

mau5trap Intelligence Report

Subject: deadmau5

Timeframe: 30d

Generated: 12/10/2025, 1:57:49 AM

Metrics Breakdown:

id: art_deadmau5

name: deadmau5

displayName: deadmau5 (Boss)

tier: flagship

monthlyListeners: 8500000

totalStreams: 2900000000

growthRate: 2.5

REVENUE:

```
{
  "streaming": 300000,
  "streamingBreakdown": {
    "total": 300000,
    "byLocation": [
      {
        "region": "North America",
        "value": 150000,
        "percent": 50
      },
      {
        "region": "Europe",
        "value": 90000,
        "percent": 30
      },
      {
        "region": "Asia",
        "value": 45000,
        "percent": 15
      },
      {
        "region": "LATAM",
        "value": 15000,
        "percent": 5
      }
    ]
  },
  "touring": 2000000,
```

```
"merch": 400000,  
"sync": 100000,  
"branding": 600000,  
"youtube": 50000  
}
```

META:

```
{  
  "dataSource": "manual_entry",  
  "lastUpdated": "2025-12-10T06:57:33.034Z"  
}
```

SOCIAL:

```
{  
  "instagram": 2900000,  
  "twitter": 1900000,  
  "tiktok": 3900000,  
  "engagementRate": 4.5  
}
```

TOURING:

```
{  
  "upcomingShows": 28,  
  "avgTicketPrice": 80,  
  "avgAttendance": 3500,  
  "merchPerHead": 20,  
  "carbonOffset": 15000,  
  "sustainabilityScore": "B+",  
  "shows": [  
    {  
      "date": "2024-12-01",  
      "venue": "Red Rocks",  
      "city": "Denver",  
      "ticketsSold": 9525,  
      "revenue": 762000  
    },  
    {  
      "date": "2024-12-15",  
      "venue": "The Gorge",  
      "city": "George, WA",  
      "ticketsSold": 8000,  
      "revenue": 640000  
    }  
  ]  
}
```

MERCH:

```
{  
  "onlineSales": 200000,  
  "tourSales": 200000,  
  "topItems": [  
    "mau5head replica",  
    "tour tee",  
    "hoodie"  
  ],  
  "margin": 0.65,  
  "monthlySales": [  
    {  
      "date": "2024-12-01",  
      "sales": 10000,  
      "margin": 0.65,  
      "category": "merch"  
    },  
    {  
      "date": "2024-12-15",  
      "sales": 10000,  
      "margin": 0.65,  
      "category": "merch"  
    }  
  ]  
}
```

```
{
  "month": "2024-10",
  "online": 180000,
  "tour": 190000,
  "total": 370000
},
{
  "month": "2024-11",
  "online": 200000,
  "tour": 200000,
  "total": 400000
}
]
```

BRANDDEALS:

```
[
  {
    "brand": "Tech Company",
    "value": 300000,
    "status": "active"
  },
  {
    "brand": "Energy Drink",
    "value": 200000,
    "status": "active"
  },
  {
    "brand": "KORUS AI Remix",
    "value": 150000,
    "status": "active"
  }
]
```

COLLABORATIONS:

```
[
  "art_rezz",
  "art_testpilot",
  "art_nomana"
]
```

INFLUENCES:

```
[
  "Nine Inch Nails",
  "Aphex Twin",
  "Boards of Canada"
]
```

genreHybrids: Progressive House with Modular Synthesis

SUSTAINABILITY:

```
{
  "longevityScore": 9.2,
  "revenueStability": "85% (Low variance in streaming/touring; risk level: Low)",
  "burnoutRisk": "Low (Balanced schedule; recommended breaks: 2/month)",
  "legacyImpact": 95,
  "progressionMilestones": [
```

```
{
  "milestone": "Debut Album (Get Scraped)",
  "year": 2005
},
{
  "milestone": "Meowingtons Hax Tour",
  "year": 2011
},
{
  "milestone": "Cube V3 Debut",
  "year": 2019
},
{
  "milestone": "KORUS AI Partnership",
  "year": 2024
}
],
"diversificationRatio": {
  "streaming": 10,
  "touring": 60,
  "merch": 12,
  "branding": 18
}
}
```

CRM:

```
{
  "emailCount": 500000,
  "smsCount": 150000,
  "presaleSignups": 25000
}
```

FORECAST:

```
{
  "nextMonth": 6600000,
  "threeMonth": 6800000,
  "trend": "stable"
}
```

roi: 5

priority: 1