

*We've Loved and We've Lost:  
2016 in Review*

*Grey  
Lemaitre  
Louis The Child  
Peking Duk  
Stephen  
and more*

Your monthly  
music forecast!

 memBrain

# THE STORM REPORT

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*Dua Lipa (STORM #39). Photo by Nicole Nodland.*

# 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.

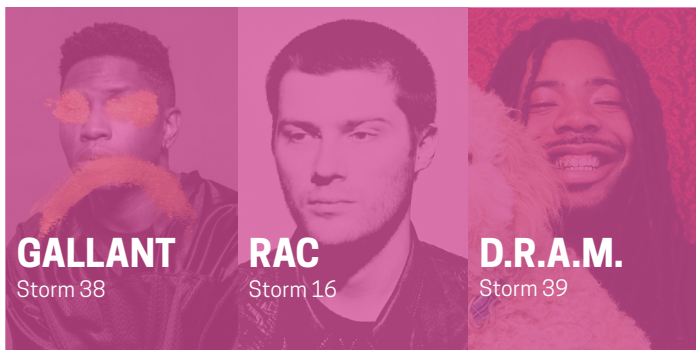
*How do we know?*

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!

Despite its trials and tribulations, 2016 had an amazing soundtrack. With a flurry of high-profile album releases from the likes of global icons like Adele, Beyonce, Drake, Kanye West, Radiohead and Rihanna, tours from legends like Guns N Roses, Bruce Springsteen, The Cure and Pearl Jam, and the emergence of new superstars like Twenty One Pilots, Sturgill Simpson, and Anderson .Paak, 2016 was a boom year for music. But it was also a hard year – and a sad year – for the music community. Political partisanship, social injustice, escalating violence and the loss of far too many legends, defined 2016 as a year for tragedy, fear, and injustice. If we’ve learned anything from history, artists turn to creating in the face of adversity. Here’s hoping that 2017 will be a year for peace, love, and understanding.

Happy New Year!



Jennifer Sullivan  
President, memBrain

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## EYE OF THE STORM



# We've Loved and We've Lost: 2016 in Review

By Malorie McCall

In 2016, it wasn't just about the race for the White House, it was also about the race to create. This year saw the proliferation of content as artists responded creatively to unsettling times and emotionally charged, often tragic, events. Artists scrambled to put out single after single, not just to support their own careers, but as reactions to the state of the world. Politics and social issues increasingly inspired artists to expand their voices and invigorated the musical community. As we explore the year in retrospect, it is impossible to ignore the impact that world issues had on the year's most talked about artists and what this means for music in 2017.

Beyoncé undeniably had the most talked about album of the year, upping the ante by not only dropping 'Lemonade' without warning or advance marketing, but by also releasing it as a visual album with HBO. The concept album saw Beyoncé solidify her activist stance – commenting on not only racial inequality but also sexism and feminism, honing her brand in the process. Kanye produced his most eclectic work yet with the February release of 'Life of Pablo,' but his recent cancellation of the rest of the supporting tour brought conversations from his music to the state of his mental health. Rihanna kept the world waiting with baited breath for her eighth studio album 'Anti,' which left her typical dance sound and entered the arena of pop and R&B. Perhaps the current king of the race to create, Drake went from two releases in 2015 (one being a collaboration with Future) to a packed-full album in 2016 with 'Views.' Nothing ever being enough for Drake, his playlist is set to drop before Santa does down the chimney. But the indie world, never being one to get left behind, also had a heavy hitter release this year. Radiohead's anticipated album 'A Moon Shaped Pool' divided fans. Its resurface from a hiatus that began in 2012 made some think they had come back to appease hipsters, whereas others saw the newest album as front man Thom Yorke's most personal work yet. Lady Gaga left the world of 'ARTPOP' and 'Born This Way' for dive bars and sliding guitars. Gaga's 'Joanne' wasn't just an homage to her aunt but a hat tip to who Lady Gaga is underneath the brand.

But amidst the constant releases, musicians used their voices not just for their careers but for their values. Katy Perry, Lady Gaga and Miley Cyrus acted as boots on the ground for Hillary Clinton while Anthony Kiedis and David Crosby felt the Bern. Ted Nugent and Gene Simmons wanted to make America great again with Trump at the helm. And as divisive as the election

was, music and musicians were front and center in the press on the airwaves serving as a mouthpiece of the community at large.

