

# DAILY MUSICROLL

ONLINE MUSIC MAGAZINE

## SOUTH KOREAN RAPPER CL

Seasoned K-POP star CL's 2<sup>nd</sup> single 'LOVER LIKE ME' from 'ALPHA'

## SARAH NICOLE HARDING

Girls Aloud singer Sarah Harding dies of cancer at 39



# BTS

BTS broke the historic record within One hour post the release of 'Butter'







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A woman with long dark hair, wearing a blue denim shirt and large black headphones, is singing enthusiastically into a microphone. She is holding the microphone with both hands. In the background, a smartphone is shown with a music website interface. The interface has a red background and features the text "MUSIC WEBSITE" in white, "3D Video Music in" and "My Music" in white, and "feel the MUSIC" in a large, stylized font. Below this, a white bar contains the text "EXPLORE YOUR MUSIC".

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# EDITOR

## ***EMERGING AS THE BEST IN THE PLATFORM, DIGITAL MUSIC MAGAZINE IS THE DYNAMIC INTEGRATION OF ALL THE CURRENT HAPPENINGS IN THE MUSIC INDUSTRY***

An avid music lover is always in search of new music. Be it new pop songs, hip-hop, EDM, soul, jazz, folk, country, to any other genre, a music enthusiast browses through the web to spot new music. What if an online music magazine brings to you all these features with some add-ons? The esteemed online music magazine named **Daily Music Roll** has launched its latest version titled **Digital Music Magazine** that publishes song reviews, artist interviews, music videos, music events, music festivals, and music blogs, of all new and aspiring artists from all over the world.

The valued music magazine is a one-stop platform wherein the music enthusiasts who enjoy listening to music and know more about the new artists in the space can easily extract all the latest updates. Additionally, the magazine believes in fetching great opportunities for the upcoming artists and those who are trying to make a career out of it by giving them valuable spotlight and promotion. From producers, DJs, record label owners, singers, rappers, club hoppers, and numerous music fans, the popular music magazine supports the global music industry. The magazine generates exclusive reviews and thus promotes good music through its writing.



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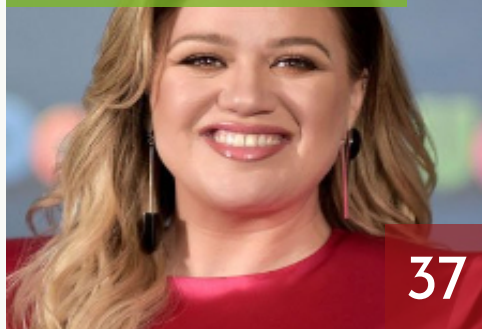
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## BTS - 'BUTTER'

The first release by BTS in 2021, 'Butter' has surpassed all their previous records as the band is busy enjoying mega-success after the song topped the Billboard Hot 100 charts. As per Billboard, amongst all other groups, BTS is the first one to land its first four number 1's the fastest since Jackson 5 back in 1970.

'Butter' by BTS has already proven to be the flavor of summer 2021 and fans can't seem to get enough of it. The song has crashed multiple records and it's not hard to figure out why!

As per the latest reports, V, RM, Jin, J-Hope, Jung Kook, SUGA, and Jimin have broken not one but three records as soon



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# Justin Bieber: From a Teen YouTube Artist to the Biggest Success Story in the Music Industry

Justin Drew Bieber was born on March 1, 1994, in Ontario, Canada. He came into the scene in 2008 and gained widespread recognition with his debut EP, 'My World'. He soon established himself as a global teen idol and his success has been rendered historic in the scope of the music industry and of artists.

## Early Life

Growing up in the protégé of his single mother, Pattie Mallette, Bieber reveals that his childhood was filled with financial obstacles. While growing up, he discovered music through learning instruments like drums, piano, trumpet, and guitar. After placing second in a social singing competition, his mother



uploaded the video on YouTube and continued to do so as her son covered numerous songs. This Justin received initial engagement and popularity through the platform before taking on the industry.

## Career

One of his YouTube videos was accidentally discovered by former marketing executive of So So Def recordings, Scooter Braun, and followed him to Atlanta, Georgia at the age of 13. Just within a week of this move, Justin started recording for the renowned singer, Usher.

He was soon signed under Raymond Braun Media Group and the under Island records in October 2008. He officially moved to Atlanta with his mother and Braun became his

manager. After delivering hits with a few singles like 'Favorite Girl' and 'Love Me', he was already gaining widespread engagement. His debut EP, 'My World' was also certified double platinum in both Canada and the U.S.

Justin Bieber's historic climb to the top came in 2010 with the single 'Baby' from his debut album, 'My World 2.0' featuring Ludacris. He soon embarked upon his headline tour called the My World Tour. 'Baby' was the most viewed video on YouTube. He also released the biopic, Justin Bieber: Never Say never in February 2011 which also garnered widespread popularity across the globe. He was soon named among the 100 most influential people in the world by Time magazine. He also bagged the second position as the





Best Paid Celebrities under 30 by Forbes. His second studio album, 'Under the Mistletoe' was also very well-received around the world.

Justin Bieber's third studio album, 'Believe' came out in 2011 by Island Records with the single 'Boyfriend' receiving another widespread appreciation. The sound of this album was very different from his teen pop image and production. With songs like 'Die in Your Arms', 'All Around the World', and 'As Long as You Love Me' incorporated diverse elements of contemporary R&B and dance-pop. This musical shift was extremely crucial for setting up his future image that would surpass his popularity as a teen idol. In the following year, he collaborated with various artists. He then started Music Mondays with the song 'heartbreaker' as the first one to release. The song was followed by 'All that Matters', 'Hold Tight', 'Bad Day', 'All Bad', 'PYD', 'Roller Coaster', 'Change Me', and finally, 'Confident' which came out on December 9, 2013. All songs were featured in the collection called Journals alongside five additional tracks. The same year, he was featured on the top position of Forbes 30 Under 30.

He again changed his sound with the release of 'Where Are Ü Now' with Jack Ü in 2015. He also earned his first-ever Grammy award. Then came another milestone in his career with his fourth studio record, 'Purpose' with the first single, 'What Do You Mean?'. Other songs from the album, 'Sorry', 'Love Yourself', and 'Company' also garnered global engagement. The album marked his 6th album that debuted at No. 1.

Some of his biggest collaborations came with 'Cold Water' with Major Lazer, 'Let Me Love You' with DJ Snake, 'Deja Vu' with Post Malone, 'Despacito' with Daddy Yankee with the latter garnering multiple accolades and records in the history of the music industry. He also earned his first-ever Latin Grammy award with the song. He went on to do further collaborations with songs like 'I'm the One' and 'No Brainer' with DJ Khaled, '2U' with David Guetta, 'Friends' with BloodPop, 'I Don't Care' with Ed Sheeran, a remixed version of 'Bad Guy' with Billie Eilish, '10,000 Hours' with Dan + Shay.

His fifth studio album, 'Changes' came out in 2020 while he continued to expand his creative presence through diverse collaborations. He helped raise money for the pandemic by releasing 'Stuck with U' with Ariana Grande. His career followed with many more releases, almost all of them were global hits with songs such as 'Holy', 'Lonely', 'Mood', 'Monster', and more. His sixth studio album called 'Justice' came out in 2021 with songs such as 'Anyone', 'Hold On', and 'Peaches'.

### Public Image

Justin Bieber emerged as a success story in the contemporary music industry and went on to become one of the biggest names in history. His music has inspired millions of fans around the world to dream big and curate their lives the way they want. With his unparalleled success, he will embark upon new projects thus expanding his legacy all the more.

Follow him on Twitter & Facebook





## LOS ANGELES RNB ARTIST SHAUN ROYAL TREATS HIS FANS WITH ANOTHER R&B DELICACY 'LOVER BY DESIGN'

*Los Angeles Rnb artist Shaun Royal churns out explicit R&B melodies for his latest record 'Lover By Design' and wins all hearts with his magnetic performance both physically and vocally.*

Sensitive may indeed be a good way to get noticed in the crowded music industry. Surviving through all challenges with his creative perspective, an artist who is born to champion the industry and its devotees with his exemplary vocal prowess is Shaun Royal. Born as Krishaun Quarles, the talented Los Angeles Rnb artist has been gifted with numerous special qualities and one of them is his seamless ability to touch the hearts with his intricate musical skills. Growing up in a musically inclined household, music came naturally to this young evolving singer whose vision is to make immersive soundscapes that will help him continue his family legacy. The artist acknowledges that Jesus as his Savior and Lord, and hence, intends to honor God through his music. Blending the charming flavor of 90s romance with the 80s sound and soul of the 70s, the steadily growing artist injects

his realness with a modern catchy twist that instantly makes the listener fall in love with his entrancing compositions. On the latest, the singer has dropped his new music video titled 'Lover By Design' that offers a dreamlike melody line for the listener to get drenched in completely. The soulful R&B vibes weaved magically with the heartfelt verses create a whirlwind of emotions in the listener as they fail to deviate their eyes and their mind from the artist's special production. The accompanying visuals have been stitched to complement the singer's well-written words and touch hearts for its expression-laden essence. The artist is seen expressing his love for a girl in a decent yet powerful manner. The words are engulfing and the singer's artistic vision has allowed him to play freely with his vocal style.

