



On the Road

Fan insights for touring artists, via Twitter
by Brian Turner, Spring 2017

Life as a drummer



Livin' like a rock star



Most revenue in the music biz from touring

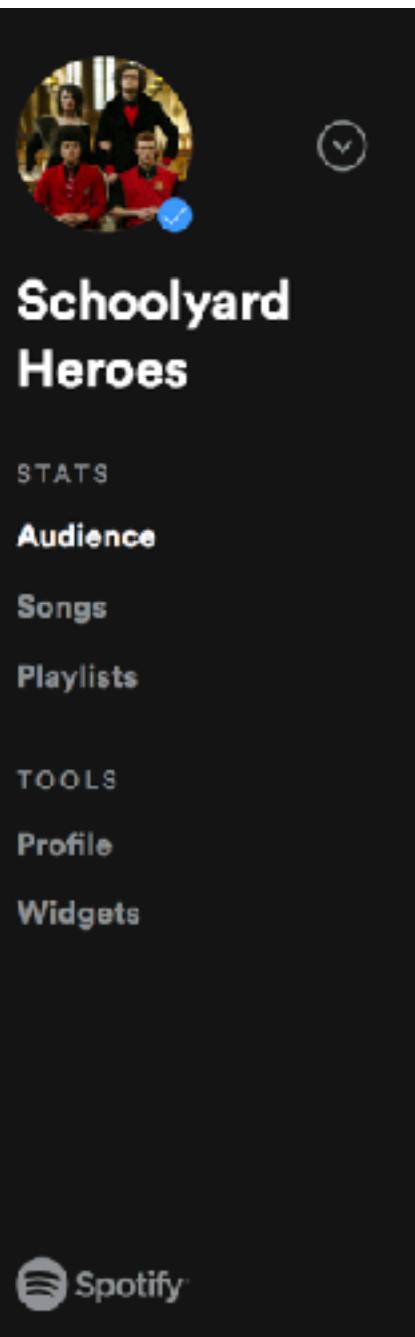
The top 100 world tours grossed 5 billion dollars combined in 2015

source: WSJ

Online presence is great, but ...

...fans need to be found in the real world

One tool that exists...Spotify for Artists



Where they listen

MONTHLY LISTENERS



Can we use Twitter to locate fans around the world?