Partisan labels and judgments were thrown like baseballs in a father-son cliché - but rather than retreating into isolation, fans rallied with their favorite artists around social issues that extended beyond the election. Alicia Keys took her no-makeup vow and empowered women to find beauty in a time of scrutiny. John Legend released the video for Love Me Now emphasizing unity in a time of discord and all over the internet, musicians took to twitter to remind their fans that they had a place to belong. Selena Gomez defied stigma to open up about her battle with mental illness encouraging fans to get help.

Some fans experienced whiplash when the carpet was pulled from underneath them and they had to face the reality of a world without their heroes. David Bowie died in January from liver cancer after an over five decade long prolific career in which he not only changed music, but minds. In the same month, Glenn Frey passed away. His vocals were the soundtrack to many late summer nights, as couples cuddled with nothing but the light reflecting off their wine glass. Frey was the lead singer for and co-founder of the Eagles. By April, two more legends were lost. Merle Haggard was an icon of the Bakersfield sound and a member of the Strangers. The second legend was Prince who was able to swagger past boundaries with talent, passion and an effortless vocal range. If January and April weren't proof enough that tragedies in fact come in two, November brought the passing of both Leonard Cohen and Leon Russel. Russel's career was genre-diverse and lasted over 60 years. He worked with everyone from the Beach Boys and Eric Clapton to George Harrison and Elton John. Cohen was a renaissance man of the arts whose song "Hallelujah" has become a staple of popular music. His ability for raw emotion and nuance touched not just the public but many a musician who cite him as an influence.

Even commercialized apps like Musical.ly spoke volumes to music fans' desire to belong and to be part of a community. The music



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

app, which officially launched in 2014, soured to new heights in 2016. Fans flocked to the platform where they could share 15 second videos edited to songs. Even artists like Brendon Urie, Selena Gomez and Jason Derulo have used the app for promotion. Musical.ly now has 70MM+ users (according to Business Insider), but at its core, it's just another demonstration of how much people want to connect to their music. Music has evolved from a private, personal experience only temporarily shared in concerts to a global communities online shared between fans. Fans of an artist from yesteryear would need to go to a concert venue or event to meet other fans. In 2016, with a simple username and password, fans have almost unlimited access to people dancing, laughing, crying and everything in-between to the same music experience.

In 2016's tendency to turn those who disagree into the enemy, music gave people a reason to find beauty. In the time where any person can find somewhere on the internet that demonizes them, music provided a world where they could cry, laugh, dance and think. All music has a time and a place; whether it's the soundtrack to getting ready for a night out, or the song played in the car on the way to a rally. This year, music compounded fears, desires, passions and emotions into a portable reminder that the listener isn't alone. In the words of the late Leonard Cohen, "we are ugly but we have the music."

## TAKING THE GRAMMY AWARDS BY STORM

This year 17 STORM alumni are being honored with Grammy nominations. Congratulations to all!

Alabama Shakes (#1), Anderson .Paak (#34) x2, Ariana Grande (#3) x2, Bob Moses (#30) x2, Bryson Tiller (#29), Chance the Rapper (#14) x6, D.R.A.M. (#39), Elle King (#22), Gallant (#38), Jamie XX (#27), Kelsea Ballerini (#28), Leon Bridges (#26), PARTYNEXTDOOR (#12), RAC (#16), Sturgill Simpson (#37) x2, Tory Lanez (#33), Twenty One Pilots (#28) x5



### BEST COAST

Best Coast got festive and historical with their new single written for the American Girl Christmas Special: Maryellen 1955: Extraordinary Christmas. The track, "Christmas and Everyday" and the movie are now available.

**Best Coast**  
(STORM No. 26)



### KEKE PALMER

Keke Palmer isn't just a cult queen for her part in Ryan Murphy's Scream Queens, she's also making moves with her music. The triple threat released her EP 'Lauren' last month to welcoming reviews.

