedestrian existence despite the show’s incredible success. As Alex described, the industry feels like an assembly line, with writers being treated less like collaborators and more like cogs in a machine.

The rather sobering reality is that with soaring series budgets, the median pay for writer-producers has taken a hit. Despite their crucial role in the entertainment ecosystem, writers are now more likely to be working for minimum wage regardless of experience. Throw in the refusal of streaming services to offer basic protections for comedy-variety writers, and you have a cauldron of discontent. The WGA demands increased compensation and stronger protections for its members.

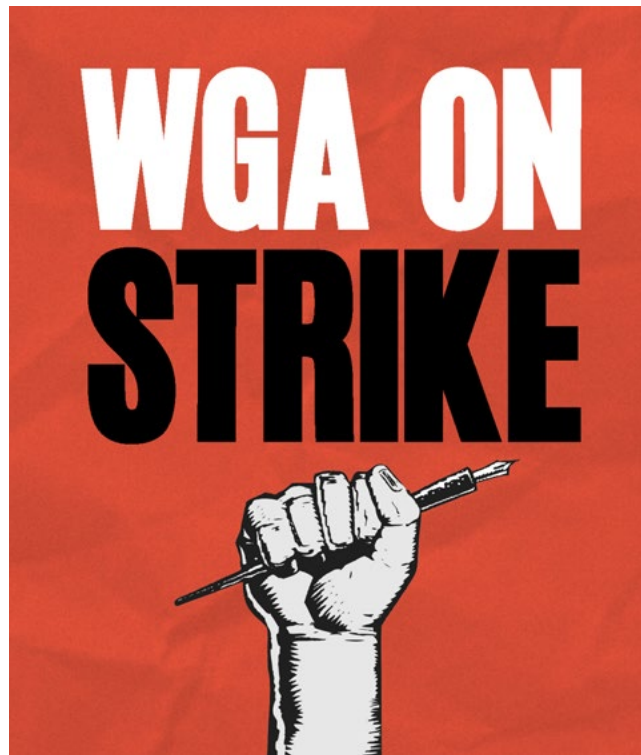
Actors, too, are feeling the heat. The SAG seeks increased residuals and minimum pay to compensate for the dwindling incomes as a result of streaming. As if that's not enough, self-tape auditions during the pandemic have hit actors' pockets hard, leading to calls for new rules. As these protests play out in the backdrop of the glamorous entertainment industry, Hollywood's biggest names have taken to social media to voice their support. From Meryl Streep to Brendan Fraser, it's clear that the industry is at a tipping point.

These reactions mirror those we've seen with musicians and songwriters as they navigate the world of streaming platforms. With so many parallels, we would be remiss if we did not examine how this strike may affect musicians, and how musicians may call for change in their industry as well.

Hollywood Strikes Unite

It has been 15 years since the last WGA strike, and the stakes are higher than ever. The WGA, representing around 11,500 writers responsible for the captivating stories on our screens, initiated the strike on May 2 at 12:01 am PT. Following in solidarity, on June 5, nearly 65,000 members of SAG-AFTRA, including actors, dancers, and voiceover artists, overwhelmingly voted for a strike authorization, with concerns centered around streaming, compensation, and the unregulated use of artificial intelligence (AI).

The WGA strike has halted the creation of new TV show and movie scripts as writers refuse to work until an agreement is reached with the AMPTP. Streaming has become a primary issue as writers' earnings have dwindled despite increasing series budgets. The use of smaller staff and shorter stints in "mini rooms" by streaming services has made sustained income harder to come by for writers. The WGA's key demands include increased pay, better residuals, staffing requirements that resist the rising practice of "mini rooms," shorter exclusivity deals, and assurance regarding the misuse of AI.



