

Your monthly  
music forecast!

*Press Play*

LÉON

Lewis Del Mar

Luna Aura

Marshmello

NAO

and more

 memBrain

# THE STORM REPORT

ISSUE NO. 39  
SEPTEMBER/OCTOBER 2016

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*Martin Garrix. Photo provided by management*

# 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.

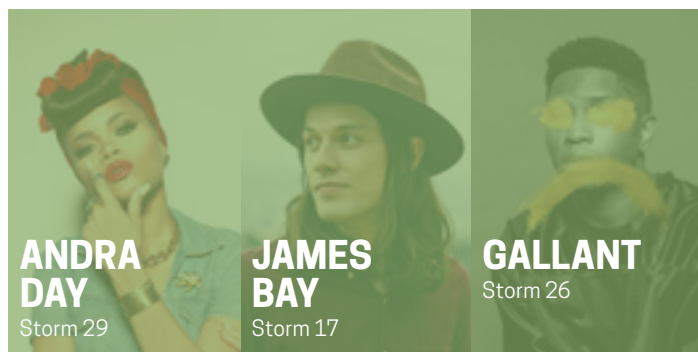
*How do we know?*

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.

*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



# A LETTER FROM THE EDITOR

Hello STORM Readers!

Videogames have become a lucrative channel for musicians seeking incremental revenue as well as exposure to a captive and highly engaged audience. Soundtracks for games include a varied combination of original music scores, sound effects and licensed tracks. Artists from Journey (yes, Journey) to Linkin Park have created gamified music experiences to bring their songs to visual life. In the wake of Spotify announcing an entire section of its streaming platform dedicated to videogame music, we’ve used this month’s “Eye of the STORM” article to explore how the videogame industry is impacting the music business and what possible opportunities may exist for artists and brands. Enjoy!



Jennifer Sullivan  
President, memBrain

## STORM STAFF

Jennifer Sullivan  
Editor-in-Chief

Ian Hecht  
Assistant Editor

Jennifer Sullivan/Ian Hecht  
Natacha Hildebrand  
Writer/Researcher

Jordan Lee



## Press Play: How videogames could save the music industry

By Jennifer Sullivan, Natacha Hildebrand, and Ian Hecht

Videogames truly began to emerge as a popular form of entertainment in the 1970s with arcade games and early console games. Concurrently, sound effects and original music began to become more pronounced components of the game experience. Synth-based sound effects (often referred to as “chiptune”) and 8-bit tracks underscored game action for games like *Pac-Man*, *Galaga* and *Pole Position*. According to the MIT Press book “Game Sound” by Karen Collins, the first game to use a continuous background soundtrack was Tomohiro Nishikado's *Space Invaders*, released by Taito in 1978. It had four descending chromatic bass notes repeating in a loop, though it was dynamic and interacted with the player, increasing pace as the enemies descended on the player. By the late 1980s, music became an integral and often inextricable part of the audiovisual gaming experience.

Creatively, videogame music has inspired generations of composers. In the early-mid 1980s, legendary artists like Koji Kondo (famous for composing the soundtrack to Nintendo's *Super Mario Bros.*) used music to emphasize “the experience that the player is having,” underscoring the player's sense of participation and interaction, the thrill of spending hundreds of hours perfecting hand-eye coordination. Music was created in tandem with graphics, creating an all-sensory experience. Sound design became a way for developers to distinguish their games in the marketplace, driving gaming companies to hire musicians seeking a different outlet for their music.

Unlike the music and film industries, the videogame industry has experienced a boom over the past 20 years. In total, the global videogame industry is on track to reach \$107 billion in sales by 2017. By comparison, Price Waterhouse Coopers estimates that the global film industry will make \$106.01 billion in the same year - a billion-dollar difference that is growing exponentially year over year.

There are currently 19+ million videogame and app software developers worldwide (according to Evan's Data's 2016 Global Developer Population and Demographic Study.).

Videogames have become bonafide entertainment franchises. Within 24 hours of its release, *Grand Theft Auto V* raked in \$800 million in sales. Within its first 3 days, that number had crossed the \$1 billion mark, making it the largest entertainment launch in history. In 2015, *Call of Duty: Black Ops 3* made \$550 million in just 3 days. The previous *Call of Duty* hit \$500 million in just 24 hours.

