

Your monthly
music forecast!

Come Together

Kungs


Zara Larsson

Seeb

Jon Bellion

YUNA

and more

 memBrain

THE STORM REPORT

ISSUE NO. 40
NOVEMBER 2016



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Twenty One Pilots. 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.

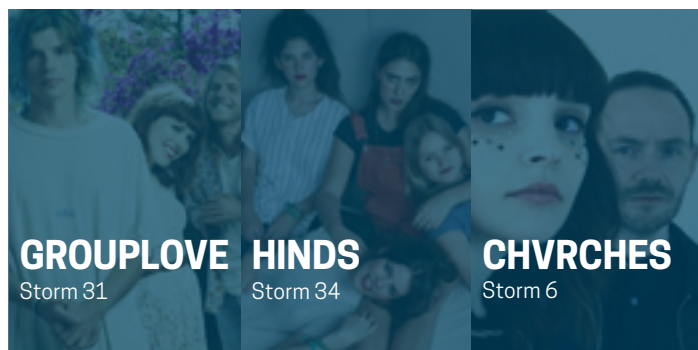
How do we know?

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!

In an increasingly connected world, the power of music to affect social change is palpable and proven. Over the past century, artists have emerged that have changed the fabric of our society – giving a voice to the silenced and a perspective to the uninformed. Musicians have not only generated awareness for world events, civil rights, climate change, and other important social issues – they have also generated funds and committed their work to activism. Artists were active in supporting their candidates with fundraisers, music and public endorsements prior to the 2016 United States Presidential Election – and will likely be active in the months leading up to inauguration. This month’s Eye of the STORM explores the impact of music to create social change – reflecting today’s society and offering hope for tomorrow. Enjoy!



Jennifer Sullivan
President, memBrain

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EYE OF THE STORM

Come Together: Social Awareness, Activism and Change through Music

By Jennifer Sullivan and Ian Hecht

Music brings people together like no other art form and has accompanied movements for social and political change throughout history. Music has proven to be an invaluable tool for education and mobilization with the power to create emotional human connections. As the US goes through its 58th presidential election and folk singer **Bob Dylan** is awarded the Nobel Prize for Literature, we will examine the power of music to create social change.

Some of the earliest political music in America came from Blues artists in the 1920s and 30s. Early folk songs like **Woody Guthrie's** "This Land is Your Land" and the politically charged civil rights anthem "We Shall Overcome" would come to define the voice of a generation and many others to come. While many folk artists were pushed out of the mainstream as a result of post-war McCarthyism, folk returned to the forefront of popular music in the early 1960s with artists like **Bob Dylan** and **Joan Baez** exposing the evils of war, racism, and poverty through their music.

Thrust into the global spotlight with the success of the **Beatles**, **John Lennon** is perhaps one of the most iconic anti-war activists of his generation. He publically recognized that he could use his celebrity status to not only communicate his own ideas about the world, but also change the way people thought about issues of the day. As Time magazine contributor Martin Lewis noted in his remembrance of Lennon on the 20th anniversary of his death: "John Lennon was not God. But he earned the love and admiration of his generation by creating a huge body of work that inspired and led. The appreciation for him deepened because he then instinctively decided to use his celebrity as a bully pulpit for causes greater than his own enrichment or self-aggrandizement."

In the 1970s, soul music began to overtake folk as the main genre for promoting social awareness with artists like **Curtis Mayfield** and **Marvin Gaye**. Concurrently, the emergence of punk rock in the UK provided a voice for disenfranchised youth protesting the status quo with artists like Sex Pistols whose song "God Save the Queen" was released as an attack on the treatment of the working class in England by the government.

In 1984, the BBC aired emotionally charged reports from Ethiopia where famine had killed over eight million people in the previous two years. Moved to action, the lead singer of the English band Boomtown Rats, **Bob Geldof** partnered with Ultravox singer **Midge Ure** to compose the anthem "Do They Know It's Christmas?" to raise funds for relief. They secured leading British artists, including **Sting**, **U2**, **Phil Collins**, **Boy George**, **George Michael**, and **Duran Duran**, to record the song as the supergroup "**Band-Aid**" in November 1984. Released in early December, the single spent five weeks in the number one spot of Billboard magazine's charts and sold one million copies in its first week of sales escalating to a total of 3.5 million in the UK and 2.5 million in the US, and returned to the charts the following Christmas.

