The State of A&R in 2021

LabelRadar
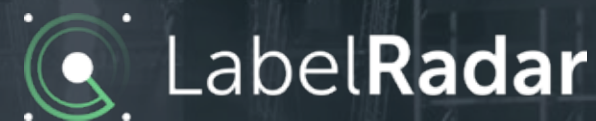
This report has been compiled in partnership with some of the foremost independent labels in the world, including the likes of Armada Music, Monstercat, NCS, Dim Mak, Trap City, Viper Recordings, Enhanced, Blanco y Negro, CloudKid, FiXT, Anjunabeats, bitbird and many more. Thank you to everyone who participated and made this report possible.

How has the role been affected by COVID-19's impact on the world?

- Even busier with more aggressive release schedules.
- More pressure for releases to do well.
- More focus on signing music for sync potential in lieu of touring revenues.

Key markets for 2021:

ASIA particularly China, India & Korea.

SOUTH AMERICA particularly Brazil.

TOP 5 most interesting genres at the moment:

- Lo-Fi
- Melodic House
- Deep House
- Trap
- Dance Pop

Although it is almost unanimously agreed that the importance of data in A&R has increased since 2017, **42.8%** believe that data does not play a crucial role in A&R.

78.5% strongly agree that the A&R role is driven by **instinct** ⚡

89.3% spend up to 10 hours per week reviewing demos.

TOP 3 Platforms for music discovery are:

- Spotify
- SoundCloud
- LabelRadar

The most important metric when reviewing an artist's social media presence:

CONSISTENT ENGAGEMENT

The most important traits they look for when scouting an artist are:

- Quality of mixdowns
- Originality of the music itself
- The artist's brand and the engagement they have with their fan base

Most important tool for A&Rs:

FILE SHARING SOFTWARE

Google Drive proving the most popular, with Dropbox not too far behind.

GREATEST CHALLENGES faced by an A&R in 2021:

- Finding artists with a unique sound
- Maintaining mental health
- Facilitating collaborations whilst everyone is remote