It's no surprise, then, that video games are now being seen as a profitable method of music distribution. Former CEO of Universal Music, Zach Horowitz, once cited that inclusion in the *Guitar Hero* series boosts real-world sales of an average of 200-300%. Activision chief Bobby Kotick remarked that Aerosmith earned more from *Guitar Hero* than they ever did from an album. In November 2015, digital sales for Inon Zur's theme song for *Fallout 4* surpassed 17,000. While that number may not seem impressive, it is important to consider that people are purchasing theme music that they hear on repeat every time that they play the game.

Since the release of the *Tony Hawk* franchise, video game soundtracks have exploded. These days, you're just as likely to see Lorde on the soundtrack to *Assassin's Creed* as you are on the radio.

Tim Riley, former Activision employee and the man responsible for most of the music within the *Tony Hawk* series, says Fall Out Boy shifted 70,000 copies of their album in one week after their music was featured in 2005's *Tony Hawk's American Wasteland*. Goldfinger's “Superman” is now their most popular song, and is seen by many as the title track to the series. Through its soundtrack, the game became synonymous with a millennial love for punk music.

The influence of these soundtracks hasn't just affected gamers, either. In a way, games have the power to shape the music tastes of a generation, and birth entirely new sounds through



(Press Play: Continued from page 4)

their influence. From grime to hip-hop, you can't count the number of musicians who cite Playstation's Music 2000 as their gateway into production. Bands such as former STORM artist BadBadNotGood (STORM Report Issue 22, November 2014) are covering their favorite video game tracks, too. If you played *Legend of Zelda* games as a kid, BBNG's medley of songs from the classic game *Legend of Zelda: Ocarina of Time* will hit you with a large dose of nostalgia. And increasingly, there are tours celebrating the music of video games like *Pokemon*, where full orchestras play the tracks out live.

As mentioned earlier in this article, Spotify launched a new section based entirely on the soundtracks of video games. To get to the new category, visit [spotify.com/gaming](https://spotify.com/gaming) or open the Genres & Moods section under the Browse tab within the Spotify app. There, you'll find all the community-created gaming playlists, such as ones by PlayStation Music, EA Sports and even *Guitar Hero*. These playlists include soundtracks for *Assassin's Creed Syndicate*, *FIFA 16*, *Rocket League*, curated playlists by Engadget and Polygon and several others. Spotify has curated its own selection of gaming playlists, as well. There are mixes like Indie Gaming, Retro Gaming, Top Gaming Tracks, Epic Gaming and more. The highlight of this new Gaming category, however, are the original soundtracks featuring music from *No Man's Sky*, *Fallout 4* and *Uncharted 4*.

So given that these bigger, more popular titles have the potential to drive revenue streams further than a pop star's playlist can, it's perhaps easy to see why Universal Music Group made an investment in Swedish mobile games developer, Nuday Games, last October. Universal Music's Managing Director of Sweden and SVP of the Nordic region Per Sundin said, "This investment is yet another example of how we continuously explore new ways to keep our artists at the forefront of the latest digital innovations in music. We are firm believers in the potential of next generation deep social networks to give artists new platforms for communicating with their fans." (UMG's investment comes as its parent, Vivendi, acquired a 10.4% stake in leading video games publisher Ubisoft, in addition to a 10.2% stake in mobile games developer Gameloft.)

Videogames, like movies soundtracks before them, have become a space for experimentation and play. As electronic music continues to appeal more to mainstream audiences, artists seek to create multi-sensory experiences with visual albums and other forms of video content, and brands strive to drive affinity by creating authentic emotional connections with consumers - look for the lines between gaming and music to continue to blur for generations to come.

## STORM TRACKER

The STORM rages on for our alumni artists. Here's what they were up to this month!



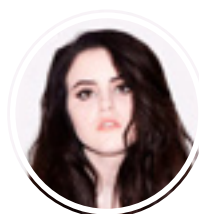
Photo: Roadies



**Halsey**  
(STORM No. 28)

### ROADIES ROLL CALL

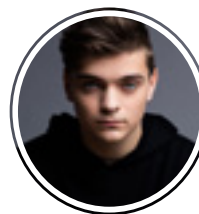
Cameron Crowe's Showtime series "Roadies" featured music by numerous STORM alumni artists including The Head and the Heart (STORM #37), Reignwolf (STORM #24), Lucius (STORM #38), and Halsey (STORM #28).