Inspired by the British efforts, **Lionel Richie** partnered with **Michael Jackson** to compose "We are the World" with producer **Quincy Jones**. On January 28, 1985, an eclectic group of artists gathered to record the song as "**USA for Africa**," including **Bob Dylan**, **Stevie Wonder**, **Billy Joel**, **Bruce Springsteen**, **Kenny Rogers**, **Paul Simon**, **Cyndi Lauper**, **Diana Ross**, and **Ray Charles**. The single was released on March 11, 1985, followed by an album containing previously unrecorded singles by participating artists. Sales reached \$10.8 million by May 1986, with 90 percent of the proceeds going toward famine relief in Ethiopia, Tanzania, and the Sudan, and 10% to organizations providing relief for hunger and homelessness in the United States.

Geldof used the momentum of both "**Band-Aid**" and "**USA for Africa**" to organize "**Live Aid**," a day-long concert spanning two continents. On July 13, 1985, 72,000+ people crammed into Wembley Stadium in London with 100K more in JFK Stadium in Philadelphia - while an estimated 1.9M people in 150 nations tuned in to radio or television broadcasts. The roster of bands included **Queen**, **Elton John**, **Black Sabbath**, **David Bowie**, **Sting**, **the Who**, **Paul McCartney**, **U2**, **Madonna**, **Tom Petty**, **Tina Turner**, **a Led Zeppelin reunion**, **Eric Clapton**, and **Phil Collins**. The concert raised approximately

\$283.6 million through ticket and merchandise sales and donations, and inspired other artists to hold similar mega-concerts for charitable causes, such as Amnesty International, in subsequent years. Benefit concerts have remained strong to this day, with notable benefit concerts raising money for 9/11, Hurricane Katrina, and Haiti relief.

Like generations of socially-minded artists before them, a growing number of artists today have committed their careers to making a positive impact. Perhaps one of the most famous artist-created foundations is the **ONE Campaign**. Co-founded and championed by **Bono**, ONE is an advocacy organization that mobilizes and organizes its supporters to pressure world leaders to implement policies that support sustainable development and benefit those who are living in extreme poverty. The organization boasts over 7M members and receives funding from the Bill & Melinda Gates Foundation.

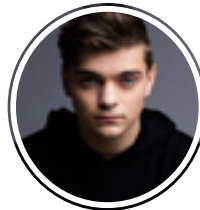
Many artists have created their own foundations to organize and structure their charitable efforts. For example, in response to the 2004 Indian Ocean Tsunami, **Linkin Park** founded "Music for Relief," a nonprofit aimed at disaster relief and environmental protection. To date, the organization has raised \$5M+ to support the survivors of 25 natural disasters around the world, and has also planted 1.3M trees to help reduce climate change.

One of the most successful tracks by **The Black Eyed Peas** was their 2003 release "Where is the Love?" which garnered several Grammy nominations and Top 40 status around the world. The group recently reunited to release a 2016 remix and music video to the hit song featuring a wide swath of influential celebrities including **Justin Timberlake** (who was a co-writer and performer on the original track), **Usher**, **Kendall Jenner**, **Nicole Sherzinger**, **Diddy**, and more in response to the compounding violence around the world. Supported by Apple Music with cross-promotion via iTunes, all of the profits from the new track were donated to **will.i.am's i.am.angel foundation** which funds education programs.

An election year, 2016 is an incredibly important time in American politics. Artists have publicly endorsed their favorite candidates in the form of musical performances, appearances, fundraiser dinners, original music, protest songs, and more. While the impact these artists have had on the election cannot be easily quantified, there is an overwhelming amount of activity within the music and entertainment communities targeted towards affecting voters' decisions.