Meanwhile, SAG-AFTRA's strike authorization emphasizes the impact of streaming on actors. With the shift towards shorter seasons over longer periods, actors find themselves with fewer job opportunities, declining residuals, and wages that fail to keep pace with inflation. Royalty payments contingent on show reruns have become unreliable, further affecting their income. Additionally, concerns over the unregulated use of AI to reproduce an actor's likeness or performance have raised red flags. SAG-AFTRA members are demanding guarantees from studio and production companies on AI deployment, aiming to protect their rights and secure fair compensation.

Both unions are united in their pursuit of fair pay, better residuals, and safeguards against AI misuse. These strikes reflect a pivotal moment in the entertainment industry, where labor rights and the welfare of creative professionals are at the forefront. As negotiations continue, the outcomes will shape the future of Hollywood, setting a precedent for how the industry addresses its workforce's concerns and navigates the digital age.

Solidarity in the Streaming Era

These strikes have had a profound impact not only on the entertainment industry but across artistic fields. One area particularly affected is the music industry, where musicians are finding inspiration and solidarity through analogies between the issues inspiring the ongoing strikes and the challenges they face. Just like screenwriters and actors demanding fair contracts, musicians also seek better treatment and remuneration for their creative work. The disparities in pay and treatment across various platforms, especially streaming services, have been a long-standing concern for both industries.

In an Interview with Billboard, Duncan Crabtree-Ireland, national executive director and chief negotiator for SAG-AFTRA, explains that musicians who are members of SAG-AFTRA are bound by the rules of the ongoing strike. This includes vocalists in both the

music industry and the film/TV/streaming sector, as well as some broadcast journalists. If a member is working on a project as an actor during the strike, they are not allowed to promote that project, even if they are more widely recognized as a singer or recording artist.

During the duration of the strike, artists eager to promote their already-finished shows and movies scheduled for release face limitations. They are not permitted to engage in various promotional activities, including press tours, personal appearances, interviews, participation in ComiCon, conventions, fan expos, for your consideration events, awards shows, junkets, podcasts, social media posts, panels, or premieres/screenings.

Despite the strike's restrictions, the strike does not mean that all music-related content will cease. For instance, NBC recently announced that certain music-related shows, such as "The Voice" and "America's Got Talent," will continue to air during the strike period in addition to the first-ever People's Choice Country Awards.

Striking a Chord: Musicians Get Inspired

High-profile musicians have also shown their support by participating in picket lines and advocating for change. Weezer, Rage Against the Machine's Tom Morello, Imagine Dragons, and Public Enemy's Flavor Flav demonstrated their solidarity by performing on picket lines and providing sustenance to protesters. Notably, Snoop Dogg and Dr. Dre canceled planned shows to stand in solidarity with their fellow artists, demanding a fair proposal from the Alliance of Motion Picture and Television Producers (AMPTP).

The strikes have fueled a growing demand for change within the music industry. A sense of anger and frustration is palpable among many musicians who feel overlooked and exploited. Artist-activists and musicians are demanding a seat at the bargaining table to address issues like streaming service compensation and digital replacement threats. In a recent conversation with former Apple Music Creative Director Larry Jackson, Snoop-Dogg criticized the current state of my music industry. "Streaming got to get their shit together, because I don't understand how you get paid off of that shit," he said. "Can someone explain to me how you can get a billion streams and not get a million dollars? That shit don't make sense to me. I don't know who the fuck running the streaming industry — if you're in here or not — but you gotta give us some information on how the fuck to track this money down."

Musicians face challenges similar to those experienced by writers and actors. Low streaming-service payouts and the potential threat of being replaced by artificial intelligence weigh heavily on their minds. However, unlike writers and actors with unions representing their interests, most musicians lack proper representation in the industry. Federal laws and copyright

regulations further limit their ability to collectively protest and negotiate for better conditions.

While most mainstream artists you may hear on the radio are not able to unionize, there are many unionized musicians who have expressed their collective support. The American Federation of Musicians (AFM) with 80,000 members in the United States and Canada collectively bargains for orchestra, film and live theater musicians. The AFM has joined the ranks with SAG-AFTRA, DGA, and IATSE to support the Writers Guild of America in its fight for a fair contract. AFM President Ray Hair emphasized the importance of writers' fair compensation, acknowledging their role as the backbone of the entertainment industry.

