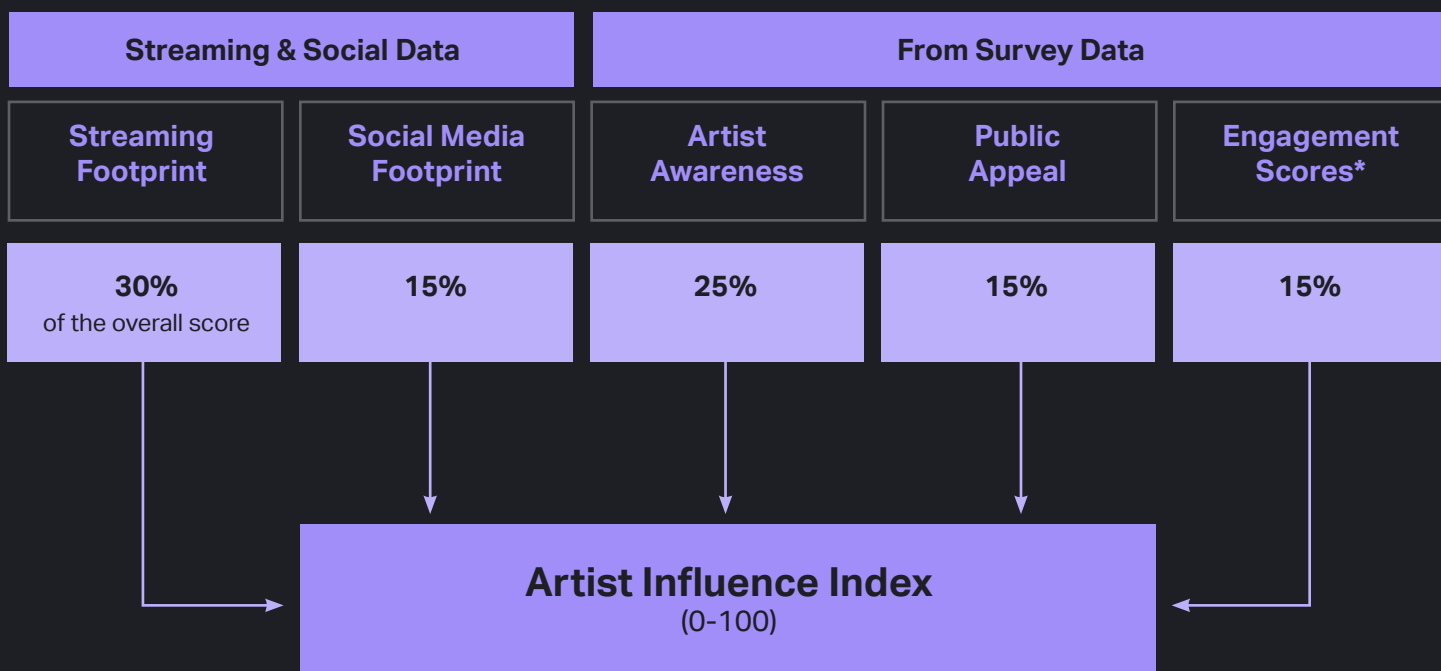


LUMINATE

Luminate Index

Introducing the Luminate Index Methodology

To provide an understanding of the depth, breadth and affinity of artists' fandoms among U.S. consumers



*Engagement Metrics Include:

- Tune in
- Live event ticketing
- Live stream ticketing
- Brand engagement

Luminate Index Top 250

U.S. Q3 '24

ARTIST	RANK	SCORE
Taylor Swift	1	100
Adele	2	92
Beyoncé	3	91
Elton John	4	90
Rihanna	5	90
Eminem	6	89
Shakira	7	88
Ariana Grande	8	88
Lady Gaga	9	88
Dolly Parton	10	87
Bruno Mars	11	86
Whitney Houston	12	85
The Weeknd	13	83
Drake	14	82
Alicia Keys	15	82
Justin Timberlake	16	82
Katy Perry	17	82
Ed Sheeran	18	82
Jennifer Lopez	19	81
Usher	20	81
Stevie Nicks	21	81
Carrie Underwood	22	80
Metro Boomin	23	80
Led Zeppelin	24	80
Journey	25	79
Post Malone	26	79
Kelly Clarkson	27	79
Linkin Park	28	79
Eagles	29	78
Fuerza Regida	30	78
Selena Gomez	31	78
Luke Bryan	32	78
Rod Wave	33	78
Kendrick Lamar	34	78
Creedence Clearwater Revival	35	78
Morgan Wallen	36	77
Luke Combs	37	77
Maroon 5	38	77
AC/DC	39	77
Rolling Stones	40	77
Jelly Roll	41	77
Billie Eilish	42	76
Bon Jovi	43	76
Juice WRLD	44	76
Pink Floyd	45	75
Teddy Swims	46	75
Coldplay	47	74
Metallica	48	74

ARTIST	RANK	SCORE
Tim McGraw	49	74
Madonna	50	74
Shania Twain	51	74
Jhene Aiko	52	74
Red Hot Chili Peppers	53	74
Pitbull	54	73
Miley Cyrus	55	73
Green Day	56	73
Romeo Santos	57	73
Imagine Dragons	58	73
Future	59	73
Karol G	60	73
Peso Pluma	61	73
Rauw Alejandro	62	72
John Legend	63	72
Chris Stapleton	64	72
Dua Lipa	65	72
LE SSERAFIM	66	72
Lil Wayne	67	71
Blake Shelton	68	71
Celine Dion	69	71
Diana Ross	70	71
Britney Spears	71	71
Jason Aldean	72	71
Guns N' Roses	73	71
Earth, Wind & Fire	74	71
Bailey Zimmerman	75	70
21 Savage	76	70
Kane Brown	77	70
Olivia Rodrigo	78	70
Christian Nodal	79	70
Zach Bryan	80	70
Nicki Minaj	81	70
Outkast	82	70
Bizarrap	83	70
Stray Kids	84	70
Lionel Richie	85	69
Lil Baby	86	69
Brent Faiyaz	87	69
Aretha Franklin	88	69
Gwen Stefani	89	68
Cardi B	90	68
Anitta	91	68
Kenny Chesney	92	68
Grupo Firme	93	68
Benson Boone	94	68
Cody Johnson	95	68
YoungBoy Never Broke Again	96	68

Luminate Index Top 250

U.S. Q3 '24

ARTIST	RANK	SCORE
New Jeans	97	68
Mary J. Blige	98	67
Tems	99	67
J. Cole	100	67
Kali Uchis	101	67
Bruce Springsteen	102	67
Bad Bunny	103	67
Avril Lavigne	104	67
Eslabon Armado	105	67
TOMORROW X TOGETHER	106	67
Mitski	107	66
Summer Walker	108	66
Doja Cat	109	66
Tyler Childers	110	66
Daddy Yankee	111	66
Keith Urban	112	66
Warren Zeiders	113	66
Fleetwood Mac	114	65
J Balvin	115	65
Cyndi Lauper	116	65
Christina Aguilera	117	65
Ava Max	118	65
ABBA	119	65
Jhay Cortez	120	65
Melanie Martinez	121	65
Banda Sinaloense	122	65
Hardy	123	65
SZA	124	65
Sabrina Carpenter	125	65
Justin Bieber	126	65
Vicente Fernandez	127	64
Blink-182	128	64
Wisin y Yandel	129	64
U2	130	63
Sebastian Yatra	131	63
A Boogie Wit Da Hoodie	132	63
Halsey	133	63
Foo Fighters	134	63
Cole Swindell	135	63
Tainy	136	63
Tyla	137	63
Maluma	138	63
Becky G	139	63
Lainey Wilson	140	63
Lil Durk	141	63
Megan thee Stallion	142	62
Lana Del Rey	143	62
Gorillaz	144	62