Built under the label Royal Q3 Music, 'Lover By Design' is a classic blend of mesmerizing R&B melodies with catchy hip-hop beats that is nothing short of impactful to linger in the listener's mind for a very long time. Shaun Royal has maintained his simplicity in the production as he sings through various musical layers and rhythms to lead to a strong and impactful finish. He is a genuine entertainer whose music is heavily inspired by Stevie Wonder, Michael Jackson, Baby Face, R Kelly, Joe, Donnell Jones, Usher, the Motown, and New Jack Swing eras, and also Mariah Carey, Janet Jackson. The artist is unafraid to share his exclusive skill set with the world and advises the new and upcoming talents to never neglect their talent. His impeccable style, melodic virtues, and optimistic writing are getting heavily acknowledged and have helped him solidify his mark in the scene. Watch the full video on YouTube and follow the artist on Instagram, Facebook, and Twitter for more details.



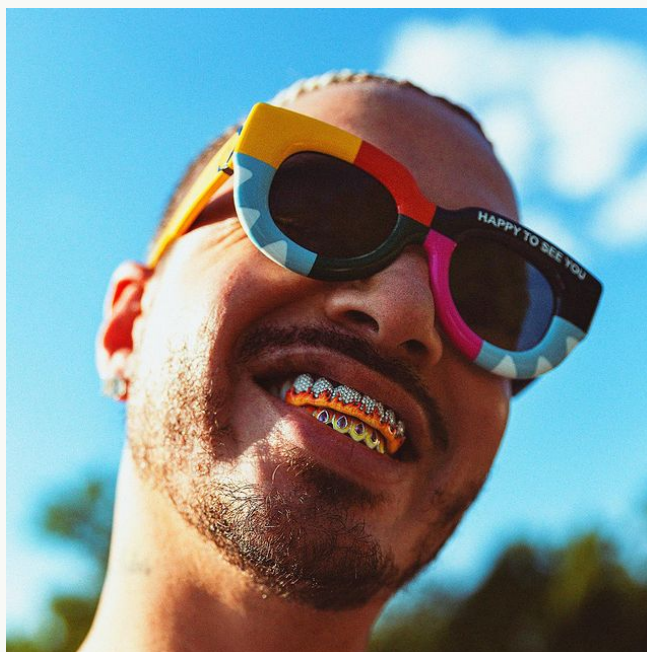
J Balvin drops his sixth studio album 'Jose' outlining the variety of his reggaeton skills and sets the mood with his catchy Latino spirit and Afro-Caribbean sounds.

José Álvaro Osorio Balvín most popular by his stage name J Balvin gives off much more than what was ideally expected out of him in his latest album 'Jose'. Over the years, the popular Reggaeton singer has established himself as one of the most common household names in the industry, and with the latest project; he aims to distinguish himself from the others by offering something truly exquisite!

He gives a glimpse or an insight into his true personality as he scatters various intimate details in the storyline. The Latino music star takes full advantage of his musical attributes and sticks to his style by ignoring renovation. The album explores his gorgeous sound and dynamic styles but with a twist. This time the Latino superstar has played with various charming dancehall beats, hip-hop soundscapes, and Afro-Caribbean styles that add a plush texture to his songs.

Songs like 'F40', Una

## ***J BALVIN STUNS EVERYONE WITH HIS LATEST PUMPED-UP REGGAETON SOUND IN 'JOSE'***



# 4.5/5

By Daily Music Roll



Nota', 'Te Acuerdas De Mi', and 'In Da Getto' sound brilliant, and the taking of energy that J Balvin has executed is commendable. He doesn't push himself but still manages to achieve his goal of winning the hearts with his attention-grabbing sound. Pulling picky influences from the various genres, the singer has made a massive splash of his potential and the album simply interludes his mystical characteristics. The songs offer great fun vibes and the album essentially comprises everything that would make for a perfect catchy, amazing summer

anthem. J Balvin's performance has forever remained consistent and the new one is no different.

'Jose' comprises twenty-four eclectic songs in which the singer showcases who he truly is. The songs have been designed to ignite a party atmosphere and J Balvin's voice certainly benefits the intention. It seems that the rap-pop star has finally established himself as a global celebrity and the new launch will surely affirm that.

This is the sixth studio album that kicks in when Balvin has ultimately solidified his position in the industry and now the record comes flowing with everything that would consider him as a pop idol! Even though Balvin paints himself as an artist who loves to experiment freely, the new record could be labeled as significantly safe but impactful. Hear out the full album on Spotify.





# Ellie Excites Everyone with her Incredible Club Hip-Hop Music Video 'SLEEK'



An incredibly talented artist who has embarked on the hip-hop journey to attain stardom at a very quick pace and is taking all the right steps to achieve it is a new-age rapper Ellie. A stylish performer, an engaging storyteller, and an impressive songwriter, the rapper has built a steady fan base with her contemporary melody line and has already solidified her position as one of hip-hop's rising prospects. In her latest music video 'SLEEK', the artist has given out a spellbound

impression about her striking musicality not just melodically or verbally, but also with her stylish grooves. From the beginning, the rapper took charge of the scene and delivered a musically addictive composition. The accompanying music video was at par with the lyricism and the artist to grab the attention for all the right reasons. She is currently connected to her label GACH1 production and has signed up for a long stay in the industry.

**Q. Congratulations on the success of your new video 'SLEEK', how do you feel about it?**

**Ans.** Thanks, but I don't see it as a success yet, as I dream always higher than my result. But I surely feel grateful that it could be the first big step for my career in this industry.

**Q. Did you always share a passion for hip-hop or is it by chance?**

**Ans.** I have always been loving hip-hop, the culture, the attitude towards life, so I would like hip-hop to be my main genre and develop it further in the future.

**Q. Since when did you start composing or writing music?**

**Ans.** Officially since 7th of August, 2018.

**Q. What do you believe sets your music apart from the others?**

**Ans.** The colors within myself and my music and the soul. I didn't not start music to become rich or famous, I started because it was the only way that could heal and enrich myself mentally, emotionally and spiritually, so I believe that my fans and audience would definitely feel the soul through my music, and that makes the whole thing different, as there are many duplicate types and colors of music that has no soul these days.

**Q. Who or what has been your constant source of motivation?**

**Ans.** My feelings, myself is the big motivation, as I always write songs mostly based on my story.

**Q. Even though you've just started, your fans seem to love your work, how do you feel about it?**

**Ans.** I appreciate the love and support from my fans.

I just wish that I could show them more of my music!

**Q. Hip-hop is competitive, what compelled you to establish a career out of it?**

**Ans.** The Black culture, the swag, the vibe in hip-hop was so undeniable to me. There were grooves, souls, and rhyme that have captivated me, and that's where I have started.

**Q. What do you believe is important to craft an original sound?**

**Ans.** The personality and yourself.

**Q. What is the core of your hip-hop sound?**

**Ans.** I don't have core hip-hop sound as I just cover every sound, for example, I feel sad and moody but in a sexy way, I would be into Trap.

The next day I would feel really gangster and want to express that I am upset, I turn the switch on boom-bap

and do rap on it. My core sounds just switch depending on my feelings.



**Q. If given a chance to go live, what would be your dream venue?**

**Ans.** Definitely, Coachella

**Q. Do you plan to stick to hip-hop or would you like to stretch to other genres as well?**

**Ans.** I never stay the same like a shapeshifter.

**Q. Would you like to send across any message to your fans?**

**Ans.** Love you guys from the bottom of my heart.

I know life is tough but I hope my music could make you stronger so you never get defeated in your life! Thank you always.







## Odd Jaxx's latest music video, 'Da' Window' imparts an important message about coping with depression

**Promising hip hop artist Odd Jaxx is blending old school and modern rhythmic and rhyming elements to form a unique symphony in his latest music video, 'Da' Window'.**

Hip hop music is one of those musical genres that intercept with your life at least at some point in life. The brilliance of the genre depends solely on the artists and their creativity. Aspiring singer-songwriter Odd Jaxx is on the path to take the genre to the next level with his sublime and meaningful melodic creations. He has recently come up with the finest single of his career, 'Da' Window' released on major streaming platforms. The track presents his innermost thoughts about his mental state and

his dreams through its thought-provoking lyrical wordplay. His soulful vocal performance enhances the impact of the lyrics immensely. The multi-talented musician has teamed up with fellow artist Tone Jonez for the track. Their joint efforts have proved to be fruitful. It gives birth to the most exquisite and captivating lyrical ballad of this season. The clever chord structures and progressive rhythmic arrangements create a symphony of incredible acoustic magnificence. The track comes accompanied by a music video that brings out the true essence of the artist's view. The soulful hook intermingled with the power-packed and convincing rap verses creates an ambiance of pure sonic perfection. The addictive tune lingers in the mind long after it was played.

Hailing from Baltimore, the seasoned rapper and songwriter has been an avid fan of the genre for a very long time. He started showing interest and talent at rapping from a very young age. With hard work and dedication, he has come a long way making brilliant melodic pieces that penetrate the hearts of the audience. He experiments with different types of rhyming styles to find the one that fits his creations the best. He derives inspiration from his own life experiences or the world around him. It makes his music more relatable and resonating to the listeners. Working independently, Odd Jaxx is delivering exceptional rhythmic and lyrical compositions winning the hearts of the global hip hop community. His latest music video, 'Da' Window' featuring Tone Jonez is the epitome of his creative artistry melting its way into the psyche of the audience. He talks about his depressions and tells others they are not alone in their struggles in life. He inspires the listeners to overcome their issues with confidence and positivity. Some of his other amazing creations are '(Sell It Off) Crazy' featuring SpeakNoEvil & Christon King, 'Dream Alive', 'Two The Sky', and 'The Vibe'. Follow him on YouTube, Twitter, and Instagram for more updates.