**Kiira**  
(STORM No. 30)

### KIIRA IS KILLING IT

21-year-old Kiira (STORM #30) recently cracked the top 25 on the Mainstream Top 40 chart with "Gold," her debut single. She will be headlining a US tour beginning in November 2016.



**Martin Garrix**  
(STORM No. 11)

### THE BEST AND THE BRIGHTEST

STORM alumni Martin Garrix (STORM #11) & Bebe Rexha (STORM #16) have joined forces for a smash hit new single "In The Name Of Love." Garrix is now rumored to be DJ Mag's #1 DJ in the world for 2016 after a leaked flyer for the AMF Festival shows that the "new" #1 DJ will be headlining the event. Stay tuned here for updates!

## AND THE EMMY GOES TO...

The 68th Primetime Emmy Awards aired on September 18th with music categories ranging from original music composition to music direction. TV's biggest night featured nominees like the CW's "Crazy Ex-Girlfriend," USA's "Mr. Robot," and Fox's "Empire" leading the charge.

## HIT THE ROAD

2016 has been a great year for concert tours. Artists from Guns N Roses to Kanye West have sold out stadiums around the world while artists like Sia, Kaytranada (STORM #38), Schoolboy Q (STORM #12), James Blake (STORM #38), and Chance the Rapper (STORM #14) are also kicking off hotly anticipated, not-to-miss tours!

## ARE YOU READY FOR SOME FOOTBALL?

It's Fall, and so a brand new season of NFL "Sunday Night Football" is back, featuring a brand new theme song "Oh, Sunday Night" performed by Carrie Underwood. This is Underwood's 4th season singing the opening NFL number, taking over from Faith Hill in 2013. The song replaces "Waiting All Day for Sunday Night," which was the NFL's theme song since 2006 to 2015.

## LET'S ALL GO TO THE MOVIES

Grab your popcorn! Some great music will come packaged with Fall movie releases. Tim Burton's "Miss Peregrine's Home for Peculiar Children" features the theme song "Wish You Were Here" co-written by Burton together with Florence and the Machine. Dreamworks' "Trolls" boasts a score and original songs by Justin Timberlake. Bonus Points: Keep your eyes on film trailer and score composing team Heavy Young Heathens (consisting of brothers Aron and Robert Mardo) who gained some recognition for their cover of "House of the Rising Sun" for the "Magnificent Seven" trailer and their original theme song for the Fox TV series "Lucifer."

## FALL MUSIC PREVIEW

October will be a great month for new albums with Green Day, Phantogram, and Sum 41 dropping new albums on October 7, Kings of Leon releasing their highly anticipated album "Walls" on October 14, and Empire of the Sun releasing "Two Vines" on October 28.