**Keke Palmer**  
(STORM No. 2)



### FKA TWIGS

FKA Twigs is furthering the success of her 2015 Soundtrack 7 residency in Manchester by turning it into a somewhat autobiographical short film which premiered on BBC 4 in November and will be available soon internationally.

**FKA Twigs**  
(STORM No. 14)

Events and happenings during the month of November.

## TECHNOLOGIC

At the 2017 Consumer Electronics Show, exhibits promise to show some of the best tech has to offer. Monster's Media Session: Because the Music Matters and C-Space Storyteller: Spotify are must see music-related conference sessions!

## STAR WARS GOES ROGUE

The highly anticipated follow up to the most recent film in the Star Wars franchise, 'Rogue One', hits theaters December 16. Fans of the franchise might be upset to learn that the opening crawl isn't likely to appear but they can look forward to Felicity Jones performance as the female lead and a score by the legendary John Williams.

## NEW YEAR MUSIC PREVIEW

Jamie xx has made a huge name for himself as a solo act in the recent years but that hasn't stopped a reunion of the original trio, The xx. The beloved indie band has announced that their album, I See You, will be released next month, January 13.

## AND THE AWARD GOES TO...

The new year will see the newest BBC Music Awards. The British award ceremony has anticipations high with its lineup. Performing artists include John Legend, Lukas Graham and The 1975. The guest list is sure to be star-studded.



# THE 20 ARTISTS ON OUR RADAR

Rank	Artist	Audio/Video	Label	Target Demo	Score
1	GREY	 	Republic Records	Teenagers, College kids	28440
2	LEMAITRE	 	Astralwerks	College kids, young professionals	2053
3	BILLIE EILISH	 	Darkroom/Interscope Records	College kids, 20 somethings	1911
4	LOUIS THE CHILD	 	Ultra Records	Teenagers, College Kids	1193
5	PEKING DUK	 	Sony Music Australia	College kids, 20-somethings	1109
6	STEPHEN	 	Halfway House	College kids, 20-somethings	459
7	HEIN COOPER	 	Indica Records	Teenagers, College kids, young adults	249
8	PNB ROCK	 	Atlantic Recording	Teenagers, College kids	184
9	BONOBO	 	Ninja Tune	Young adults, 20-30 somethings	142
10	BOOMBOX CARTEL	 	Mad Decent	College kids, 20 somethings	112
11	KING HENRY	 	Duke City	College kids, 20 somethings	91
12	VULFPECK	 	Vulf Records	College kids, 20-somethings	54
13	GRAVES	 	N/A	Teenagers, College kids, 20-somethings	35
14	GEOGRAPHER	 	Tricycle Records, Modern Art	College Kids, Young professionals	9.661
15	PUPPET	 	Monstercat	Teenagers, College Kids, Young adults	8
16	GAVLYN	 	Broken Complex	Young Adults, Young 20-30 somethings	7.388
17	EMI	 	N/A	College Kids, 20-somethings	5.725
18	LABS	 	N/A	College kids, 20 somethings	1
19	BEAT MARKET	 	Lisbon Luc Records	Teenagers, College kids, 20-somethings	1
20	FJORD	 	N/A	20-somethings	1

## 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

# THE TOP 20 ARTISTS OF 2016

Below are the top 20 STORM artists with the highest STORM scores for 2016. We recalculated their scores based on current statistics to whose music is lasting the test of time. We expect you'll be seeing a lot of these artists in 2017, and beyond!

