

# Playlist the playlister's magazine PULSE

SEP 2022

BEFORE PITCHING  
**TEST! TEST! TEST!**

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BECOMING YOUR  
**OWN MEDIA CHANNEL**

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THE COUNTERCULTURE  
**OF REYKJAVIK**

ARTIST INTERVIEW

SPECIAL VOICE

**AIKO**

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EL MODESTO ARTE DE LAS PLAYLISTS

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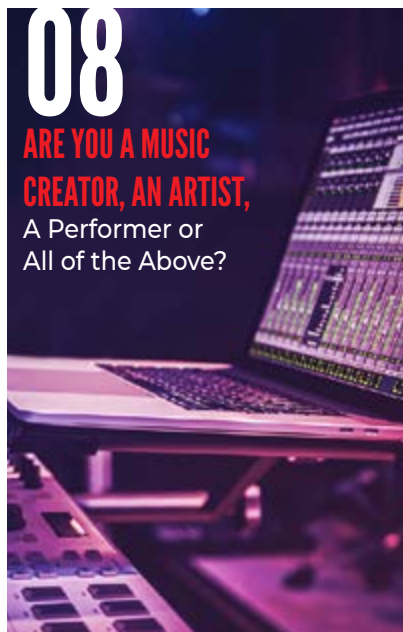


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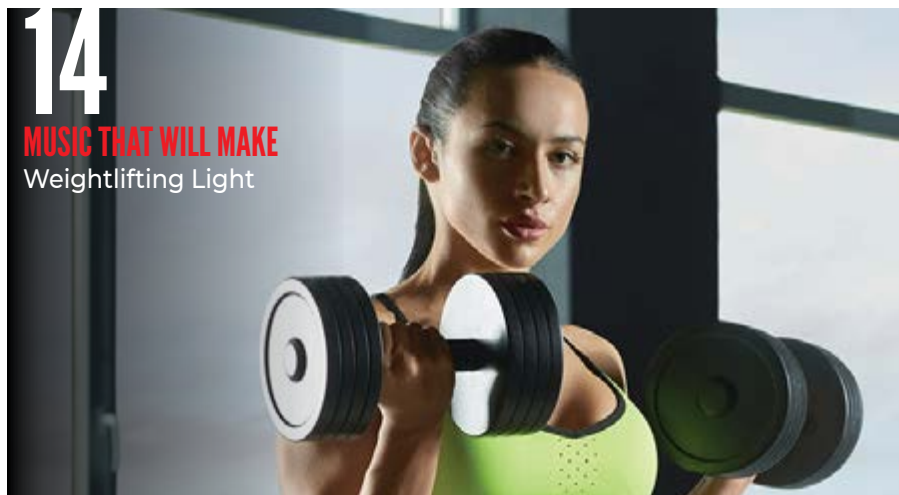
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**AIKO**

Working from her home,  
we catch up with her in her  
first post-pandemic interview.



Photography by Madeleine Derujinsky





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Italian foodie, wine expert, creative writer, and music lover. Wine is my field of expertise. I am a certified Italian sommelier and have completed my WSET diploma. I have been working in the wine business since 2008, first in London, then in Southern France and have recently moved back to Italy.



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Julie Laufer is a fitness enthusiast, food lover, and big music fan. She is a Product Manager by day and freelance writer/concert go-er/TV-watcher by nights and weekends. Julie currently lives in Brooklyn, NY with her husband and their two cats, Maude and Mathilda.



Phehello

Phehello is an award-winning music producer and R&B artist. With over one million streams to his name, he also loves to share his knowledge to help budding home producers get an edge in their careers. Phehello's biggest dream is to sell out his own show at Wembley Stadium. You can find his music on [www.phehellomusic.com](http://www.phehellomusic.com)



Kaitlyn Taylor

Bookworm, movie buff, and foodie – me in a nutshell. Writing is my #1 passion, and I can't imagine my life without it. I have been interested in reading and writing ever since I was a little girl. I currently have a huge book collection that's still growing to this day.



Guillermo Stalhuth

I am a Venezuelan- American that was fascinated by electronic music in the early 2010's. During my time at the University of Central Florida, I was able to focus my passion and turn it into a profession. This allowed me to gain extensive experience across many roles within the electronic music industry, and work alongside some of the biggest electronic artists in the world. I am also involved with other projects such as 747 Presents, an entertainment consulting and live event production company, and 535 Management Group, a talent management collective that represents a diverse roster of DJs/Producers.



Professor Copperhead

is the production and coaching moniker for Michael Gilboe- a musician, composer, educator, producer, audiobook narrator, playwright and director. Gilboe ran his own recording studio in Times Square NYC, was a Music & Theatre Professor at the University of Providence in the 2010s, and is currently passing along his knowledge and experience coaching independent musicians in addition to his musical writing and production work. Michael Gilboe is the producer, musician, songwriter and artist behind all the music for Jam On Wax.



Jake Bennett

Jake Bennett is an English writer and songwriter, who rose to prominence as lead singer and songwriter of indie pop group Early Hours. He studied professional mixology in South Africa and has cut his teeth in high-end cocktail bars around the world. Currently he works as a songwriter and freelance journalist, applying his passion of words to as many projects as possible.



Ali Garcia

Hi, I'm Ali! I'm 22 years old from Miami, FL and a recent Communications graduate from NYU. One of my favorite things about playlists is how much they can enhance a moment. One of the best feelings is listening to my favorite playlists while walking around New York City, or getting ready at home. Having the opportunity to write about playlisters, and all things to do with playlisting, is extremely rewarding because of how prevalent it is in my daily life.



Matt Kolb

Matt Kolb is a songwriter and producer originally from the San Francisco/Bay Area. Upon high school graduation he ventured south to Los Angeles where he composed music and sound design for international advertising campaigns. His clients included Raymond James, Lexus, and Call of Duty, among others. After three years in LA, Kolb moved to New York City to attend the Clive Davis Institute of Recorded Music at NYU where he further developed his skills and craft. To-date, his catalogue of work has amassed more than 23+ million online streams.

Dear reader,

After the amazing reception for our inaugural edition (and lots of incredibly insightful feedback), we are happy to come back to you with a brand new, and improved, streamlined version of Playlist Pulse.

Our mission at Playlist Pulse is to fill the knowledge and content gap across the music ecosystem - particularly when it comes to Playlisting. Since launching Edition 1, we've launched a full website where you can subscribe to future updates for the magazine ([www.playlistpulse.com](http://www.playlistpulse.com)), brought a table-full of mags to SXSW in Austin TX, and even shipped a box out to The Great Escape on the sunny shores of Britain. Throughout these pushes, industry executives, artists, and music fans had a chance to get their hands on Playlist Pulse, sparked ideas, and even learned a thing or two.

So without further ado, welcome to the 2nd edition of Playlist Pulse!

In this edition, we were lucky enough to sit down with a burgeoning star, a digital marketing executive from Google/Spotify, and even explore various ways to stay on top of the ever-changing digital music landscape in order to maximize your music's impact.

We hope you enjoy it, and share it widely. The more knowledge that we share, the better we can collaborate — And remember, this publication is for you!

**We're counting on you for ongoing feedback & contributions; and we'll continue to work on highlighting how playlists are changing the world.**

Best,

**DANNY GARCIA** ➤  
CEO @ Playlister Club



# Are you a Music Creator, an Artist, A PERFORMER OR ALL OF THE ABOVE? *(And why should you care?)*

*Never in the history of music has it been easier to create high-production-value tracks and to deliver them to a global audience. According to a September 2020 Midia Research study, there are 15 million “Music Creators”, using readily available music production suites to generate billions of hours of recorded music. Of these, there are nearly 5 million “Artists,” defined as those who went the extra step and released their original recordings through a music distribution channel for commercial purposes on a streaming platform like Spotify.*

With the advent of the creator economy, and the release of not only better production tools, but also democratized channels of dissemination and promotion, like Instagram and Youtube, the line between Music Creators and Artists is blurring rapidly.

To shed some light on how the creator economy has affected the music industry, Playlist Pulse caught up with Thiago Machado, Managing Partner of Ranked Music. Ranked Music helps major labels manage and optimize their portfolio of emerging artists.

## Playlist Pulse:

Thiago, you have a front row seat to how labels are discovering and developing artists. How has the creator economy changed things?

## Thiago Machado:

This is such a relevant question today, and at the center of where we focus at Ranked Music. We have seen a massive shift in how artists are selected and developed. The creator economy has raised the bar for artist selection simply because there is so much data to start off with when analyzing Music Creators. We no longer need to guess if their music has appeal, we simply need to look at their socials and get an excellent sense of how much more traction we can generate with investments in production and marketing.

**PP:** So you are essentially saying that the industry loves “music entrepreneurs” -- those who have been able to get traction on their own?

