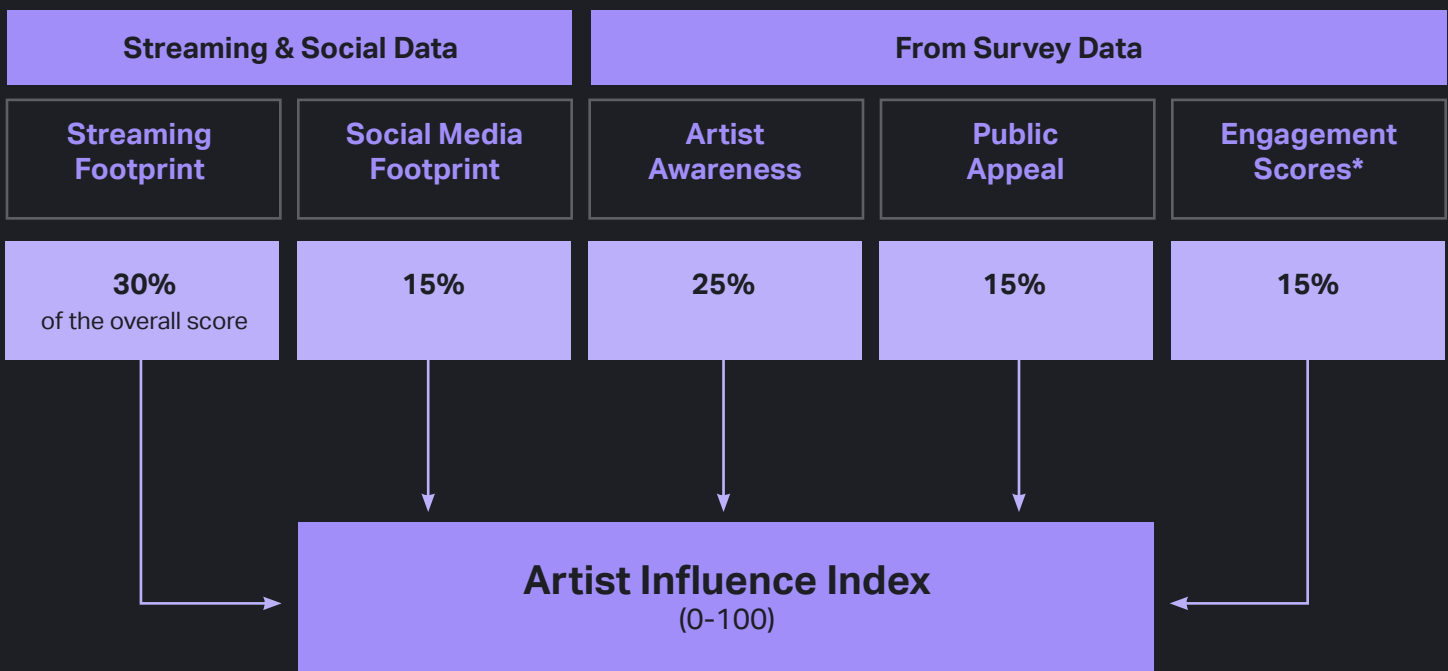


LUMINATE

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. Q4 2024

ARTIST	RANK	SHIFT IN SCORE Q3 VS. Q4 2024
Taylor Swift	1	0
Bruno Mars	2	12
Lady Gaga	3	7
Snoop Dogg	4	NEW
Elton John	5	3
Adele	6	0
Eminem	7	2
Rihanna	8	-1
Shakira	9	0
Dolly Parton	10	1
Ariana Grande	12	0
Ed Sheeran	13	4
Carrie Underwood	14	5
Jelly Roll	15	8
Sabrina Carpenter	16	19
Linkin Park	17	4
Kelly Clarkson	18	3
Alicia Keys	19	0
Morgan Wallen	20	5
Fuerza Regida	21	4
Jennifer Lopez	22	1
Kendrick Lamar	23	3
The Weeknd	24	-2
Selena Gomez	25	3
Luke Combs	26	3
Coldplay	27	6
Usher	28	-1
Katy Perry	29	-2
Post Malone	30	0
Stevie Nicks	31	-2
Beyonce	32	-12
P!nk	33	NEW
Rod Wave	34	0
Teddy Swims	35	4
Luke Bryan	36	0
Juice WRLD	37	2
Eagles	38	-2
Chris Stapleton	39	5
Led Zeppelin	40	-3
Journey	41	-3
Billie Eilish	42	0
50 Cent	43	NEW
Green Day	44	3
Metro Boomin	45	-4
Pink Floyd	46	0
Prince	47	-1
AC/DC	48	-2
Metallica	49	1