Rank	Artist	Audio/Video	Label	Target Demo	Score
1	KUNGS	 	House of Barclay	Teenagers, College Kids, 20-somethings	41665
2	ALAN WALKER	 	Sony	Teenagers, college kids, young professionals	34991
3	G-EAZY	 	RCA	Teenagers, College Kids	17597
4	LOST FREQUENCIES	 	Universal	Teenagers, College Kids	15840
5	J. BALVIN	 	Capitol Latin	College Kids, 20-Somethings, Young Professionals	11809
6	ZARA LARSSON	 	Universal Sweden, Epic Records	Teenagers, 20-somethings	10199
7	DUA LIPA	 	Warner Bros.	Teenagers, College Kids, 20-somethings	9902
8	SIGALA	 	Ministry of Sound	Teenagers, College Kids	8711
9	D.R.A.M.	 	#1EpicCheck LLC / EMPIRE,	Teenagers, College Kids, 20-somethings	7541
10	JAIN	 	Spookland	Teenage Girls, College Kids	6647
11	SEEB	 	Universal Music AS Norway	Teenagers, College Kids	4992
12	KSHMR	 	Spinnin' Records	Teenagers, College Kids	4219
13	SAM FELDT	 	Island/Spinnin' Deep	Teenagers, College Kids, 20-Somethings	3565
14	JON BELLION	 	Visionary Music Group, Capitol Records	Teenagers, college kids, young professionals	3312
15	KEVIN GATES	 	Atlantic Records	20-somethings	3253
16	HAYDEN JAMES	 	Future Classic	Young professionals, college kids	2655
17	FUTURE	 	Epic	Teenagers, College Kids, 20-Somethings	2026
18	MARCUS MARR	 	DFA	College Kids, 20-Somethings, Young Professionals	1444
19	THE ROYAL CONCEPT	 	Republic	Teenagers, College Kids, 20-Somethings	568
20	LÅPSLEY	 	XL Recordings	Teenage Girls, 20-Somethings, Young Professional	418





# 1 GREY

7033 10998 N/A  
Dance, EDM, Pop  
© DNCE, Zedd

American up-and-coming kings of pop, Grey are a duo of EDM producers that have the talent to be new Max Martins.  
Photo © by Rukes 2016