Historical Strikes in the Music Industry

The music industry may not be part of the current strike, but that's not to say that striking hasn't been an effective tool for musicians in recent history. Eighty years ago, the AFM's roughly 136,000 members refused to produce any recordings, launching a two-year strike against the recording industry. They won landmark gains, including contracts with over 600 record labels that required each company to pay a royalty fee for every record sold. That royalty fund was used to pay musicians across the US and Canada to perform free public concerts, making the union-controlled fund the largest employer of musicians in the country for decades.

As always, we can learn a lot from history. What the "recording ban," as the strike is commonly known, shows us, is that there strength in numbers. With a proven history of a strike producing results that directly benefit musicians, it is clear the AFM's successful strike offers key lessons about how to win a better deal for labor.

Navigating the Digital Maze

The advent of the digital era has brought about a revolution in how music is consumed, presenting both opportunities and challenges for musicians. On the positive side, digital platforms have provided unprecedented access to global audiences, allowing artists to reach listeners far beyond their local reach. However, this newfound accessibility has also led to a highly saturated market, making it harder for emerging artists to stand out amidst the vast pool of content.

Moreover, the shift towards digital music consumption has profoundly affected musicians' revenue streams. With the rise of streaming services, artists often face meager compensation for their work. Low royalty rates and complex licensing agreements mean that even with millions of streams, many musicians struggle to earn a livable income from their craft. The lack of transparency in streaming revenue distribution further exacerbates the issue, leaving artists uncertain about how much they should expect to earn from their music.

For songwriters, the challenges in the digital era are particularly daunting. The rise of streaming platforms has transformed the music industry's landscape, leading to reduced album sales and a greater reliance on individual song releases. As a result, songwriters face an ongoing battle to secure fair compensation for their creative contributions.

Streaming platforms' complex algorithms and playlists often favor established artists, making it difficult for songwriters, especially those less known, to get their work noticed. Additionally, the emergence of AI-generated music poses a potential threat to the livelihoods of human songwriters. While AI technology can generate catchy tunes, it lacks the depth of emotion and personal touch that human creators infuse into their compositions.

Even popular musicians, who have achieved significant success in the industry, are not immune to challenges in the digital age. The power dynamics between artists and industry giants can be imbalanced, leading to disputes over creative control and revenue sharing. In response to these threats to their livelihoods, some high-profile musicians have sought to organize and advocate for their rights.

These efforts have included forming unions, alliances, and nonprofit organizations to collectively address issues like fair compensation, creative rights, and transparency in the music industry. Through these initiatives, musicians aim to negotiate better contracts, establish clearer guidelines for streaming revenue, and ensure that artists have a say in how their work is used and monetized.

Songwriters, in particular, face difficulties in navigating streaming platforms and combating the emergence of AI-generated music. Nonetheless, musicians, including popular artists, are making concerted efforts to organize and protect their livelihoods, seeking to shape a more equitable and sustainable future for the music industry.

Where Do We Go From Here?

The Hollywood strikes have sent ripples throughout the entertainment industry, including the music world. The challenges being highlighted by creative professionals in the ongoing strikes has generated buzz across industries with more artists advocating for their rights as creative laborers in the digital age. Among those showing solidarity with striking writers and performers, musicians find themselves with parallel concerns relating to the misuse of AI and fair pay in the era of streaming.

With streaming platforms dominating the landscape, musicians grapple with a complex digital maze where dramatic increases in global reach is being met with low royalty rates and opaque revenue distribution that hinder artists from earning fair compensation for their work.

Unlike writers and actors with union representation, most musicians lack a unified voice to address these issues. However, the Hollywood strikes have sparked a growing demand for change in the music industry. Artists and musicians are vocal about the need for fair compensation and a say in how their work is used on streaming platforms.