# THE 20 ARTISTS ON OUR RADAR

| Rank | Artist            | Audio/Video   | Label  | Target Demo                                      | Score |
|------|-------------------|---|--|--|-------|
| 1    | DUA LIPA          |       | Warner Bros.   | Teenagers, College Kids, 20-somethings           | 11561 |
| 2    | D.R.A.M.          |       | #1EpicCheck LLC / EMPIRE,                              | Teenagers, College Kids, 20-somethings           | 5452  |
| 3    | FRENSHIP          |       | Columbia Records                                       | Teenagers, College kids                          | 2331  |
| 4    | MARSHMELLO        |       | Monstercat   | College Kids, Young professionals, 20-somethings | 1688  |
| 5    | JOYWAVE           |       | Cultco Music/Hollywood Records Inc.                    | Teenagers, College Kids                          | 982   |
| 6    | THE ROYAL CONCEPT |       | Universal Republic Records, Columbia Records           | Young professionals, College kids, 20-somethings | 739   |
| 7    | NGHTMRE           |       | Mad Decent   | College kids, young professionals, 20-somethings | 681   |
| 8    | THE KILLS         |       | Rough Trade, RCA Records, Domino Records               | College Kids, 20-somethings, 30-somethings       | 548   |
| 9    | LEWIS DEL MAR     |       | Columbia Records                                       | College kids, 20-somethings                      | 316   |
| 10   | FMLYBND           |   | None   | Teenagers, College Kids                          | 236   |
| 11   | LÉON              |   | Columbia Records                                       | Teenagers, college kids, young professionals     | 144   |
| 12   | CHARLOTTE CARDIN  |   | Cult Nation  | Young professionals, 20-somethings               | 108   |
| 13   | CRX               |   | Columbia Records                                       | College Kids, 20-somethings                      | 87    |
| 14   | ELIOT SUMNER      |   | Island Records   | College kids, 20-somethings                      | 43    |
| 15   | NAO               |   | Little Tokyo Recordings                                | Teenagers, 20-somethings                         | 23    |
| 16   | GRUM              |   | Anjunabeats, Ultra Records, Spinnin, Ministry Of Sound | College Kids, 20-somethings, 30-somethings       | 15    |
| 17   | PRETTY SISTER     |   | None   | College kids, 20-somethings                      | 15    |
| 18   | LUNA AURA         |   | None   | Young professionals, college kids                | 5     |
| 19   | THE TREBLE        |   | Cadence Music Group                                    | Teenagers, 20-somethings                         | 0.795 |
| 20   | ROBOTAKI          |   | Majestic Records                                       | College kids, 20-somethings                      | N/A   |

## STORM WARNING

CLICK HERE FOR









### STORM has a new formula!

Artists are now ranked by the **number of Shazams** for their most recent track, divided by the number of days that track's been available online.

**Click on the SoundCloud and YouTube icons** next to each artist on the chart for featured audio tracks and video performances.

Also, check out our comprehensive **Spotify playlist** by clicking on the buttons above.

## SYMBOL KEY

-  Twitter
-  Facebook
-  YouTube
-  SoundCloud
-  Genre
-  Similar Artists

# 1 DUA LIPA

📺 273K 📺 68.4K 📺 219K

🔊 Pop

© Jess Glynne, Zara Larsson

English singer-songwriter Dua Lipa has a knack for creating infectious indie-pop hits. Signed to Lana Del Rey's management team, her singles "Be The One" and "Hotter Than Hell" have charted all over Europe, and her debut studio album is due out in February 2017.

Photo © by Nicole Nodland 2016

"This girl has a way with rap, soul and synth pop...from the top of her head voice to her deeper husky tones, Lipa has impressive voice control."

— Lucy Cormack, *The Sydney Morning Herald*





## 2 D.R.A.M.

📺 28.4K 📺 57.2K 📺 178K

🔊 Hip Hop

© Chance the Rapper, Roy Woods

D.R.A.M. (which stands for "Does. Real. Ass. Music") burst into the mainstream when Beyonce shared a video of her version of his first hit single "Cha Cha." The rapper, singer, and producer found even more success with his single "Broccoli" featuring Lil' Yachty, becoming certified gold and reaching the Billboard Top 40 in the summer of 2016.

Photo © by Faye Webster 2016

"His Atlantic debut EP Gahdamn! may dial back the immediate ecstasy of his sound, but his sleepily grinning vocals can turn any corner of his aquatic sound into a delirious rave-up"

— Colin Joyce, Spin



## 3 FRENSHIP

📺 1304 📺 7K 📺 1641

🔊 Tropical House, House

© Felix Jaehn, Kygo

LA duo FRENSHIP are an internet sensation, their song tropical house song "Capsize" quickly amassed over 20 million streams on Spotify in only one month. At the time of writing the song is sitting at over 166 million Spotify streams. Their Truce EP, released via Columbia Records on September 2, is a collection of more blissed-out tropical tracks.