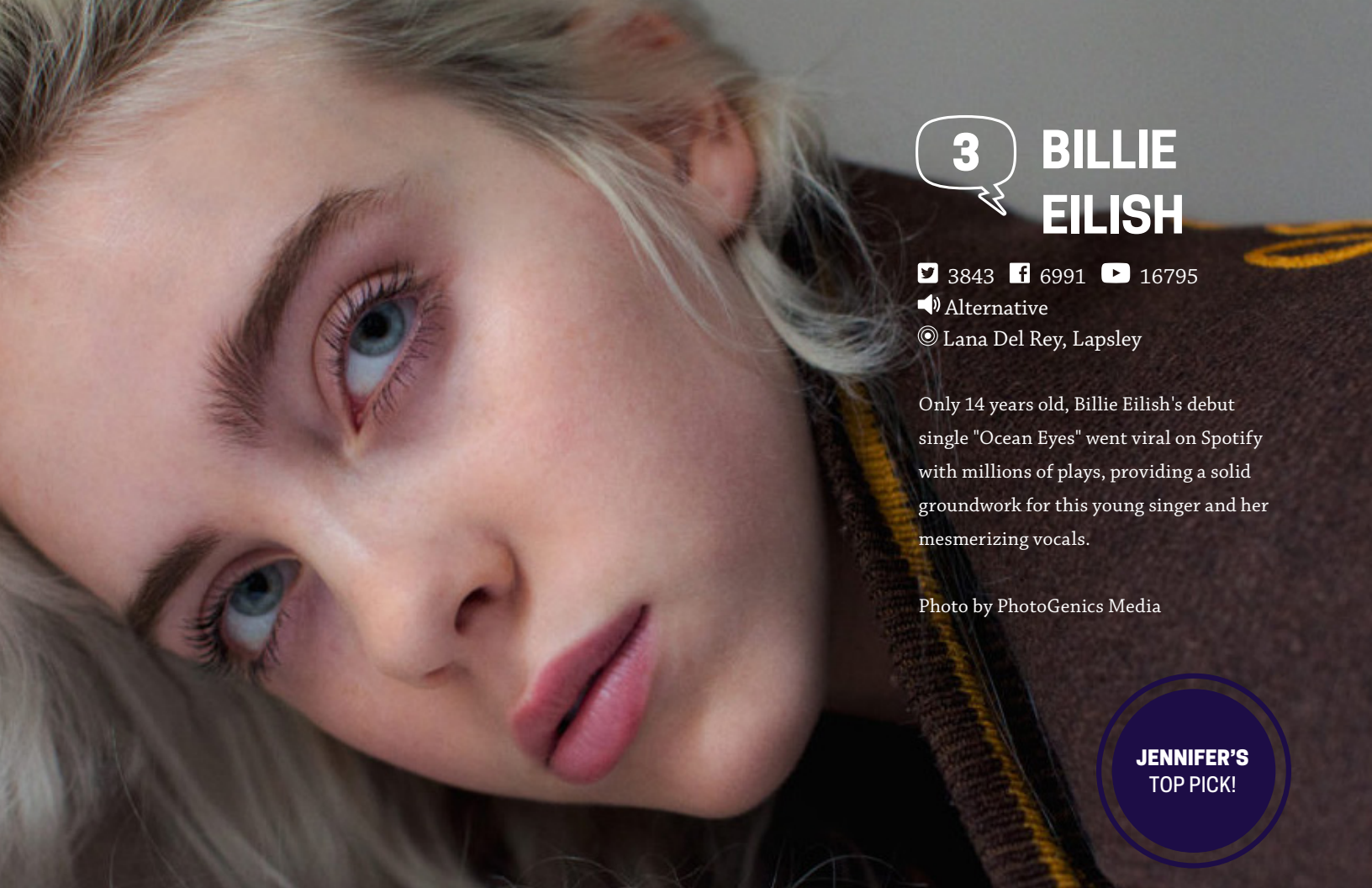
# 2 LEMAITRE

12916 90735 51199  
Dance, indie, pop  
© Phoenix, M83, Daft Punk

Lemaître manages homages to the classics while fully embracing the world of modern electronic and synth music for a sexy combination.

Photo © by Kelly Elaine 2016





3

# BILLIE EILISH

🐦 3843 📺 6991 📺 16795

🔊 Alternative

© Lana Del Rey, Lapsley

Only 14 years old, Billie Eilish's debut single "Ocean Eyes" went viral on Spotify with millions of plays, providing a solid groundwork for this young singer and her mesmerizing vocals.

Photo by PhotoGenics Media

**JENNIFER'S  
TOP PICK!**

4

# LOUIS THE CHILD

🐦 26182 📺 82757 📺 791

🔊 Pop, indie, EDM

© Lost Kings, Big Wild, The Chainsmokers

Louis the Child expresses wisdom beyond its years with its ability to balance simplicity and precision for a refined dance beat.

Photo Provided by Agency



"Don't let Louis the Child's name or age fool you. The duo, made up of young DJs Freddy Kennett and Robby Huldren, has mastered dreamy dance-pop that sounds wholly mature...It's all thanks to their finesse at enhancing and navigating through the sounds of pop music. As a result, their infectious grooves have made them some of the most important tastemakers on Soundcloud."

— aol.com





## 5 PEKING DUK

🐦 16671 📘 152K 📺 5183

🔊 Future Bass, EDM

© Flight Facilities, Odesza

Peking Duk uses slow builds to carry a fully engaged listener along a building roller coaster.

Photo © by Maclay Heriot 2016



## 6 STEPHEN

🐦 10K 📘 70K 📺 95K

🔊 Electronic

© Lewis Del Mar, Rozes

Stephen's dark rhythms and beats are haunted with the emotion matched in his vocals.

Photo © Provided by Agency



## 7 HEIN COOPER

🐦 1524 📘 10530 📺 2541

🔊 Indie, Pop

© Loon Lake, The Jungle Giants

Bridging the gap between today's pop and late 90's indie, Hein Cooper entices with subtlety.

Photo © by Le Petit Russe, 2015





# 8 PNB ROCK

📺 25K 📺 53K 📺 128K

🔊 Rap, Hip-Hop

© Kodak black, Lil Yachty

PnB Rock matches soothing R&B with pop/hip-hop combo's for a memorable raw experience.

Photo © by Labeljpg

"Like New Jersey hero Fetty Wap, PnB's voice rockets away from instrumentals on a trip of its own. And whether he's telling love stories or tales of his time of the block, his lyrics are similarly brash."  
— Lauren Nostro (*The Fader*)



# 9 BONOBO

📺 108K 📺 840K 📺 75K

🔊 Electronica, trip hop, chillwave

© Caribou, Boards of Canada

Bonobo's trance-like songs create a fluid swell as a comedown to the more pop-dance style of his peers.