With the recent emergence of new technology—specifically the use of the blockchain for data and royalty management—there are new tools in the musician's arsenal. While the current strike was in large part born out of a resistance to AI, it's important to note that not all technological advancements are threatening the livelihood of creators. Rather than villainizing new tech, we look forward to a world of solutions where technology is treated as a helpful tool to enhance human creation, as opposed to a replacement.

Despite the challenges, there is hope for a positive change in the music industry. Musicians, including popular artists, are organizing, seeking better contracts, and clearer streaming revenue guidelines. The Hollywood strikes have inspired a spirit of collaboration and determination among musicians to shape a more equitable and sustainable future.



For more information about us, visit memBrainllc.com.

CHECK OUT

this issue's carefully curated playlists by clicking below:

 YouTube

 Spotify

STORM TRACKER

Tracking Our STORM Report Alumni!



TROYE SIVAN
(STORM No. 26)

The Australian-born singer/actor recently appeared on the MAX series “The Idol” and has just announced the release of his third studio album *Something to Give Each Other* which will drop October 13. **Sivan** wrote the album with Oscar Görres (Taylor Swift, Sam Smith), Ian Kirkpatrick (Dua Lipa, Britney Spears), Leland (Selena Gomez, Ava Max) and Styalz Fuego (Khalid, Imagine Dragons). Needless to say, it’s certain to be filled with big energy!



BILLIE EILISH
(STORM No. 41)

Jumping in on the “Barbie” mania last month, **Billie Eilish** released a new music video “What Was I Made For” from the film’s star-studded soundtrack. The video for the introspective song finds the 21-year-old star dressed as a vintage Barbie as she looks through a toy-sized closet filled with miniature versions of outfits she has worn throughout her career.



RÊVE
(STORM No. 79)

Already Platinum-certified, Montreal dance-pop goddess **RÊVE** has just announced the release of her debut album *Saturn Return*. Produced by Mike Wise, the new album arrives October 20 via Astralwerks. It includes previously released tracks “Contemporary Love,” “Big Boom,” “Hypersexual,” “Tongue,” “Whitney,” and 2023 JUNO Awards Dance Recording of the Year winner “CTRL + ALT + DEL.”



NEW JEANS
(STORM No. 88)

New Jeans (featured on our cover earlier this year) are rapidly becoming one of the hottest new groups in the world. And from branding deals with the likes of Coca-Cola, McDonald’s, and Levi’s to luxury fashion ambassadorships with Gucci, Chanel, Louis Vuitton, and more, members Minji, Hanni, Danielle, Haerin, and Hyein are already iconic.

STORM FORECAST

Events And Happenings For Your Radar

FESTIVAL SEASON CONTINUES

It's not over yet! The festivals keep coming well into September. The iconic BURNING MAN closes out August and kicks off the new month, with Philadelphia's MADE IN AMERICA following from September 2nd - 3rd. Featuring SZA, Lizzo, Metro Boomin', and more, fans can't wait to fill Benjamin Franklin Parkway. Then, LOLLAPALOOZA BERLIN takes the stage September 9th and 10th, with Ava Max, Macklemore, and Jason Derulo. Followed by IMAGINE FESTIVALI in Rome, Kentucky's BOURBON AND BEYOND, and Vegas's LIFE IS BEAUTIFUL, there are plenty of upcoming chances to see live music with all of your friends.

FILM FESTIVALS

Film Festival Season is full swing and September holds two more very prominent events. Kicking off the month, September 1st-4th brings the Telluride Film Festival, one weekend immersed in an unabashed carnival of film: viewing, breathing, eating, and talking cinema. Then, the Toronto International Film Festival takes over. One of the largest publicly attended film festivals in the world, TIFF attracts over 480,000 people annually. This year from September 7th-17th, film buffs will once again flock to Toronto to see premiers including Craig Gillespie's GameStop drama "Dumb Money," with Paul Dano and Pete Davidson; Ellen Kuras' "Lee," starring Kate Winslet as war photographer Lee Miller and Tony Goldwyn's "Ezra," with Robert De Niro and Rose Byrne.