Perhaps **Bono** said it best, "**Music can change the world because it can change people.**" Music has the power to transcend borders, bring people together, and serve as a unifying force for positive social change. While our country and society's future remains unclear, one thing is certain – there will be music.

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



Martin Garrix
(STORM No. 11)

CONGRATULATIONS MARTIN GARRIX

Congratulations to Martin Garrix for becoming the youngest ever DJ Mag #1 DJ in The World!
(STORM #11, September, 2013)



The Chainsmokers
(STORM No. 14)

THE CHAINSMOKERS

The Chainsmokers are hitting their stride with a number of STORM artists:

- Halsey- in their track "Closer," 488M Spotify Streams
(STORM #28, June, 2015)
- Phoebe Ryan- their latest release, "All We Know," 78M Spotify Streams
(STORM #25, February/March, 2015)
- Daya - in "Don't Let Me Down" 620M Spotify Streams
(STORM #33, November, 2015)



DJ Flume
(STORM No. 28)

FLUME AND STORM ARTISTS

Australian producer/DJ Flume is also finding commercial success with STORM artists:

- Kai in his 4x platinum smash "Never Be Like You," 257M Spotify Streams
(STORM #26, April, 2015)
- Tove Lo in "Say It," which peaked at #60 on the US Billboard 100, 145M Spotify Streams
(STORM #14, February 2014)



Bishop Briggs
(STORM No. 37)

In a surprising collaboration, English producer/DJ and STORM Alumni Mura Masa linked up with heavyweight rapper A\$AP Rocky to produce the single "LOVE\$ICK"
(STORM #33, November, 2015)

Between wrapping up a US Tour with Coldplay and having her song "River" get serious radio-play, Bishop Briggs (STORM #37, May, 2016) is taking the country by STORM!

STORM FORECAST

Events and happenings during the month of November.

#IHEARTTHEHOLIDAYS

The annual #iHeartJingleBall Tour is back with a star-studded lineup, featuring a heaping helping of STORM Alumni including Ariana Grande (STORM #3), Fifth Harmony (STORM #11), Ellie Goulding (STORM #2), Charlie Puth (STORM #26), and Daya (STORM #33).

MOVIE MAGIC

November is turning out to be a big month for movies with a lot of highly anticipated films finally hitting theatres:

Fantastic Beasts and Where to Find Them – In J.K. Rowling's screenwriting debut, the audience follows writer Newt Scamander's adventures in New York's secret community of witches and wizards. In theatres November 18.

Arrival – In this Sci-fi thriller, Amy Adams portrays a linguistics professor tasked with leading a team of investigators when humongous spaceships touchdown on Earth. In Theatres November 11.

Doctor Strange – Starring Benedict Cumberbach, Marvel's latest superhero movie follows surgeon Stephen Strange as he learns the mystic arts after a career-ending car accident. In Theatres November 4.

MUST-STREAM TV

With nearly 70 new shows being released this fall, it's almost impossible to catch everything that's being released. Here are our tops picks so you can get straight to watching.

Westworld – This HBO Sci-fi thriller is a remake of the classic 1973 film about animatronics who become self-aware in an immersive theme park.

Atlanta – Created by Donald Glover (and starring him too), this unique dramedy is about two cousins trying to break into Atlanta's rap scene.

The Crown – Netflix's most expensive drama yet, The Crown is a biographical account of Queen Elizabeth assuming the throne as a young woman.

HOT NEW MUSIC

Make sure those wireless earbuds are charged, new music as of November includes albums from Alicia Keys and Bon Jovi, on the 18th listen to new albums from DNCE, Bruno Mars, and Metallica, and on the 25th The Weeknd will close out to month with his album Starboy.

