

Your monthly
music forecast!

Technologic: The Big Data Music Revolution

Knox Hamilton

Jordan Fisher

Max Styler

Josh Abbott Band

Unlikely Candidates

and more

 memBrain

THE STORM REPORT

ISSUE NO. 45
MAY 2017

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On the Cover:

Glass Animals (STORM #16). 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.

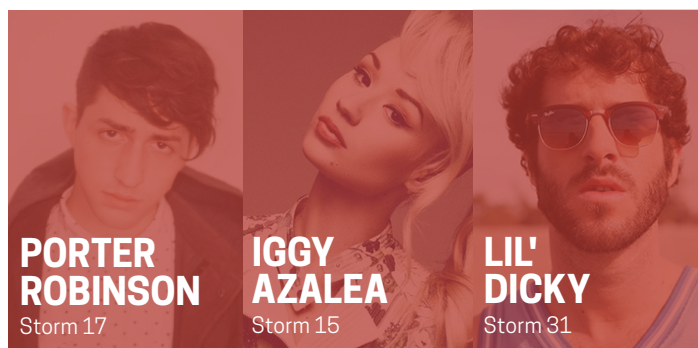
How do we know?

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!

This issue of The STORM Report explores data and music. Pythagoras said, "There is geometry in the humming of the strings, there is music in the spacing of the spheres." Counting, rhythm, scales, intervals, patterns, symbols, harmonies, time signatures, overtones, tone, pitch.... The notations of composers and sounds made by musicians have always been connected to math. With digital distribution and streaming emerging as the new standard for experiencing and discovering music, data science and “big data” are transforming the music industry. This month’s “Eye of the STORM” article reviews how data is reshaping the face of music – for artists, brands, and fans – and a look to the future of the industry and the art form.

Enjoy!



Jennifer Sullivan
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EYE OF THE STORM

DNCE featured on the Spotify Playlist
"Play This At My Funeral"

Technologic: The Big Data Music Revolution

By Jennifer Sullivan and Chris Donovan

Since the 1999 launch of Napster's music-sharing platform, the music industry has been in a tailspin - its timeline marked with dipping revenues, lack of transparency, piracy problems and feuds over the fair distribution of dividends. Technology continually transforms the way that we create, experience and share music. From portable players and phones replacing compact discs to how artists now have the power to more successfully record and release independent music, the music business has been irrevocably affected by technology.... for better or worse.

Now, after years of suffering from a complicated relationship with the tech sector, big data may offer a solution to save the music industry. Or at least, be a force for its positive evolution.

THE SOUNDTRACK OF YOUR LIFE

Music streaming services such as [Spotify](#), [Soundcloud](#) and [Tidal](#) base everything from their playlists to acquisitions on information garnered from big data. Data allows these companies to put a finger on the pulse of what's hot (and what's not) like never before. For example, by evaluating listener data, Spotify was able to determine that one [listener had played "Sorry" by Justin Bieber 42 times in a row](#) on Valentine's Day - prompting the company to ask "what did you do?" as a part of a series of interactive billboards.

Algorithmically generated playlists like Spotify's "Discover Weekly" and "Daily Mix" provide listeners with tailored content to appeal to their tastes. Interestingly, this has proven to make genres less important than the selection of music that relate to the music-fueled moments in your life. From working out to sitting in the office to commuting and everything in between, data is now fueling a new platform for music discovery - offering discovery opportunities to artists who may never even had a song on the radio.

BIG DATA IS A BIG DEAL

As defined by [Forbes](#), "Big data is a collection of data from traditional and digital sources inside and outside your company that represents a source for ongoing discovery and analysis." In other words, big data offers companies the opportunity to analyze information and make smart decision based on probabilities and historical facts.

This revelation has opened the door for a new boom in data-driven companies and research initiatives. For example, a group of University of Antwerp students in Belgium data scientists created a [digital algorithm that accurately forecasted hit songs](#) to a 70% probability. If you have concerns about the music industry becoming robotic if it is based on these kinds of algorithms, you are too late. But curation is nothing new. From label A&R executives to radio DJs, we've always relied on someone to help us to discover the best new music. With big data powering some of these decisions now, the process has just become less subjective.