## INSPIRING MUSICIAN JUDAH'S LATEST MUSIC VIDEO, 'DID NOT QUIT' IS SLOWLY BECOMING A MOUTHPIECE FOR THE YOUTHS

The newest addition in the Afrobeats scene, Nigerian musician Judah has showcased remarkable singing and songwriting ability in his music video, 'DID NOT QUIT'.

The sound of Afrobeats music instantly creates an optimistic ambiance channeling a buoyant vibe into the hearts of the listeners. 22-year-old Nigeria-born Afrobeats artist Judah is spreading his exuberant energy into the world through his thought-provoking lyrical ballads. He has astonished the global Afrobeats enthusiasts with his newest music video, 'DID NOT QUIT', featuring talented singer Kristina RIRA. Her soulful singing in the backdrop intermingled with the boisterous vocal performance by Judah Oluwagbemiga creates an oscillation of versatile acoustic flow. Through his incredible storytelling, the articulate artist encourages the listeners to never give up on their dreams, no matter how hard the situation gets.

The track comes accompanied by an amazing music video,

directed by Morekivoi. The beautiful visuals of the music video take you to the soothing sonic reverie created by the artist himself. The talented Nigerian musician is seen searing the traditional clothing of his native land and flaunts his Nigerian accent giving the track a distinct flavor. He has taken inspiration for his music from the sublime works of legendary artists like Lil Wayne, Eminem, Hopsin, and DaVido among many. Influenced by them he also prioritizes the quality of the lyrical illustration in his music. Coming from the land of Afrobeats, the Lagos, Nigeria-born singer-songwriter started his musical journey when he moved to the USA. He played clarinet in school and later learned saxophone in order to join the jazz band. He wrote a song in school and performed the rap verses in front of his class. The entire class was mesmerized by his creativity and vocal talent. Their incredible response encouraged him to pursue music full-time. He ignites a fire on the stage whenever he performs at shows in Chicago, Los Angeles, Miami, San Diego, and Harlem. He astonished the contemporary music scene with his 2018 releases 'Ferrari & Lambo' and 'Rollie'.

The hard-working musician has flourished a lot since he started under the guidance of the renowned production house AMK Muzik. He has handpicked the best elements from Afrobeats music and blended some hip hop resonance with it to create his latest composition, 'DID NOT QUIT'. The soundtrack is mixed by Meggastan and comes with a music video, released on YouTube. Judah is making positive changes in the mindset of the listeners with a brilliant message of not surrendering to the hardships in life. His penetrative singing will have a great impact on the audience. Follow him on YouTube, Twitter, and Instagram for more details.

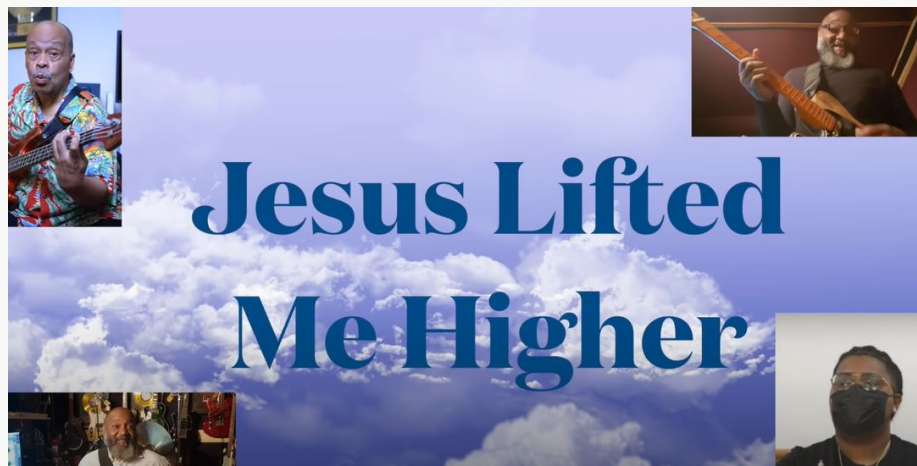


# Get Ready to Lift Your Spirits with Harold T. JOHNSON, Sr. and the Latest Track 'Jesus Lifted Me Higher'

The time of crisis shows the stronger side of music and faith and so is reflecting through the latest track 'Jesus Lifted Me Higher' by Harold T. JOHNSON, Sr. While people are still recovering from the devastation of Global pandemic, racial injustice, autocracy, and all the other chaotic incidents; the artist is captivating everyone with good vibes and optimism. Music is the best medium to heal and Harold is utilizing it to heal everyone with his musical creativity.

## About

Harold is a talented and versatile music artist who is a singer, producer, writer, and arranger



as well. The artist has developed his passion for music when he was only 5 years old and nourished his skills as he grew up. Starting with playing piano and singing church choirs, he also learned guitar, bass, and other acoustic instruments that helped him grow his craft. He did his bachelor in Arts from California State University on Music Education and slowly started working as an individual music artist. Throughout his musical journey, the artist is provided multiple singles that have enriched the jazz and gospel music artists.

## Musical Contributions

With his prolific musicianship, the artist has signed with (H.M.E.) an Independent Record Label in Los Angeles and came up with the first single 'SorryAbout That'. The artist released his first album 'House On Elm Street' In 1967. The album has made its impression in the jazz music scene which was followed by another couple of albums 'Everybody Loves A Winner' and 'Wide Open'. He also performed as the lead singer and tenor at Young Saints

Performing Arts Group. He has also composed multiple movie tracks which spread his name in Hollywood like, 'Hang over Blues', 'Let's Get Closer', 'Nobody Does It Better', and the list continues. Other than that, he has worked in numerous musical concerts, orchestra, and gospel groups and helped them to perform flawlessly under his vision.

## Latest Release

Reigning in the music industry for 5 long decades, this old-school artist has become a role model and a legend who is inspiring everyone. This year on 3rd September, the artist has come up with the latest single named 'Jesus Lifted Me Higher'. Just like the title suggests, there is a gospel reference in the track which is blended with the smooth grooves of jazz music. The song was crafted to provide the optimism and hope to survivors who are going through a pandemic, social issues, and injustice. Through its musical arrangement and lyrical approach, the artist is embracing good times and good vibes. For more details on this artist and his prolific musical journey, follow Harold T. JOHNSON, Sr. on YouTube and his official website.

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# Is Neha Kakkar expecting a baby? The fans are revolving around the controversy

Pop icon of Bollywood, Neha Kakkar loves to make her followers surprised with different content whether it is her latest release or news of her marriage.

This time, the happiness among the fans and followers is bigger than ever as the artist is expecting her first child with her very loving husband Rohanpreet Singh. While the Nehu-Rohu couple is creating a huge buzz in the industry, people are waiting for the announcement. Neha Kakkar has appeared in the famous platform Big Boss OTT where she featured with her brother Tony Kakkar. They have been adding more grace to the 'Sunday Ka Vaar' episode of Big Boss which is hosted by none other than Karan Johar. However, the audiences and followers are more eager to know about the artist's marriage life and the news of her first child. The brother-sister duo seems to be really excited about their latest release 'Kanta Laga' featuring Yo Yo Honey Singh. Yo Yo took a long halt from the Bollywood, but this time rapper



is gaining at full throttle.

In the music video, Neha could be seen performing in different stylish outfits with Neha's usual unwavering personality but it did not reveal any indication of a baby bump. Many started questioning over social media whether the artist is really pregnant or not? While the anticipation is quite abuzz, the fans are still hunting for the truth.

While some suggested that the artist could make some announcement on her pregnancy at the OTT platform of Big Boss. Even the makers of the show have not confirmed anything yet. But the followers do strictly believe what has been not confirmed yet. There are mixed opinions that the artist was wearing a loose

outfit in order to hide her baby bump. On the holy day of Eid, the artist wore a salwar kameez suit with the dupatta hanging till her belly. The fully covered attire is spilling some rumors that the artist expecting a baby.

In another instance, the singer could be seen wearing a well-fit black outfit where she skillfully covered her belly with something else. Are the fans pushing this topic too much? Maybe not, as this rumor has already occurred before.

Last year in the month of December, a similar rumor has been surfaced as Neha could be seen with a baby bump, cradling with her husband Rohanpreet Singh. Later on, the followers found out that it was a part of the promotion for their famous track 'Khyaal Rakhya Kar'.



## Leeds City Varieties: The Longest Running Music Hall in Britain

City Varieties is the longest-running music hall in all of Britain and home to some of the most iconic performances the modern age has seen. This historic place is also a Grade II listed hall situated in Leeds, West Yorkshire.

### History

Built in 1865 by architect George Smith and is one of the rarest surviving structures or music halls from the Victorian era. The interior of the hall brims with the essence of art and creative expressions across its long rectangular layout. The balconies inside the hall are adorned by medallions, swags, and plaster busts of the female. There is also a three-centered proscenium arch which is surrounded by royal arms. City Varieties was founded by Charles Thornton and hence, initially was called Thornton's New Music Hall and Fashionable Lounge.