Photo © by Tony Corella, 2016

# 4

# MARSHMELLO

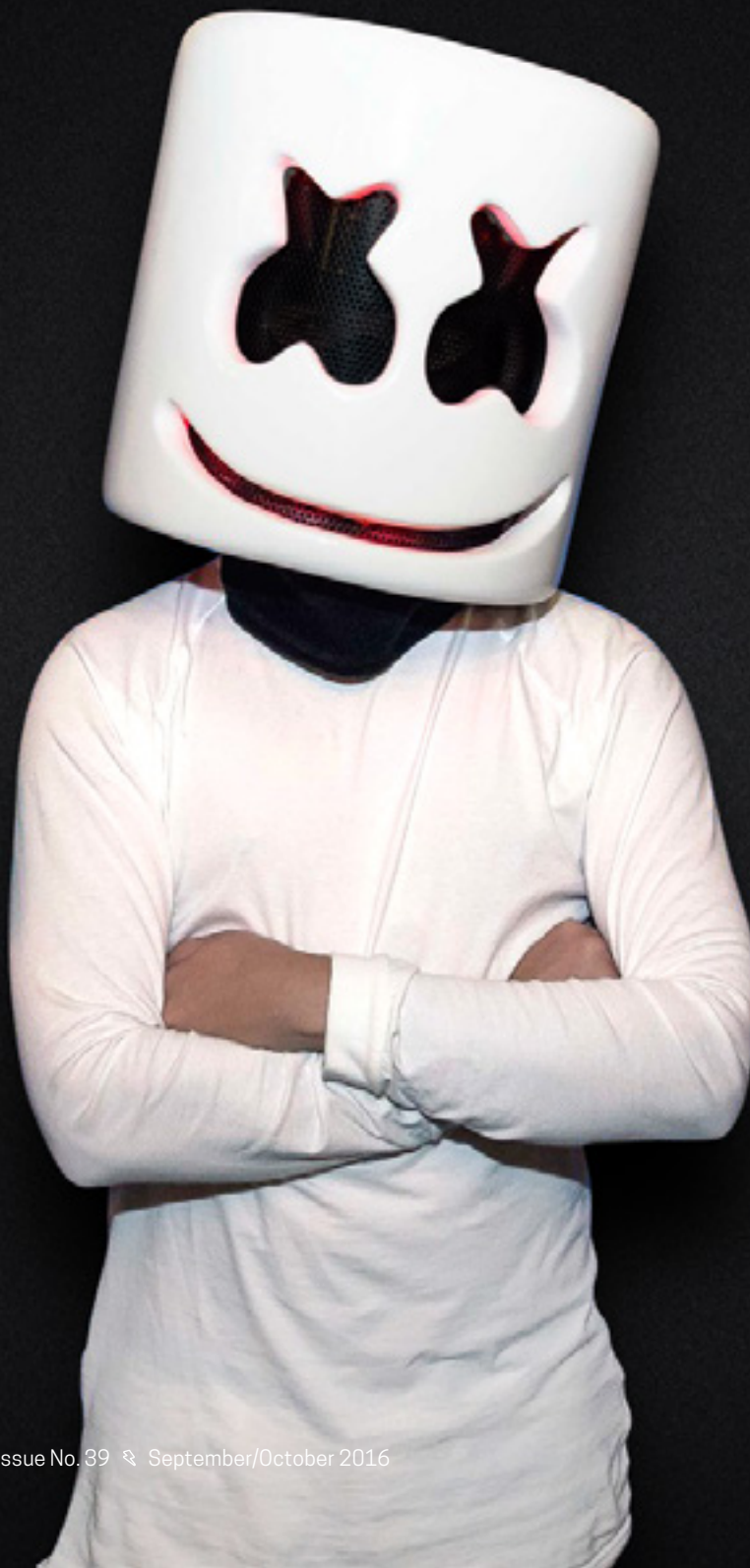
155K 767K 360K

Future Bass, Trap

© San Holo, Diplo

The enigmatic dance music producer Marshmello burst onto the scene in 2015 with his online remixes of Jack U's "Where Are U Now" and Zedd's "Beautiful Now." The

masked producer's identity is a mystery, and fans are dying to know who is behind his groovy, uplifting bass productions. Photo © Provided by Management



**IAN'S  
TOP PICK!**





5

## JOYWAVE

📺 40.9K 📺 14.3K 📺 5729

🔊 Indie-rock, electronic

© Big Data, Saint Motel

American indie-rock band Joywave had their first taste of success with the Big Data collaboration "Dangerous," which reached the top of the U.S. alternative charts in 2014. Their sound swings from gritty indie-rock as heard in their song "Destruction" to bubbly electronica like in their latest hit "Tongues."