**TM:** One hundred percent. As Music Creators, and in some cases, emerging Artists, we expect them to have already built some audience. But even with all the data there are always some unknowns when we sign an artist. In many cases we will take on an artist who has great streaming traction, or a large following, but when we put them in front of a live audience, or in a studio with a professional producer, they simply don't deliver. Vice versa, we may find an amazing performer on Youtube doing covers, but when it comes to original compositions, they just fall short.

**PP:** So, would you say that “Performer” is a separate denomination or skill set from Music Creator, and Artist?

**TM:** I would say so. Music Creators and Artists can be Performers— as a matter of

fact, Artists who are also great Performers are more desirable. Most important of all is that an Artist is a great live Performer, since a growing share of music revenues come from concerts and live events. But not all Performers are necessarily Music Creators or Artists. If you perform covers and post them on Youtube, some might argue that you are also a Music Creator. However, to keep things simple, I will classify you as a pure Performer.

**PP:** Going back to how labels select the “winners” that they want to sign, what would be your advice to Music Creators who want to make it as an Artist in this day and age?

**TM:** My number one advice for Music Creators is to learn and leverage the universe of tools and analytics, and distribution tools out there to experiment, experiment,

and experiment some more. Many Music Creators are afraid to put themselves out there. I say, self-release your music, and start engaging with independent playlist curators to get their honest feedback, and in the process you may even get playlisted and gain traction. If it doesn't hit, then try again until you hit a nerve with your audience. Showing traction, even if just a little, is the best way to demonstrate to a label that they would be crazy not to sign you on for a deal.

Thiago can be reached at [thiago@ranked-music.com](mailto:thiago@ranked-music.com)

## WHAT IS THE Creator Economy?

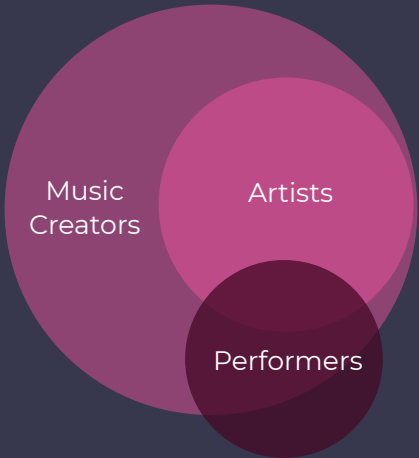
The Creator economy is a software-facilitated economy that allows creators to earn revenue from their creations. Examples of creator economy software platforms include YouTube, TikTok, Instagram, Facebook, Twitch, Spotify, Substack, OnlyFans, and Patreon.  
- Wikipedia



VENN DIAGRAM TO SHOW VISUALLY  
WHAT OVERLAPS LOOK LIKE

Music creators

All those who compose and record music professionally or as amateurs



Artists

Music creatorss who distribute and publish their music for commercial purposes

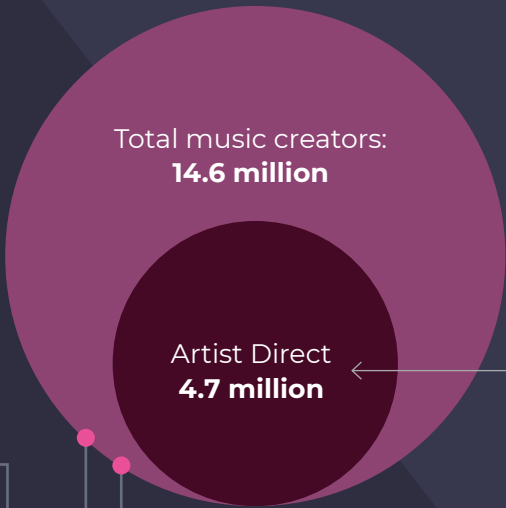
Performers

Those who record or perform live others ´ or their own original compositions (Not all performers are music creators or artists)

ORIGINAL DATA SNAPSHOT

*The total music creator marketplace far outweighs the number of artists releasing music via distributors*

Installed bases of music creators and artists direct, September 2020, global



Artist creator tools and artist direct distribution platforms



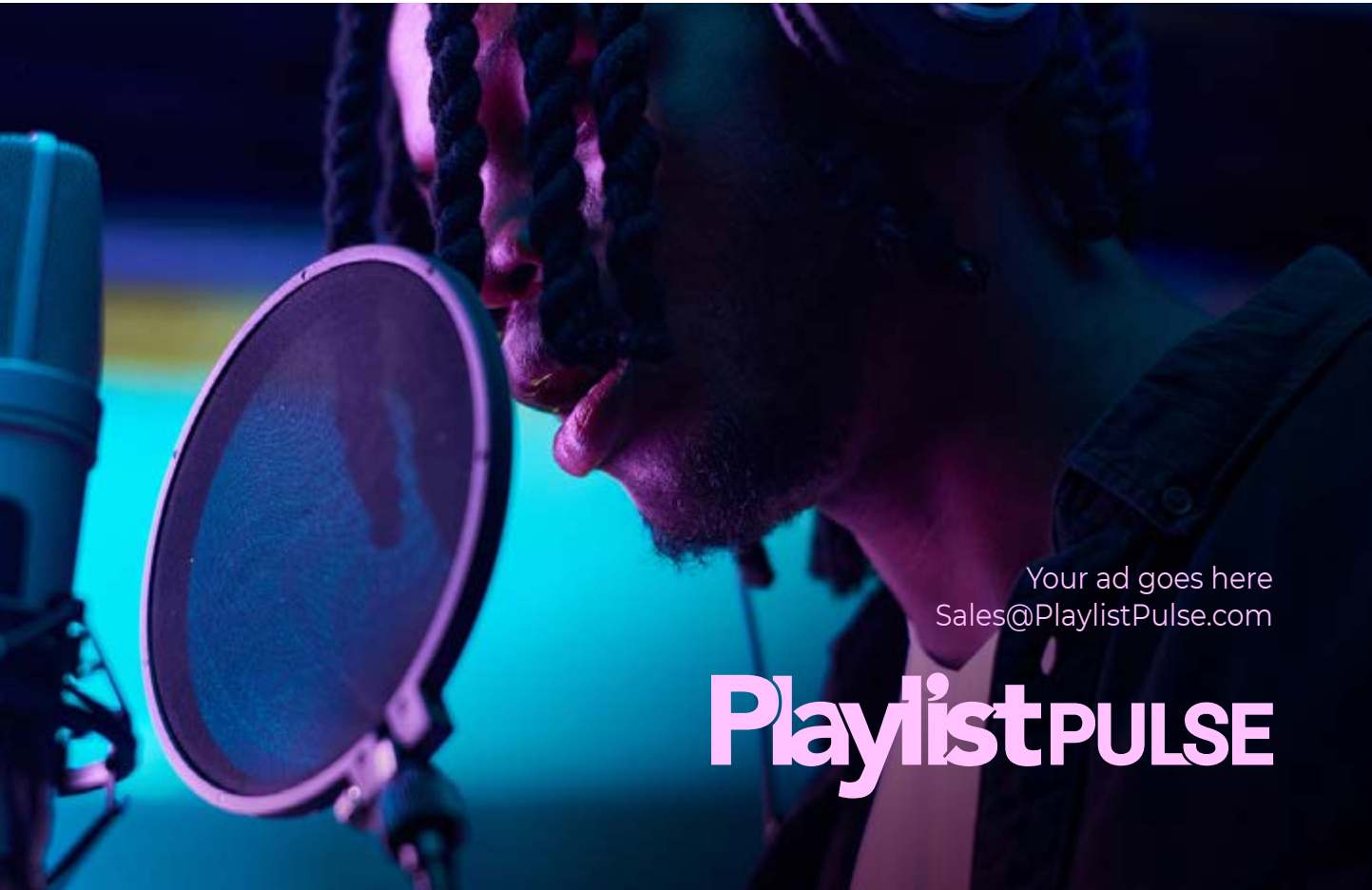
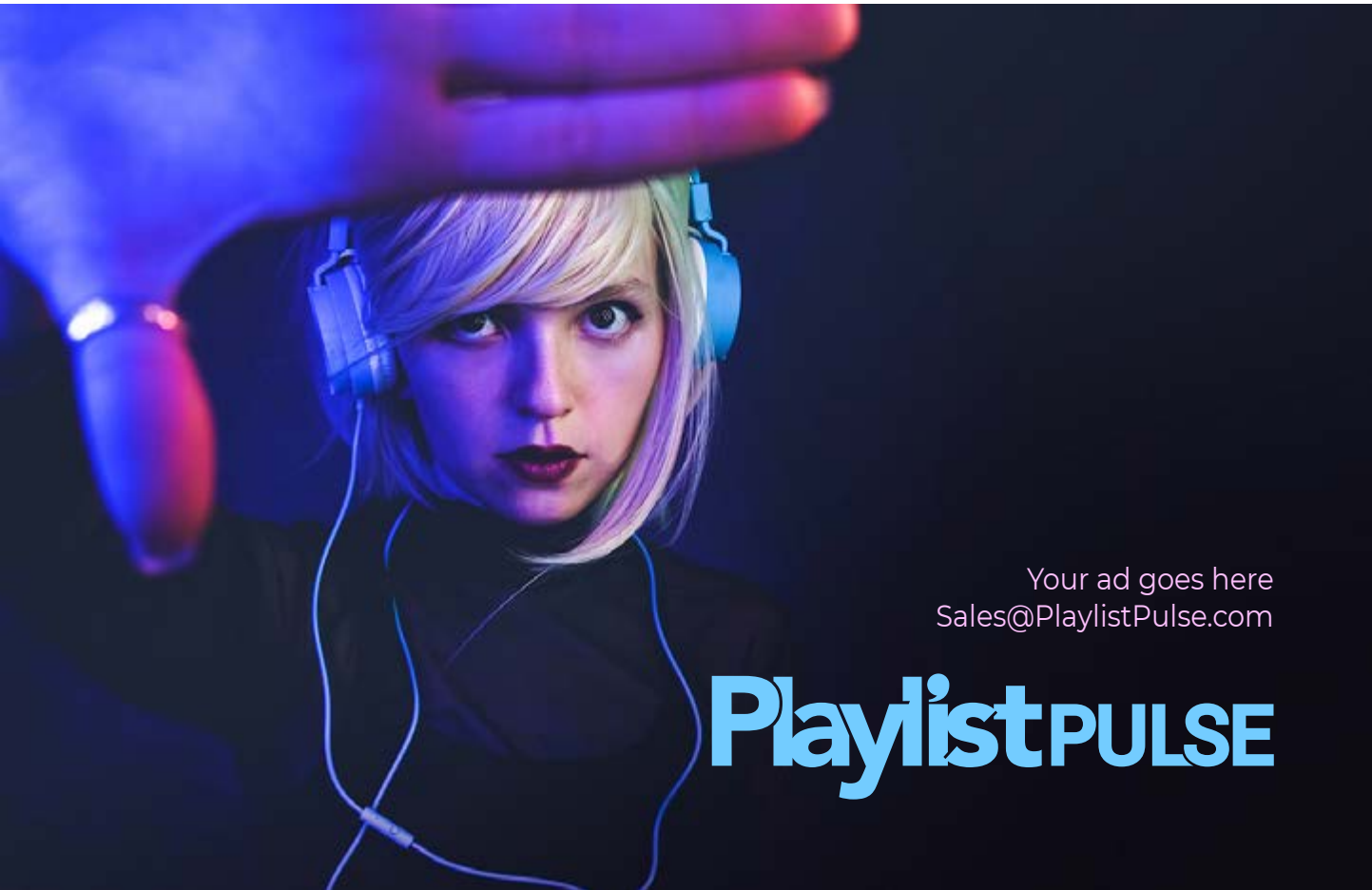
Artist distributors



