

**Your Monthly
Music Forecast!**

**Resonance and Dissonance: The
Tech-Tuned Evolution of Music**

Good Neighbours
Dylan Gossett
The Red Clay Strays
Livingston
...and more!

 memBrain

STORM REPORT

ISSUE NO. 99
APRIL 2024

TABLE OF CONTENTS

4 EYE OF THE STORM

*Resonance and Dissonance:
The Tech-Tuned Evolution of Music*

8 STORM TRACKER

*Metro Boomin & Future; Post Malone,
Tanner Adell, Tiera Kennedy, Brittney
Spencer, and Arlo Parks; RAYE; and Benson
Boone;*

9 STORM FORECAST

*Fantastic Festivals, Cannes Film Festival,
Albums Abound, Lights! Camera! Action!*

10 ON THE COVER

Pop Singer-Songwriter: Brynn Cartelli

11 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:*



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.

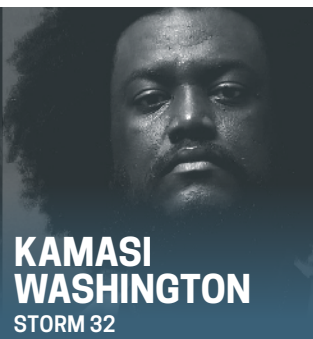
HOW DO WE RANK?

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

As we gear up to celebrate our upcoming 100th issue of the memBrain STORM Report, I’m thrilled to share with you the incredible journey we’ve embarked upon in exploring the dynamic interplay between music and technology. This 99th edition delves into the stormy relationship between music and technology through our featured “Eye of the STORM” article, “Resonance and Dissonance: The Tech-Tuned Evolution of Music.” In this piece, we map music’s evolution alongside technological advancements, highlighting how tools like social media platforms and streaming services have democratized music production and distribution. The exploration raises poignant questions about the balance between technological innovation and the preservation of musical authenticity, touching upon the challenges and opportunities within the democratization of music, the rise of short-form content, and the financial implications for artists in this new digital era. As we navigate these waters, we’re reminded of the ongoing dialogue between preserving artistic integrity and embracing the vast possibilities that technology offers creators and consumers alike.

With anticipation building for our 100th issue, we invite you to reflect and think forward as we continue to champion the innovative fusion of music and technology.

Enjoy!



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RESONANCE AND DISSONANCE: The Tech-Tuned Evolution of Music

By Grace Slansky

In the ever-evolving tapestry of today's music industry, technology stands as both the weaver and the thread, intricately entwining itself into the very fabric of how music is created, shared, and consumed. Throughout history, technology has consistently reshaped the music landscape, from the phonograph, which introduced the concept of recorded sound, to the transformative power of digital streaming platforms that have democratized access to music worldwide. Technological advancements are not just modern phenomena but an integral part of evolution in music.

Thanks to major and rapid technological advancements, the once steep barriers to music production and distribution are being dismantled, not brick by brick but byte by byte. Social media platforms and production tools have democratized the art of music, allowing it to flow directly from the minds of the creators into the hearts of listeners worldwide. This revolution has not only opened the floodgates for a diverse array of sounds and stories but has also sparked a dialogue about the essence of music in the age of digital proliferation.

As technology continues to sculpt the music landscape, how do we navigate the fine line between innovation and overindulgence? How far is too far in a whirlwind of innovation that provides unparalleled access to music production and distribution?

Before we dive in, it's important to note that we are big fans of innovation and accessibility. By exploring these, we do not seek to dampen the spirit of advancement but rather to discuss the essence of music in an era where tech and music are practically synonymous.

THE DEMOCRATIZATION OF MUSIC

The Rise of Social Media and Streaming Platforms

The digital age has ushered in an unprecedented era of music accessibility, fundamentally altering how we discover, share, and engage with music. Platforms like YouTube, TikTok, and Spotify have become the new vanguard of musical discovery,

each playing a pivotal role in democratizing access to music. With its vast repository of music videos, live performances, and user-generated covers, **YouTube** has been instrumental in breaking down the barriers between artists and audiences. With its algorithm-driven playlists, **Spotify** has tailored the listening experience to the individual, offering a personalized journey through the musical landscape.

However, **TikTok** has arguably emerged as the game changer, transforming the music industry's dynamics with short-form videos. Artists like **Olivia Rodrigo**, **Lil Nas X**, and **Dove Cameron** have rocketed to the top of the charts mainly through their presence on the platform, showcasing the power of viral content. TikTok has become one of the most popular methods for new music discovery, often catapulting songs to popularity overnight. Yet, this rapid ascent has sparked debates around artistic integrity. Artists such as **Halsey** and **Charlie Puth** have voiced their frustrations over the pressure from record labels to leverage TikTok for promotion, highlighting a significant shift in how artists engage with their audience and how labels perceive value.

This evolution from traditional discovery methods—such as radio play and A&R scouting—to social media virality marks a significant shift in the music industry's infrastructure. Where once the discovery of new talent was a meticulous process reliant on industry gatekeepers, the digital age has broadened the avenues through which artists can be found and heard. The rise of streaming and social media platforms has shifted the promotional responsibilities onto the artists, demanding high social media and streaming numbers as a prerequisite for record label consideration.

Nearly overnight, social media has made marketing, publicity, and branding the artist's job. This presents a key challenge, namely balancing the pursuit of viral success on platforms like TikTok with preserving artistic integrity. As the industry continues to evolve, artists are tasked with navigating this new digital landscape, where the lines between commercial success and authentic creative expression are increasingly blurred.

Accessibility of Production Tools

Today, with just a laptop and a spark of creativity, anyone can create the caliber of recording that once required a professional studio and a hefty budget. Software like GarageBand has revolutionized music creation, offering a comprehensive suite of tools that enable users to compose, mix, and master tracks from the comfort of their bedroom. This accessibility has nurtured a new generation of artists who may not have had the means to foster their musical creativity otherwise.