Cloud-based services now have near real-time big data analytics to make the music discovery experience feel almost natural. For example, [Pandora's Music Genome Project](#) is an initiative that trained traditional musical analysts to dissect songs using 450 preset characteristics that are said to capture the "music identity of a song." If dissected into small enough partitions, big data is enough to classify the human taste in pop music quite accurately.

Spotify answered Pandora's initiative with the MIT driven "Echo Nest," which takes the concept of big data-driven music discovery to a new level. The Echo Nest did not use human analysts at all. Characterizing music by tone color, tempo and timing, the Echo Nest was able to [predict 4 Grammy award winners](#) out of 6 during its initial run with artificial intelligence.

While the music industry is notorious for its unpredictability, data is attractive

to those working in and around the business because of its power to predict probabilities and deliver valuable insights.

Universal Music Group (UMG) owns ~35% of all music made public today and is using big data to cement its position in the industry at an accelerated rate. With its SQL Server Fast Track Data Warehouse initiative, UMG is able to analyze weekly data [20 times faster than the previous industry standard](#), the IBM DB2 platform. Per UMG Senior Director of Global Business Intelligence Rajesh Babu, the company currently processes 40M+ transactions - daily. For every 1,000 users, UMG generates 800 different reports – and this information is accessible in real time to UMG executives.

IS THERE ROOM FOR HUMANITY IN MUSIC ANYMORE?

Of course, this doesn't mean that data is entirely infallible or a proverbial crystal ball. Chris Carey, CEO of Media Insight Consulting, [noted](#) "If you remain exclusively data-driven and go only with what worked previously, you run the risk of ending up with music that is familiar and enjoyed immediately, but not forward thinking."

Even as new digital data standards continue to evolve and improve, the nuance of creativity is still undeniably human. As great as analytics may be for organizing the mindset of the masses, the masses are ultimately unpredictable. A backing track may benefit commercially from a bit of analysis, but there is no computer that can imitate the vocal tweaks of an Ed Sheeran or the deep, rich tone of a Jack Johnson (yet).



Alex Da Kidd & IBM Watson

In our [March 2017 issue of The STORM Report](#), we reported on Grammy award-winning producer Alex Da Kidd's partnership with IBM's Watson technology – which endeavored to demonstrate how an artist could collaborate with software to create a new paradigm for composition. Watson analyzed the lyrics of over 26,000 Billboard Top 100 songs to uncover patterns of song structure and emotion. Watson presented its insights as a colorful map of data and words to inspire Alex in his creative process – resulting in the radio hit "Not Easy featuring Alex with Elle King and Wiz Khalifa.

DATA AND DISCOVERY...CALCULATED BETS.

While the future remains unknown and always changing, big data has given rise to new and exciting innovations fueling the emergence of new artists, giving executives a greater sense of bravery and purpose in their decision making. The increased cloud-based services fused with additional data feeds such as social media and artificial intelligence will continue to evolve not only the music industry, but also the world as we know it.

Recommended soundtrack for this article:

"Technologic" by Daft Punk

"I don't know how to make a playlist" is a playlist someone made, somehow.

Discover, follow and maybe even create your own playlists.

 Spotify
spotify.com/playlists

STORM TRACKER

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

TAKING COACHELLA BY STORM

Congratulations to the 59 STORM Alumni who played Coachella!



Future
(STORM No. 36)



Glass Animals
(STORM No. 16)



Jack Garratt
(STORM No. 18)



Kaleo
(STORM No. 36)



Future Islands
(STORM No. 16)



Marshmello
(STORM No. 18)



Kehlani
(STORM No. 24)



Porter Robinson
(STORM No. 17)



SURVIVE
(STORM No. 43)



ScHoolboy Q
(STORM No. 24)



Car Seat Headrest
(STORM No. 17)



Local Natives
(STORM No. 43)

Here is the full list along with the issue of The STORM Report that they appeared in:

Arkells (32), Autograf, (35) Banks (10), Bastille (13), Bonobo (41), Breakbot (2), BROODS (14), Car Seat Headrest (37), CLASSIXX (19), D.R.A.M. (39), Denzel Curry (33), Father John Misty (25), Francis and the Lights (40), Future (36), Future Islands (16), Galantis (16), Glass Animals (16), Goldlink (26), Grace Mitchell (22), Grouplove (2), Gryffin (35), Haywyre (40), Hinds (34), HONNE (32), Hot Since 82 (16), Jack Garratt (18), Jaguar Ma (10), Jai Wolf (38), Kaleo (42), Kaytranada (38), Kehlani (24), Kiiara (30), Kungs (40), Local Natives (1), Matt DeMarco (31), Majid Jordan (26), Marshmello (39), Martin Garrix (11), Mr. Carmack (34), Mura Masa (33), Nao (23), NAV (44), Nora En Pure (35), Oh Wonder (23), Porter Robinson (17), Raury (21), S U R V I V E (43), ScHoolboy Q (12), SNBRN (33), SOHN (14), Tennis (3), The Head and the Heart (37), Thundercat (30), Tory Lanez (33), Tourist (15), Tove Lo (14), Twin Peaks (26), Whether (43), and Yotto (38).

Events and happenings during the month of May.

DAMN KENDRICK

After releasing his new album DAMN. On April 14th, the first day of Coachella, Kendrick shut down the festival in every way possible two days later with a flawless headlining set, debuting hits like "DNA" and "ELEMENT" live. Since then the album continues to set records - all of its songs have charted in the top 70 of the Billboard 100, having sold 603,000 units in its first week, making it the highest first week sales since Drake's *Views* last year, with 1.04 million copies sold.

ONE MORE TOUR

Linkin Park are back with new music in anticipation of their new album, *One More Light*, out May 19th. Their single "Heavy" was released in February ahead of the album release, and hit #52 on the Billboard 100, followed by "Battle Symphony" and "Good Goodbye," featuring Pusha T and British grime artist Stormzy. On May 2nd they announced their massive 2017 tour through North America with support from Machine Gun Kelly, with tickets going on sale May 12th. Grab them while they're hot!

BILLBOARD IS BACK

The Billboard Music Awards will air May 21st on ABC, highlighting the world's favorite artists. Drake and The Chainsmokers (#34) have the most nominations with 22 each, highlighting just how dominant these artists were in their respective genres (Hip Hop and Electronic, respectively). Other STORM artists in attendance include Twenty One Pilots (#28), Shawn Mendes (#20), Alessia Cara (#30), Florida Georgia Line (#1), Kevin Gates (#38), Kygo (#16), Halsey (#28), Daya (#33), D.R.A.M. (#39), Rae Sremmurd (#23), and PARTYNEXTDOOR (#12).

BILLIONS AT THE BOX OFFICE

2017 is already a record year at the box office, particularly for sequels and remakes. "The Fate of The Furious" made history as Universal Pictures' 5th movie to cross the \$1B mark, while Disney's live action "Beauty and the Beast" still reigns supreme with the biggest opening weekend of 2017 at \$174M domestically. With a powerhouse opening weekend, "Guardians of the Galaxy 2" is on its way to a \$1B payday as well. Be on the lookout for more blockbuster films later this year including "Spider-man: Homecoming," "Despicable Me 3," "Transformers: The Last Night," "Thor: Ragnarok," "Star Wars: Episode VIII."

UP IN SMOKE

In one of the biggest event production blunders in recent history, attendees who arrived at FYRE Festival in the Bahamas was greeted with a scene that looked like a refugee camp. While the event was advertised to be a luxurious weekend in paradise, attendees instead experienced mass disorganization, bare minimum lodging, roaming wild dogs, and cheese sandwiches in lieu of luxury catering. Attendees had to be flown back to Miami, yet the organizers claim that they will be back and better than ever in 2018. The situation is still developing - stay tuned!