MTV VMAS

Sept 12, 2023

The return of the MTV VMAs is almost here, bringing with it high-energy performances and unscripted moments. The ceremony awards outstanding achievements in the music video industry, offering accolades for a variety of categories including Best New Artist, Video of the Year, and Artist of the Year, among others. Notorious for its avant-garde red carpet fashion and provocative performances, the show has given birth to many memorable pop culture moments, and we expect this year to be no exception.

SEPTEMBER = FASHION WEEK(S)!

Sept 7-13, 2023

September is undeniably for fashion. With NYFW at the beginning of the month from September 7th-13th and Paris Fashion Week to round it out from September 25th-October 3rd, the new looks are rolling in. This year, we expect to see more adaptive fashion, Spring Summer styles for the upcoming year, and highly anticipated shows from Ralph Lauren, Gypsy Sport, and Peter Do's Helmut Lang.

1 BAD GYAL



STORM WARNING

The 20 Artists On Our Radar

ICON KEY

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

900K 9.9M

1.5M 1M Dancehall, Reggaeton Karol G, Natti Natasha Interscope Records & Universal Music Latin

Bad Gyal has built a name for herself internationally, already boasting a catalog filled with 19 Platinum Albums and 5 Gold Albums and a coveted MTV EMA win as Best Spanish Artist. A Rihanna-Loving Dancehall Badass From Barcelona, she has integrated English, Spanish, and Catalan with her signature auto-tune style, making 2023 a breakthrough year for her in the US. Photo by Natalia Cornudella ©2022



2 CHARLOTTE PLANK

859 2.6M

JULIA'S
TOP PICK!

10.6K 11.8K Dance/Electronic Julia Michaels, Charli XCX Life is Beautiful

Charlotte Plank is a 22 year old singer-songwriter-producer inspired by an eclectic array of artists, genres, and eras from 90s grunge and DnB to modern Pop. Her music takes listeners from the commute to the rave, bridging the underground and mainstream. Photo by Lewis Vorn ©2023

3 MILD MINDS

2.4K 2.5M



6.7K 100 Dance/Electronic Bonobo, Caribou Foreign Family Collective

Melbourne-born producer and vocalist Benjamin David is Mild Minds, an experimental opus of genres and tempo. His lo-fi dance tracks deftly mimic both the intensity and fragility of human emotion and firmly cement his personal brand of expressive ambient electronica. Photo by Eric Drew ©2023

4 MATT SCHUSTER

8.76K 2.1M



103K 605K Country Thomas Rhett, Kane Brown Independent

Averaging 10 million monthly streams combined, four of Matt Schuster's songs have already landed on the Spotify Country Global Top 200 Chart and garnered over 75 million streams in just over a year. Schuster combines accessible pop melodies with strong country elements. His roaring vocals paired with tender melodic hooks, Schuster has quickly gained a fan base all over the world - reaching far beyond his small town of Charleston, Illinois. Photo by Blake Beaver ©2023

122K N/A Alternative/Indie Broadcast, Mild High Club Independent

Brooklyn-based Crumb is a project of independent self-discovery. Four twentysomething creative minds who met at Tufts University converge around an alwaysshifting and reforming idea. The psychedelic rock outfit creates music that is eerie, disorienting, and wholly loved by their loyal listeners. Photo by Jordan Coles ©2023

5 CRUMB

213K 2.09M

"Crumb is a meld of 60s psych, loose jazz, and freeform indie rock into a soothing pop amalgamation."

—Paste

6 COOPER ALAN

630K 1.38M

GRACE'S
TOP PICK!