MIDIA

Source: MIDIA Research

A Spotify playlist card. The top section shows the playlist title 'PLAYLIST Underrated Artist I Found On TikTok' and the duration '1 HR 59 MIN'. Below this, it says '44 songs • 2,060 likes'. At the bottom, there is a 'Play now' button with a play icon.





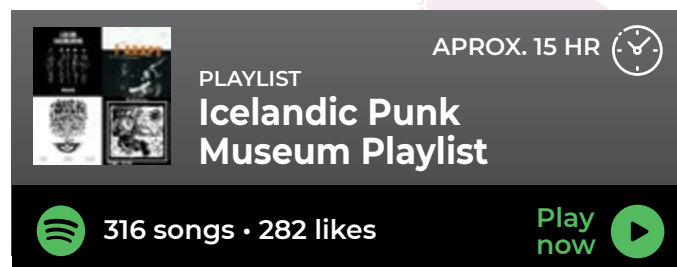
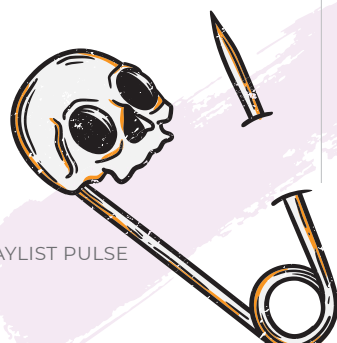
# THE COUNTERCULTURE OF REYKJAVIK

By Jenna Gengler

*When you think of Iceland, where does your mind go?*

*Perhaps to glaciers and northern lights. Maybe to Bjork and the movie Eurovision, but does counter culture ever come up? It should.*

*Iceland is the home of social rebellion, blending strict tradition and wild innovation to create something as beautiful and chaotic as its own landscape. This is the country of fire and ice, why should it's people be any different?*



Now, not all of Reykjavik is a beacon for social change, but if you are paying attention, you can see it shine through all over the city. Once you start to see the counterculture unfold, it will start showing up pretty much everywhere.

The first place to look is actually a pretty obvious one. The Icelandic Punk Museum is one of these incredible little places that are hidden in plain sight, marked with an old M&M man at the top of a repurposed underground

public bathroom. It is not a large museum and it's certainly not a glamorous one, but it is anything, if not Punk.

Starting here will give you the history lesson you need to start to truly appreciate the nuance of Icelandic Punk music. It will also probably be the first place (if not here) that you come in contact with the Icelandic Punk Museum Playlist, as curated by Black elf.



Starting here will give you the history lesson you need to start to truly appreciate the nuance of Icelandic Punk music. It will also probably be the first place (if not here) that you come in contact with the Icelandic Punk Museum Playlist, as curated by Black elf.

This playlist, which seems to have been started mid- 2021, doesn't have many followers, but it does have an incredible list of music. And to make things even better, it is also regularly updated with more songs and artists as they come up in the scene.

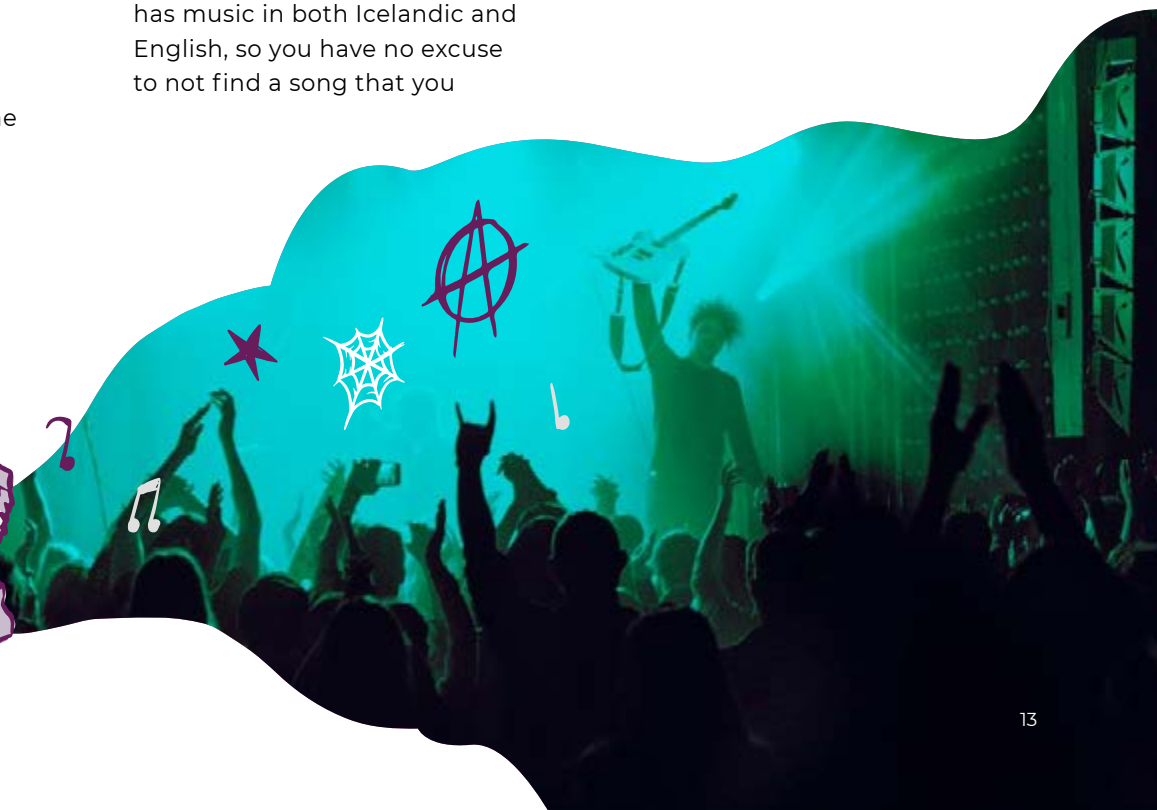
The Icelandic Punk Museum Playlist is a great choice for anyone interested in Punk music, but because of its very niche language choice -- as there are really only about 300,000 people who speak fluent Icelandic -- is a great selection for people who are looking to transcend the language barrier.

