



ARTIST & GENRE TRACKER

Spotlight On: Eagles

LUMINATE



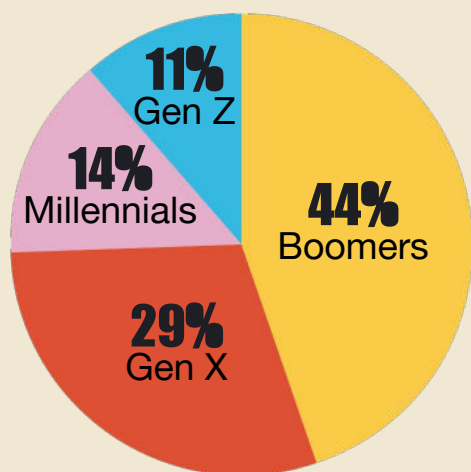
Eagles Among Gen Pop:



Eagles Among Boomers:



Eagles Fans Demographics:



54% Eagles Fans describe band as **Traditional**

53% Eagles Fans describe band as **Influential**

Jamming Out: Boomer Eagles Fans are more likely than the average music listener to...



Paying In: Eagles Fans are more likely than the average music listener to...



Eagles Fans:

75%

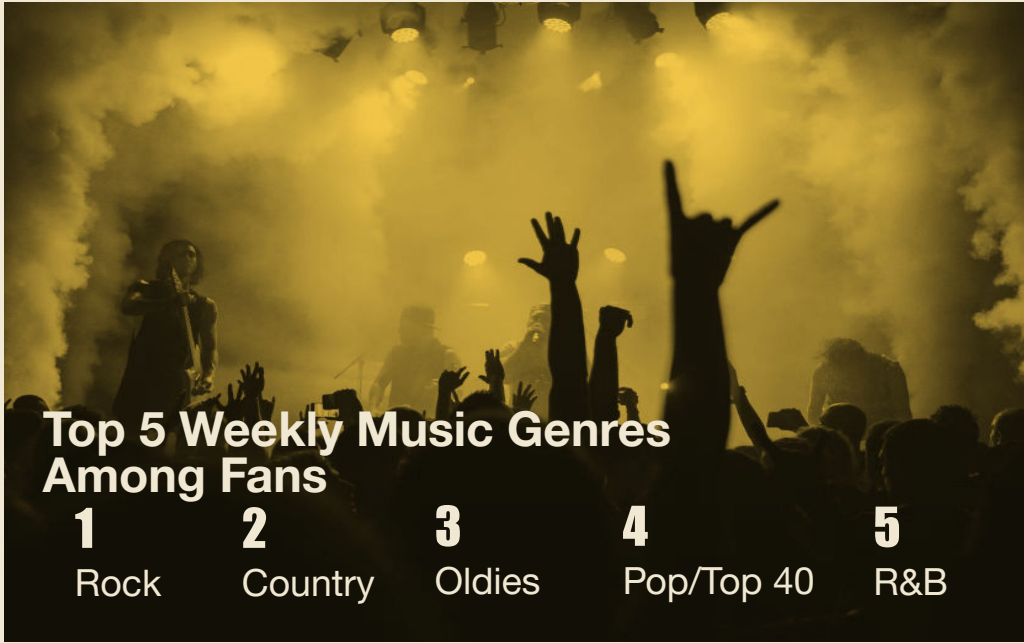
Prefer their own playlists to those created by streaming platforms

70%

Like it when their favorite artists release new music/ collaborate with other artists

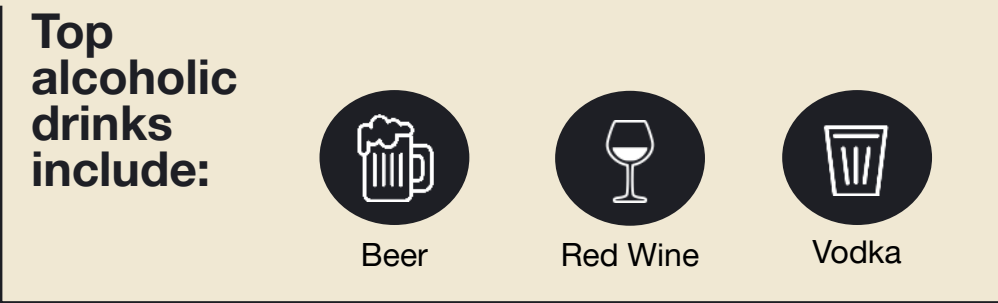
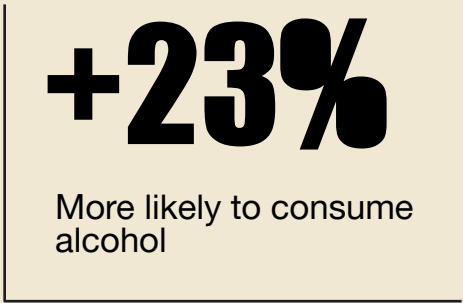
65%

Agree that an artist's music is more important than the genre to them



Eagles Fans' Top 3 Streaming VOD Services

NETFLIX





Know Your Fans 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
 - Genre and subgenre listenership
 - Monthly vs weekly
 - Most listened genre
 - Decade listenership (i.e. 80's music vs 90's music)
 - Genre associations (who "owns" a genre — radio, Spotify, Apple?)
- Talk Radio Genres

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](#).