STORM WARNING

THE 20 ARTISTS ON OUR RADAR

Rank	Artist	Audio/Video	Label	Target Demo	Score
1	KNOX HAMILTON		Prospect Park Records	College Kids, 20-Somethings	2119
2	JORDAN FISHER		Walt Disney Records, Hollywood Records	Teenagers, College Kids	1128
3	MAX STYLER		Dim Mak Records	Teenagers, College Kids	656
4	JOSH ABBOTT BAND		Pretty Damn Tough, Atlantic Nashville	20-Somethings, 30-Somethings	490
5	UNLIKELY CANDIDATES		Another Century, Atlantic	College Kids, 20-Somethings	265
6	LIZZO		Totally Gross National Product, BGSW, Atlantic	College Kids, 20-Somethings	164
7	WOODES		Woodies Music	Teenagers, College Kids	97
8	TOKEN		N/A	Teenagers, College Kids	55
9	KEVIN MORBY		Woodsist, Dead Ocean	College Kids, 20-Somethings	35
10	ALL OUR EXES LIVE IN TEXAS		ABC Music	20-somethings, 30-Somethings	28
11	WHY DON'T WE		Signature Entertainment, LLC	Pre-Teens, Teenagers	26
12	NOTAKER		Positoning, Monstercat	College Kids, 20-Somethings	13
13	MARK JOHNS		OWSLA	College Kids, 20-Somethings	12
14	GIGGS		SN1 Records, Takeover Entertainment,	College Kids, 20-Somethings	10
15	MONA		Zion Nioz Recordings, Island Recordings, Mercury	20-Somethings, 30-Somethings	6
16	WILD RIVERS		N/A	College Kids, 20-Somethings	3.7
17	BUSTY AND THE BASS		Indica Records	College Kids, 20-Somethings	1.4
18	NYLO		Indie-Pop	College Kids, 20-Somethings	0.6
19	MAIL THE HORSE		Jam in the Van, LLC	20-Somethings, 30-Somethings	0.4
20	JACOB BANKS		Interscope	20-Somethings, 30-Somethings	0.3

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

KNOX HAMILTON

📺 9,733 📺 10.8K 📺 2536

🔊 Alternative Rock

📍 Phoenix, The Killers

Knox Hamilton's music is an upbeat mix of dance-rock mixed with indie-pop. Their debut full length album, *The Heights*, was released in early 2017 and presents a catalogue of hip-moving jams.

Photo © by Connor North Goad 2017





2 JORDAN FISHER

📺 165K 📺 112K 📺 93,551

🔊 Pop, Soul, R & B, Hip-Hop

© Bruno Mars

Multi-talented actor, singer, dancer and songwriter Jordan Fisher needs to be high on your radar. Jordan is already well-known due to his roles in film and TV projects such as "Secret Life of the American Teenager," "Teen Wolf" and both "Teen Beach" movies. He was the break out star of Fox's Emmy winning "Grease Live," and recently assumed the role of John Laurens/Philip Hamilton in the Broadway production of "Hamilton." Most recently he paired with Lin-Manuel Miranda on the "Moana" soundtrack with the infectious, "You're Welcome." Jordan's much anticipated next single will be hitting airwaves this summer and he is currently collaborating with top music industry writers and producers for the release of his debut album.

Photo © by Joseph Cultice 2016



3 MAX STYLER

📺 2,874 📺 30.7K 📺 16

🔊 Dance/ Electronic

© Steve Aoki, Skrillex

Only 20 years old, Max Styler is signed to Steve Aoki's Dim Mak label, through which he just released an electric new remix EP on April 21st. Max's energetic brand of electro house has earned him releases on the top labels in dance music including Spinnin' Records, Monstercat, and Ultra Music.

Photo © by Tom Moore 2017



IAN'S
TOP PICK!

4 JOSH ABBOTT BAND

📺 202K 📺 313K 📺 20,019

🔊 Country

© Florida Georgia Line, Zac Brown Band

Hailing from Texas, Josh Abbott founded the Josh Abbott band with his fraternity brothers Austin Davis, Neel Huey, and Drew Hurt, pausing his schooling while only a thesis away from completing his Master's degree. Their latest single "Wasn't That Drunk," features Carly Pearce and has gathered national and media attention, culminating with their appearance on Jimmy Kimmel Live! on May 31, 2016.

Photo © by Taylor Crothers 2017



5 UNLIKELY CANDIDATES

📺 7,936 📺 17.5K 📺 4,753

🔊 Indie Rock, Indie Pop, Pop Rock

© Walk the Moon, Panic! At the Disco

The Unlikely Candidates are an indie-rock band who hail from Fort Worth, Texas. Their Texas roots show through in their jumpy yet folk-influenced brand of rock.