Even if breaking the language barrier isn't your thing, this scene has music in both Icelandic and English, so you have no excuse to not find a song that you

absolutely love. While I would one hundred percent suggest listening to this playlist as you walk down Laugavegur on an overcast Icelandic afternoon, it can be a great playlist for any occasion and in any country. There is so much to this collection of music that it will have you surfing the web for obscure Icelandic Punk for quite possibly the rest of your life.

If you do get the chance to come to Reykjavik, though. I would suggest walking home from that museum with your headphones on and your eyes wide open. From street art to businesses to people, you will start to notice just how much of the city is truly built on the refusal of social norms.

And hey, while you're at it, stop at Punk the restaurant and take an angry photo in front of at least one of the psychedelic murals. Trust me. You aren't going to regret it.





# FUELED BY PLAYLISTS

## MUSIC THAT WILL MAKE WEIGHTLIFTING LIGHT

By Julie Laufer

*To me, even if I have a great workout plan, nice new clothes, and a pre-workout ready, I'm not fully prepared without a motivating weightlifting playlist.*

*The perfect weightlifting playlist can really help get you in the zone, and a heart-pumping song can help to push past to a new personal record, face one of your weaker lifts, or just overall get in the mood to crush a workout.*

I have found that there isn't one perfect weightlifting playlist. Rather, I have several playlists I cycle through and listen to at different times, depending on my mood and what I'm trying to achieve during a particular weightlifting session.

### Wake UP and Work OUT

If you're like me, you are NOT a morning person and waking up early to work out is incredibly difficult. While I am usually able to fit my lifts in at different times of the day, sometimes a morning workout is required. When that's the case, I play my Wake UP and Work OUT playlist on Spotify. It features upbeat pop songs from the past few decades, with some high-energy hip-hop thrown in. This playlist not only helps me

tackle my early workout but also jumpstart my whole day.

### Pumping Up after Checking Out

Do you often feel grumpy and stressed after your workday? I do and the last thing you want to do on these occasions is to work out. Instead, putting on sweatpants, ordering



takeout, and getting under a blanket on the couch seem like the more desirable outcome. In order to break away from the couch's magnetic field the music you choose is critical to power you through your planned weightlifting session.

For these days, I have two playlists to choose from:

## 01

The first, **Pump Up with Pop**, is a mild boost. I use it when I want some upbeat pop/electro/slightly disco vibes to help me feel nice and happy. I put this playlist on, jump around, and this immediately brings a smile to my face.

## 02

The other, **Pop Punk Pump**, is an injection of adrenaline to get your heart pumping. These songs are some of the same emo classics I listened to in middle/high school and this playlist brings me back to my childhood bedroom. I dare you not to feel nostalgia as you debate whether you should lift weights or mosh against other gym members.

Regardless of which playlist you go with, I bet you will feel motivated to go through your weight training session. Plus, I guarantee that the sweatpants and TV that await you afterwards will feel much sweeter.

### Going for Gold

For the days I wake up feeling super strong and ready to try to break a personal record (PR), I listen to my Push It for a PR playlist, which features hip-hop music that helps me get my heart (and muscles) pumped and ready to hit my goals.

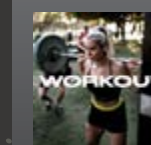
### Just Need a Good Workout Jam

For the days I wake up feeling super strong and ready to try to break a personal record (PR), I listen to my Push It for a PR playlist, which features hip-hop music that helps me get my heart (and

muscles) pumped and ready to hit my goals.

For these days, I'll throw on one of the following playlists: Indie Workout, 90s Sweat, or Classic Rock & New Wave Weightlifts. These playlists are high energy and always deliver some great tunes.

Regardless of mood or situation, music helps you make the most of any weightlifting session. The perfect playlist can take your workout to the next level... and more.



4 HR 26 MIN

PLAYLIST  
**Workout Hits**



92 songs • 107,093 likes

Play  
now





# PROVENÇAL MOOD RATATOUILLE

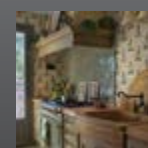


*Ratatouille is a classic French vegetarian recipe. A peasant dish created in Provence to use leftovers of the summer harvest in a hearty and tasty dish. The name comes from the French 'rata', a word for a whole piece stew, and 'touiller', which refers to the action of mixing ingredients together.*

This is the version of the Disney Pixar movie Ratatouille, but it is actually a reinterpretation of this traditional dish conceived by chef Thomas Keller. The recipe that the little mouse Remy prepares in the film is a slow cooking dish where the thinly sliced vegetables alternate with a base of piperade sauce and are then stewed in the oven.

The result is an explosion of delicate and fresh flavors. It is tasty, simple, and budget-friendly. Yet it looks good and is a perfect solution for a vegetarian dinner.

Now it's time to put on some music and start working with your ingredients and a touch of fantasy...



2 HR 30 MIN 

PLAYLIST  
**Jazz Music to Play in the  
Background While Cooking**



49 songs • 114,941 likes

Play  
now



## Here is what you'll need...

### For the piperade sauce:

- 1 large red pepper and 1 small green pepper
- 400 g of tomato pulp
- 1/2 large onion and 1 small garlic clove
- 2 bay leaves, 1 sprig of parsley and chopped thyme
- Salt and black pepper

### For the vegetables:

- 1 eggplant
- 2 courgettes
- 3 tomatoes
- 2 pinches of garlic
- Granules oil, salt and black pepper
- Chopped thyme

### For the vinaigrette:

- 1 tablespoon of piperade
- 2 tablespoons of extra virgin olive oil
- 1 teaspoon of balsamic vinegar
- 1 pinch of chopped thyme

## Prepare the piperade:

- Cut the peppers in half, remove the seeds and cook them on a baking tray at 230 ° C for 15-20 minutes or until the skin visibly peels off.
- Finely chop the onion and garlic and sauté them with two tablespoons of olive oil, over medium-low heat. When the onion is golden, add the tomatoes, thyme, bay leaves, and parsley, and cook for at least 10 minutes, always over low heat. Season as needed.
- Meanwhile, peel the peppers, cut them into very small cubes and add them to the rest in the pan; cook for another ten minutes until the sauce has thickened.
- Remove the bay leaves, set aside a tablespoon of piperade and pour the rest on the bottom of a baking dish.

## Prepare the vegetables:

- Wash the vegetables and cut them into 2mm slices.
- Arrange the slices in the baking dish over the piperade alternating them, with a spiral from the outside to the inside.
- Finally, mix the garlic with the oil, thyme, salt and pepper and brush the surface of the vegetables with this dressing.
- Cover the baking dish with a sheet of silver paper and bake at 150 ° for about 1 hour and a half, then remove the paper and bake for a further 30 minutes.

And now, it's time to pour yourself a glass of wine and prepare the final dressing.

## Prepare the vinaigrette:

- Emulsify a spoonful of piperade kept aside with the oil, vinegar and thyme.
- Use it as a dressing for your ratatouille and enjoy.

## WINE PAIRING Etna Rosso

In the movie, this delicious but rustic dish is paired with a classic Bordeaux, but I'd like to suggest you something different, like a Sicilian Etna Rosso.

This lovely red, produced on the slopes of the Etna volcano, shows an inebriating, intense and characteristic scent of red fruits, with gentle notes of spices and even tobacco or leather sometimes. In the mouth, it is soft, intense, full-bodied, and with plenty of fresh fruit.

Serve it at 18°C in large balloons to fully enjoy the lively freshness of its aromas and its graceful flavors.





# 永塚 aiko

Verified Artist

Playlist Count  
**1.6M**

*Aiko's voice is something really special. So much so in fact, that her spellbinding tones are currently resonating off every cave, rave, club, and bar in Ibiza, where we sit here in the heat preparing this interview. She's the vocal guest on David Guetta and Robin's Schulz' latest collaborative single "On Repeat", and she's about to quickly become a new reference point for independent artists and vocalists worldwide. Working from her home in a small village in rural Germany, Aiko's been keeping a low profile while working on some of the most exciting collaborations in the electronic world. We catch up with her in her first post-pandemic interview.*

Photography by Simon Zimbardo

## Playlist Pulse:

Thank you so much for giving us the chance to look behind the curtain and get to know you a little bit. Before we get into your latest projects and achievements, let's talk a little bit about how it all began. Even if this week you're topping the German dance charts, your success didn't come from Electronic Dance Music right? How did you first find the inspiration to write "You Broke My Heart Again"? Can you give us a view of what your life was like at the time?

## Aiko:

I have to say I was in a pretty dark place at that time where I didn't really know what to do in the future. I didn't know what kind of job I wanted to do and what my strengths were. I have always wanted to write songs and make music on my own since I have always admired singers and songwriters. I grew up with classical music, so I didn't think I knew how to write songs. I just tried it and "You Broke

My Heart Again" happened. It was one of the first songs I ever wrote.