783K 8.5M Country Eric Church, Kenny Chesney Independent

Winston-Salem, North Carolina artist Cooper Alan's ability to pair relatable messages and strong melodies with production built for a modern audience has garnered him an impressive fan base of over 10 million followers across his social media channels. Blending humor, familiar melodies, and clever lyrics, his star is on the rise. Photo by Gene Reed ©2023

24.9K 559.5K Rock Weezer, The Killers Independent

Hailing from Abilene, Texas, Dexter and The Moonrocks deliver a unique Southern Alternative fusion lovingly dubbed "Western Space Grunge" by their fans. Seamlessly blending the raw energy of grunge with the storytelling traditions of red dirt music and a dash of alien influence, the fusion is a sound that is both intense and introspective, with songs that explore universal themes of love, loss, and the human experience. Photo by Joshua Ihrle ©2023

7 DEXTER AND THE MOONROCKS

7.72K 541K





8

YUNÈ PINKU

1.66K 535K

“Futuristic space-rave for the ages.”
—NME

10.1K 383 Dance/Electronic Burial, Caroline Polachek Method 808

yunè pinku's music taps into many facets of being a young person in the early 2020s. Half-Malaysian and half-Irish, the hotly-tipped newcomer layers wistful, syrupy vocals over production that draws from the UK rave canon but with a restless, textural slant. Photo by Leanda Heler ©2022

15.2K N/A Alternative/Jazz Bon Iver, Moondog International Anthem

Alabaster DePlume has an incredible dedication to transparency, bringing incredibly personal and universal subjects to his music with the same fervor and intention. Calling his music “people-first” rather than “product-first,” he blends circular melodies with luminous tones, calmness, and generosity. Photo by Chris Almeida ©2021



9

ALABASTER DEPLUME

1.49K 403K

AVA'S
TOP PICK!



10 JASPER TYGNER

1.31K 363K

28K 16.4K Dance/Electronic Disclosure, Barry Can't Swim Independent

Hailing from North London, Jasper Tygner is a producer, composer, and multi-instrumentalist who was shaped by early raving experiences growing up in London's electronic underground scene. Jasper now creates kaleidoscopic arrangements of rave-inspired, melody-driven tracks bursting with melancholic detail. Photo by Jerry Jones ©2023

17.4K 253.1K Blues B.B. King, The Black Keys Easy Eye Sound

Robert Finley honed his performance skills as a bandleader and musician in the U.S. Army when he was 17, but his major musical success came later in life. A born performer, Robert Finley has a signature presence from his sound to his songs, his energy to his look. Photo by Jim Herrington ©2023



11 ROBERT FINLEY

N/A 287K



12 ⚡ **JAKE & SHELBY**

📺 22.5K 🎧 268K

📷 799K 🎵 338.4K 🎶 Pop 🎧 Colbie Caillat, Corinne Bailey Rae 🎧 Cedarstone Entertainment

Jake and Shelby are a pop singer/songwriter duo whose charismatic energy and fresh sound garnered them a million followers within their first year together. Smooth vocals and intricate guitar arrangements blend perfectly with an endearing and intriguing chemistry for tracks that are equally powerful and inspiring. Photo provided by management ©2023

13 LIZA ANNE

📷 21.4K 🎵 6K 🎶 Alternative/Indie
📍 St. Vincent, Lucy Dacus, Courtney Barnett 🎧 AntiFragile Records

Liza Anne is an American singer/songwriter who has made their artistic home in New York after previously residing in Nashville. Their sound influences blend a broad array of genres making each track an emotional musical journey that is hard to anticipate. Liza Anne is a storyteller who uses grunge sound, 80s inspired synth, and glam rock guitar riffs to shape the tone of their often emotionally raw lyrics. Photo by Bree Fish ©2023

📺 10K 🎧 264.7K



14 SOPHIE POWERS

📷 165K 🎵 282.2K

🎵 Alternative Indie/Pop

🎧 Avril Lavigne, Kesha

🎧 Atlantic Records

Toronto-born and raised, Sophie Powers just wants to make listeners feel. Whether you call her music hyper-punk or alt-pop or glitch-rock, the 18-year-old star is on a mission to reinject genuine emotion into a pop landscape that's more alienated than ever. She's also a fashion designer with plans to launch her brand later this year. Photo provided by management ©2023