### Present Status

The hall received renowned international fame between 1953 and 1983 due to the BBC program *The Good Old Days*. Various music events continue to take place in spring and autumn. Other events include pantomime, comedy shows, and concerts. For restoration purposes, it was closed in 2009 and reopened in 2011. Currently, the theatre houses 467 seats. However, the sides of the balcony seating cannot be accessed by the public which currently provides space for additional lighting.

### Performances

As one of the longest-running halls in Britain, the hall has encountered some of the most iconic artists of all time receiving patronage from the royalty as well. Some of the biggest names who have graced the hall's stage include Florrie Forde and Marie Lloyd. It also organized performances by an array of comedy acts and novelty. Some of the

biggest artists to have performed on the City Varieties' stage included Charlie Chaplin and globally renowned magician, Houdini. However, one of the most reputed patronages of the City Varieties theatre came from Edward VII. He was rumored to have spent numerous evenings at the hall to watch performances by his alleged mistress, Lily Langtry. So, the venue was described as a seat of art, music, and socialization during those times and a favorite among the biggest socialites and personnel.

### Legacy

It is one of Britain's hidden gems. It also holds the Guinness Record as the longest-running hall in Britain. Over its 150 odd years of survival, it has never closed its doors except during the years of renovation and the recent pandemic.



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# MUSIC

FEATURE IN OUR MUSIC MAGAZINE

## ARTIST INTERVIEW

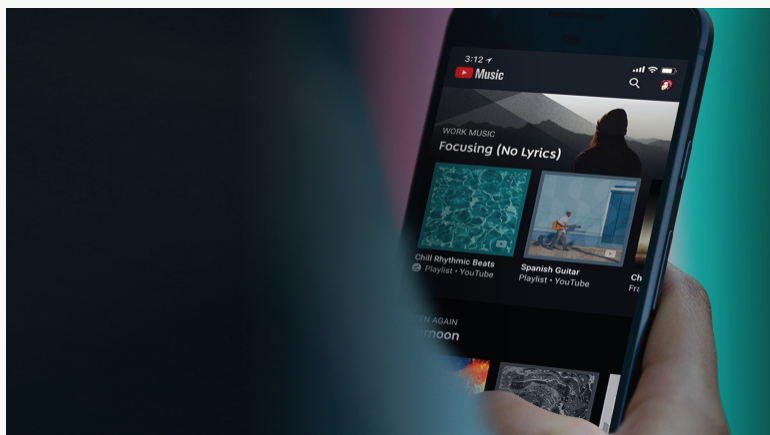
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## YOUTUBE MUSIC AND PREMIUM ACQUIRES 50 MILLION PAID SUBSCRIBERS



YouTube's latest venture, its music service has gained over 50 million paid subscribers recently. Though the service had been criticized by record labels and music companies previously for availing their music to the global audience for free, it continued to thrive.

The 50 million paid subscribers are from both YouTube Music and YouTube premium. The company has not revealed the details like how much revenue they have earned or the average price that the consumers paid.

YouTube's music service began in June 2018 and is swiftly becoming the biggest paid music service in the world. It currently holds nearly 8% of the total world's subscribers. Spotify is on top of the list.

Alphabet is YouTube's parent company. YouTube currently earns \$7 billion in advertisement sales, 84% more than last year. YouTube's global head of music, Lyor Cohen said that both the non-paying and paid subscribers are important for business. The hiring of Lyor Cohen five years ago was not welcomed by the industry.

YouTube has long been bashed by the music industry for offering free music to the audience. They have been blaming the internet for the continuous 15-year decline in sales. They have always said that YouTube could create a huge subscription-based business for music. Until recent years, YouTube had always put its focus on its advertisement business.

YouTube is the biggest video-sharing platform in the world. It always had the potential to become a promotional tool for artists. Even the most popular artists in the world release their music videos on the site to go viral. Cohen has utilized that potential and builds a new platform that allows both

the artists and the listeners to explore new features. Cohen explains that YouTube is not only supposed to make people famous but offer them financial gain as well. Cohen revealed that he was encouraged to bring a change in Google and YouTube with the support of YouTube's chief business officer, Robert Kyncl, and YouTube's chief executive officer, Susan Wojcicki.

In order to start the new service, YouTube began signing deals with the biggest music rightsholders from 2017 to 2018. YouTube Music did not become popular overnight. It lacked the resources to do the business properly at that time.

The company had problems deciding which countries to target for converting the free users to paid subscribers. It also had problems keeping the existing paid subscribers hooked.

In recent years YouTube has conducted many kinds of research on the market trend and the target audience. The company had also spent a lot on its marketing campaigns. They have concentrated on building a new infrastructure to attract the attention of a broader group of potential users.

Cohen had recently said that the company was able to pay over \$4 billion to the music industry in just 12 months. The perspective of the music industry about YouTube has also changed. Instead of bashing the platform, they are now praising it.

Warner Music Group's chief executing officer Max Lousada had said that music had always been a significant part of the platform. And it is great that the platform is on its way to becoming a massive force in the streaming and subscription business as well.

YouTube's main competitors are Apple Music and Amazon Music. But being the most popular video-sharing platform in the world, YouTube already has an advantage over these services. It has a great chance at converting its existing audience into paid subscribers who are annoyed by the ads.

Kyncl said that they did not expect to hit 50 million paid subscribers this soon.



# Findingyourstruly's Latest Hip-Hop Track 'Idgaf!' Offering Energizing Beats

Findingyourstruly has always tried something new for his fans and he has never failed to surprise anyone. His recent track 'Idgaf!' is also offering fresh vibes.

Are you interested to listen to some fabulous musical beats based on hip-hop and rap genres? Then, it's time to tune into young star Findingyourstruly's latest track 'idgaf!'. The amazing writing style and smooth lyricism will just blow your mind within the first few seconds once you play the track. The firm intro has some detailed pictures that will energize your mood instantly.

There is a sense of rhythm delivered by this rockstar. The subtle layer of details effectively adds clarity to the beats of the song. This track reveals how an artist with a unique sense of instrumentation can amuse the



audience. It is quite clear from the lyrical prowess that the artist knows exactly how he can overwhelm the ears of the listeners. Fans and followers are already appreciating his newly released track. A teaser of 'idgaf!' and further detailed info is already present on different platforms. After going through the few seconds teaser, you will fall in love with his musicality. Findingyourstruly is also available on platforms like amazon prime music, youtube, Spotify, and shazam. His abrupt lyricism and rhythmic blend have won over many other musicians out there in the music industry.

Crisp and insistent – the singer has made it all through the end effortlessly. He has tried to create something greater to surprise his fans and no doubt that he has successfully done his part of the job. The swells and tender vocals along with guitar strumming have left an amazing feeling. This young star has created a positive aura that gives nothing but 100% energy to the soul of every

listener. The laid-back soundscape of the song offers a different base to the hip-hop genre.

The sharp picks of guitar, synth synchronization, keyboard skills, and drum beats – everything has collaborated perfectly. The syncopated bass is immediately satisfying to music enthusiasts. The playful yet joyful lyrical prowess further uplifts the level of sophistication.

The narration is quite clear throughout the track. Fans are already giving a big shout at his success. They also expect him to flourish with more new releases in the future. Findingyourstruly has also received appreciation for his previous works in Apple Music, say – 'IDONTKNOW!', 'Internet Crush!', 'IDC Anymore', and 'Diamond In The Rough!' etc.

However, if you haven't listened to his track till now, then wait for none. Just peep into his Facebook and Instagram profile to check whatever the artist has introduced there.

# Versatile pop singer Jenna Jay is fleshing out emotions through the latest single 'Someone Real'



Make some way for the upcoming artist Jenna Jay as she has dropped her latest single 'Someone Real'. The track is creating huge buzz by churning out the pop essence.

Featuring a captivating subject matter along with a blissful musical arrangement, Jenna Jay is fleshing out raw emotions through her latest single 'Someone Real'. It is one of the greatest contributions by the artist to the pop industry which is making a huge buzz in the music industry. Soft, smooth, and engaging, the track starts with a

comforting pace and maintains it throughout the soundscape. The artist utilizes the soundscape the shows her blissful singing skills filled with emotions. With multiple immersive and emotive moments, the track is capable of enveloping not lonely pop lovers but all kinds of music lovers. There is a fine blend of poignancy and hope in the song which is complemented by the pop-esque sound design. This musical treat is highly recommended for everyone.

Hailing from Las Vegas, Jenna has done some great progress in a short span of time with her sheer talent, skill, and versatility. Pain, trauma, and melancholy are the greatest inspirations for her songs as she depicts the poignant side of life with an intimate lyrical approach. The latest track 'Someone Real' is the greatest example of that as it portrays trauma and betrayal of a toxic relationship. The artist has emphasized the fading realness in the world and society which she is seeking from a person or beloved. Going through a fair share of agony and depression, the artist found music to be her medium of expression. She started with songwriting to vent out her thoughts which turned into a fully-fledged track that can make everyone engrossed in it. Jenna has worked with Paul Lapinski to craft this single. Paul is well known for his works with Luda Chris, Alicia Keys, and The Red Jumpsuit Apparatus. The latest track has been premiered with an official music video as well where Jenna could be seen performing in an aesthetic setting. Quirky edits, color tone, and artsy help to establish the mood and ambiance for the tracks. The song is providing an audio-video pleasure to everyone.