Platforms like SoundCloud have further empowered these bedroom producers, providing a space to share their creations with the world. This ecosystem has given rise to artists who

have built entire careers from their home studios, bypassing traditional industry gatekeepers. The positive aspects of this shift are clear barriers to entry have been significantly lowered, allowing diverse voices to emerge. This inclusivity enriches the musical landscape, offering listeners a broader spectrum of sounds and stories.

AI platforms like Amper Music and AIVA are revolutionizing music production by enabling individuals to create music without extensive theoretical knowledge. These platforms democratize music creation, offering tools that simplify composition processes. However, they also spark debates on originality and copyright, challenging traditional notions of artistic creation. The use of AI in music raises questions about the future of copyright laws and the definition of originality in the digital age.

The impact of affordable production tools extends beyond individual success stories, signifying a cultural shift in how music is made and consumed. By democratizing the music creation process, these advancements have allowed countless aspiring artists to experiment and innovate.

CONSUMPTION AND PRODUCTION

Short-Form Content and Its Impact

In the U.S., the surge of short-form content on platforms like TikTok has significantly impacted music production, prioritizing viral potential over traditional artistic depth. Artists are increasingly crafting tracks to suit these platforms' brief, engaging format, aiming for rapid shares and likes. This trend has led to reevaluating success metrics in the industry, where the ability to generate viral moments often outweighs traditional considerations like lyrical complexity or musical innovation.

When your best bet for mainstream success as an artist is to have 15-30 seconds of your song go viral, the entirety of the song becomes less important. Since 1990, the average song length on the Billboard Hot 100 has decreased from over four minutes to around three, regardless of genre. However, it's within pop that we're seeing a significant decrease in length. The modern-day equivalent of cutting a song for radio play, social media, and the pay-per-play model of streaming services have pop stars catering to decreased attention spans, often shortening intros and cutting bridges entirely. In fact, at the 2024 Grammy Awards, 28 of the 144 nominated songs come in under three minutes.

Quality vs. Quantity

The abundance of releases today also presents a double-edged sword, heightening discovery challenges amidst a sea of options. This leads to visibility hurdles for artists and choice

paralysis for listeners, who must navigate an endless stream of new tracks.

Streaming platforms—emphasizing quantity—contribute to phenomena like “playlist fatigue,” where listeners feel overwhelmed by the sheer volume of options. In response, artists and labels increasingly focus on single tracks rather than albums, aiming for targeted impacts that cut through the noise, acknowledging the shifting dynamics of consumption and attention in the digital music landscape.

Recommendation Radar

Spotify and Apple Music’s algorithms can significantly influence music discovery, curating playlists based on user preferences. While they offer a gateway to new artists, there’s a delicate balance between promoting emerging talents and prioritizing established acts, which could skew exposure and limit musical diversity. This risks reinforcing popular tastes at the expense of niche or upcoming artists, potentially leading to a less varied musical landscape. The focus on algorithm-driven recommendations thus shapes the diversity and breadth of listeners’ exposure, impacting the discovery of new music.

CHALLENGES AND CRITICISMS

The Quest for Algorithmic and Artistic Integrity

The accessibility of digital tools and platforms has sparked debate over its impact on music’s quality and the definition of an artist. Critics argue that this ease of access dilutes music’s quality, making the industry more about quantity over quality. There’s a concern that music is becoming formulaic, driven more by algorithms than genuine artistic creativity, potentially leading to a loss of depth and authenticity.

This shift towards algorithm-friendly content can detract from the richness of musical expression as artists grapple with maintaining their artistic integrity while navigating the promotional demands of digital platforms. In making artists maintain a balance between visibility and authenticity, are we sacrificing artistic depth and integrity in favor of “gaming the system?” With the ease of production, the most significant thing we lose is the need for more profound music theory and compositional education. While we have new voices who might not otherwise have been able to enter the space, how do we find a balance where those who see music as a more academic pursuit can still create art and make a living?

Financial Implications for Artists

Artists today face significant economic challenges, particularly in effectively monetizing their music on streaming platforms. The revenue distribution in the digital ecosystem often favors labels, leaving artists with a smaller share. This financial

pressure is compounded by labels’ demands for artists to promote their music on social media platforms like TikTok, as highlighted by complaints mentioned earlier from Halsey and Charlie Puth about the intense pressure to create promotional content, which underscores the complex interplay between artistic expression and the commercial imperatives of the digital music industry. The system is a feedback loop, prioritizing marketability and virality in pursuit of mainstream success.

AI Pushback from Artists

It’s not just the consumers who are concerned; the artists themselves have significant qualms regarding AI and the changing scape of technology and rights. This month, the Artist Rights Alliance (ARA) issued an open letter, backed by over 200 artists, including notable names like Billie Eilish, R.E.M., and Kacey Musgraves, expressing deep concern over the use of artificial intelligence (AI) in ways that infringe upon and devalue artists’ rights.

The coalition of artists urges developers and technology companies to refrain from creating or deploying AI music-generation technology that could replace human artistry or deny fair compensation for creators’ work. The letter highlights the unethical use of artists’ works to train AI models without permission and the dilution of royalty pools due to AI-generated content. The ARA emphasizes that such practices could have catastrophic financial impacts on musicians, songwriters, and artists striving to make a living, advocating for the protection of human creativity and the music ecosystem from the predatory use of AI.

The Legal, the Ethical, and the Fair

A critical dialogue on legal, ethical, and fairness concerns is taking center stage, illuminating the path toward a more equitable future for music creators.

Central to these discussions are legislative efforts to redress the power imbalances historically disadvantaged small and independent artists. Congresswoman Deborah Ross introduced the Protect Working Musicians Act of 2023, a landmark move in this direction. This legislation seeks to empower artists with collective bargaining rights against streaming platforms and AI developers, heralding a pivotal shift towards ensuring fair compensation and equitable negotiations for the use of their work.

