

LOST FREQUENCIES STATS (MARCH 2022)

"Where Are You Now" 500+ million streams (all DSPS) #17 Spotify Global Chart (Peak)

Certified Gold: France, Italy, Hungary, Canada, Czech Republic, Greece, UK, Austria, Poland, Finland, Italy and Denmark

Certified Platinum: Belgium (x3), Ireland (X3), Netherlands, Germany, Switzerland, Australia, South Africa, Norway, and Sweden

Radio chart positions (top 5)

#1 Estonia | #1 Slovakia | #1 Poland | #2 Latvia | #2 UAE #7 EU APC Chart

Spotify chart positions (top 5)

#2 Slovakia, #3 Austria, Germany, #4 Belgium, Sweden ,#5 Lithuania, Denmark, Switzerland, #6 Netherlands, Ireland, #7 Hungary, Norway 11 Shazam #1's: Austria, Germany, Belgium, UK, Czech Republic, Portugal, Denmark, Ireland, Sweden, Hungary and Australia (#10 Global)

"Rise" 127 million streams (all DSPS)

Certified Platinum: Belgium Certified Gold: Hungary, Netherlands, France, Czech Republic, Chile

Radio chart positions (top 50 Peaks)

#84 Europe, #2 Belgium, #5 Czech Republic, #10 Netherlands, #15 Estonia, #33 Latvia, #38 France, #49 Germany

Spotify chart positions #17 Belgium | #50 France

"WHAT WE'RE PASSIONATE ABOUT IS AGTING AS A GATALYST FOR AN ARTIST"

"To join the Sony Music team, for me, personally, has been a complete shift in how we approach releases and present my music to the world. Working hand in hand with key people of Sony Music Europe has made me feel very at ease and confident about releasing new music. I can't wait for what's next*" - Felix De Laet AKA Lost Frequencies

Lost Frequencies is a Belgian DJ-Producer who signed to Another key element to the campaign was the branding or Sony Music in 2020, elevating his career to the next level. To date, Sony Music has executed two global single campaigns for the artist – "Rise" (+100 million total streams) and the Spotify Global Top 20 hit "Where Are You Now" (+300 *million total streams)* – leveraging its broad global network and deep expertise to deliver results at scale.

Toon Martens, Managing Director of Sony Music Entertainment Benelux, was already a fan of Lost Frequencies' music following his release of "Are You With Me" in 2014, "I wanted to work with Felix after hearing that track. He is very different to other DJs in that he has a very interesting musicality. I didn't look at him as a DJ in the beginning, I looked at him as a musical genius."

Martens knew Lost Frequencies was an artist with the potential to connect with fans around the world, something that could only be achieved with the power of a major record label, "Ultimately he signed with us to reach a global audience, and that's what we do for him," Martens says.

What that involved in practice, explains Martens, was coordination of a team of experts across A&R, data analytics, marketing, branding, and more. In real terms, over 150 people across the Sony Music network are working to help Lost Frequencies achieve his dreams.

A large part of this support, Martens says, came from an international team of A&Rs across Belgium, Holland, Germany, and the US: "Those teams perform a vital function for artists: looking for new songs, giving valuable feedback on productions and contributing to strategy. It's this global collaboration and synchronization that we see as a huge asset to an artist."

When approaching the campaign for "Where Are You Now", Martens knew that Lost Frequencies already had an existing fanbase, so the challenge was how to continue to engage these fans while reaching new audiences. "Lost Frequencies" wasn't unknown when we started working together", he explains. "We had streaming data to help us understand his growth and the journey he had been on to that point, and we capitalized on this to map out our campaigns."

The importance of this specialist support is clear, Martens says: "Streaming made the whole world accessible, but the sheer amount of data can be overwhelming for an artist. At Sony Music, we have extensive tools that enable us analyse data and to interpret that data into actionable insights."

Through data analytics, Martens and his team were able to identify where Lost Frequencies' core fanbases were across Europe and the other markets where solid foundations existed from which to build.

This strategic approach was also key, Martens says, due to the featured artist on the track, Calum Scott, "Calum has a different target audience, so we had to factor that into the equation - there was a whole new audience to reach. How do we make sure that all the people that are a fan of Calum Scott are also fans of this track? Well, we can do this by using data to make some very targeted decisions."

'universe' Sony Music created together with Lost Frequencies to accompany the tracks, creating more opportunities for fans to engage with the artist. This work, Martens explains, included designing a new logo, overhauling and designing new imagery, and creating a new website, "This whole branding is his story, it's his narrative." When you see it, it draws you in, you're inspired. It's powerful, it's playful, it's mysterious.

"Felix gave us the biggest compliment possible, he said "What we have done together inspires me in the studio to make better music." Obviously, that's what you want. You've come full circle. You really feel that you are in a creative team."

Maintaining and growing a connection with fans has been even more important for electronic music at a time when live shows were near impossible - something that Sony Music was fully committed to, Martens says, "Often, when you talk about emotional connection with music, people think of a live show. I firmly believe that you can also establish that in other ways. Everyone has moments when a certain song was played in a certain context and that's the reason why it became very important to you. We try to create that magic with our artists' music on a micro-level, too."

"So, we set up producer session for him on Twitch. We installed a whole livestream setup in his studio, and he was just making music with his fans. This was for his core audience – we didn't do it to sell singles or generate streams, it's purely to connect with his fans."

At the time of writing, Lost Frequencies is the most streamed artist in the country in Belgium, he has a string of top 10 streaming and radio chart positions including in Australia, US, Canada, UK and Europe, and is one of a very small number of electronic dance music artists in the Spotify charts, something that Martens is very proud of, "It always comes down to the artist's own merit, of course, but it is a privilege to be a piece of that story and to be able to help people to find the music and to support the artist to achieve his biggest dreams."

"What we are best at, and what we are passionate about, is acting as a catalyst for an artist to enable them to create a connection with fans, and in that connection, something very special happens. That's where the magic happens."