Photo © by Jesse Lirola 2016



6

## THE ROYAL CONCEPT

📺 15.9K 📺 88.2K 📺 53K

🔊 Indie-Dance

© Phoenix, Smallpools

Stockholm's indie-dance group The Royal Concept first gained worldwide attention with their self-produced single "D-D-Dance." Their music is an upbeat mix of rock and electronica, while their latest EP "Smile" incorporates elements of glam rock.

Photo © by Slobodan Zivic



7

## NGHTMRE

📺 72.8K 📺 317K 📺 5,747

🔊 Trap

© Slander, Bro Safari

Hailing from Raleigh, North Carolina, Tyler Marenzi is pushing the sound of trap music with his dubstep-inspired productions. His 2015 single "Street" thrust him into the limelight, and releases on Diplo's Mad Decent label, a collaboration with Dillon Francis, and a set at EDC Las Vegas 2016 soon followed.

Photo © by unknown 2016

"The LA-based producer...brings a higher degree of complexity and a wider variety of influence to his production than any number of more veteran or well-known producers."

— Patrick Hooks, *Dancing Astronaut*



## 8 THE KILLS

📺 11.9K 📺 598K 📺 25K

🔊 Indie-Rock, Garage Rock

© Yeah Yeah Yeahs, Interpol

American singer Allison Mosshart and British guitarist Jamie Hince make up the bluesy-punk duo The Kills. Their latest album, *Ash & Ice*, showcases their sexy, gritty sound, and was released in June 2016.

Photo © by unknown 2016



## 9 LEWIS DEL MAR

📺 4,137K 📺 8,328 📺 4,352

🔊 Folk-Pop

© Coast Modern, BANNERS

Lewis Del Mar is a folk-pop duo made up of singer and guitarist Danny Miller and drummer and producer Max Harwood. Their debut single "Loud(y)" shot right to the top of the Hype Machine's Popular Tracks chart. Peaking at number 7 on Billboard's Emerging Artists chart, their debut EP was released by Columbia Records in early 2016.

Photo © by Daniel Topete, 2016

" Their music blends genres...stirring together Latin flavors with hip-hop ones and sprinkling in a little alt-rock, producing compositions that have been compared to alt-J and Foals"

— Emilee Lindner, Noisey





# 10 FMLYBND

🐦 16K 📺 2,069 📺 9,410  
🔊 Indie-electronic  
© The Royal Concept, Jai Wolf

Indie-electronic group FMLYBND received a massive dose of publicity when their infectious song "Come Alive" was featured in the FIFA 2015 soundtrack. Since then, their

single "Electricity" has hit #1 on the Hype Machine Popular Charts twice, and with an album due out in an undisclosed near future, they a group to keep an eye on. Photo © by FMLYBND 2016



# 11 LÉON

🐦 3,264K 📺 8047K 📺 5,844  
🔊 Pop  
© Bishop Briggs, Mishcatt

The daughter of two musicians, LÉON's career began taking off at the young age of 21 with her debut "Tired of Talking." Her soft contemporary pop sound shines throughout

her debut EP *Treasure*, and her debut album is planned for release in 2016. Photo © by Catie Laffoon, 2016



12

# CHARLOTTE CARDIN

📺 16.7K 📺 40.5K 📺 14.4K

🔊 Pop, Jazz

© Alina Baraz, Charlotte Day Wilson

Turn on a Charlotte Cardin record and the mood of the room will immediately shift. Her debut EP *Big Boy* features her sultry voice over electro-jazz instrumentals, and is utterly enchanting to listen to.

Photo © by John Londono 2016

"Charlotte Cardin's take on pop-sensible jazz is delightfully minimal. When Charlotte Cardin is at her best, though, it feels like she's alone in a room with you."  
— *Unsung Sundays*



13

# CRX

3,910 3,540 488

Rock

© Queens of the Stone Age

Guitarist and founding member of the Strokes, Nick Valensi has since formed his own band, CRX, in which he acts as lead vocalist and guitarist. With only one song

out, "Ways to Fake it," their music is an exciting mix of power pop and heavy metal. Their first record "New Skin" will be released October 28 on Columbia Records.