**PP:** Wow. That's incredible. "You Broke My Heart Again" has gathered over 120M streams on Spotify alone and received official remixes from the likes of Jax Jones and Robin Schulz. Did you ever expect such a success to come from it?

**A:** Absolutely not. Honestly, I just released it with the thought that no one would listen to it, and that I was only doing this for myself. It really surprised me that so many people related to the track and liked it, especially big musicians like Jax Jones and Robin Schulz. I have been incredibly grateful for the opportunities.

# 特別な声



**PP:** Can you tell us a little more about how you launched the track? Despite releasing on Distrokid, and only garnering a handful of official playlists in total, you featured on over 250 thousand private listening playlists. Do you think the way you released and communicated with your fans has had any effect on the phenomenal success of the track?

**A:** It was stunning to see the amount of streams this song got, since I didn't have a big audience and had just started in music. The track was released on a YouTube channel called 'Bootleg Boy' who has a pretty big following. Teqkoi (the producer) and I gained some following and audience thanks to that feature, but the main platform that made this song big was TikTok. One day I start receiving messages that the song is trending on TikTok and at that time I didn't even know what that meant since I wasn't on the app. I immediately download it and see all these people I've never heard of before using my song in their videos!

**PP:** Do you ever feel a disconnect between your rising music career and your daily life? What's your daily life like? Do you feel your life has changed since your success?

**A:** My life has changed completely. I now live in an apartment in Berlin by myself at 19—something I'd never dreamt of since I was born and raised in a very small village. But I don't think my daily life is that different from other teenagers my age-- I still love to play videogames and go out to eat with friends. The only difference is that I now can choose when to work and who to work with, which is such a gift.

**PP:** Do you have any advice for the thousands of bedroom artists and producers in the Playlist Pulse community? With so many areas to cover with promotion, marketing, artwork, and in many cases production, where should an artist put their focus?




Photography by @viewsofviews


**A:** Be open to new genres that you don't know much of. The only reason why I got 'On Repeat' was because I was always open to new styles of music that expanded my mind. The playlists that I curate for myself are really chaotic and mixed with a lot of genres. Naturally you shouldn't make music that you don't enjoy, but being open to new things can really help your career.

**PP:** What's next for Aiko? Can you give us any hints of where we will be able to hear you next? Are you planning any live shows, or releasing any body of work in 2022/23?

**Aiko**


 @aiko\_dochibi

 www.aiko.com




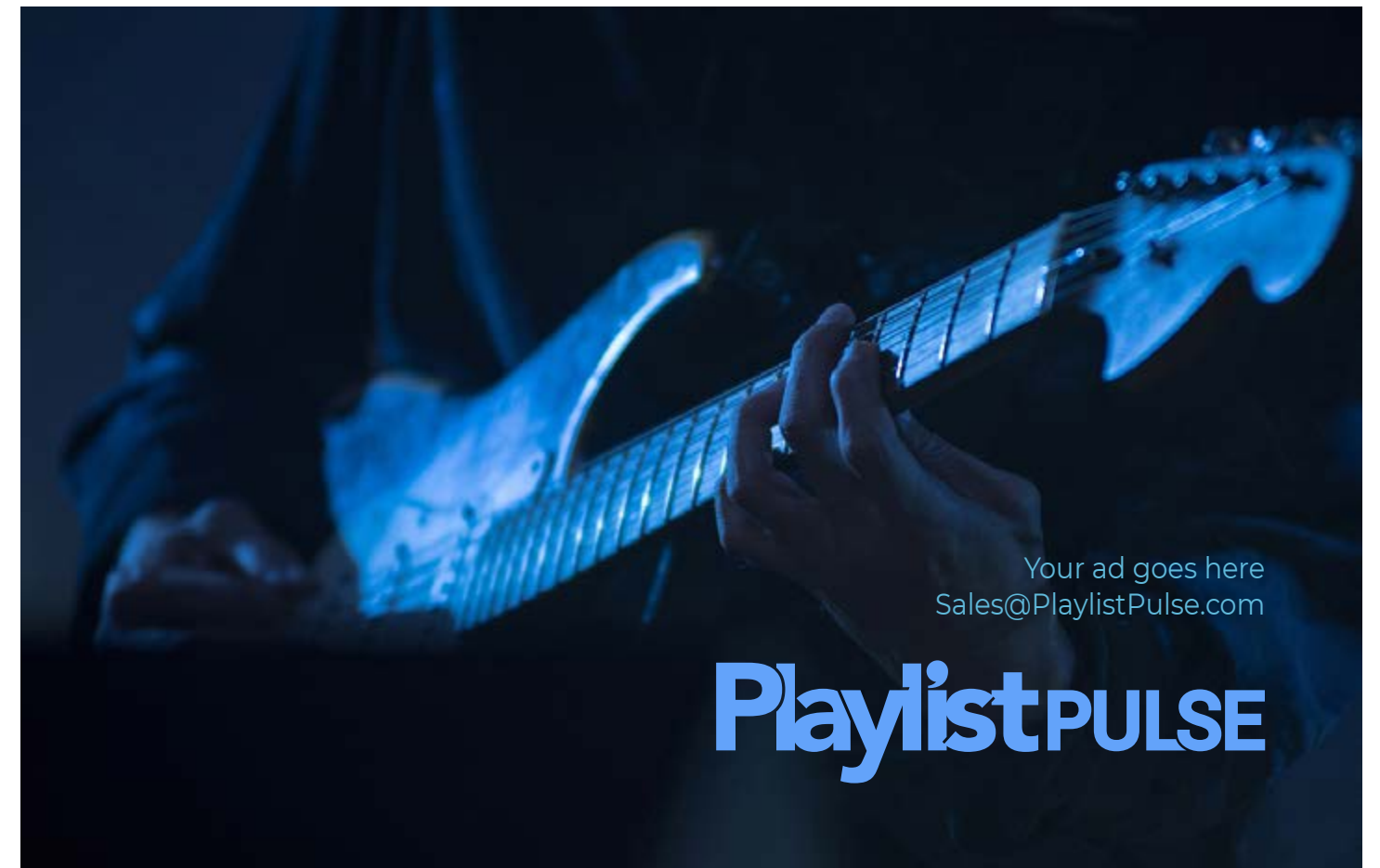
Verified Artist

**Aiko**



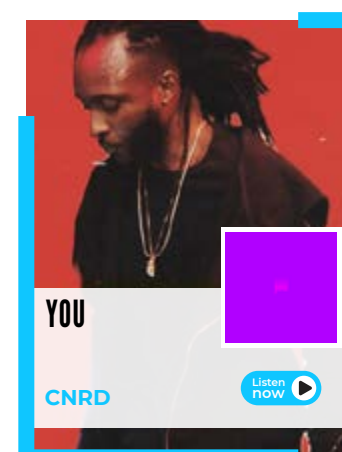
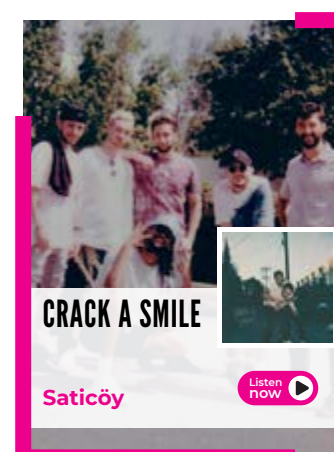
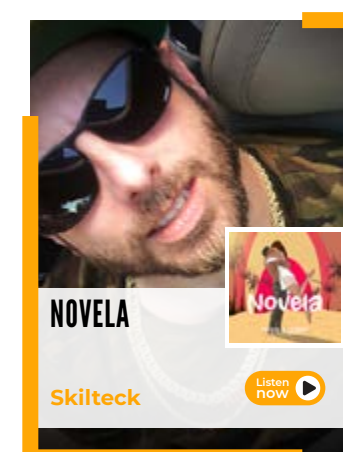
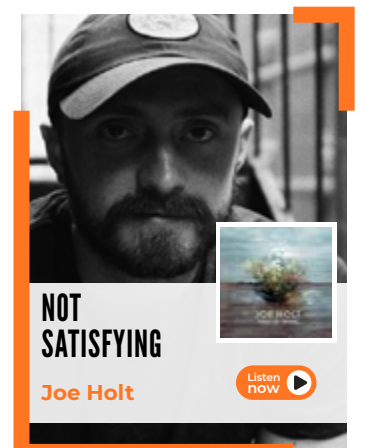
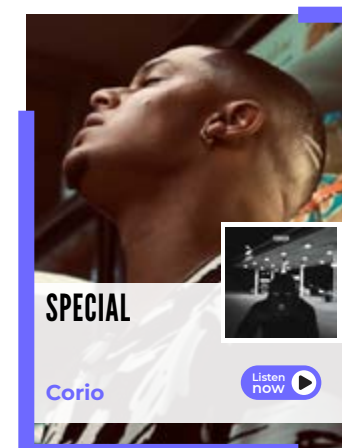
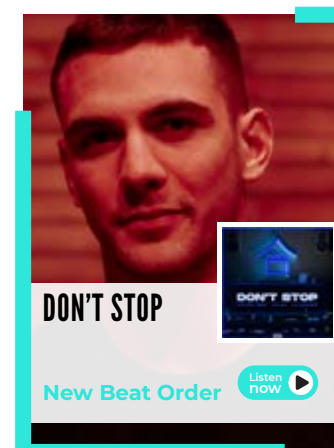
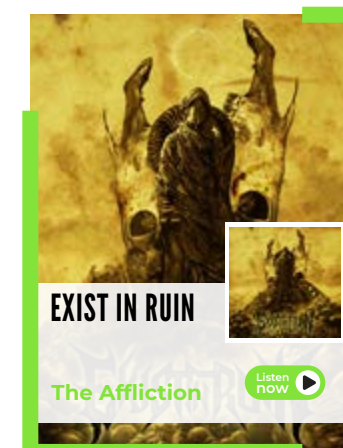
1.371.635 monthly listeners