📺 10.8K 🎧 256K

15 GODLY THE RULER

📷 4.5K 🎵 7.1K 🎧 Alternative

👤 Kennyhoopla, Mick Jenkins 📀 Pack Records

Godly the Ruler is a Nigeria-born, Chicago-raised musician working from curiosity and intuition to push today forward. Their work evades simple classification and easy answers, opting to work from the gut to translate their wild imagination into eclectic, electrifying territory, channeling the dramatic and theatrical elements of their favorites to articulate the urgency of life across identity and genre. Photo by Rose Giannini ©2023

📺 516 🎧 221.6K

JENNIFER'S
TOP PICK!

16 DAEDRIC

📷 107K 🎵 211.4K

🎧 Metal

👤 Amy Lee, Aesop

📀 FiXT Label

Daedric is the solo project from Dallas/Fort Worth-based vocalist and artist, Kristyn Hope, known for her work as the singer and videographer for the 4-piece progressive rock band, Aesop. Taking her name from the popular videogame franchise, she writes "This project is a love letter to Elder Scrolls and Rock/Metal/Electronic music. I wanted to create something cinematic and dynamic." And that it is! From fierce metalcore riffs to pulsing industrial beats and even immersive modern pop segues, Daedric shows no restraint in her musical onslaught. Photo by Brittany Jean Davis ©2023

📺 12.2K 🎧 106.4K

17 JERRY PAPER

3.6K 98.9K



28.8K 646 Synth Pop, Indie, Lo-fi Black Moth Superrainbow, Avery Tare Stones Throw Records