# THE 5 MOST POPULAR AND SUCCESSFUL RAPPERS FROM LOS ANGELES

The hip-hop culture of Los Angeles is one of the dominating styles in the global music scene. The city has witnessed the rise of many successful rappers throughout the years. The distinct style of LA rappers has separated them from the crowd. Here are the top 5 rappers from the city of Los Angeles:

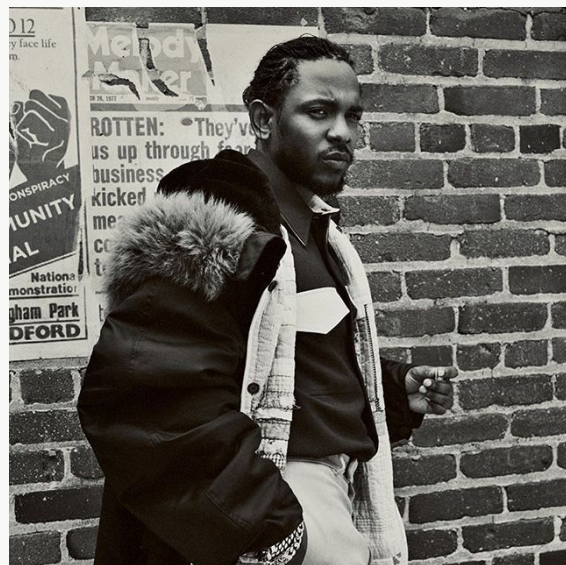


## #Ice-T:

American rapper Ice T was born Tracy Lauren Marrow on February 16th, 1958 In Newark, New Jersey. He is also a well-known actor, music producer, and songwriter. He began his rap career from the underground scene until he was signed to Sire Records in 1987. He became widely popular at that time with his music inspired by violence and street life. He contributed a lot to the gangster rap genre. Music saved him from getting lost in a life of crime. He stepped into the scene with his 1987 debut album, 'Rhyme Pays', which became gold. His 1991 album, 'O.G. Original Gangster' is one of the pioneers of the gangster rap genre. He became highly popular with his most controversial track so far, 'Cop Killer' in 1992.

He is also a great actor starring in films like 'New Jack City', 'Johnny Mnemonic', 'Ricochet', and more. He hosted his own

show 'Ice-T's Rap School' on VH1. He is most known for playing the character of Detective Odafin 'Fin' Tutuola on 'Law & Order: Special Victims Unit'.



**#Kendrick Lamar:** Award-winning rapper Kendrick Lamar is one of the most popular contemporary rappers who presents life in Southern California in the most innovative way through his music. He was born on June 17, 1987, in Compton, California. He was discovered by Dr. Dre after releasing some well-received mixtapes. His second studio album, 'Good Kid, M.A.A.D City' brought his fame to the mainstream music industry. His 2015 album 'To Pimp a Butterfly' and 2017 album 'DAMN' won the Best Rap Album award at the Grammys. He is the first artist of his genre to win a Pulitzer Prize. He also entered the film industry by acting in 50 Cent's TV series, 'Power'.



**#Snoop Dogg:** Snoop Dogg is one of the

most famous West Coast rappers who is well-known for his albums like, ‘Doggystyle’, ‘Reincarnated’, and ‘The Doggfather’. He was first discovered by Dr. Dre in 1990. He is also acquired fame by acting in movies and TV shows. The album, ‘Doggystyle’ became number 1 on Billboard’s top 200 and hip hop charts. He collaborated with the greatest names in the music industry. He was well-received for his acting in ‘The Wash and Training Day’ and ‘Starsky & Hutch’. He participated in the Comedy Central Roast of Donald Trump in 2011. In 2012 he decided to change his name to Snoop Lion after traveling to Jamaica.



**#Ice Cube:** Ice Cube is one of the most respected hip-hop artists during the late 1980s and 1990s. Before he became a solo artist, he was a part of the rap group N.W.A. He is also a critically acclaimed actor starring in multiple movies. Born in 1969 in South Central Los Angeles, he rose to fame with N.W.A.’s second album, ‘Straight Outta Compton’ in 1988. He went solo in 1989 and made a sensation with his first solo album, ‘AmeriKKKa’s Most Wanted’.

He acted in many successful films such as, ‘Barbershop’, ‘Friday’, ‘21 Jump Street’, ‘22 Jump Street’, and more. He released his tenth studio album, ‘Everythang’s Corrupt’ in 2018.



**#Drakeo the Ruler:** American rapper Darrell Caldwell, better known as Drakeo the Ruler is a critically acclaimed musician with highly expressive and thought-provoking lyrics. His music is extremely original with a West Coast style. After releasing a few mixtapes, he was discovered by DJ Mustard. He remixed Drakeo’s song, ‘Mr. Get Dough’ and it became viral in no time. His second project, ‘I am Mr. Mosely 2’ in 2016 featured one of his most popular songs, ‘impatient Freestyle’.

He released a 16-track mixtape in 2017 after he was released from jail. He finished the mixtape in just 10 days. He released his ninth mixtape, ‘The Truth Hurts’ in 2021, which features artists like Drake and Don Toliver on the track, ‘Talk to Me’.



# BTS BROKE THE HISTORIC RECORD WITHIN ONE HOUR POST THE RELEASE OF 'BUTTER'

The first release by BTS in 2021, 'Butter' has surpassed all their previous records as the band is busy enjoying mega-success after the song topped the Billboard Hot 100 charts. As per Billboard, amongst all other groups, BTS is the first one to land its first four number 1's the fastest since

Jackson 5 back in 1970.

'Butter' by BTS has already proven to be the flavor of summer 2021 and fans can't seem to get enough of it. The song has crashed multiple records and it's not hard to figure out why!

As per the latest reports, V, RM, Jin, J-Hope, Jung Kook, SUGA, and Jimin have broken not one but three records as soon as they re-released the track. It seems that the group has outperformed themselves with this one. 'Dynamite' that was released back in 2020 was one of their best releases so far, but 'Butter' has officially had the biggest YouTube premiere of all time!

The song has garnered over 3.89 million viewers as soon as the song went live. They also got the record for being the fastest music video in the history of YouTube to hit 10 million views, a feat that they have achieved in just thirteen minutes!





While speaking about the track at the 'Butter' global press meet, Jimin said that the title of the song Butter implies that the song makes for easy listening. 'Smooth like Butter' is a simple, cute song that will easily melt into the mind. It is charismatic, smooth, and the group has tried to put all these feelings into it.

'Butter' has reached the top of the Billboard Global 200 and also the Billboard Global Chart. The song has also made the biggest debut on Spotify Global Charts garnering a total of 11.04 streams. It also had the largest single-day streams on Spotify with over 20.9 million streams, which is in fact, has happened for the first time in Spotify.

On YouTube, the song 'Butter's' video has collected 3.9 million concurrent views during its premiere and had collected over 108.2 million views within the first 24 hours.

In a recent interview, SUGA shared their thoughts on feeling pressured about having the song debut on the number one spot on the Billboard's 100 and stated that it's a little pressure but they all are thankful for all it all. The track 'Butter' is a summer song and summer is here. So, they think they can do it and reach number one on Billboard 100.

Post the drop of their dynamic hit 'Dynamite' in 2020, 'Butter' is BTS's second English language single. Earlier Dynamite had achieved the feat of 20 million marks in about one hour 14 minutes.

Apart from this, on YouTube 'Butter' has become the fastest video on the platform to gain 1 million likes and the song has also reached the number one spot in US iTunes. Fans are in love with the new looks of the members as they show off their graceful dance moves while sporting sporty clothes on the basketball court.







## Everything you need to know about this year's MTV Video Music Awards 2021

Last year's MTV VMA was one of the crucial events during the pandemic and this year the show took a total rebound with live experience and obviously the very important Red carpet. In the previous year, the show was pre-recorded and telecasted virtually, and to provide the ambiance of the live event, they even put laughter and applause along. This year's Live event offered some of the most iconic moments in the history of VMA. The Covid outbreak could not stop the fully vaccinated event this year. The night was beautiful at Brooklyn's Barclays Center where the shining stars of the music industry gathered to celebrate the musical night. Doja Cat was the host of the show including amazing performances by Justin Bieber, Olivia Rodrigo, Lil Nas X, Chlöe, and so on.

Starting with the host of the event, Doja Cat has recreated the essence of the show with her headdress and unwavering presence. As an opening monologue, the artist said "If you like famous people, keep watching!" while completely ignoring the teleprompter. Later on, the artist appeared in her worm-like dress and self-treated with a comment "Uh, I look like a worm. That's dope". In the middle of the show, she also performed on the tracks 'Been Like This' and 'You Right,' along with some fascinating aerial routines. The night was studded with stars with Normani's performance of 'Wild Side' which was pretty wild indeed. Featuring in a silver-cut suit, the singer was shining

through her performance. The singer built a bridge between the past and the future by bringing back the reminiscence of Aaliyah's 1996 hit 'One in a Million'. Later on, she called over the stage to Teyana Taylor to set fire on the stage with a ladder dance. She gave the audience the vibe of Janet Jackson who used to pull up such jaw-dropping stuff.