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**PlaylistPULSE**





# Becoming your OWN MEDIA CHANNEL

By Phehello

*Perhaps one of the most underappreciated truisms about media that I've heard in the modern era comes from Gary Vee. "It's the message, not the medium." The premise behind this statement is that regardless of the evolution of media platforms (from radio to television, to the internet) - behind them lies the same inherent drive-- the drive to tell stories and share our individual perspectives.*

*So how can you build a story around your music—or even better—how can you align with others' stories so that they are eager to share yours?*

## It's about the tastemakers, not the channels

The insatiable desire to share in today's social economy upholds my passionate stance that TikTok and Instagram are merely the latest platforms for something that society has always had in one form or another - tastemakers in music.

*Looking beyond the platform and understanding how these new tastemakers operate will give you tremendous insight into how to get your music out there.*

The entertainment industry went from radio deejays to music bloggers, to podcasters,

and now - TikTok music influencers. In most cases, these are ordinary music lovers who are taking advantage of the fact that there will always be people out there just like them who want to be led to good music. They leverage their individual music tastes and use them to build platforms and brands as tastemakers in music.

Their formula for this is simple - sharing music that they love and fitting it into themes or moods of their choosing. The successful ones (i.e., the ones with large followings) have clearly hit a note with an audience that is appreciative of that theme and the tastemaker's curation. Take time to study these and learn what makes them interesting and exciting.

## Create your own media channels

One of the most effective techniques today for artists to reach and engage their audience is by creating their own playlists, effectively becoming the tastemakers themselves.

Funnily enough, choosing the right name for the playlist is one of the most important decisions you will have to make. It is vital to be intentional when naming your playlist. Some of the most popular Spotify playlists are aptly named according to the vibe they are created to supplement. Think about the mood you are trying to craft - and make sure that mood is aligned with the message or vibe that radiates

from your song. For instance, if I had just released "Easy on Me" by Adele – I would probably put it in a playlist titled "Songs that Break Your Heart" or something along those lines.

Next up, you need to find the tracks that fit the vibe.

### ! IMPORTANT:

Once you have curated 50-100 songs that match your song's vibe in your playlist, make sure that your song sits at the TOP. It should at least be in the top five songs in your playlist.

## Drive your community to Spotify

Now for the fun part! In this step, you will create individual bits of content around the songs in your playlist. With 50 songs, you can make at least 50 videos describing the mood of your playlist, the song you have chosen to put in it, and your call-to-action (driving your viewers to click the link in your bio, which leads to your playlist).

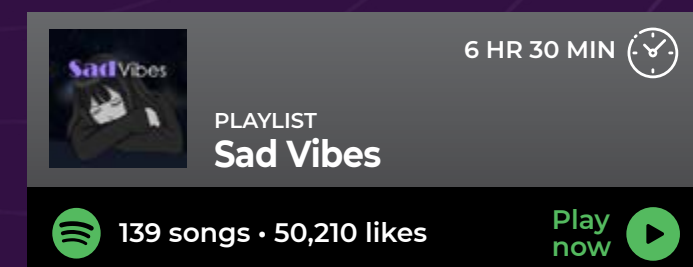
If people are engaged enough to click the link and enjoy the first couple of songs on your playlist, they will also discover your song. Now you have created an opportunity for them to enjoy it and add it to their own libraries and playlists.

## Keep things fresh and interesting

Building an audience around your playlist doesn't stop at just the first 50 songs. You have an opportunity to perpetually create content for your playlist and drive your community to it by regularly updating the songs you feature.

Keeping the playlist length the same by adding one song and removing one song will allow you to constantly draw in new listeners as well as keep things interesting for existing fans of the playlist. Of course, all the while, you'll keep your song there as a constant for new listeners to discover, and old listeners to rediscover.

*Now get out there and make your first video promoting your playlists!*







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# PlaylistPULSE

Now get out there and make your first video promoting your playlists!

**Phehello** is an award-winning music producer and R&B artist. With over one million streams to his name, he also loves to share his knowledge to help budding home producers get an edge in their careers. Phehello's biggest dream is to sell out his own show at Wembley Stadium. You can find his music on:

 [www.phehellomusic.com](http://www.phehellomusic.com)

 [www.tiktok.com/@itsphehello](https://www.tiktok.com/@itsphehello)

*Phehello*  
Musician. Producer. Playlister



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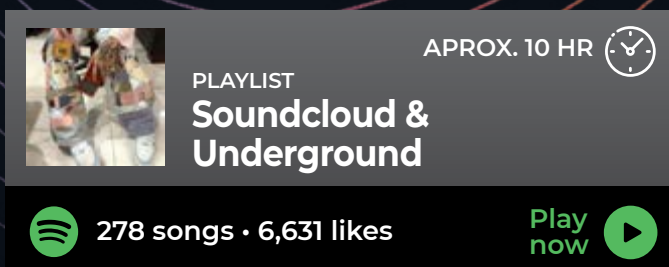
# PlaylistPULSE



# Before pitching your tracks, TEST! TEST! TEST!

## HOW PROLIFIC MUSIC CREATORS CAN IDENTIFY THEIR PROMOTION-WORTHY TRACKS

Artists from the likes of Russ to Lil' B have inspired a new generation of artists that subscribe to a "feed-the beast" strategy of releasing new music, often once-per-week or even more frequently. And understandably so - with attention spans growing shorter by the day, it is increasingly important to release music consistently and often to stay fresh in the minds and ears of your fans. This is not a totally new idea in the music industry either - the Beatles released seven albums in the span of just three years, and it is safe to say that worked out quite well for them.



With that said, expecting to pitch a new release every week for playlist consideration is unlikely to yield the results you want. Playlist curators are inundated with track pitches, so getting their attention is difficult and costly, and, as an independent artist, you need to maximize your resources.

So before you go out and start blasting out your tracks to curators here are some tips you can use to help gauge which releases might have more playlisting potential than others.

### 01 Snippets

The days of using Instagram just to share photos and videos are over. Today, many artists are taking to the platform to present their fans with a new market testing method - posting snippets of unreleased songs and seeing which their fans gravitate towards the most.

Often in the form of a Story poll or carousel Grid post, artists are now directly asking their followers which new, often incomplete idea they like the best. There does not need to be a visual component to the posts either - simply screen recording a demo playing from the Notes app will surely get it done.

### 02 Soundcloud Exclusives

Like snippets, posting unreleased, or even unfinished demos on sites like Soundcloud and Bandlab can be a great, lower-stakes way of testing the waters. Posting a new track on Soundcloud is unlikely to hurt

your chances of being playlisted on some of the bigger DSPs; although if you are so inclined, you can always opt to list the track as private and use the "Share" link to manually solicit feedback from those you trust.

### 03 DISCORD Discord

Over the past few years, Discord has been harvesting some of the fastest growing, most engaged communities among artists, producers, and fans. Many of these servers have feedback channels that operate on a "give-to-receive" basis; and, with the targeted nature of

these servers, this can be a great method for soliciting feedback from those in your target demographic. A few servers that have come across my radar are KennyBeats Discord, PatrickCC's Waterpack, and CxdyCord - and these are just the tip of the iceberg.

In 2022, you cannot be afraid to let your ideas out into the world, sometimes even before you see them as complete. Not only will this keep your fans happy, but it will also provide you with valuable insight that can help strategically guide your more intensive promotional campaigns.

Know of other ways or tools to A/B test your tracks?

Share it with us at [editor@playlistpulse.com](mailto:editor@playlistpulse.com) and we will share the best ones in our next edition.