ARTIST	RANK	SHIFT IN SCORE Q3 VS. Q4 2024
Feid	50	NEW
Imagine Dragons	51	2
Justin Timberlake	52	-7
Rolling Stones	53	-3
Celine Dion	54	3
Peso Pluma	55	1
Lil Baby	56	5
Creedence Clearwater Revival	57	-4
Maroon 5	58	-3
Nicki Minaj	59	4
Drake	60	-9
John Legend	61	1
Rauw Alejandro	62	1
Romeo Santos	63	0
Bon Jovi	64	-3
Dua Lipa	65	1
Jhene Aiko	66	-1
Miley Cyrus	67	-2
Olivia Rodrigo	68	2
Madonna	69	-2
Karol G	70	-1
Gwen Stefani	71	3
Pitbull	72	-3
Michael Buble	73	11
Zach Bryan	74	1
Shania Twain	75	-3
Red Hot Chili Peppers	76	-3
Cody Johnson	77	3
Mary J. Blige	78	3
Tim McGraw	79	-3
Kevin Gates	80	NEW
Vicente Fernandez	81	6
LE SSERAFIM	82	-1
Nickelback	83	NEW
Lil Wayne	84	-2
Rosé	85	NEW
21 Savage	86	-1
Kane Brown	87	-1
Pop Smoke	88	NEW
Blake Shelton	89	-2
J Balvin	90	3
Jason Aldean	91	-2
Britney Spears	92	-2
Earth, Wind & Fire	93	-2
Diana Ross	94	-3
Future	95	-5
Guns N' Roses	96	-3
Justin Bieber	97	3

Luminate Index Top 250

U.S. Q4 2024

ARTIST	RANK	SHIFT IN SCORE Q3 VS. Q4 2024
Kali Uchis	98	0
Summer Walker	99	1
BigXthaPlug	100	NEW
SZA	101	3
Christian Nodal	102	-3
The Notorious B.I.G.	103	-3
Outkast	104	-3
David Bowie	105	-2
Brent Faiyaz	106	-2
J. Cole	107	-1
Moneybagg Yo	108	7
Aretha Franklin	109	-2
Lana Del Rey	110	4
Bailey Zimmerman	111	-4
2Pac	112	-2
Lionel Richie	113	-3
Avril Lavigne	114	-1
Bruce Springsteen	115	-1
Blink-182	116	2
New Jeans	117	-2
Selena	118	-3
Cardi B	119	-3
Anitta	120	-3
Christina Aguilera	121	-1
Harry Styles	122	3
Jhay Cortez	123	-1
Bizarrap	124	-5
Bob Marley	125	-4
Halsey	126	1
Tems	127	-3
Latto	128	2
Mitski	129	-3
Eslabon Armado	130	-3
Pentatonix	131	11
Gracie Abrams	132	NEW
Davido	133	8
Daddy Yankee	134	-3
Sebastian Yatra	135	0
Kenny Chesney	136	-5
TOMORROW X TOGETHER	137	-4
Banda Sinaloense	138	-2
Ava Max	139	-2
Tyler Childers	140	-4
U2	141	-1
Lainey Wilson	142	0
Cyndi Lauper	143	-3
Camilo	144	6
Khalid	145	0