Parallel to legislative advances, the study “Fair Compensation for Music Creators in the Digital Age” by Fair Trade Music International spotlights the critical issue of music undervaluation by digital platforms. The study advocates for an uplift in the percentage of gross revenues paid to rights holders and calls for a more equitable revenue distribution. Such insights underscore the urgency of enhancing transparency

in licensing deals with streaming services, aiming to cultivate a fairer remuneration model and fortify the sustainability of digital distribution services.

Lawmakers at the European Union level champion initiatives to secure better remuneration for music artists from streaming behemoths like Spotify. The efforts of Spanish lawmaker Iban García del Blanco exemplify a growing consensus on the necessity of regulatory measures to rectify the imbalances in the cultural sector. This approach underscores a collective aspiration towards a revenue redistribution that favors creators, reflecting a broader commitment to nurturing the sustainability of artistic careers in the digital age.

NAVIGATING THE NEW NORMAL

Evaluation and Education in the Digital Age

The digital age demands reevaluating how we assess and educate in music. With an unprecedented influx of music content, there's a pressing need for new criteria and infrastructure to evaluate this volume properly.

Moreover, a gap in music education is evident for listeners as much as creators. With background knowledge and education, we can be smart listeners; with music theory, we can retain a piece of music itself.

Fortunately, educational initiatives integrating technology into music education are reshaping how music is taught and learned, highlighting a growing trend emphasizing the importance of digital literacy in the arts. Ableton is at the forefront with programs like "Ableton for the Classroom," which offers tools and resources to inspire young people to learn music through the excitement of creating their own. Beyond that, Rhythm Randomizer offers free rhythm exercises, EarSketch teaches coding through music composition, and Moises uses AI to separate audio tracks, aiding in personalized teaching materials. Flat.io stands out for its user-friendly digital notation, which is especially appealing for educators looking for accessible music composition tools for their students.

By embracing these technological advancements, the accessibility to music creation becomes a great asset, balancing possibilities with a base of knowledge.

Evolving Artist-Fan Relationships

While social media can be tricky for music discovery, it has revolutionized the artist-fan interaction, fostering closer connections through authenticity and behind-the-scenes content. This digital intimacy allows artists to share their creative process and personal moments, building a loyal fanbase

attracted to their genuine selves rather than just their public persona. With this, we have the rise of superfans, which are creating new opportunities for consumers in music.

The Future of Music Discovery, Creation, and Compensation

The digital age continues to shape the future of music, presenting both opportunities and challenges. As technology evolves, it offers new tools for creation and platforms for discovery, expanding the horizons of what's possible in music.

Emerging models for monetizing music in the digital age, such as NFTs, direct fan support platforms like Patreon, and smart contracts, are also transforming artist compensation. These models offer new revenue streams and a fairer distribution of earnings, reflecting a significant shift from traditional industry practices. While the NFT boom may seem like the distant past, the technology remains an incredible key to rights management and royalties.

Music NFTs provide a groundbreaking way for artists to monetize their work by creating a more direct relationship with their audience. By leveraging blockchain technology, artists can sell unique digital assets representing their music, allowing them to maintain full ownership and earn more through revenue and royalty-sharing features. Platforms like OpenSea, Audius, and Catalog are marketplaces where musicians can sell their NFTs. These NFTs signify ownership and enable artists to create token-gated communities, offering exclusive access to content or events, thereby enhancing fan engagement. Smart Contracts take this further by automating transactions and royalty distributions. These contracts can automatically allocate royalties to artists, collaborators, and even investors whenever an NFT is sold. This ensures a fair share of revenue for all parties involved, fostering collaboration and incentivizing creative endeavors. Despite the promising prospects, challenges such as scalability, transaction costs, and the need for clear legal frameworks remain.

Direct fan support platforms like Patreon empower artists to receive support directly from their fans in exchange for exclusive content or experiences. This model bypasses traditional revenue streams, providing a more sustainable income by cultivating a dedicated fanbase willing to support their favorite artists financially.

To harmonize technological innovation with tradition, the industry must strive to preserve artistic integrity and support artists financially. Embracing advancements while ensuring artists' welfare suggests a future where technology enhances music education and appreciation, fostering a deeper connection with the art form among the general public. While delicate, the balance is certainly possible.

STORM TRACKER

Tracking Our STORM Report Alumni!

CHECK OUT

this issue's carefully curated playlists by clicking below:



METRO BOOMIN AND FUTURE

In a collaborative effort, **Metro Boomin** (STORM 51) and **Future** (STORM 36) have teamed up to release *WE DON'T TRUST YOU*, an album that features some of the biggest names in Rap. Their song "Like That" took the Number 1 spot on Billboard's Hot 100, followed closely by their track "Type Shit," which took the Number 2 spot shortly after the release.



TANNER ADELL, POST MALONE, BRITTANY SPENCER, ARLO PARKS, AND TIERA KENNEDY

COWBOY CARTER has become a nationwide Beyoncé-powered phenomenon, blending American Country, Soul, Gospel, and Rock in a thrilling epic album for the ages. And we are thrilled that the album showcases the talents of several STORM alumni. **Tanner Adell** (STORM 94), **Tiera Kennedy** (STORM 77), and **Brittany Spencer** (STORM 72) contributed to the stunning "Blackbird" cover, while **Post Malone** (STORM 30) and Beyoncé teamed up for the hit "Levii's Jeans." Behind the scenes, STORM Alumna Arlo Parks (STORM 71) added her songwriting genius to "YA YA." These collaborations highlight the influence and reach of STORM's featured talents, celebrating their pivotal roles in shaping what we believe is a musical masterpiece.