ARTIST	RANK	SCORE
Twenty One Pilots	145	62
Brad Paisley	146	62
The Doors	147	62
Khalid	148	62
David Guetta	149	62
Latto	150	61
Harry Styles	151	61
Travis Scott	152	61
ITZY	153	61
Zac Brown Band	154	61
Camila Cabello	155	61
Lauren Daigle	156	61
Miranda Lambert	157	61
Kid Cudi	158	61
NF	159	61
Def Leppard	160	61
Paramore	161	61
Muni Long	162	61
Yandel	163	60
Miguel	164	60
NLE Choppa	165	60
Meghan Trainor	166	60
Lynyrd Skynyrd	167	60
Megan Moroney	168	60
Luther Vandross	169	60
Gunna	170	60
Keyshia Cole	171	60
Silk Sonic	172	60
Sam Smith	173	60
Sech	174	60
Prince Royce	175	60
Lady A	176	60
Twice	177	60
Garth Brooks	178	60
Michael Buble	179	60
Russ	180	60
Noah Kahan	181	60
Van Halen	182	60
Thomas Rhett	183	60
Marshmello	184	59
Tate McRae	185	59
Boyz II Men	186	59
Moneybagg Yo	187	59
Childish Gambino	188	59
Maren Morris	189	59
Chicago	190	59
Florida Georgia Line	191	59
Creed	192	59

Luminate Index Top 250

U.S. Q3 '24

ARTIST	RANK	SCORE
Jordan Davis	193	59
Panic at the Disco	194	59
Ozuna	195	59
Nardo Wick	196	58
Rosalia	197	58
Roddy Ricch	198	58
Kelsea Ballerini	199	58
Dan + Shay	200	58
Lewis Capaldi	201	58
Steve Lacy	202	58
Fall Out Boy	203	58
Smokey Robinson	204	58
Sublime	205	58
Quavo	206	58
Calvin Harris	207	57
Dierks Bentley	208	57
Bryson Tiller	209	57
Giveon	210	57
DJ Khaled	211	57
Los Bukis	212	57
Bebe Rexha	213	57
Matchbox Twenty	214	57
Polo G	215	57
Young Thug	216	57
NSYNC	217	57
Flo Milli	218	57
Sia	219	57
The Neighbourhood	220	57
Riley Green	221	57

ARTIST	RANK	SCORE
Kanye West	222	57
Dylan Scott	223	56
Jack Harlow	224	56
(G)I-DLE	225	56
Michael Ray	226	56
Farruko	227	56
Camilo	228	56
I Prevail	229	56
Foreigner	230	56
Davidó	231	56
Sam Hunt	232	56
PinkPantheress	233	55
Martin Garrix	234	55
LISA	235	55
ILLENÍUM	236	55
Shawn Mendes	237	55
Eric Church	238	55
Nate Smith	239	55
Burna Boy	240	55
Lizzo	241	55
Conner Smith	242	55
Little Big Town	243	55
Kodak Black	244	55
Anne Wilson	245	55
Joji	246	54
Parker McCollum	247	54
Dove Cameron	248	54
Playboi Carti	249	54
Charlie Puth	250	54

The Index in Practice (Among U.S. 13- to 34-Year-Old Women)

In the chart below we show three different artists, all of whom have similar composite indices but with different routes toward those comparable scores:

TOMORROW X TOGETHER (84)

has lower awareness and a lower streaming footprint but its highly engaged and adulating fans are ultimately what contribute to its strong overall scores

Miley Cyrus (82)