THE 20 ARTISTS ON OUR RADAR

Rank	Artist	Audio/Video	Label	Target Demo	Score
1	KUNGS	 	House of Barclay	Teenagers, College Kids, 20-somethings	42108
2	ZARA LARSSON	 	Universal Sweden, Epic Records	Teenagers, 20-somethings	10739
3	SEEB	 	Universal Music AS Norway	Teenagers, College Kids	5445
4	JON BELLION	 	Visionary Music Group, Capitol Records	Teenagers, college kids, young professionals	3416
5	YUNA	 	UMG, Fader Label	20-somethings, 30-somethings	2729
6	MADEINTYO	 	Privateclub Records	Young professionals, 20-somethings	2259
7	AJR	 	Warner Bros.	Teenagers, College kids, 20-somethings	1899
8	FRANCIS AND THE LIGHTS	 	None	College Kids, 20-somethings, 30-somethings	952
9	SEAFRET	 	Sweet Jane Recordings, Columbia Records	College Kids, 20-somethings	727
10	ANGEL OLSEN	 	Jagjaguwar	College Kids, Young professionals, 20-somethings	683
11	ILLENIUUM	 	Seeking Blue, Kasaya Recordings	College kids, 20-somethings	183
12	HAYWYRE	 	Monstercat	College kids, 20-somethings	94
13	CRAY	 	None	Young professionals, College kids, 20-somethings	38
14	THE WRECKS	 	None	Teenagers, College Kids, 20-somethings	37
15	ARMNHMR	 	None	College Kids, 20-somethings, young professionals	28
16	GRACIE SCHRAM	 	Full Ride Records	Teenagers, College Kids	7
17	LAUREN WALLER	 	None	Teenagers, College Kids, 20-somethings	2.515
18	GRAND ANALOG	 	The Shadow Cabinet Music Group, Feel Up Records	College Kids, 20-somethings, young professionals	2.475
19	REZZ	 	mau5trap, NEST	College kids, young professionals, 20-somethings	0.094
20	BRASSTRACKS	 	None	College Kids, 20-somethings, young professionals	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 KUNGS

📺 103K 📺 106.4K 📺 175.6K

🔊 Tropical House

© Felix Jaehn, Kygo

An internet sensation, Kungs produces sunny tropical house tunes featuring infectious horns and guitar riffs. Only 19 years old, the French wunderkind has racked up millions of plays on Soundcloud and Youtube, his hit "This Girl" has over 120 million plays on YouTube alone. His debut album is out November 4th.

Photo © by Romain Staros 2016



2

ZARA LARSSON

649K 863.7K 2.24M

Pop

© Dua Lipa, Ariana Grande

Swedish singer-songwriter Zara Larsson first gained national fame at the age of 10 for winning the 2008 season of the Swedish version of Got Talent. Now aged 18, Zara's songs are trending worldwide, most notably "Never Forget You," "Ain't My Fault," and "Lush Life." At such a young age, the future is astonishingly bright for this pop-star in the making.

Photo © by Ben Raynor for Epic Records



"Mixing the island-pop of Rihanna's early days with a pulsing bass line on par with "Fancy," "Lush Life" is the song of the summer that never was—a track so jam-packed with hooks that the song's real chorus doesn't even arrive until after the two-minute mark."

— Nolan Feeney, *Time*

IAN'S TOP PICK!

3 SEEB

4090 49.9K 28.2K

Tropical House

© Kygo, Thomas Jack

Seeb is the Norwegian DJ duo behind the smash remix of Mike Posner's "I Took a Pill in Ibiza." Garnering over 600 million views on YouTube, the summer hit thrust them into the spotlight, which they extended with debut single "Breathe." Clearly more than a one hit wonder, Seeb's tropical house products have struck a chord with fans around the world.

Photo © by Knut Bry, 2016





4

JON BELLION

📺 206K 📺 123.9K 📺 133.5K

🔊 Pop, R&B, Hip Hop

© Adam Levine, Tory Lanez

Jon Bellion is an American Singer, songwriter, producer, and wrapper, best known for providing vocals on the 2015 hit "Beautiful Now" by Zedd. His contemporary pop sound mixes R&B, hip-hop, and indie-rock, with his debut album released on June 10, 2016.

Photo © Provided by Agency 2016



5 YUNA

1.67M 1.93M 176K

Indie-Pop, R&B

© Jesse Ware, Banks

Yuna is the stage name of Malaysian singer-songwriter Yunalis Mat Zara'ai. Her brand of indie-pop draws heavily from R&B, and has earned her praise from the likes of Russel Simmons, SPIN, and the Malaysian Music Awards, the Malaysian version of the Grammy's. In 2016 she released "Chapters," her third full-length album.