RAYE

RAYE (STORM 56), the celebrated British singer-songwriter, has garnered much attention this year. At the BRIT awards, she shattered the record for nominations and wins, amassing an impressive seven nominations and securing an award in six categories—including song of the year, artist of the year, and album of the year. Her remarkable achievements underscore her status as a trailblazer in the industry. She is also set to perform at Lollapalooza this August in Chicago.



BENSON BOONE

Benson Boone (STORM 75), the rising star of the music world, has swiftly captured the hearts of fans with his undeniable talent. Boone has found meteoric success this year with the undeniably popular single "Beautiful Things," which has taken social media by storm (pun intended). He continues his incredible momentum with his recent achievement as Number 2 on the Billboard Hot 100, his current tour, and his recent album *Fireworks & Rollerblades*.

STORM FORECAST

Events And Happenings For Your Radar

FANTASTIC FESTIVALS

As the spring season unfolds, the festival circuit is set to ignite with exciting events. Among them, the Electric Daisy Carnival (EDC) in Las Vegas, expecting to see over 520,000 attendees, runs from May 17th to May 19th, with performances from alumni including **Peggy Gou** (STORM 79) and **Diplo** (STORM 32). The New Orleans Jazz Fest, the weekends of April 25th and May 5th, promises a cultural experience like no other, featuring STORM alumni **Anderson .Paak** (STORM 34) and **Hozier** (STORM 16) as headliners. On May 4th, **Lovers & Friends** features an unbelievable all-star hip-hop lineup, including Lil Wayne, Snoop Dogg, Janet Jackson, Mary J. Blige, and more!

CANNES FILM FESTIVAL

May 14-25, 2024

The Cannes Film Festival, set against the picturesque backdrop of the French Riviera from May 14th to 25th, is poised to be a cinematic extravaganza. With a lineup that promises innovation and introspection, the Cannes Film Festival continues to uphold its reputation as a global showcase of cinematic excellence and artistic bravery. From star-studded premieres to indie gems, Cannes showcases the best of cinema while setting trends in fashion and film. As filmmakers, actors, and cinephiles fly to the south, anticipation is high for another unforgettable year of this iconic festival.

ALBUMS ABOUND

The upcoming spring album releases are plentiful! Some of our favorite STORM alumni have highly anticipated albums on the way. On April 26, 2024, **St. Vincent** (STORM 16), known for her electrifying performances, drops *All Born Screaming*. Following closely on May 3, 2024, both **Dua Lipa** (STORM 39) and **Kacy Hill** (STORM 32) are set to unveil their albums *Radical Optimism* and *Bug*, respectively. And on June 7th, 2024, **Charli XCX** (STORM 10) once again pushes the boundaries of pop music with *Brat*.

LIGHTS! CAMERA! ACTION!

As the weather warms up, the draw of a cool movie theater, soda and popcorn in hand, is undeniable. Fortunately, some great releases are coming soon to take care of your theater-going itch! On May 17th, *Back to Black* tells the story of music legend Amy Winehouse. On that same day, check out *IF*, the live-action/animated comedy by director John Krasinski. And beginning on May 24th, get your action fix with the long-awaited *Furiosa: A Mad Max Saga* starring Anya Taylor-Joy.



**ON OUR
COVER:
BRYNN
CARTELLI**

▶ 58K 🎧 280.6K

📷 215K 🎵 403K

🎵 Pop/Singer-Songwriter

🔗 Taylor Swift, maryjo 🎧 Elektra

memBrain STORM Alumna **Brynn Cartelli** (STORM 66) has been on our radar since winning NBC's *The Voice* at just 15, the youngest winner in the competition show's history. Now 20, Cartelli delves into the complexities of young adulthood, relationships, and self-discovery, with her debut album *OUT OF THE BLUE* reflecting her journey from high school to college life in New York. *OUT OF THE BLUE* features singles such as "Boy From Home," "Secondhand Smoke," and "Lucky To Love You," each weaving Cartelli's personal experiences with her artistic inspirations, particularly her connection to the color blue, symbolizing depth, intuition, and the expansiveness of the unknown. This album not only marks Cartelli's evolution from a reality TV star to a serious artist but also resonates with listeners through its authenticity, powerful vocals, and compelling lyricism. Photos by Edwin Maina ©2023

1 GOOD NEIGHBOURS

4.1K 15.0M

32K 67.7K Alt Rock/Pop Grouplove, MGMT Some Action

Good Neighbours are among the most exciting groups to emerge thus far in 2024, already making significant waves in the music industry this year. Garnering critical acclaim for their innovative soundscapes and emotionally resonant lyrics, they have recently achieved a notable milestone by winning the “Best New Artist” award at the 2024 Global Music Awards. Their debut album, “Echoes of the Neighborhood,” has been praised for its artistic depth and sonic experimentation, leading to a top spot on various music charts worldwide. Additionally, their single “Through the Alleyways” has become a viral hit, amassing millions of streams across major platforms, further establishing Good Neighbours as one of the year’s most exciting breakthrough acts.