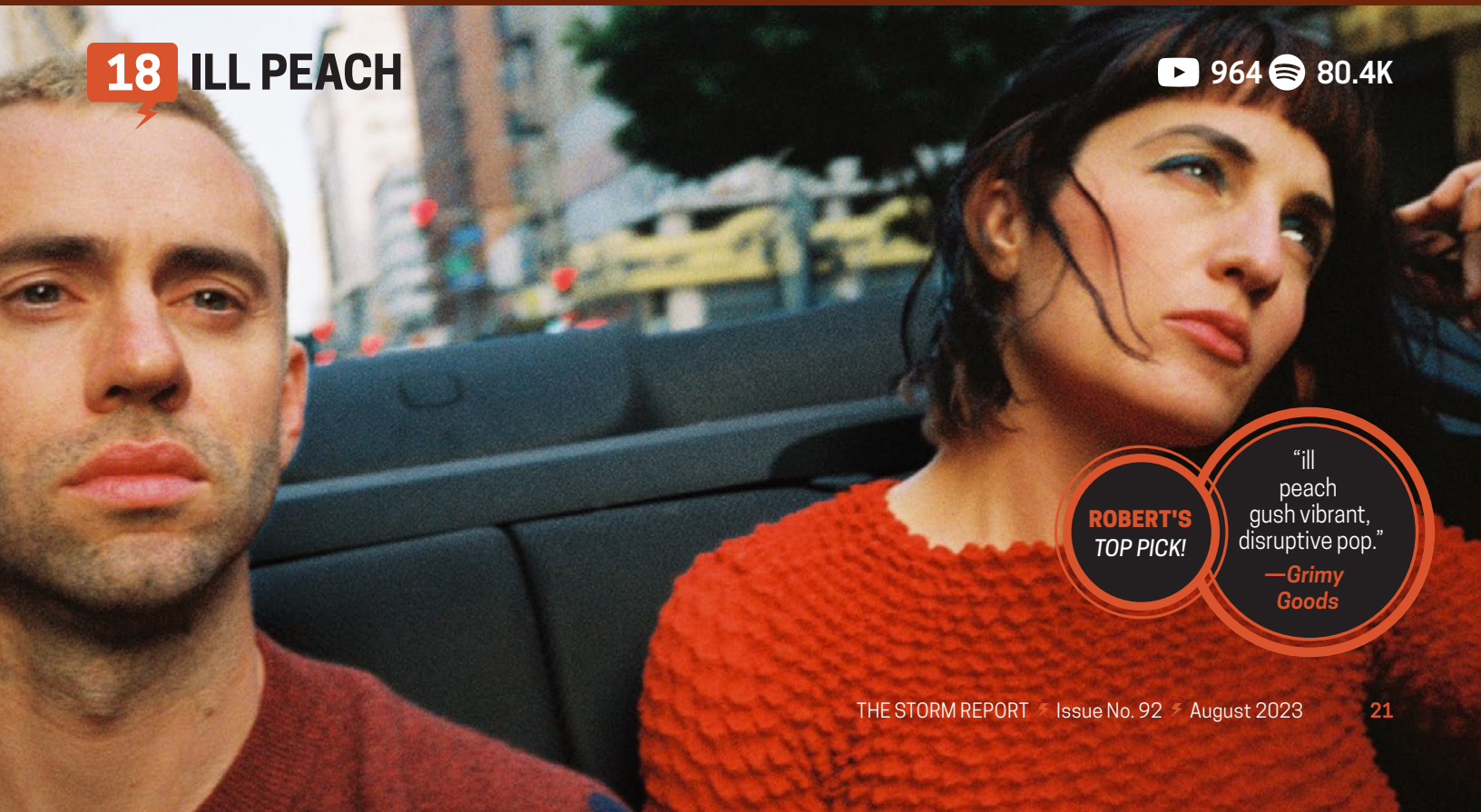
Jerry Paper doesn't take themselves too seriously...and neither should you! Every morning Lucas Nathan wakes up, slips into a flowy dress, makes a plate of scrambled eggs, and heads to the studio for a day of absolute jamming as their self-described freaky weirdo musical persona: Jerry Paper. The result is a synth-pop, weird-rock, bizarro-muzak expression of freedom on their journey to self-discovery as a nonbinary artist, groover, and, most importantly, shaker of ass, best demonstrated in their latest album *Free Time*. Photo by Sandy Honig ©2022

5.3K 153 Grit Pop Transviolet, Yeah Yeah Yeahs Hardly Art Records

LA-based alt-rock, grit-pop duo, ill peach (the lower-case is deliberate) brings a genre-bending edge to the pop music landscape. The duo of Jess Corazza and Pat Morrissey met in high school where they were in an a cappella jazz group together. The pair have coined the term grit-pop for their sound, which we find enchantingly melancholic. Photo by Lucy Sandler ©2023

18 ILL PEACH

964 80.4K



ROBERT'S
TOP PICK!

"ill
peach
gush vibrant,
disruptive pop."
—Grimy
Goods

19 SADYE

📷 1297 🎵 N/A

🎵 Dark Pop 📍 MARINA, Demi Lovato

🎧 vnclm_ x Atlantic Records

As exquisite as she is wrathful, Sadye has seen an extremely promising beginning as an up-and-coming singer-songwriter. Just beginning a career of raw and in-depth edgy pop musical releases, Sadye explores the darker sides of the genre with her most recent release “Keep It To Myself.” Photo by SJ Spreng ©2023

📺 116 🎧 47.7K





20 KAYLEE LAUREN

📷 19.6K 🎵 25.2K 🎶 Pop

🎧 Olivia Rodrigo, Sabrina Carpenter

🎤 Independent

Singer/songwriter Kaylee Lauren pairs vulnerable and introspective lyrics with emotional and distinctive vocals. She writes relatable verses expressing the vulnerable emotions she experiences as a teenager, creating melodies at the piano to layer with raw vocals. Photo provided by management ©2023

📺 9.6K 🎧 32.3K



Thanks for reading! See you next month.