ARTIST	RANK	SHIFT IN SCORE Q3 VS. Q4 2024
NLE Choppa	146	1
GloRilla	147	10
Megan Moroney	148	1
ABBA	149	-3
Twenty One Pilots	150	-1
Melanie Martinez	151	-4
Keith Urban	152	-5
Dr. Dre	153	NEW
Bad Bunny	154	-6
Charli XCX	155	15
Megan thee Stallion	156	-2
Tyler, The Creator	157	8
Fleetwood Mac	158	-5
YoungBoy Never Broke Again	159	-7
Muni Long	160	0
A\$AP Rocky	161	NEW
Gorillaz	162	-2
Lady A	163	0
Maluma	164	-3
Grupo Firme	165	-8
The Doors	166	-2
Hardy	167	-5
Tate McRae	168	0
Becky G	169	-3
Tainy	170	-4
Thomas Rhett	171	0
Don Toliver	172	NEW
Lil Durk	173	-3
David Guetta	174	-3
Lauren Daigle	175	-2
Sam Smith	176	-1
Camila Cabello	177	-2
Polo G	178	2
Meghan Trainor	179	-1
Black Eyed Peas	180	13
ITZY	181	-2
Paramore	182	-2
Luther Vandross	183	-1
Brad Paisley	184	-3
Lewis Capaldi	185	1
A Boogie Wit Da Hoodie	186	-5
Young Dolph	187	NEW
Foo Fighters	188	-5
Cole Swindell	189	-5
Yandel	190	-2
NSYNC	191	1
Doja Cat	192	-9
Zac Brown Band	193	-3

Luminate Index Top 250

U.S. Q4 2024

ARTIST	RANK	SHIFT IN SCORE Q3 VS. Q4 2024
Jack Harlow	194	2
Kelsea Ballerini	195	0
Boyz II Men	196	-2
NF	197	-3
Miguel	198	-3
Daniel Caesar	199	NEW
Aaliyah	200	-3
Travis Scott	201	-4
Keyshia Cole	202	-3
Kid Cudi	203	-4
Miranda Lambert	204	-4
Sech	205	-3
Def Leppard	206	-4
Silk Sonic	207	-3
Prince Royce	208	-3
Van Halen	209	-2
Stray Kids	210	-12
Martin Garrix	211	2
Tyla	212	-6
Florida Georgia Line	213	-2
Creed	214	-2
Young Thug	215	0
Riley Green	216	0
Marshmello	217	-3
Garth Brooks	218	-3
Lizzo	219	1
Russ	220	-3
Lynyrd Skynyrd	221	-4
Dan + Shay	222	-2

ARTIST	RANK	SHIFT IN SCORE Q3 VS. Q4 2024
Benson Boone	223	-12
Jon Pardi	224	-7
Tony Bennett	225	1
Sia	226	-1
Warren Zeiders	227	-10
Bryson Tiller	228	-2
Fall Out Boy	229	-2
Mötley Crüe	230	11
Burna Boy	231	0
Panic at the Disco	232	-3
Chappell Roan	233	4
Jimin	234	NEW
Ozuna	235	-3
Chicago	236	-4
Steve Lacy	237	-3
Los Bukis	238	-2
Giveon	239	-2
Cigarettes After Sex	240	NEW
Farruko	241	-1
The Neighbourhood	242	-2
Roddy Ricch	243	-3
Gabby Barrett	244	1
Smokey Robinson	245	-3
Jordan Davis	246	-4
Gunna	247	-6
John Mayer	248	0
Hozier	249	3
Nardo Wick	250	-5



Luminate Entertainment Insider Access

Music Data Suite

Music Connect

Direct access to the exclusive Luminate data that powers the *Billboard* 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	<ul style="list-style-type: none">• Audience development + targeting• Experiential tracking	<ul style="list-style-type: none">• Fan engagement + acquisition• DEI issue-based research	<ul style="list-style-type: none">• Artist development
Product Solutions	<ul style="list-style-type: none">• Product development + testing• Blue sky testing	<ul style="list-style-type: none">• Market needs assessment• New market launch support	
Revenue Solutions	<ul style="list-style-type: none">• Pricing analytics• Monetization strategy (merch, ads)	<ul style="list-style-type: none">• Market sizing• Sponsorship pitches	<ul style="list-style-type: none">• Decay curves + consumption forecasting
Content Solutions	<ul style="list-style-type: none">• Content + ad testing• Creator strategy	<ul style="list-style-type: none">• Cross-entertainment activation strategy• Programming analytics	<ul style="list-style-type: none">• 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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