Photo provided by High Rise PR ©2024

STORM WARNING

The 20 Artists On Our Radar

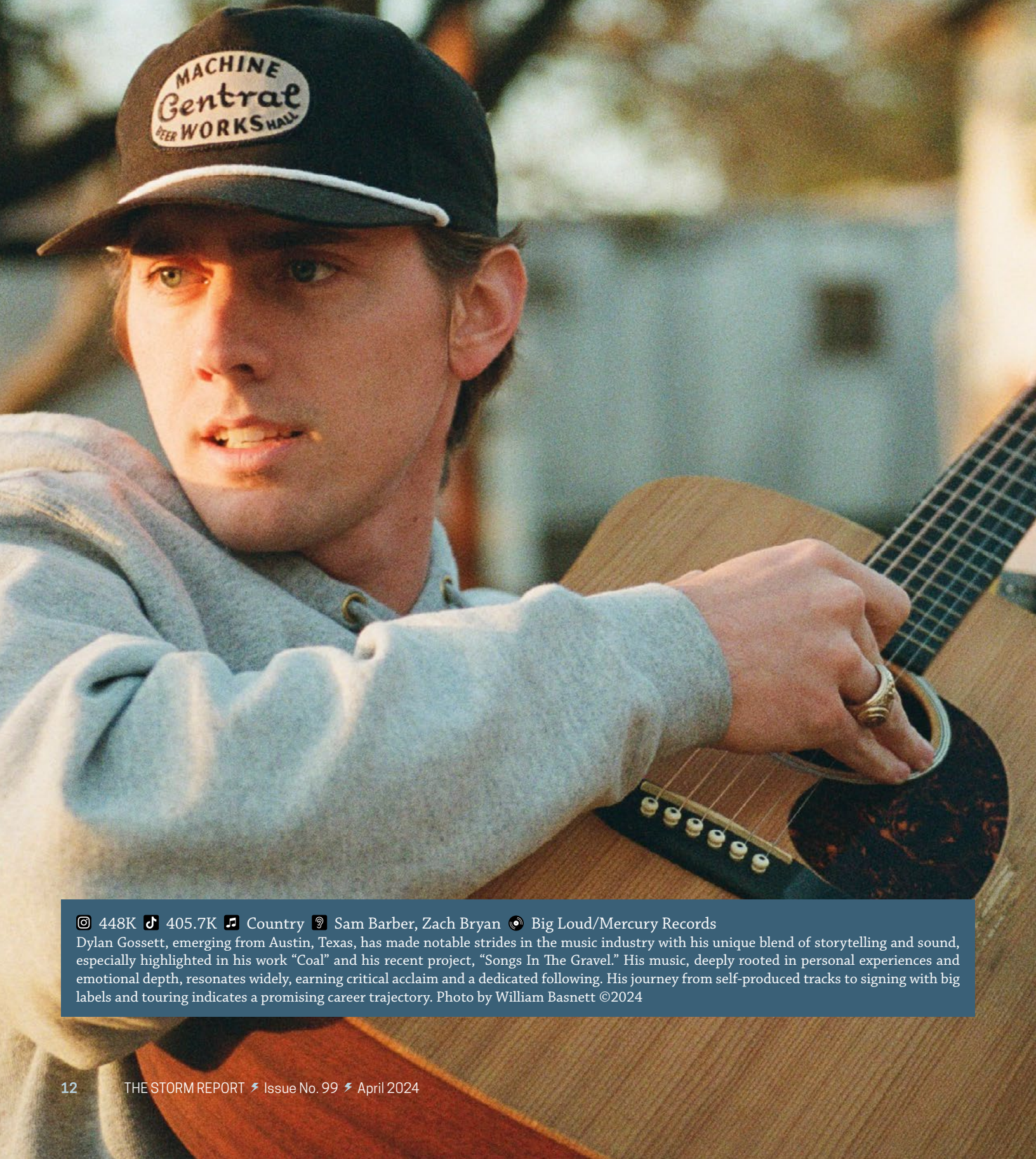
ICON KEY

- ▶ YouTube
- 🎧 Spotify
- 📷 Instagram
- 🎵 TikTok
- 🎵 Genre
- 🔍 Similar Artists
- 🏷️ Label



2 DYLAN GOSSETT

▶ 40.4K 🎧 6.4M



📷 448K 🎧 405.7K 🎵 Country 🎤 Sam Barber, Zach Bryan 🎧 Big Loud/Mercury Records

Dylan Gossett, emerging from Austin, Texas, has made notable strides in the music industry with his unique blend of storytelling and sound, especially highlighted in his work “Coal” and his recent project, “Songs In The Gravel.” His music, deeply rooted in personal experiences and emotional depth, resonates widely, earning critical acclaim and a dedicated following. His journey from self-produced tracks to signing with big labels and touring indicates a promising career trajectory. Photo by William Basnett ©2024



3 THE RED CLAY STRAYS

51.8K 4.9M

345K 236.4K Country Johnny Cash, Lynyrd Skynyrd Thirty Tigers

Hailing from the red dirt clay of Mobile, Alabama, The Red Clay Strays have spent the past year bringing their unique blend of tunes to stages ranging from the intimate to the large-scale in small towns and big cities nationwide. The band has continued to garner industry attention by touring alongside notable hit-makers such as Elle King, Dierks Bentley, and Eric Church. With their explosive chemistry on stage and eclectic rock-n-roll sound distinctively their own, they are making a name for themselves as true and dedicated live performers. Photo by Macie B. Coleman ©2023