Photo © by Zach Burns 2017



6 LIZZO

📺 24.2K 📺 41.7K 📺 22.1K

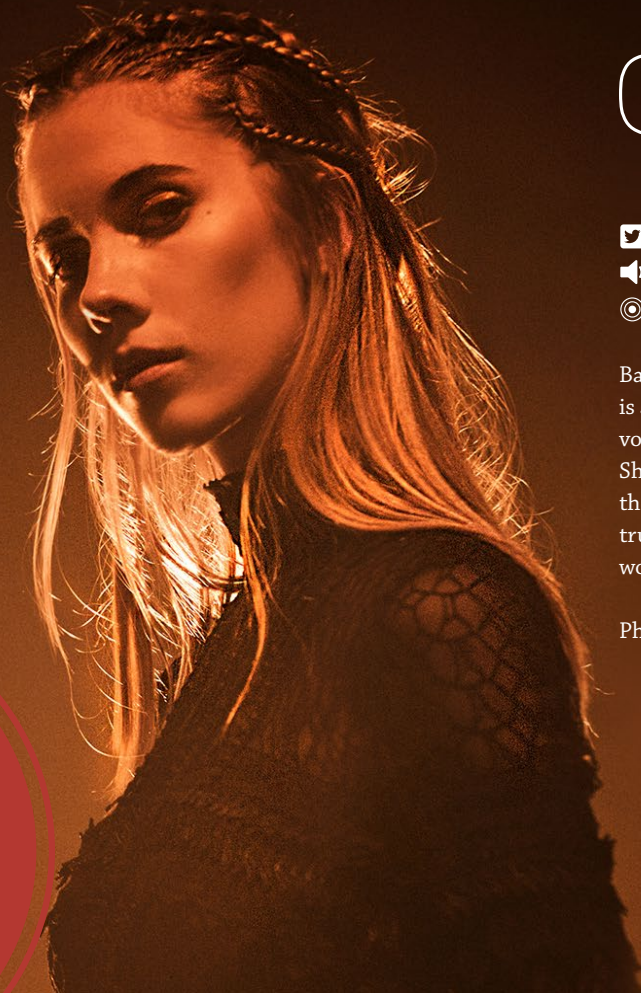
🔊 Alternative Hip-Hop

© Missy Elliott, CeeLo Green

Lizzo is an American alternative hip hop artist based in Minneapolis, Minnesota. Her backing tracks are exuberant and powerful, while her rhymes are clever, sassy, and musical. If you are looking for something new in hip hop, this is it.

Photo © by Jabari Jacobs 2017





7

WOODES

📺 1,100 📺 4,417 📺 422

🔊 Alternative/Indie, Electronic

© Lorde, Imogen Heap

Based out of Melbourne, Australia, Woodes is a female singer/songwriter whose ethereal voice glides over laid back electronic beats. She not only writes and sings but produces the tracks as well. Listening to her music is truly taking a step into Woodes' delicate, airy world.

Photo © by Andy Hatton 2017

"There's a whimsical, folksy essence to her voice and lyrics, but a moody electronic edge in the production brings her traditional songwriting skills into the modern world."

— *Pidgeons and Planes*



8

TOKEN

📺 24.9K 📺 457K 📺 155K

🔊 Hip-Hop/Rap

© Eminem, J Cole

Ben Goldberg (Token), is not your typical rapper. Hailing from outside Boston, Goldberg is white, Jewish, has a language learning disability, and has battled severe anxiety, yet none of that stops him from spitting raps that unfold like the pages of a novel, with clever rhymes reminiscent of Eminem.

Photo © by Brian Doherty 2017



9

KEVIN MORBY

📺 6,463 📺 25.1K 📺 3,115

🔊 Indie Rock, Folk Rock

© Car Seat Headrest, Bob Dylan

Kevin Morby is an indie-rock singer and songwriter who sounds like a rock-influenced Bob Dylan. His latest album, *Singing Saw*, was released in 2016 to critical acclaim.

Photo © by Adarsha Benjamin 2017



10

ALL OUR EXES LIVE IN TEXAS

📺 712 📺 10.3K 📺 922

🔊 Folk, Alternative Country

© Maren Morris, The Head and The Heart

Australian all-female folk group All Our Exes Live in Texas have a knack for heart-breaking songwriting and crisp vocal harmonies. Their latest album, *When We Fall*, has enough musicality and vulnerability to make even a grown man cry.