Photo © by Neil Krug 2016

"Bonobo records have a mellow, meditative bent -- for years they were classified as "downtempo," an adjective that the man who made them hates -- but as a DJ, he is considerably more ferocious."  
— Elias Leight (*Billboard*)



# 10 BOOMBOX CARTEL

🐦 22K 📘 123K 📺 N/A

🔊 Future Bass, EDM

© RL Grime, Marshmello

The perfect music for a movie montage of escaping down the PCH, Boombox Cartel's electrifying brand of future bass stands apart from the rest in its aggression and clarity.

Photo © provided by management



**IAN'S  
TOP PICK!**



11

# KING HENRY

📺 3054 📺 4204 📺 681

🔊 Indie pop, dreampop, synth

© AlunaGeorge, Tkay Maidza

King Henry uses his pop nuance and producing talents to weave dreamy beats with poignancy.

Photo © by Jordan Morris 2016



12

# VULFPECK

📺 12.8K 📺 126K 📺 61K

🔊 Feel good, Indie

© Future Islands, Hiatus Kaiyote

A throwback to where popular music began, Vulfpeck keeps it upbeat and danceable in a way you and your mom could agree is "Disruptful."

Photo © Provided by Agency





# 13 GRAVES

15K 23K N/A

Future Bass, EDM

© NGHTMRE, GTA

Graves brings in the heavily popularized upbeat pop EDM of today with a twist of ethereal rave.

Photo © provided by management



"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

# 14 GEOGRAPHER

67K 35K 3832

Indie-Rock, Electronic Rock

© LCD Soundsystem, STRFKR

Geographer creates electro-infused indie-rock using both analog and acoustic elements, making for a unique listening experience.

Photo © by Emily Sevin 2015





# 15 PUPPET

📺 11K 📺 17K 📺 N/A

🔊 EDM, Indie-Dance

© Porter Robinson, Madeon

Dance music producer Puppet's productions are a wonderful combination of catchy chip-tune melodies and ethereal vocals reminiscent of 2000's emo.

Photo © by Julian Cassady 2016



# 16 GAVLYN

📺 N/A 📺 155K 📺 5132

🔊 Rap, Hip-Hop

© Missy Elliot, Nicki Minaj

Inspired by 70's funk and spoken word, LA-based rapper Gavlyn has an infectious smooth flow, backed by bumping hip hop productions.

Photo © by Enkrypt\_LosAngeles 2016







# 17 EMI

📷 2944 📺 N/A 📺 N/A

🔊 R&B, Hip Hop

© Rihanna, Solange

Emi serenades listeners with her melancholic vocals over immaculately produced hip hop beats.

Photo © by Léa Godoy 2016





# 18 LABS

📺 N/A 📺 662 📺 39  
🔊 Synth-Pop, Indie-Rock  
© Sia, Paramore

Heavy drums, gritty synths, and ethereal pads provide a dark texture behind lead singer Lindsay Bryan's poppy vocals, making for an exquisite contrast.

Photo © by Ameer Nijjar 2016

# 19 BEAT MARKET

📺 4735 📺 4020 📺 279  
🔊 Dance, pop  
© Madeon, Mat Zo

Beat Market provide static beats with funky tones that rocket away from the normal EDM.

Photo © by Antoine La Rochelle 2016



# 20 FJORD

📺 1113 📺 4183 📺 520  
🔊 Indie Pop, Synth  
© Imogen Heap, Milk & Bone

A gentle transition to indie with echoing synth and bass for an all-encompassing sound.

Photo © by Fjordmusic 2016





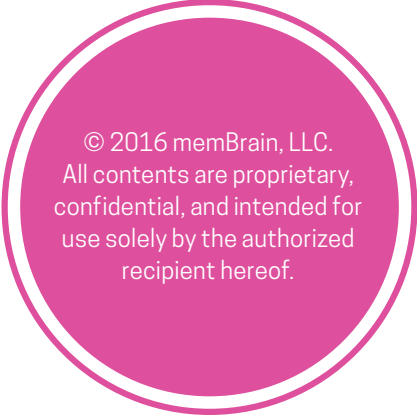
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1 <http://www.businessinsider.com/what-is-musically-2016-5>

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