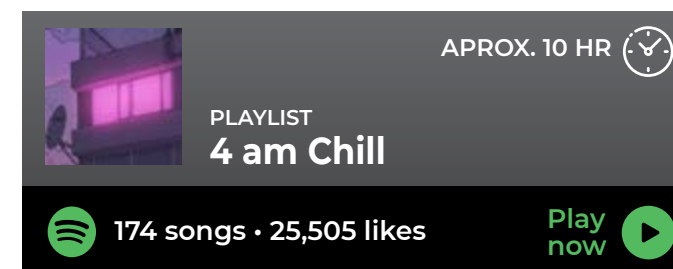
# EL MODESTO ARTE DE LAS PLAYLISTS

Por Gerardo Guarache Ocque

Construir una playlist se parece mucho a ordenar un cadáver exquisito. Se asemeja a aquel juego literario de los surrealistas, en el que cada participante escribía una frase desconociendo el contenido de los versos ajenos, erigiendo así una obra torcida, un monstruo de Frankenstein amorfo, un animal sin pies ni cabeza.

O se parece, mejor, a las cartas de esos villanos que transmiten sus acertijos, advertencias y amenazas empatando recortes de revistas; **a partir de palabras que otros escribieron.**

Una playlist es, también, un contenido que pretende convertirse en la banda sonora de alguien. Una banda sonora para su caminata al trabajo, para acompañar su recorrido en carro, metro, tranvía, autobús o bicicleta; celebrar su salida de vacaciones, colorear su regreso a la rutina, facilitar su concentración en un proyecto. Aspira ser un soundtrack para su sesión de ejercicios, que inyecte el shot de energía que necesita cuando las piernas empiezan a flaquearle; pretende generar la calentura en el ambiente idónea para una rumba, o la atmósfera dulce para quienes recogen el desastre que deja la farra.



Una playlist puede ofrecer información para refrescar el acervo con nuevos sonidos, o rescatar un registro histórico que trae al presente fragmentos de otro tiempo, de nuestros antecesores. Puede ser luz para una tarde sombría, u oscuridad para esas soledades que se disfrutan. Podría evocar un sabor para marinar una cena, o estimular el ingenio mientras uno se ducha.

La música acompaña cada escena, cada situación, desde confundirse entre las copas en un brindis, hasta perfumar la habitación durante el sexo, así como incitar el comienzo de una relación y consolar al despedido una vez que termina.

El playlister es un intermediario entre el creador y el oído, como esas aves que mastican la comida antes de depositarla en los picos de sus crías. Es, acaso, un explorador, un Indiana Jones del arte sonoro, o quizá un minero, que se pasa la vida excavando y excavando hasta encontrar esa piedra preciosa que calza perfectamente en su colección. Es alguien dispuesto a ensuciarse



los oídos por el placer de otros. Porque piedras (canciones), las hay muchas.

El asunto es calibrar la antena para sintonizar ese beat, esas armonías, esa melodía que cautiva al alma desconocida.

Construir playlists, ese modesto arte que perpetúa la vieja tradición de los mix-tapes, es en el fondo un ejercicio de honestidad. **Es una forma de construirse a sí mismo con la esperanza de que otros también se encuentren** en ese conjunto de canciones dispuestas en un determinado orden.

Que se reconozcan allí, o reconozcan a ese otro que quieren ser. Igual, más allá de toda esta cháchara filosófica, una playlist debe cumplir con un ingrediente fundamental: **Que quien la pruebe, en el camino, goce.**

Dear reader: Pal Sur! is a Spanish-language column dedicated to Latin America. Contributing writers are local curators and seasoned music industry journalists. We have decided to publish in its native form to preserve the nuance and richness of regional expressions.