Photo © by Aimanness Harun 2016



6 MADEINTYO

136KK N/A N/A

Hip Hop

© Fetty Wap, D.R.A.M.

Atlanta-based MC and producer MadeinTYO got his name from his teen years, which he spent living in Japan. In 2015 he released the song "I Want," via Privateclub Records, and in 2016 he released the track "Uber Everywhere" which became a viral hit and received an official remix featuring Travis Scott.

Photo © by Filthy McDave 2016



7 AJR

61.9K 112.8K 183.5K

Indie-Pop

© WALK THE MOON, Echosmith

New York City-based indie-pop band AJR is composed of three brothers: Adam, Jack, and Ryan Met. Their debut single, "I'm Ready," was met with great success as it was placed in regular rotation on SiriusXM, and they performed the song on Good Day New York. The indie-pop brothers are expected to release an album in 2017.

Photo © by AJR Productions 2016



8 FRANCIS AND THE LIGHTS

13.6K 634 12K

Alt-rock, pop

© James Blake

Surprising to some, Francis and The Lights is a musical project comprised of only one person: Francis Farewell Starlite. "The Lights" in the name refers to the lights on a stage and pixels on a computer screen. Francis' music is synth-based and heavily features his soulful vocals. His talent is undeniable, as he has toured with the likes of Drake, Ke\$ha, and Mark Ronson, and has recorded with Chance the Rapper, Bon Iver, and Kanye West.

Photo © by Justin Ouelette 2015

9 SEAFRET

18.6K 75K 161.2K

Folk

© Fleet Foxes, Band of Horses

British music duo Seafret consists of singer Jack Sedman and guitarist Harry Draper. Hailing from the same hometown, the pair met after a chance encounter at a local coffeeshop, and began recording music together. After a few EP's their debut album "Tell Me It's Real," was released in 2016 on Columbia Records.

Photo © by Bella Howard 2016





10

ANGEL OLSEN

🐦 23.6K 📺 79.8K 📺 12.3K

🔊 Folk-Country, Rock

© Sharon Van Etten, The Kills

Raised in St. Louis, Missouri, Angel Olsen honed her craft performing in coffee shops as a teenager. Olsen has expanded her folk-rock sound over the years, adding more band

members, but always with sublime lyricism. Her latest album "My Woman," was hailed by Pitchfork as her best yet, and earned her a "Best New Music" stamp of approval. Photo © by Amanda Marsalis 2016



11

ILLENIUM

🐦 21.2K 📺 168K 📺 N/A

🔊 Future Bass

© San Holo, Odesza

Illenium is having a breakout year, at the time of writing he holds the number 3 and 4 spots on Soundcloud's "Dance & EDM" chart with his remix of Flume's "Say it" and the Chainsmokers' "Don't Let Me Down," the latter of which has over 53 million streams. His emotional future bass originals and remixes have clearly struck a chord, and with US Tour in tow, Illenium is one of the hottest DJs in dance music at the moment.

Photo © by Management, 2016

12 HAYWYRE

📺 20.5K 📺 100K 📺 48.3K

🔊 Electronic, Progressive House

© Daft Punk, Zhu

Trained pianist Martin Vogt creates a unique blend of jazz, classical, and contemporary electronic music under the name "Haywyre." His unique compositions are built around piano improvisation, played with a palette of well-designed electro sounds and instruments. He is currently on tour with GRiZ through November of this year.

Photo © by Jason Siegal 2016

"It's difficult to really compare one part of the Two Fold series to the other... so I won't. All I will say is that Pt. 2 is a phenomenally well-produced album and a perfect follow-up to one of our favorite albums of 2014."