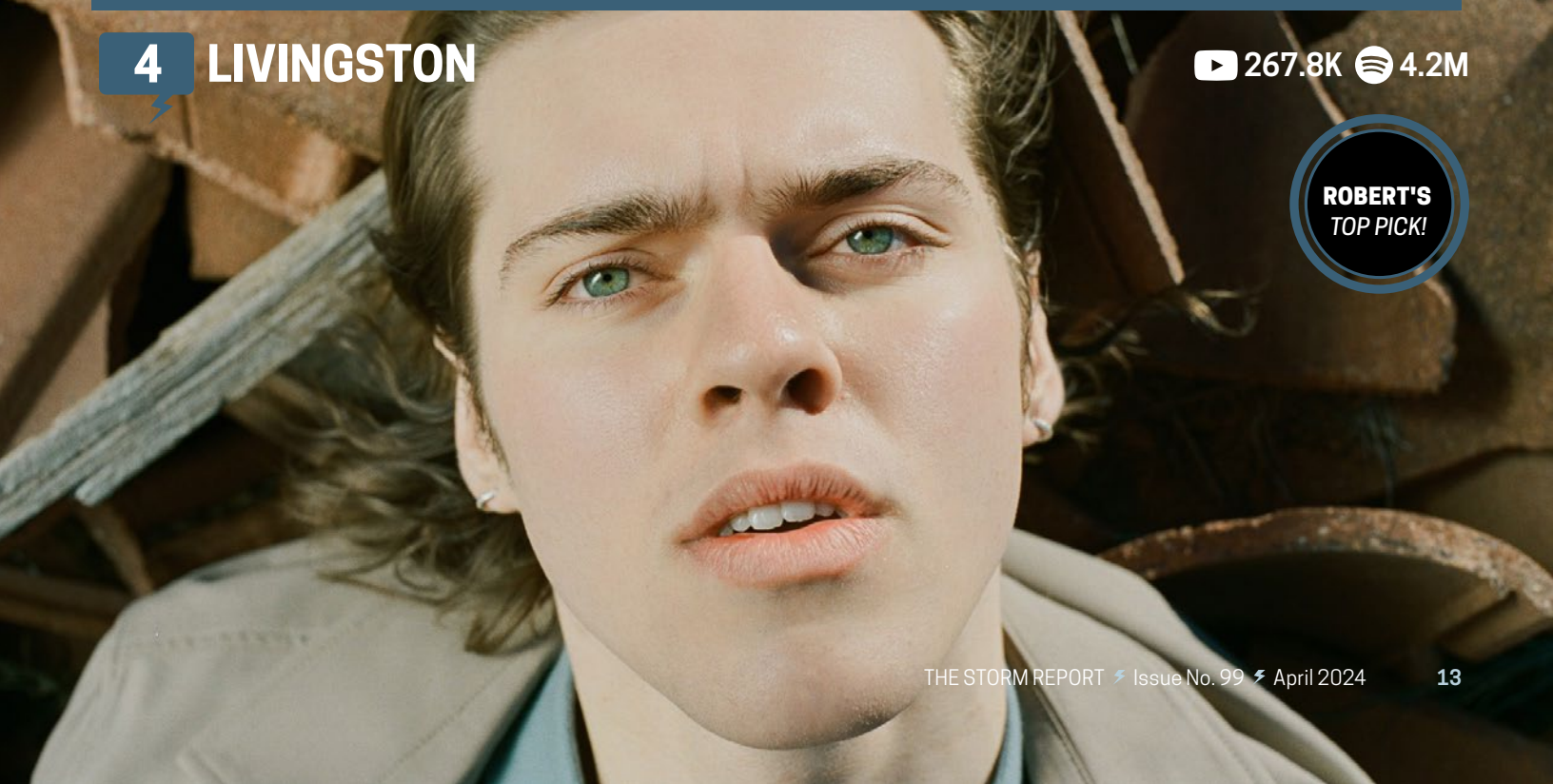
1.7M 3M Pop Imagine Dragons, Benson Boone Independent

Drake Livingston, known professionally as Livingston, is a 21-year-old music artist from Denton, Texas, who has made a significant mark in the music industry with his ability to blend reality and fiction through his songs. As a singer, songwriter, and producer, he channels his struggles with anxiety into his music, creating a unique sonic world that combines intimate, emotional lyrics with grand, layered productions. Livingston is charting his course in music with impactful releases that have garnered substantial momentum across various social platforms and streaming services. Livingston released *A Hometown Odyssey* earlier this year, marking a pivotal moment in his career with a collection that further cements his distinctive musical identity, and will embark on a US tour this year. Photo provided by artist ©2024

4 LIVINGSTON



267.8K 4.2M


ROBERT'S
TOP PICK!





5 EMELINE

603K  2.7M

 196K  734.1K

 Dance/Pop

 Dove Cameron, Emei

 Capitol Records

EMELINE first rose to popularity with her viral hit “Cinderella’s Dead” and now continues to amass millions of streams and views on her latest tracks, weaving pop culture and humor together. Her journey from a teenager writing songs in Rhode Island to a multi-talented artist with a substantial following on social media underscores her creative prowess and commitment to connecting with her audience on a genuine level. She’s making waves by releasing her playful and powerful new single, “Iconique.” This track, which she co-wrote, showcases her versatile vocal abilities and flirts with classic French pop elements, marking a bold new direction in her career.

Photo by Ron Dadon ©2024

6 JESSICA BAILO

466K 1.8M

1M 2.3M Pop Halsey, Ariana Grande 10K Projects/Warner

Jessica Baio is an American pop sensation and social media influencer recognized for her heartfelt songwriting and engaging content across platforms like YouTube. With a talent for resonating with a broad audience, Baio's music explores themes of love, loss, and growth, evident in tracks like "Someday." Her collaborative works and diverse musical exploration underline her versatility. Raised in a Mormon family of mixed German and Italian descent, Baio began her musical journey early, showcasing her prowess through various singles and her YouTube channel 'Sam & Jess' with her husband, Sam Jose. Baio's authentic connection with her audience and continuous creative evolution makes her a promising pop music figure. Photo by Beth Savaro ©2024