SEP  
2022

# TOP 12 RISING ARTISTS

The artists that playlist curators are  
engaging the most with this month



1

**THE AFFLICTION**  
Exist in Ruin

4:33



2

**HEAL ME -  
RADIO EDIT**  
Joe Killington

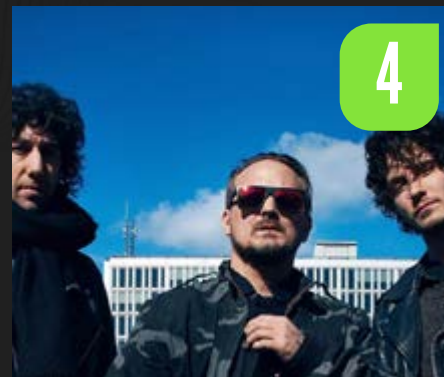
2:53



3

**UPSIDE DOWN**  
Hollow Wake

4:45



4

**WHAT I LOVE  
THE MOST**  
Ghost Boys

3:58



5

**LAY DOWN**  
Feral Vices

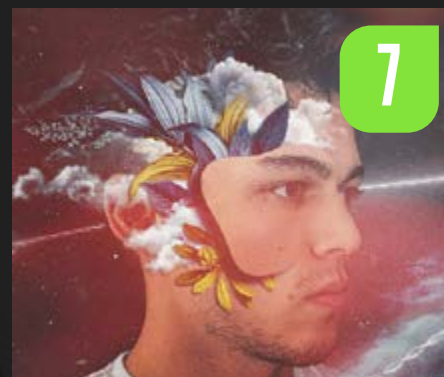
3:20



6

**FABULOUS**  
Pro8lems

2:35



7

**INSIDE OUT**  
GzLz

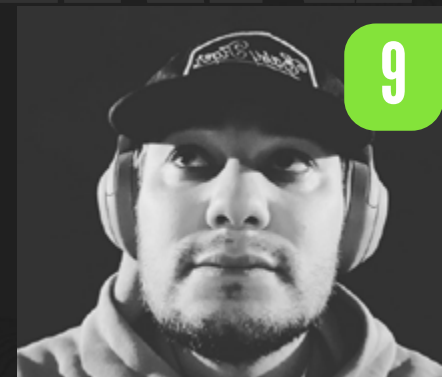
3:17



8

**NON-BINARY**  
VibeMuzik

3:21



9

**WAVE OF  
THE FUTURE**  
Zionscamp

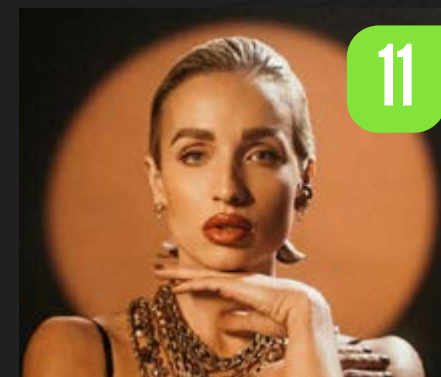
1:56



10

**SEE IT IN YOU**  
Sway Tha Don

3:12



11

**HEARTLESS  
ROMANTIC**  
Thea Lissi

3:15



12

**ALLURE**  
Donte' Medina

3:38



# ALTERNATIVE

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# TOP 12 RISING ARTISTS


The artists that playlist curators are engaging the most with this month

1



**DON'T STOP**  
New Beat Order



 2:04

2




**GOT ME GOIN' (DAM DADI DO) (AIRBENDERS REMIX)**  
R-CHY





 2:30

3

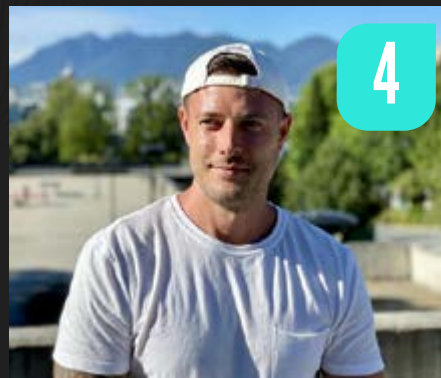


**MI MORENA**  
Camila Gutierrez





 3:38

4



**ALONE**  
Vanstone



 3:40

5



**ROLL THE DICE**  
MrOrange



 2:51

6



**GOOD MORNING**  
Shuko



 2:36

7

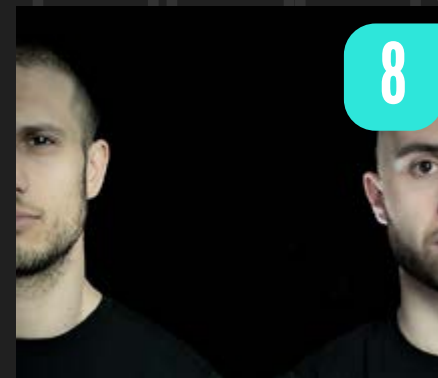


**DON'T YOU (FORGET ABOUT ME)**  
Secal





 3:23

8




**YOUR LOVE - ORIGINAL MIX**  
Open Minded





 6:42

9




**IN MY HEAD - RADIO EDIT**  
Franky Scarlet





 3:48

10




**WHAT YOU WAITED FOR**  
Teece





 4:51

11



**WON'T YOU BE MINE (FT. DCOVERZ)**  
Mariline



 2:22

12



**SAVE THIS AND GO**  
Desert Monkey



 2:44

# ELECTRONIC

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# TOP 12 RISING ARTISTS


The artists that playlist curators are  
engaging the most with this month

1




**SPECIAL**  
Corio

2:17

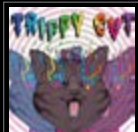


2

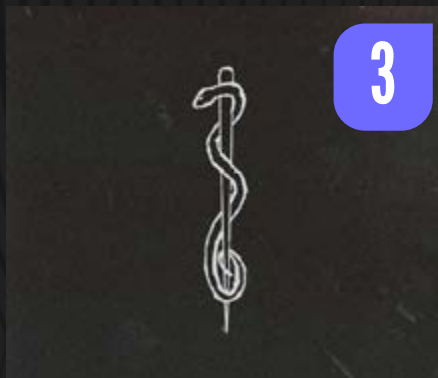


**UNCONDITIONAL**  
Hippy Trap

2:15




3

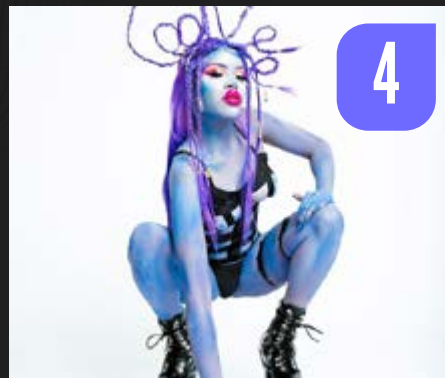


**LOVE LIKE THIS**  
DDFRx

3:33




4




**DONKEY**  
Cookiee Kawaii

1:13




5




**CURVE BALL (CLEAN)**  
LIL Neph

3:07




6




**GETTIN IT**  
Tweet is PRS

2:13




7




**THE ALL**  
Trippy Everything

3:33




8




**BRING IT ALL**  
M-Dash

2:43




9




**CAHUENGA BOULEVARD**  
ChrisGlove

2:45




10




**SHOOT MY SHOT**  
Gabe King

2:36




11



**BAG TODAY**  
Sleepy Loco

3:08



12



**WHOA**  
Tru Frass

1:57



# HIP HOP

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# TOP 12 RISING ARTISTS


The artists that playlist curators are engaging the most with this month



1

**NOT SATISFYING**  
Joe Holt



3:09



2

**NATURE'S VOICE IS A CRY**  
Emmett Kai



3:32



3

**OUT INTO THE WILD**  
No King. No Crown



3:40



4

**AS WE PERSEVERE**  
Crevans Rise



3:55



5

**HARDLY THERE**  
Tree Museum



4:18



6

**CONFESSIONS**  
The Greenwaves



3:38



7

**DARK DAYS**  
English Budgies



3:13



8

**PRESSING SNOOZE**  
Paul Nourigat



3:32



11

**HÁBLAME**  
Esteban Mick


4:44



9

**ATAÚD**  
Di WAV

3:26



12

**GONE**  
Phantom Engine

2:44



10

**UNPREDICTABLE LOVE**  
Kevin Whitaker

3:06



# INDIE

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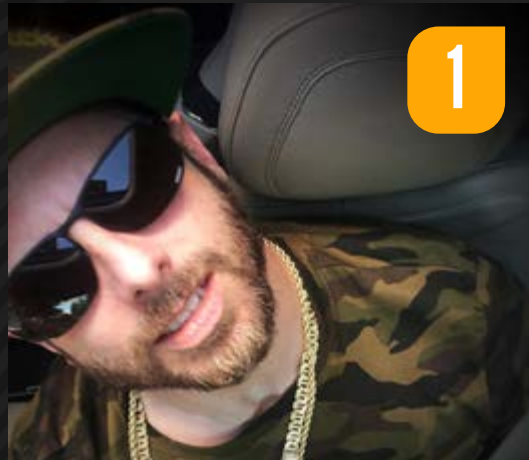




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# TOP 12 RISING ARTISTS


The artists that playlist curators are  
engaging the most with this month



1

**NOVELA**  
Skilteck

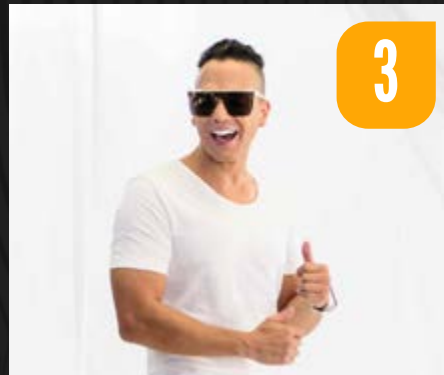
3:44



2

**POR QUÉ TENEMOS  
QUE FINGIR?**  
Carlos Olivera


3:38



3

**EXTRAÑO**  
DII



2:59



4

**LA QUINTA  
SINFONÍA**  
Richie Playa

2:52



5

**TODO DE TI**  
Fedrell


3:04



6

**CUANDO TE  
TENGO CERCA**  
Will Kano



2:44



7

**ELLA TA BIEN**  
Lokixximo



2:36



8

**VETE LEJOS**  
Yuly Fabian


3:46



9

**AQUÍ ESTOY**  
Alberto Torres


3:49



10

**TUYO**  
Siete


3:07



11

**RUMBA**  
Tenebrios

3:59



12

**A DAY  
TOO LATE**  
Marshal Herridge

4:02



# LATIN

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# TOP 12 RISING ARTISTS

The artists that playlist curators are engaging the most with this month



1

**CRACK A SMILE**

Saticöy

3:00

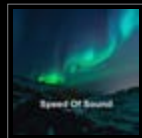


2

**SPEED OF SOUND**

Hyphn

3:27



3

**CHANGES**

Dominik Klein

2:55



4

**TEETHMARKS**

Syke

3:23



5

**THE GROOVE**

Ed.lt

3:34



6

**HARMLESS FUN**

Belot

2:12



7

**SEA SALT**

Perfetto

3:18



8

**ME MYSELF & I**

Thea Lissi

3:15



9

**TROPICANA**

Jason Petrosyan

3:10

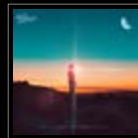


10

**10:00 P. M.**

Angel District

4:45



11

**WITH YOU**

Dezabel

3:20



12

**RIGHT THESE WRONGS**

Moonga K.

3:18



# POP

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# TOP 12 RISING ARTISTS

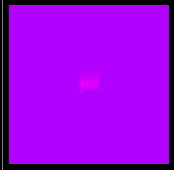
The artists that playlist curators are engaging the most with this month



**1**

**YOU**  
CNRD


 **3:27**



**2**


**POEM TO YOU**  
Stephen Allen  
Music



 **3:39**



**3**


**ZODIAC**  
Jerusha

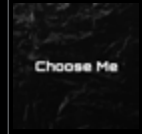
 **2:01**



**4**

**Choose Me**  
TR3


 **3:06**



**5**


**VELOCITY (FEAT.  
MYLES RAMEL)**  
Phil Q.



 **4:24**



**6**


**UNLOVE YOU**  
Marco Cholo



 **3:53**



**7**


**DANCE ON ME**  
Baba Jenkins



 **4:12**



**8**


**LOVED BY YOU**  
Dusty Moats



 **3:45**



**11**


**NIGHT SKIES**  
Onlyyreece


 **3:55**



**9**

**I'M ALREADY  
HERE**  
J.Mcguire

 **4:19**



**12**


**HOMBRE  
DESVELADO BLUES**  
Carlos Olivera

 **3:55**




# R&B


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**10**

**AWAKEN**  
The Curtis Family

 **4:47**





SEP  
2022

# TOP 12 RISING ARTISTS

The artists that playlist curators are engaging the most with this month



**BELT**  
Fat Trout Trailer Park

3:14



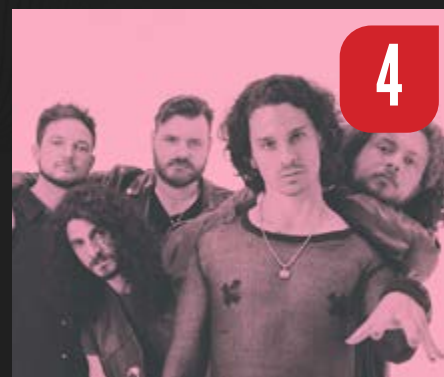
**SHUTTER**  
Am0ra

4:07



**WAITING ON THE  
SKY TO CHANGE**  
Starset

4:04



**YEA I'M A  
VAMPIRE**  
Brake Loose

3:59



**RUNNING  
OUT**  
Unknwn

5:07



**ONE  
LAST TIME**  
Bryan Porter Hinkley

3:59



**NIGHTMOVES**  
Scott Forshaw

2:46



**TATTOOS  
AND ROSES**  
Almstfamvs

3:29



**THEYNAI POLA**  
Rennet Premnath

4:58



**ARKANSAS**  
The Trusted

3:48



**PINEAPPLE WINE  
(THIS IS IT)**  
Erin Claire

4:38



**IMMUNE**  
Joe Holt

3:17



# ROCK

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# RELAX,

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So you've finished the hardest part: getting a song in your head finished and released into the world for everyone to listen. Now what? Look no further. **Playlist.Club** leverages technology to get your music in front of the right tastemakers. Join today!



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