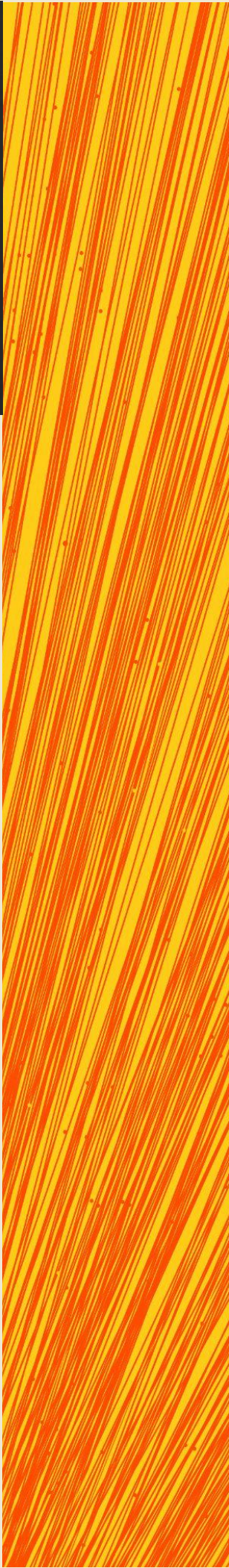
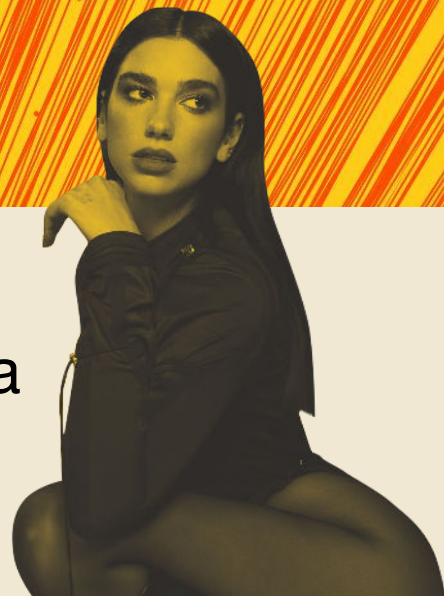


ARTIST & GENRE TRACKER

Spotlight On: Dua Lipa

LUMINATE





51%

of people aware of Dua Lipa like her as an artist

44%

of people aware of Dua Lipa think she is a Trendsetter

82%

of Dua Lipa die-hard fans say they would tune in if she performs

69%

of Dua Lipa die-hard fans would try a product if she endorsed it

Dua Lipa Fans Compared to the Average Music Listener



Fans' Top 3 Social Media



Fans' Top 3 Streaming Services



Dua Lipa Fans Listen to an Average of 16 Hours of Music Every Week

Dua Lipa's Die-Hard Fans Are:



Fans Listen to These Genres Weekly:





Know Your Fan Base Inside & Out

Artist Perceptions

Among US population:

- Awareness
- Likeability
- Perceptions

Among fans:

- How do they engage with the artist?
- Fan army membership
- Influence of artists on
- TV tune-in, brand purchase, ticket sales, etc.

Audio & Music Behaviors

Allocation of time across:

- Audio entertainment
- (Music, Talk Radio, Podcasts, Audiobooks, Guided Meditation)
- Music formats (Radio, Audio Streaming, Video, Personal collection)

Platforms used for:

- Music streaming
- Podcasts
- Devices used for listening to music

Genre Preference

- Music Genres
- Genres listened to
- Subgenres
- Monthly vs Weekly listenership
- Most listened genre
- Decade listenership (i.e. 80's music vs 90's music)
- Talk Radio Genres
- Genre associations (who "owns" a genre — radio, Spotify, Apple?)

Artist & Genre Tracker Can Answer Questions Such As:



How does my artist compare to others in the genre on perceptions such as: likability, influence and fanship?



Which artists are likely to get the biggest audience and engagement for TV, live, and live stream performances?



Which artists have the most influence when it comes to targeting specific audiences, like Gen Z and Millennials?



How can I position my artist to brand sponsors and other strategic partners?



Who are artist's fans and how can I convert them to die hard super fans?



To gain access to the full online dashboard, please [contact us](#).