Photo © by Cybele Malinowski 2017

"All Our Exes Live in Texas have been touring over the past couple of years selling out venues all over Australia - its hard to feel sorry for someone singing a sad song when their talent is completely blocking any feelings of pity you could ever feel - they are the most badass girl folk group ever"

— Hhhhappy.com

11

WHY DON'T WE

📺 42.3K 📺 90.9K 📺 244K

🔊 Pop

© One Direction, Jonas Brothers

While they have only been a band for seven months, Why Don't We are lighting up the charts with their vocal talent and pop sensibilities. Their latest EP "*Something Different*" reached #2 on the iTunes Pop Albums, while the group themselves hit #2 on Billboard's Next Big Sound Chart. The teen heartthrobs even collaborated with social media star Logan Paul to help create the visuals for "*Something Different*."

Photo © by Mike Lerner 2017





12 NOTAKER

3,766 5,897 1,236

🔊 Dance/ Electronic

© Feed Me, Deadmau5

Notaker produces dark, enigmatic house music, with a growling low-end and sparkling highs. His excellent sound design has earned him releases on prestigious labels such as Monstercat and Mau5trap Records.

Photo © by Ismael Valenzuela 2015



13 MARK JOHNS

10.6K 13.6K 429

🔊 Dance/ Electronic, R&B

© Lorde, Kehlani

Mark Johns creates laidback R&B with dreamy vocals reminiscent of Lorde. Her debut Molino EP was released on Skrillex's OWSLA label, highlighting the raw talent of this young lady.

Photo © by COUGHS 2017



14

GIGGS

📺 312K 📺 320K 📺 60.3K

🔊 Hip-Hop

© Stormzy, Drake

Being featured on Drake's album is a career accomplishment for most artists, Giggs went ahead and was featured twice on Drake's newest album, "More Life." Hailing from the UK, Giggs's staccato rap backed by heavy 808's gels perfectly with Drake's aesthetic.

Photo © by Alex Lake 2017

15 MONA

📺 13.2K 📺 40.5K 📺 7,663

🔊 Alternative Rock, Indie Rock

© U2, Kings of Leon

Mona is an alt-rock band hailing from Dayton, Ohio and Bowling Green, Kentucky who rose to fame through BBC's Sound of 2011. The band has managed to keep a surprisingly low profile despite their bold, bombastic sound.

Photo © by Joseph Llanes 2017



16 WILD RIVERS

📱 811 📺 3,944 📺 784

🔊 Indie-Folk

© The Head and The Heart, Seafret

Wild Rivers are an indie-folk quartet from Toronto, Canada. With lead singer Devan Glover's vocals mixing with those of Khalid Yassein's, the group produces emotive folk records with undeniable chemistry.

Photo © by Ally Perpick 2017



17 BUSTY AND THE BASS

📱 1,973 📺 13.9K 📺 3,653

🔊 Hip-Hop/Rap

© Sublime, GRiZ

Nine-piece band Busty and the Bass have a unique sound that draws from soul, hip hop, and electronic music. Their infectious tunes are peppered with horns, strong beats, catchy hooks, and occasional rap breaks.

Photo © Vincent Bergeron 2017





18 NYLO

📺 130 📺 1,604 📺 7,638

🔊 Alternative R&B

© Alina Baraz, Rhianna

A singer, songwriter, and producer, Nylo was discovered on Soundcloud by record exec LA Reid, who turned her from a songwriter into a bona-fide artist. Her music satisfies the pop ear with deep melancholic motifs in a genre space of her own, snowy R&B.

Photo © by Aris Jerome 2016

19 MAIL THE HORSE

📺 1,275 📺 2,266 📺 41

🔊 Rock, Country

© The Rolling Stones

Mail the Horse is a five-piece folk band whose twang has a distinct classic rock feel. Their newest EP, Magnolia, channels vibes of late 70's Stones as well as elements of Springsteen.

Photo © by Jeff Barnett-Winsby 2017



20 JACOB BANKS

📺 20.2K 📺 25K 📺 23K

🔊 Soul, R&B

© K'naan, John Legend

Jacob Banks is an English R&B artist whose soulful prowess made him the first unsigned artist to appear on the BBC Radio 1 Live Lounge. His most successful collaboration to date is the single "What Do You Love," a soulful tropical house record produced by STORM alumni Seeb (#40).

Photo © by VEVO-WMA 2017

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Thanks for reading! See you next month.