Photo © by Magdalena Wosinska 2016



14

# ELIOT SUMNER

11.6K 119K 6,867

Indie-Rock, Synth-Pop

© Shura, Kate Boy

Daughter of the one and only Sting, Eliot Sumner's brand of indie-rock samples equally from pop, ska, and electro-punk. After originally recording reggae music under the name "Coco," Eliot recorded her debut EP Information, featuring her biggest song, "After Dark."

Photo © by Nicholas Alan, 2016



# 15 NAO

📺 26.4K 📺 53.1K 📺 15K

🔊 Soul, R&B

© Mura Masa, LION BABE

Neo Jessica Joshua, known as NAO, is a British singer-songwriter from East London. She uses the term "wonky funk" to describe her electronic-tinged brand of soul music. Her debut album *For All We Know* was released in July, 2016, from which her single "Bad Blood" is sitting at just under 10 million Spotify plays.

Photo © by Eva Pentel - Sony Music UK, 2016

"Since penning her first song in 2013, Nao has come close to mastering a particular strand of funk, high-gloss R&B."

— Jazz Monroe, Pitchfork

# 16 GRUM

📺 13.2K 📺 40.4K 📺 9,736

🔊 House, Progressive House

© Daft Punk, Ilan Bluestone

Scottish DJ-producer Grum has had a prolific career, releasing disco-inspired house and progressive house tracks on the biggest electronic music labels. His latest releases on Anjunabeats are more anthemic, while still remaining true to his original groovy sound.

Photo © by Ian Pierce 2016





## 17 PRETTY SISTER

🐦 5,121 📘 13.6K 📺 251

🔊 R&B

© Gallant, Manilla Killa

LA-based producer Zak Waters introduced his solo music endeavor, Pretty Sister, in 2015. Zak had been collaborating with producers such as Madeon and Adventure Club for years, but Pretty Sister's music is a striking departure from typical dance music. The music is a funky blend of classic R&B and EDM, and with only three singles released, his future releases are sure to be exciting.

Photo © by Chase O'Black 2015



## 18 LUNA AURA

871 2,331 347

Indie-Pop, Electronica

© Alunageorge, Stalking Gia

Luna Aura is singer-songwriter whose music is a combination of pop, electronic, and downtempo hip hop. While still a young act, her sound is undeniably anthemic, and has earned the respect of GQ, Teen, Kick Kick Snare, and BMI, who named her one of the Indie Spotlights of 2016.

Photo © provided by Surreal Sister 2016

## 19 THE TREBLE

5,398 3,858 1,457

Indie-Pop

© The Script, American Authors

Friends Mark Brusegard, Graeme Woods, Colin McTavish, Patrick Hansen and Dana Jerlo make up Canadian band The Treble. The band has a dark, casual, yet confident alt-pop sound with themes that revolve around friendship, travel, and youth.

Photo © by Band, 2016



## 20 ROBOTAKI

3093 14K 14.8K

Future Bass

© Goldroom, Classixx

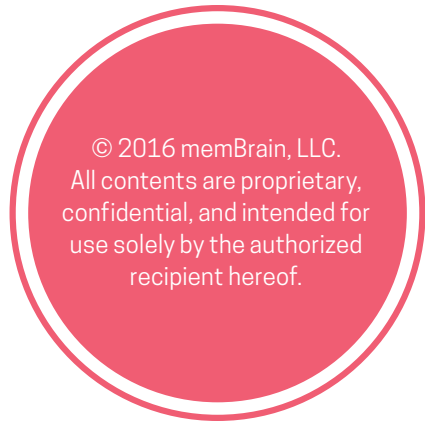
Preston Chin, known to the world as the producer Robotaki, found success early as his remixes for Korean pop acts went viral at the age of 17. Since then he has released a slew of melodic, funky remixes as he pursued a Master's degree in Genetics, as well as Musical Production and Synthesis. His first original production "Ghostboy" was released in July 2016, and peaked at #7 worldwide and #4 in the US on the Spotify Viral Charts. Photo © by Michelle Chiu 2016

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| Spotify             |   |   |
| Teen Vogue          |   |   |
| Time                |   |   |
| YouTube             |   |   |

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