7 OWEN RIEGLING

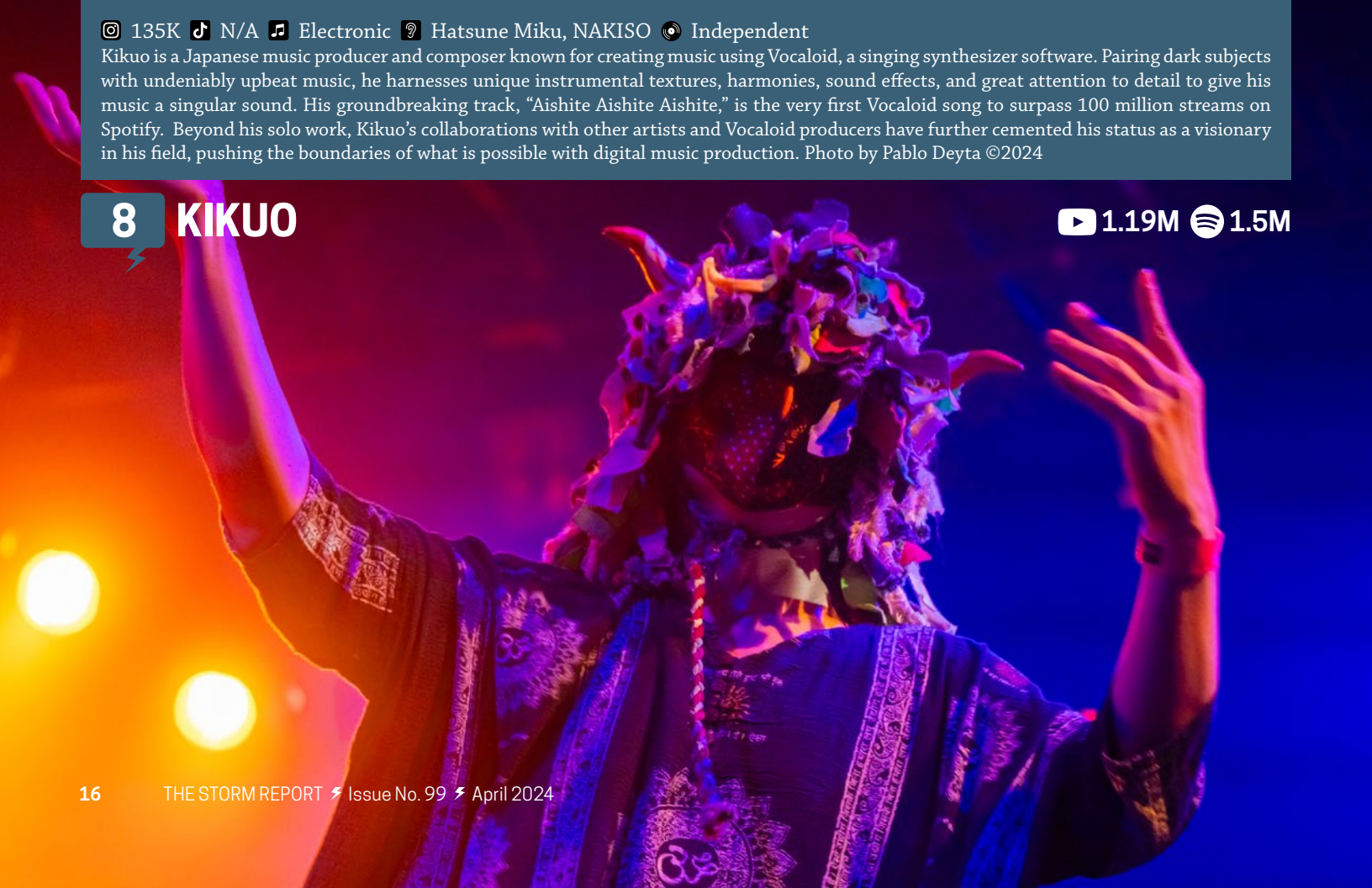
▶ 4.91K 🎧 1.5M

📷 16.2K 🎵 12.7K 🎸 Country 🎧 Luke Bryan, Jordan Davis 🎧 Universal Music Canada

A small-town kid proud to always have dirt on his boots, Owen Riegling takes pride in his down-to-earth nature. When he sings about old dirt roads, young love, or the simple pleasure of a cold beer on a Friday night, it comes from a place of genuine enjoyment, translating to an effortless relatability. His music strikes an addictive balance between universal feelings and personal stories performed with his trademark laid-back charm. Photo by Matthew Berinato ©2023

📷 135K 🎵 N/A 🎸 Electronic 🎧 Hatsune Miku, NAKISO 🎧 Independent

Kikuo is a Japanese music producer and composer known for creating music using Vocaloid, a singing synthesizer software. Pairing dark subjects with undeniably upbeat music, he harnesses unique instrumental textures, harmonies, sound effects, and great attention to detail to give his music a singular sound. His groundbreaking track, "Aishite Aishite Aishite," is the very first Vocaloid song to surpass 100 million streams on Spotify. Beyond his solo work, Kikuo's collaborations with other artists and Vocaloid producers have further cemented his status as a visionary in his field, pushing the boundaries of what is possible with digital music production. Photo by Pablo Deyta ©2024



8 KIKUO

▶ 1.19M 🎧 1.5M



9 CAITY BASER

16.6K 1.2M

145K 574.2K Pop Lily Allen, Anne-Marie EMI Records

Caity Baser, a dynamic force in the pop music scene, has successfully carved out a niche with her witty, tongue-in-cheek lyrics and vibrant social media presence. Her music, rich with preppy instrumentals and infectious energy, captures the essence of Gen Z's spirit and challenges, making her a relatable figure for many. With the release of her debut mixtape, *Still Learning*, Caity continues to explore themes of growth and self-discovery, resonating with listeners navigating their own coming-of-age stories. Photo provided by Chuffmedia ©2024

300K 80.7K K-pop IU, SEOLA Liveworks Company

GYUBIN, hailed as a "Super Rookie" following her debut with "Really Like You" in January 2024, quickly captured the K-pop scene's attention, amassing over a million views shortly after release. Her early collaborations, particularly with South Korean Rapper-Singer Wonstein on "Scribble," showcased her deep musical talents and dedication. Born in 2006, GYUBIN's childhood was steeped in music, inspired by her father and her performances, setting the stage for her multifaceted career as a singer, songwriter, and instrumentalist. GYUBIN is shaping her own path in the industry with promising collaborations and a vision that promises a significant impact. Photo by RIE ©2024