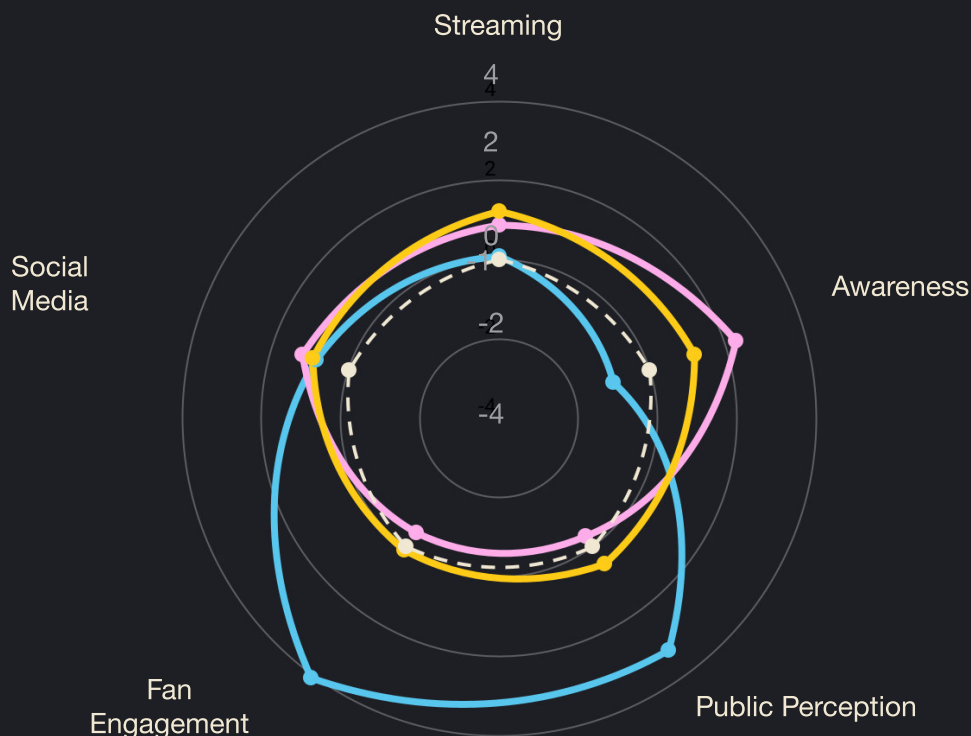
has exceptionally high awareness alongside a robust streaming and social footprint but below-average affinity and engagement among fans

Olivia Rodrigo (82)

has the highest streaming footprint among these three examples, but it's her well-rounded performance across all the other metrics that contribute to her overall high score.

Individual Components Among Three Artists

The dotted line represents the average artist





Luminate Entertainment Insider Access

Music Data Suite

Music Connect	Direct access to the exclusive Luminate data that powers the <i>Billboard</i> charts. Real-time and historical artist data on actual audience, geo and consumption.
Music 360	Navigable annual landscape music insights studies in 30 countries (U.S.; quarterly)
Artist + Genre Tracker	A dynamic library of quarterly consumer audio preference and perception tracker with hundreds of artists across key genres
Entertainment 365	A quarterly tracker covering time, spend and preferences. Dive into Music, Sports, Gaming, eSports, TV, Movies, Podcasts, Live Events and more in an online dashboard.

Film & TV Data Suite

Film & TV Data	The preferred platform for verified data on people, projects, companies, productions and talent across film, streaming and TV. Detailed box office data.
DEA&I	Searchable database of talent with comprehensive DEI factors detailed
ScreenScore	The trusted familiarity and appeal metric for over 45K actors with deep intel and actor profiles
Streaming Viewership (M)	Viewership data for all original series and films across the major U.S. streaming platforms
Entertainment 365	A quarterly tracker covering time, spend and preferences. Dive into Music, Sports, Gaming, eSports, TV, Movies, Podcasts, Live Events and more in an online dashboard.



Luminate Intelligence Concierge

Audience Solutions

- Audience development + targeting
- Experiential tracking
- Fan engagement + acquisition
- DEI issue-based research
- Artist development

Product Solutions

- Product development + testing
- Blue sky testing
- Market needs assessment
- New market launch support

Revenue Solutions

- Pricing analytics
- Monetization strategy (merch, ads)
- Market sizing
- Sponsorship pitches
- Decay curves + consumption forecasting

Content Solutions

- Content + ad testing
- Creator strategy
- Cross-entertainment activation strategy
- Programming analytics
- PR strategy + market-facing narratives



The Luminate Solution



VIP Access

Direct access to data feeds + reports & dashboards

- Music Data Suite
- Film & TV Data Suite
(can be added)
- Complete Market Reports
- Annual Reporting & Research



Intelligence Concierge

Expert guidance and white glove support for all entertainment data and analysis needs

- Platinum Onboarding Support
- Luminate Brand Workshop
- Quarterly Business Reviews
- Monthly Artist Report
- Global Trends and Intel Access
- Automated Weekly Insight Digest
- A-La-Carte Analysis Packages
- VIP Access to Invite-Only Luminate Events
with Music, Film/TV and Brands



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