The show featured the hottest young talents of the music industry and the fans went crazy. Some of the artists chose the hot pink color to embrace the show whether it's Chlöe or Lil Nas X. Chlöe's popping outfit and mesmerizing performance on her debut single 'Have Mercy' felt quite energetic. Lil Nas X has pushed the bar even further while appearing on stage in vibrant pink as a drum major and later joined by buffed co-dancers who wearing drummer band suits as well. His sassy performance on 'Industry Baby' has been generated much buzz. Earlier the official music video was found to be provocative but the artist's indomitable personality says it all. Jack Harlow featured the artist and added an extra layer of groove. The rapper, later on, broke some ground while twerking and dancing in a bedazzling pink short along with the co-dancers. 'Montero (Call Me By Your Name)' is the hottest track of the year and the artist has proved it once again. The pink setting of Montero Prison is setting some strict gay agendas while the artist became a video of the year award winner.

Foo Fighters have also featured the show and the rock lover go crazy by coming on VMA's stage for the first time in 15 long years. The has quenched the thirst of rock n roll with the performance on the '90s hits 'Learn to Fly', 'Everlong' as well as 'Shame Shame'. The last track appears in its latest album released this year, 'Medicine at Midnight'. On the other hand, Busta Rhymes has churned out a smooth essence of hip hop. With the eye-popping videos of 'Put Your Hands Where My Eyes Could See', 'Scenario', 'Look At Me Now', and the list goes on. This fiery rhyme spitter has always provided "the dopest videos of all time", said swizz. The real stopper was Olivia Rodrigo who instantly channelized energy with her power-packed punk performance, 'Good 4 U'. The singer was wearing a beautiful purple corset and appeared as dreamy as her tracks. This 18-year-old talented music artist has won the award for song of the year for the track 'Drivers License'.



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# WOMAD, the largest world festival celebrates music, art, and dance

WOMAD (World of Music, Arts, and Dance) is the largest international music festival which is primarily known for its festivals that is held across multiple locations around the globe each year. Conceived back in 1980, WOMAD was created by a group of individuals, most notably Peter Gabriel, who is the former leader of the British rock band Genesis.

He shared a genuine love for the world's music traditions and hence, ensured that the group brought a broad international spectrum of music, dance, and arts to new audiences. The first-ever WOMAD festival was held back in 1982 in Shepton Mallet, Somerset, Eng.

However, the event dismantled and Gabriel reunited with former Genesis band mates, both to raise money for the cause and pay off his debts. Soon a second event was organized the following year and was somewhat more successful and permitted the establishment of WOMAD Foundation.

A number of countries quickly showed their eagerness to host the festival and regular events were subsequently organized in the United States, Spain, Australia, United Arab Emirates, New Zealand, and others. Soon enough WOMAD grew exponentially and within 25 years of its establishment, the organization hosted over 150 festivals involving thousands of performers worldwide.

WOMAD presents and celebrates the huge array of forms that the planet has in store and drives with the sole aim to promote cross-cultural awareness. This year, in 2021 the WOMAD Festival celebrates its 36th year in the UK and 26 years in Australia. The experience is enjoyed by millions of people who long for the festival to be held.

The festivals with their performance events through recorded releases or other educational projects, aim to excite, create, and educate the people about the worth and potential of a multicultural society. The WOMAD festivals typically span over an entire weekend and host dance and music from various regions.

Some of the performers are seasonal international touring artists who host spectacular stage shows whereas others are local favorites who nurture a palpable bond with the audience.

Most of the groups performing in the festival blend various popular urban styles that fuse elements of traditional and classic music, but then there are some performers who present traditional forms fused to a minimal extent to grace the international concert stage.

The attendee of the festival varies according to the length of the festival and the size of the venue. For instance, in Adelaide S. Australia, the count of attendees averaged to over 70000 in the early 21st century, and in contrast in New Zealand, the attendees numbered about `4000.

Aside from all the music and dance performances, the WOMAD festivals feature craft and food vendors that offer assorted workshops and other fun activities for the children. All, the events are intended to offer a family-friendly educational and entertaining experience to people of all ages. Watch out for the 2021 WOMAD Festival to experience music like never before!



## SOUL SHENANIGAN DIANA ROSS IS RELEASING HER LATEST ALBUM AFTER 15 YEARS

From romantic ballads to enticing soul music, Diana has been doing some great work through all her life and now the anticipation has increased even more with the release of her latest album.

Her latest album 'Thank You' is all set to release on September 10. The album has been written in the lockdown and the release date was delayed regarding that. However, the fans and followers are equally eager to listen to this artist after 15 years.

This American singer, songwriter, and actress is the legendary soul-singer who has enriched the industry with her precious contributions. Her last album 'I love You' released in 2006 and made a huge buzz after her work's in 1999's 'Every Day Is a New Day'.

Talking about the latest 25th album, the artist previously said, "This collection of songs is my gift to you with

appreciation and love. I am eternally grateful that I had the opportunity to record this glorious music at this time." She further added, "I dedicate this songbook of love to all of you, the listeners. As you hear my voice you hear my heart."

Earlier this year, the artist has released the title track 'Thank You' and made a huge buzz among his listeners. A slightly disco-tinted retro soundscape along with Diana's amazing vocal skills is all that the listeners need. The album features a total of thirteen exquisite singles.

### 'Thank You' Track List

"Thank You"  
 "If the World Just Danced"  
 "All Is Well"  
 "In Your Heart"  
 "Let's Do It"  
 "Just in Case"  
 "I Still Believe"  
 "The Answer's Always Love"  
 "Count on Me"  
 "Tomorrow"  
 "Come Together"  
 "Beautiful Love"  
 "Time to Call"

Diana has co-written the tracks along with Jack Antonoff, Tayla Parx (Ariana Grande, Demi Lovato), Jimmy Napes (Mary J Blige, Alicia Keys, Sam Smith), and Spike Stent (Björk, Madonna). There is a special feature in the album as the track 'Count On Me' is written by her daughter Rhonda Ross.

Diana as a solo artist and also as a member of the 'Supremes' has reached the highest point of success where anybody could not even think of. In 1993, she has made her place in the Guinness Book of World Records as the most successful female musician of all time. The artist has sold over 100 million records around the world and still going on.



# Drake is literally killing it in his latest music video of 'Way 2 Sexy' featuring Future and Young Thug

There are a lot of ridiculous moments in the latest quirky music video of 'Way 2 Sexy' by Drake yet it is enjoyable as nothing. Featuring Future and Young Thug, the track is revolving at the center of everyone's attention. Making his followers and OVO fans excited, the rapper has shown some sassy moves in this video just like the title suggests. The seductive lyrical approach is presented by recreating scenes of classic pop music videos. In the music video, the threesome rappers have performed in a dramatic setting



where Drake could be seen changing characters frequently and bringing back the reminiscence of the classic era. Previously, the trio has worked together for 'D4L' from the 'Dark Lane Demo Tapes' By Drake. This time they have become hotter than ever with revamping of the Right Said Fred's 1991's musical chartbuster 'I'm Too Sexy'. The track was featured in Billboard Hot 100.

The latest music video of 'Way 2 Sexy' is directed by Dave Meyers who made an amazing job in churning out the '90s pop essence along with many ridiculously funny moments like Kawhi Leonard trying to dance.

In the music video, Drake could be seen as an '80s workout instructor showing some moves which quickly change to dad-bod beach bum. The rapper tried to represent a ripped-off character everything made the '90s better whether it is Backstreet Boys, Michael

Jackson, Led Zeppelin, or Sylvester Stallone's 'Rambo', "Drambo" did a great job. The music video is not only an example of how powerful his rapping skills have become but also his dynamics on theatrics and acting.

The selections of the songs for recreating the scenes are chosen in a way that instantly reminds viewers about the original track. The scenes are recreated from Backstreet Boys' 1999 "I Want It That Way", Michael Jackson's 1991 "Black or White", and an iconic shooting scene of the 'Rambo' franchise.

Not only the scene but matching outfits could be seen as well with Future wearing similar outfit as Prince wore in the musical hit "Sexy M.F" in 1992.

The latest track 'Way 2 Sexy' appears on the latest album 'Certified Lover Boy' along with twenty other bangers. It is the sixth studio album by Drake released this Friday.

# John Santana spreads his creative aura yet again with his new album 'This is Me (Music is my World)'



Some artists succeed to etch their mark permanently on the listener's end for their originality and the passion with which they craft their art. Artist John Santana is one such talented gem in the scene who back with yet another compelling album that spreads his creative aura tenfold. The album 'This is Me (Music is my World)' comprises twelve eclectic singles that project his outstanding musical skills. Over the years, the singer has grown in prominence in the music world and with decades of songwriting, the artist crafts meaningful lyrics that immediately provoke the listeners.

The album 'This is Me (Music is my World)' comprises of songs like 'Midnight Train', 'Church of Lies', 'Dancing Closer to You', and 'Don't Judge Me' that brilliantly showcases his creativity and versatility as a music entertainer. There are many artists whose songs fail to bear the intended message and soul. But unlike many others, the talented singer has incorporated heartfelt verses that carry the

true essence of his musicality. Featuring a catchy lyrical flow, the songs are enriched with the impressive beat arrangement and the singer has improvised on the rhythmic design to make the listening experience more engaging. Blending elements of country, rock, electronic, and other intriguing flavors, the artist provides a distinct essence with each record that ignites unsettling emotions in the listener.

