

mau5trap Intelligence Report

Subject: deadmau5

Timeframe: 30d

Generated: 12/10/2025, 2:13:25 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,  
    "venue": "O2 Arena, London"  
  }  
}
```

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

META:

```
{  
    "dataSource": "manual_entry",  
    "lastUpdated": "2025-12-10T07:12:48.870Z"  
}
```

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": [  
        {  
            "month": "January",  
            "sales": 150000  
        },  
        {  
            "month": "February",  
            "sales": 170000  
        },  
        {  
            "month": "March",  
            "sales": 190000  
        },  
        {  
            "month": "April",  
            "sales": 210000  
        },  
        {  
            "month": "May",  
            "sales": 230000  
        },  
        {  
            "month": "June",  
            "sales": 250000  
        },  
        {  
            "month": "July",  
            "sales": 270000  
        },  
        {  
            "month": "August",  
            "sales": 290000  
        },  
        {  
            "month": "September",  
            "sales": 270000  
        },  
        {  
            "month": "October",  
            "sales": 250000  
        },  
        {  
            "month": "November",  
            "sales": 230000  
        },  
        {  
            "month": "December",  
            "sales": 210000  
        }  
    ]  
}
```

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

BRAND DEALS:

```
[
{
  "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