10 GYUBIN

72.1K 951.5K



11 LEIGH-ANNE

144K 833.2K



10.2M 1.4M Pop Kelani, Tyla Warner Music UK

Leigh-Anne Pinnock, known best simply as Leigh-Anne, makes her solo debut after her career in Little Mix, with her debut pop solo album coming very soon. With influences ranging from old-school R&B to garage, right through to amapiano and reggae, this new chapter will see Leigh-Anne embracing the full potential of her identity, as evidenced by her latest single, “Stealin’ Love.” Photo by Hugo Comte ©2024

19.3K 73.4K Indie Soul Maiah Manswer, Sughn Wovy Records

Asal has released various singles showcasing a versatile musical style that we are watching closely. Some of her notable singles include “Liars & Players,” “Headache,” and “Bartender” from 2023, along with her latest single, “That’s How It Goes,” released March 15, 2024. She has just revealed that she will be on tour with STORM Report alum Artemas in May 2024. Photo provided by artist ©2024

12 ASAL

11.6K 779.4K



13 SOFIA KOURTESIS

5.3K 735.3K

46.3K 1,415 House Elkka, overmono Ninja Tune

Sofia Kourtesis is a Peruvian DJ and record producer based in Berlin, Germany. She embarked on her music career over a decade ago with the debut EP "This Is It" in 2014 and has since released several more EPs, including "Sarita Colonia" in 2020 and "Fresia Magdalena" in 2021. Kourtesis is known for blending house music with personal and political themes. Her debut album, **Madres** was released in October 2023 with Ninja Tune, featuring singles like "Estación Esperanza" and "Madres." Photo by Dan Medhurst ©2023





14 AMIRA ELFEKY

18.1K 684.7K

23.4K 57K Nu-Metal, Rock Flyleaf, Evanescence Atlantic

Amira Elfeky is a young talent based in Los Angeles, making waves in the heavy rock and nu-metal genres. At just 22 years old, she has captivated audiences with her powerful vocals and emotionally charged music, exploring themes like passion, mental health, and love. Her notable works include her major label debut 'Coming Down' and a cover of System of a Down's 'Lonely Day,' showcasing her as a key figure in the nu-metal revival movement. Photo provided by label ©2024

105K 334.8K Pop Colby Caillat, Natasha Bedingfield ZEF Records

Bellah Mae, a UK pop sensation, has rapidly ascended in the music world with her debut EP, "With All Due Disrespect." Her music, a blend of pop anthems filled with unapologetic lyrics, empowers and resonates deeply with listeners, marking her as a formidable voice for her generation. Her success is amplified by her vibrant presence on social media and her ability to connect with fans, including *Hot Ex-girlfriends Club The Podcast*, fostering a supportive community eagerly looking forward to her upcoming EP release, "Never Waste A Heartbreak." Photo provided by Chuffmedia ©2024

15 BELLAH MAE

12.6K 469.7K





16 TOWA BIRD

237K 300K

549K
 1.1M
 Alternative/Indie
 boygenius, Ethel Cain
 Interscope

Since taking up electric guitar at 12, Towa Bird has come to rely on her chosen instrument as something of a second voice, often manifested in the form of furious yet sublimely executed guitar solos. Now, the Hong Kong-born, half-Filipino, half-English singer/songwriter has unleashed her original music upon the world, creating the tracks she wished for when she was a kid, striking a rare balance between boldness and sensitivity. Photo provided by management ©2024

6,404
 1,963
 Pop / Synth-Pop
 Kesha, Robyn
 Atlantic/Warner Music Australia

Blusher, a dynamic pop trio from Melbourne, is making waves with their unique sound, described as “angry sparkly pop chaos.” Formed by solo artists Miranda Ward, Lauren Coutts, and Jade Ingvarson-Favretto, the group gained attention with their debut single, “Softly Spoken” in early 2022, showcasing their ability to blend individual strengths—Coutts in production, Ingvarson-Favretto in vocal melodies, and Ward in bassline composition—into a cohesive and appealing musical style. Their collaborative ethos extends to their creative process, where influences from Kesha to LCD Soundsystem infuse their music with a rich palette of pop sensibilities. The trio’s signing with Atlantic Records and Warner Music Australia marks a significant milestone, opening doors to global exposure and hinting at a promising future. Photo provided by label ©2024

17 BLUSHER

1.08K 197.4K





18 ZAC PANA

391 173.0K

654 28K R&B grentperez, SmoovLee Independent

Zac Pana has captured the attention of listeners worldwide with his profoundly emotive and thought-provoking tracks. His latest offering, "ZACHARY.", released in November 2023, exemplifies his rich, emotional depth and artistic versatility, marking a significant moment in his career. With over 14.3K listeners and 86.2K scrobbles on Last.fm, Zac has demonstrated a strong connection with his audience, underscored by the popularity of his track "is it enough?". His music, characterized by heartfelt lyrics and compelling melodies, resonates with a broad audience, offering a glimpse into his introspective and nuanced approach to songwriting. Photo by Gian Cara ©2024

135K 476K Pop/Rock The Ting Tings, Camila Cabello Polydor/Universal

Hailing from London and describing her sound as quintessentially British, Skylar Sanyal, known by the mononym SKYLAR, has credited her followers across social media with helping her rise to recognition. She has an eclectic style, and her songs are like talking to your friends about what happens in day-to-day life. Photo by Ariel Pedatzur ©2024



19 SKYLAR

14.3K 169.2K

20 CHAI

4.86K 61.9K

JENNIFER'S
TOP PICK!



24.1K 735 Hip-Hop/Rap M.I.A., Doja Cat BMG

Mona Sanei, known professionally as CHAI, is a Persian-New Zealand artist renowned for her unique blend of traditional Persian music with modern hip-hop. Her work, which includes the notable EP 'Pineapple Pizza', showcases her diverse musical talents and has led to significant achievements, such as becoming Spotify's first Radar artist from New Zealand and featuring in major campaigns and soundtracks. Photo by Evan Xiao ©2024



Thanks for reading. See you next month!