— Matthew Meadow, *YourEDM*



13 CRAY

📺 5,270 📺 2,761 📺 N/A
🔊 Future Bass
© Flosstradamus, Flume

Cheney Ray (CRAY) has only a handful of releases posted on her Soundcloud, but what she lacks in quantity she makes up for in quality. Her future bass productions have earned spins from the likes of Dillon Francis and EKALI, the former of which she is similar to in her carefree, goofy internet persona. With hundreds of thousands of plays on her songs, anticipation is building for this young talent to release more music.

Photo © by Jasmine Safaeian 2016

14 THE WRECKS

📺 2099 📺 9154 📺 1331
🔊 Indie-Pop
© Blink-182, Relient K

LA-based Indie band The Wrecks have an undeniable knack for creating catchy hooks. They debuted their radio-friendly, pop sound on their EP "We Are The Wrecks," released in May of 2016 to favorable reviews. While still young, their debut EP is a promising start.

Photo © by Deegan Marie Photography 2015



"Catchy and reeking of mischief, "Favorite Liar" is their first single. It's nostalgic, it's punchy, it hits all the right builds."

— *Infectious Magazine*



15 ARMNHMR

📺 1,782 📺 17,322 📺 152

🔊 Future Bass

© Marshmello, Odesza

California-based future bass duo ARMNHMR have taken Soundcloud by storm in 2016 with their high-energy remixes. They have found particular success remixing the Chainsmokers, their remixes of "Closer" and "Inside Out" have over one million streams on Soundcloud each. With dozens of planned releases for the near future, 2017 is looking to be the duos breakout year.

Photo © by Sean Le 2016

16 GRACIE SCHRAM

📺 5,877 📺 5,287 📺 1,221

🔊 Indie-Pop

© Sara Bareilles, Meghan Trainor

16-year-old singer-songwriter Gracie Schram is captivating listeners with her rustic indie-pop sound. With her angelic voice and joyous melodies, it's hard to believe she is so young. Her new EP, Dear Fall, was released on September 30th.

Photo © by Becky Alfred 2016





17 LAUREN WALLER

🐦 68 📺 N/A 📺 4

🔊 Indie-Pop

© Dua Lipa

LA-based singer-songwriter and producer Lauren Waller may still be pursuing a college degree in stage management, but she has the voice of a superstar. At the beginning of the year, Lauren released her "Perhaps EP" featuring the single "Never Were," which earned global airplay.

Photo © by Karen Vaisman, 2016



18 GRAND ANALOG

1585 773 229
Hip Hop, reggae
Beastie Boys

Grand Analog are a canadian hip hop band created with the idea of combining R&B, Jazz, Reggae, and Rock influences into a hip hop performance, played with mostly live instruments.

Photo © provided by Management 2016

19 REZZ

22.1K 50.6K N/A
Electro House
Gesaffelstein, Alesia

Twenty-year-old Isabelle Rezazadeh (REZZ) is fast making a name for herself in the world of dance music. Her dark, psychedelic techno draws comparisons to Gesaffelstein and Alesia, and has already been released on Deadmau5's Mau5trap label, with strong support from Skrillex's Nest HQ. Her impressive release schedule coupled with her early success suggests we can expect a lot to come this young producer.

Photo © by @rukes 2016



20 BRASSTRACKS

8652 9194 N/A
Future Bass
Goldroom, Classixx

Composed of Ivan Jackson and Conor Rayne, Brasstracks's horn-heavy brand of funky electronica is closer to soul than EDM. Their latest release, the "Good Love EP," is a collection of funk and soul-inspired cuts with excellent vocal features.

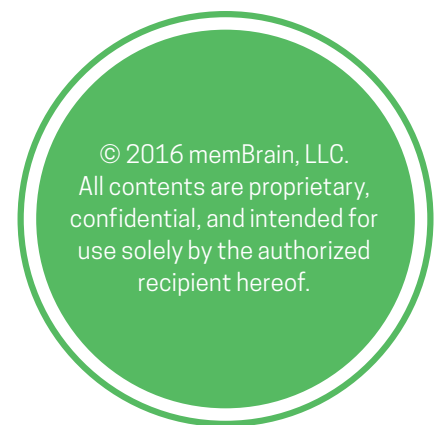
Photo © by @_718s 2016

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Thanks for reading! See you next month.