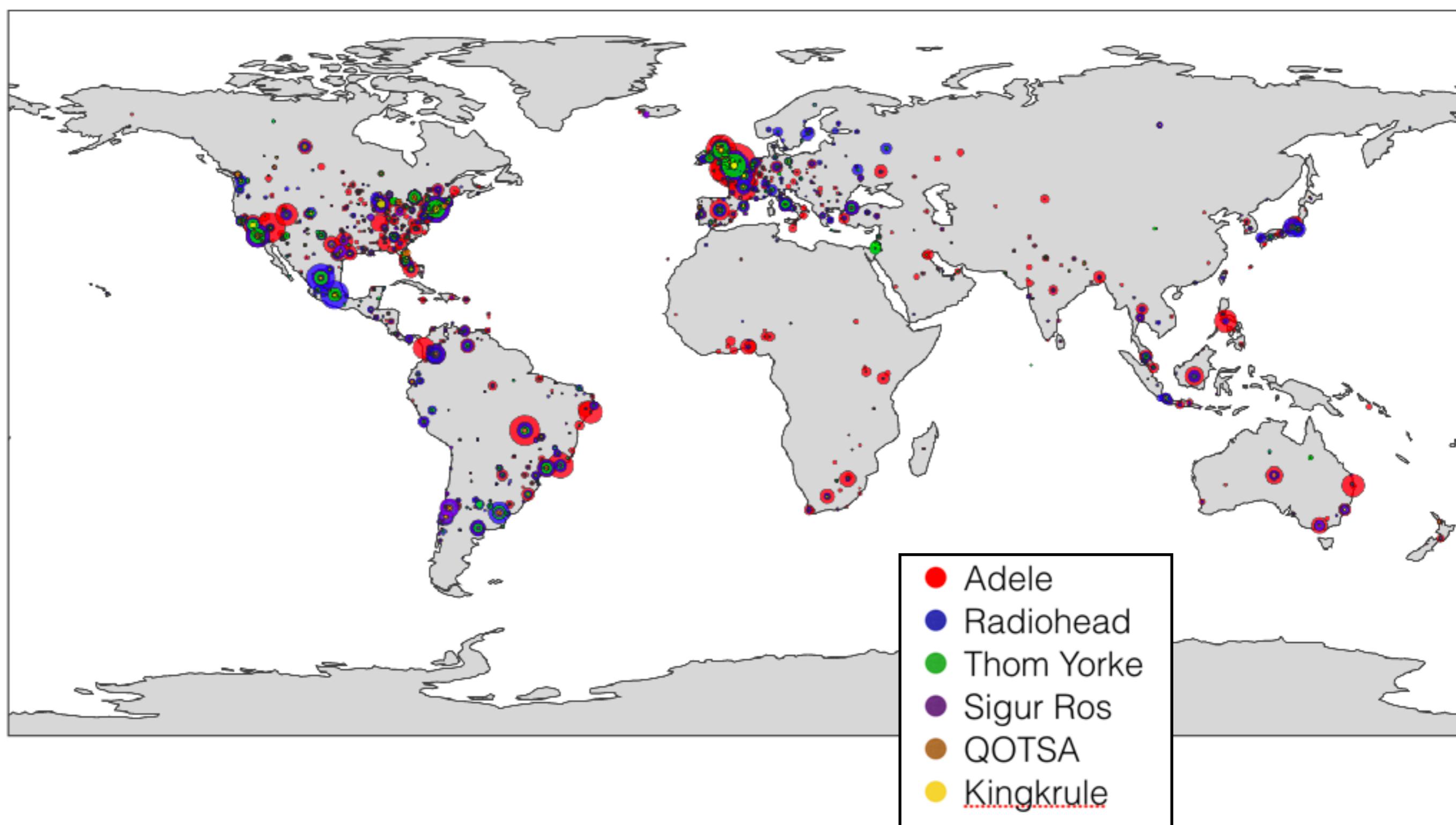




RECORDINGS

Adele ● Radiohead ● Ratatat
Sigur Rós ● Jack White ● King Krule
Arca ● The Avalanches ● Rostam ● Zomby
Ibeyi ● Vampire Weekend ● Lapsley ● Nines

Twitter Mentions - Adele & Radiohead Dominate June, 2017



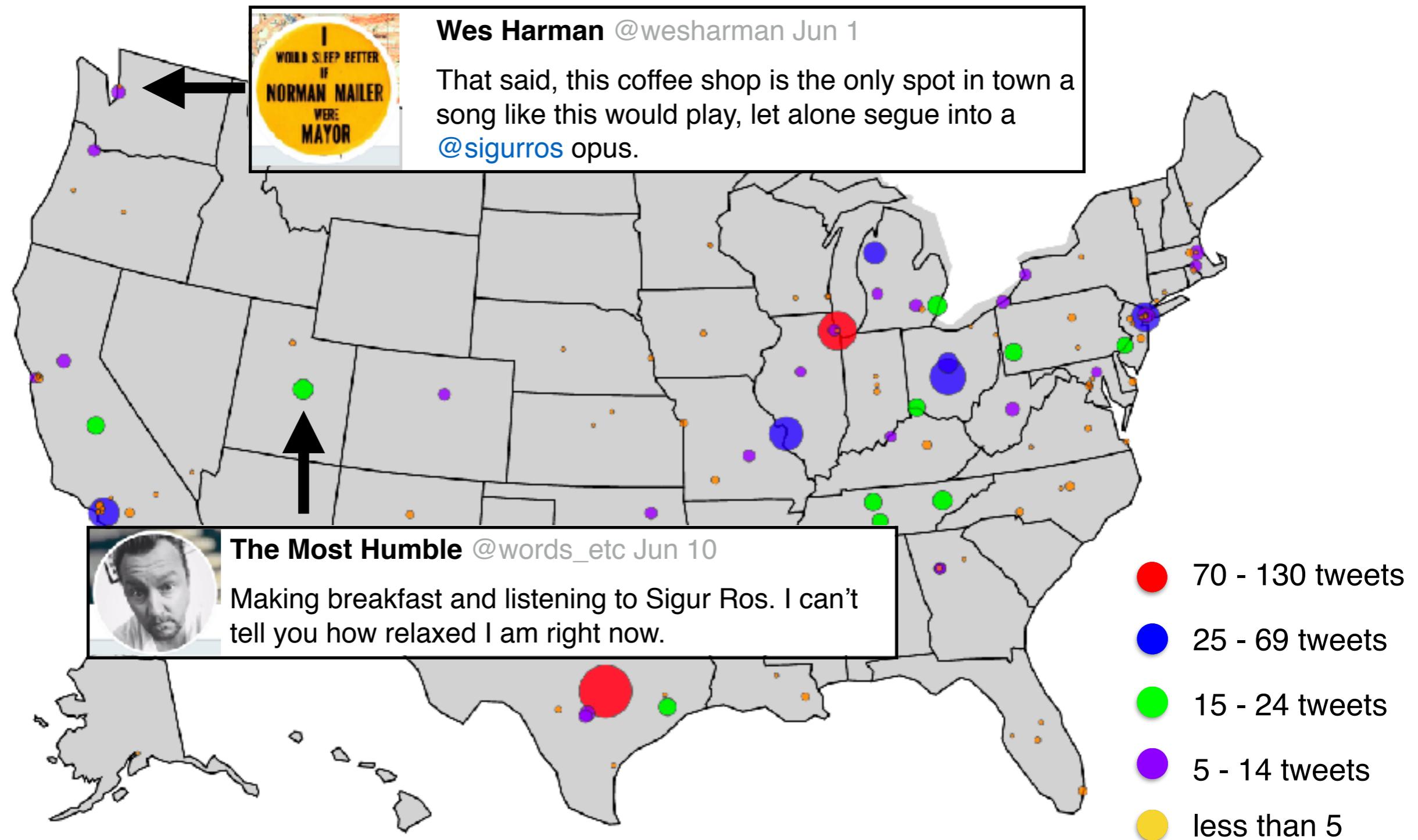
Sigur Rós:

an Icelandic band sustained by touring

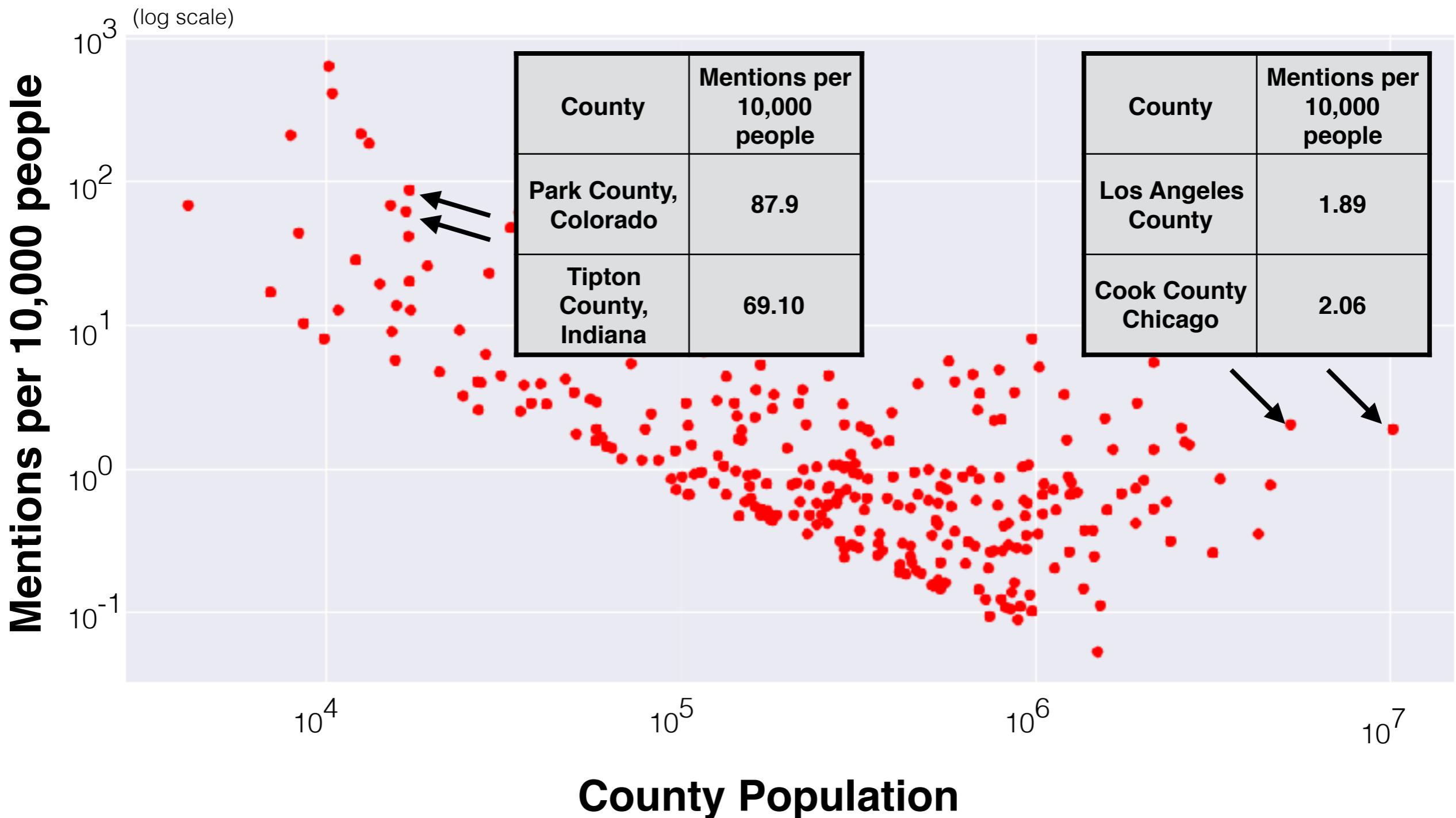


Twitter Mentions - Sigur Rós: Opportunities on the West Coast

June, 2017



Fans more engaged in smaller population areas



Take Keisha, from Columbus, Ohio:



Keisha @keishnight Jun 4
Missing Sigur Rós 😭😭💔

And convert to...



Jarvis Mayhem @JarvisMayhem Jun 10
Welp, Sigur Ros just took best live performance I've ever seen, sorry Beyoncé

Data and Tools

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200,000 tweets



90,000 lat/long addresses



2016 pop. Estimates