Glasgow-based UK songwriter John Santana has distinctively proved why he is considered a gem in the music industry. His diverse and dynamic music amalgamation offers a thoroughly unpredictable and unique experience making it almost impossible for the audience to let go of the hook. He lets his expertise flow across vividly in the latest album 'This is Me (Music is my World)' and the artist ensures that only great things could be expected from him always. While some of the songs offer classic

country vibes, others are jam-packed with catchy electronic and pop sounds along with engaging female vocals that enhance the experience.

Listener's grove to his sound design that sounds familiar, nostalgic, and powerful at the same time. The artist's amazing songwriting skills perfectly portray his emotional and creative side and embrace the listeners with a nice, warm feeling.

Several artists like Tom Conroy, Tom Prottey Jones, Gordon Sinclair, Jame Colah, Jame Owen, and others have helped John Santana create this amazing musical masterpiece that the audience has already showered with much love and appreciation. So far, the artist has bagged multiple awards for his songwriting prowess as he continues in his pursuit of redefining the music standard. Listen to the full-length album on Spotify now.



# Upcoming rapper Ned, The Koala promises to penetrate the hearts of the audience with his sublime melodies



Aspiring hip hop artist and rapper from Philadelphia Ned, The Koala is raving the contemporary hip hop scene with his brilliant thought-provoking melodies. He has recently come under the spotlight with his recently released singles. The soothing sound of the numbers takes the audience to a place of tranquility. The acoustic brilliance of his soundscape not only helps them get closer to their feelings. The multi-talented young artist has been kind enough to give us some time and answer our questions.

**Q. What artist name would you like the promotion to be continued in?**

**Ans:** Ned, The Koala

**Q. Please tell us more about your music, genre, and soundscape.**

**Ans:** My Music Is rooted in the hip hop/rap culture but also explores so many other genres such as R&B, Jazz, Outsider, chopped and screwed, cloud rap, pop-punk, instrumental-based music, Spoken Word, Soul, Reggae. The list goes on and on.

**Q. How important are lyrics in the thematic weave of a song?**

**Ans:** I know this is gonna be a hot take, but for me personally, lyrics are kinda lower in the totem pole in terms of musicality. Don't get me wrong I love songwriting and I'm gonna be doing it for other artists more in the future, but for me, a song is all about the feeling, it's all about the melodies and the chord changes and bridges. My Song "Fell In Luv" lyrically isn't the most complex and doesn't need a rap genius lyric breakdown or whatever. But the second the ear-worm hook and the 808's drop you feel something, it puts you in a mental and emotional place and makes you wanna write a letter to an ex you never had haha. But yeah as long as you get the point across you win.

**Q. Which artists inspire and influence you the most to achieve creative accomplishments?**

**Ans:** It's funny because a lot of artists will tell you who inspired them but never tell you how that inspiration plays a part in their artistic evolution. For

me, the list is too big to count, but I'm gonna keep it short. Lil B taught me to not take myself overly serious all the time, that music is supposed to be fun at the end of the day. Tyler, the creator taught me to go full alien and just not to second guess myself and never to put myself in a box, that man is The Godfather of my whole movement I can't wait to work with him soon. Brian McKnight taught me how to step up my vocal game, singing was always something I used to be insecure about, now I'm singing vocal runs and riffs and that shit is tight. But most importantly The Alchemist made me step up my overall production style. Having an ear for samples, drum patterns all of that.

### Q. How did your creative identity come to be?

**Ans:** I wish I had this cinematic award-winning story but in actuality, i was around 15, and one random day I was like "Ned, The Koala.... Yeah I'm stuck with it" when people started telling me that Ned, The Koala was the dumbest name they ever heard, I knew I had something.

### Q. Any upcoming plans for the future?

**Ans:** Yeah so I'm at a point where I've laid a good foundation and my name is getting spread around more and more every day, so now my focus is on the live aspects. Shows, Tours, Meet and greets with fans, Listening Parties, more interviews, and stuff like that. Things have been going great so I just have gotta keep on keeping on ya know?

### Q. When did you start making music professionally?

**Ans:** Growing Up I played in a lot of bands ranging from metalcore to bedroom pop. I've been doing music all my life but I didn't start releasing my own solo music until my first mixtape "Sebastian" in 2018

### Q. Do you think live performances are extremely crucial in an artist's career and why?

**Ans:** Yes, yes, yes, and yes. If you ask anyone I know, all I talk about is performing. Watching live shows on YouTube and practicing stage presence is all I do.

It's my personal favorite part of doing music. It's such a big part of me as a person let alone a musician, I think it should be a more prioritized aspect in being an artist. You can have the hottest music videos, the biggest features, and the highest-selling album, but a live show is where your supporters see you shine. I love being able to jump around and be a goof for 45 minutes because the crowd does it right with me.

### Q. Where do you find the inspiration and drive to make music?

**Ans:** Most Of My Drive and inspiration come from the future. I want my name to be in conversations amongst people like Quincy Jones, Michael Jackson, Kanye West. Where in 300 years from now my name still holds weight. So in order to do that I gotta put my literal being into my art. The future is so crazy and that's what keeps me going. Like, imagine a 50-year-old Ned, sheesh.

### Q. Any tips for an upcoming lot of musicians?

**Ans:** Two Words: STAY INDEPENDENT. I already know it's not the cool thing to preach artistic independence but so what. When you sign, you are just giving the machine a reason to make money off you. They need you more than you need them, I'm gonna see to it myself that labels go extinct, it's not gonna be an easy fight but a good fight nonetheless. Like imagine you just had a baby, and the sexy the baby is born some people in suit and ties come in and says "okay we change your baby to have blue eyes, brown hair, also they're gonna wear what we pick out for them, dictate when they can eat, when they can play, and change what they'll grow up to be" sounds gross right? That's what they do to your art. And I don't know about you but I'm gonna be the only one raising my kid





Top  
**10**  
MUSIC

SEPTEMBER  
2021



**05.**

**INDUSTRY BABY**

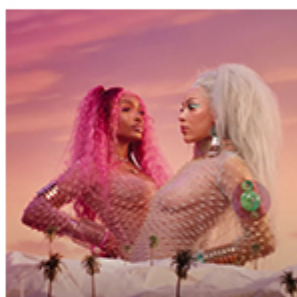
LIL NAS X, JACK HARLOW



**06.**

**Lizzo**

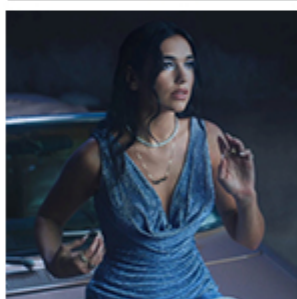
RUMORS FEAT. CARDI B



**07.**

**Kiss Me More**

DOJA CAT



**08.**

**Levitating**

DUA LIPA



**09.**

**Wild Side**

NORMANI



**10.**

**Fancy Like**

WALKER HAYES

**good 4 u**  
OLIVIA RODRIGO



Olivia Rodrigo's music video for 'Good 4 U' has showcased how she has addressed heartache in a different tone. The lyrics are full of sarcasm and offering extraordinary vibes.



**Bad Habits**  
ED SHEERAN

Pop star Ed Sheeran announces the biggest hit with his new single 'Bad Habits'. The singer has further stated that he has changed his lifestyle after the birth of their daughter.

**Stay**  
THE KID LAROI,  
JUSTIN BIEBER



If anyone is looking forward to listening to the best song of the summer 2021, then nothing can beat 'Stay' by The Kid Laroi that features Justin Bieber holding a lead.



**01**  
**Butter**

BTS

During the seasonal chart preparation BTS' "Butter" has hold No. 1 position. On the same day, this track has also topped in the HOT 100 chart. "Butter", therefore, marked over 10th week at the summit. Ever since BTS has released this song, it has overwhelmed all the fans out there. The testimony is also very clean as it noticed no copyright issue has been reported.





However, he didn't pursue his professionally until he was stepping into his twenties. As a result, there is the maturity of a seasoned hip-hop artist reflects through his craft. He started creating his tracks with nothing but a microphone and software to sample music.

### Musical Contributions

The artist has released multiple singles as well as albums that portray the artist's sheer individuality and consistency to his craft. In 2020, the rapper has released an album named 'PONT OF VIEW' that contains eleven exquisite singles like 'Black', 'Love?', 'Rick', and many others. Similar intensity can be felt through another 14 track album named 'INSIGHT'. Each of the tracks from this album has impressed listeners with an invigorating essence of hip hop like, 'Clouds', 'Get Back', 'On God', 'One Love', and so on. The success is quickly followed by the latest album 'MUSIQ KID TY' which is offering listeners a beautiful collection of twelve tracks like, 'DONE UP', 'SHE GOT', 'HOLIDAY' and many others.

### Latest Release

The artist is currently piquing everyone's interest with the latest single 'SUCCESS'. The track appears on the latest album 'MUSIQ KID TY' and captivating everyone with its dynamic lyrical approach. The track is masterfully crafted with a hypnotic musical arrangement with is well complemented by the rapper's fine balance of rhythmic and lyrical hold. The artist is making a huge buzz among hip-hop enthusiasts with his musical representation. The artist is looking forward to making more releases in the coming days. Follow TYRIQUE on Spotify to enjoy his musical representations.

## Get through an ebullient musical arrangement with TYRIQUE with his latest banger 'SUCCESS'

Featuring an eclectic rapping style and catchy lyricism, up-and-coming rapper TYRIQUE has dropped his latest banger 'SUCCESS'. The track is carrying the legacy of the artist's talent, skill a creative mind. The rapper is creating a new wave in the music industry with his sheer individuality and a passion to create something unique. He has started his musical career only a few years ago and already making some significant progress through it.

### About

Hailing from Las Vegas, this young rapper is spreading his creative aura across the world through his musical representations. The rapper has developed his knack for music and rapping in his childhood and started writing at the age of eleven years only. By the time he was in middle school, he started singing choirs as well participated in other events.

# Kelly Clarkson Hints a New Album Release on Instagram Leaving Fans Wondering



Singer Kelly Clarkson is riding high with various projects under her belt. She is already shining with her daytime talk show while making an active comeback as one of the judges on NBC's singing competition, *The Voice* for its 21st season. Apart from all these feathers in her cap, she is also busy with another upcoming project. Kelly Clarkson is ready to release her forthcoming album. She is already teasing her fans on social media with her new holiday-themed single "Christmas Isn't Canceled (Just You)," which comes out on September 23. The 39-year-old American Idol

winner took to Instagram to release several lyrics from her upcoming album leaving fans wondering about its inspiration. The following day, the singer, songwriter, and the Grammy-winning artist again shared more lines from her forthcoming project just to give her fans a deeper peek before her new song debuts this week. These back-to-back lyrics snippets on Instagram could not hold fans but speculate that the song is about her ex-husband, Brandon Blackstock. The song starts off on a somber note but soon picks up towards transitioning into an optimistic

holiday tune.

People were quick to read between lines. One person said that the upcoming project is a divorce album while another commented it is a holiday album alright but it definitely got some shade in it. From calling it a breakup album to hailing the singer as a queen, fans were pouring out their excitement and curiosity.

Her long-term fans also pointed out the similarity between the lyrics of her upcoming track with that of 'Winter Dreams (Brandon's Song)', her 2013 jazzy pop song. In it, Kelly sang about her first Christmas with Brandon after the two got married that same year on October 20. Kelly filed for divorce from her husband last summer after six years of marriage.

She has two children with her husband, Remington, 5, and River, 7. She shared recovering from the divorce as, "Music has always been my outlet to get through difficult times, and this year I've been listening to a lot of music, and I've also been writing a lot of music as well."





# This Year's Global Citizen Live Presents an Immersive Line-up of a Diverse Array of Music Artists

The 2021 lineup for Global Citizen Live saw some of our favorite artists from Lizzo to Ed Sheeran and Billie Eilish taking part in the exciting 24-hour concert. The aim of the gig is to raise climate change awareness, famine, and vaccine inequality among many others. As many as 60 artists performed from various cities including London, Seoul, and New York. The concert was attended by tens of thousands of attendees all over the globe while millions listened to the broadcast. The concert was opened by Elton John in Paris last Saturday in front of the Eiffel Tower. A pre-recorded performance by BTS preceded the live performance.

The aim of the festival was not to raise cash but involve world leaders and the citizen to be a part of a global initiative of socio-cultural, political, and economic

impact.

GlobalCitizen stated, "Across six continents, artists will help rally citizens in demanding that governments, major corporations, and philanthropists work together to defend the planet and defeat poverty". Other events included planting a billion trees, donating meals to 41 million people, and vaccinate a billion people under different international governments. The New York performances were by Coldplay, Jennifer Lopez, and Billie Eilish. Prince Harry and Meghan Markle also addressed the significance of the vaccines calling them 'a basic human right'. The Duke said, "The way you're born should not dictate your ability to survive." Other performances included Cyndi Lauper and Alessia Cara. Stevie Wonder performed in Los Angeles and Paris saw Stormzy and the Black Eyed Peas taking the stage.

Some of the pre-recorded performances were given by Andrea Bocelli, Green Day, and Kylie Minogue.

USAID Administrator Samantha Power announced that the US would contribute more than \$295m (£215m) "to stave off famine and extreme hunger, confront gender-based violence and address the urgent humanitarian needs of the Covid-19 pandemic is leaving in its wake." The concert was backed by many political and social leaders and international companies.

Attendees required proof of vaccination or a negative COVID test. Tickets were free of charge as the event brought together musicians, actors, celebrities, and world leaders working towards a unanimous cause.



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# 39-year-old iconic pop star Sarah Harding from Girls Aloud has died from cancer

Versatile singer, artist, actress, and model Sarah Nicole Harding has passed away at the age of 39 years only. She was suffering from breast cancer for many days.

She was the main singer of the British-Irish girl Girls Aloud who garnered a lot of fame, love, and appreciation from listeners around the world. On Sunday, the singer's mother has announced the news of her death on Instagram.

Sarah's mother Marie wrote on the post, "It's with deep heartbreak that today I'm sharing the news that my beautiful daughter Sarah has sadly passed away." The lamentation of her death is quite saddening for all the music lovers including listeners and artists as well. However, she was a survivor fighting cancer which makes her an empowering role model for everyone. She never took a day to spread happiness through music and her performances until now as the star has fallen. Her mother further wrote, "Many of you will know of Sarah's battle with cancer and that she fought so strongly from her diagnosis until her last day."

Marie is devastated by her daughter's death yet strong



enough to embrace her daughter's strength. She wrote, "She slipped away peacefully this morning. I'd like to thank everyone for their kind support over the past year. It meant the world to Sarah and it gave her great strength and comfort to know she was loved." While remembering Sarah, her mother wrote, "I know she won't want to be remembered for her fight against this

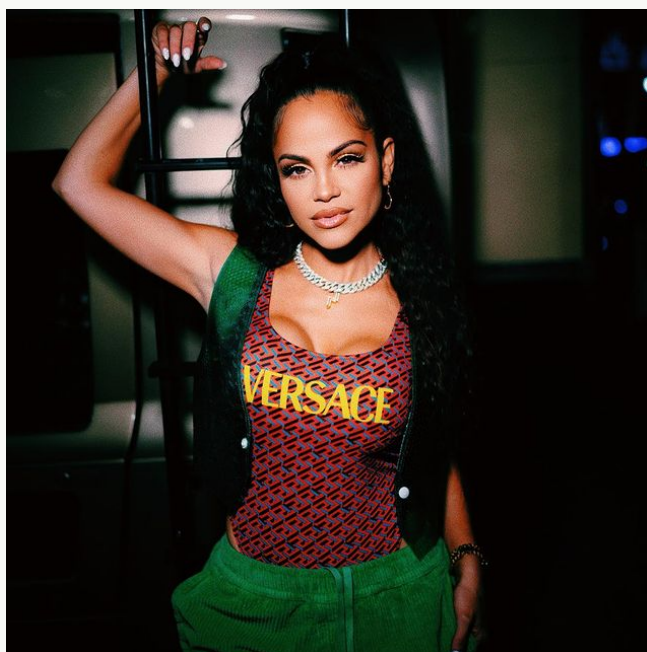
terrible disease — she was a bright shining star and I hope that's how she can be remembered instead."

Sarah Harding along with her bandmates Nadine Coyle, Cheryl Cole, Nicola Roberts, and Kimberley Walsh had created a sensation in the world of music with some of the musical hits like 'Love Machine', 'The Promise' and plenty of chartbusters.

Well-known Latin singer-songwriter Natti Natasha has just dropped 17 extraordinary urban soundtracks featured in his second studio album, 'Nattividad'.

Popular Dominican singer Natti Natasha is back with her second full-length album, 'Nattividad' two years after her debut album, 'Iluminatti'. Released on Friday, it is being put on sale worldwide. The album has a total of 17 tracks featuring many talented artists. She described the album as her rebirth. She reassures herself by saying that she does not have to stop being herself for anything or anyone in the world. She is not willing to take the permission of others to be happy in her own life. She will be happy at every step of the process. All these epitomize her new album. The album is extremely important for the international singer as it is her first work after she became a mother for the first time of a beautiful baby girl Vida Isabelle with her husband Raphy Pina. The songs of the album represent duality in different aspects. A baby carriage, a pacifier over a vintage microphone, and more can be seen in the cover art. They represent the new change in her life

## **FAMOUS LATIN MUSICIAN NATTI NATASHA'S LATEST ALBUM, 'NATTIVIDAD' OFFERS A SENSATIONAL ACOUSTIC EXPERIENCE**



### 4.8/5

By Daily Music Roll



intermingled with her previous self. She describes the song as a Christmas gift for her fans that came a little early. The fans worldwide seem ecstatic to listen to the new releases.

This Thursday, she attended the face-to-face ceremony of Billboard Latin Music Awards that was held in Miami. The show was broadcasted live on Telemundo from the Watsco Center in Coral

Gables, Florida. According to her, she dedicated lots of love and time to the album which makes it extremely touching to the audience.

The album has brought a revolutionary change in women's representation in the urban genre in Latin music with its brilliant compositions. The songs of the album feature a perfect balance between her personal feelings and contemporary trends with her unmatched creative artistry.

The multi-talented singer, songwriter, rapper, Natti Natasha has released her latest album, 'Nattividad' on major digital platforms on September 24th. It opens with a brilliant track, 'Frozen' followed by 'Impossible Amor' featuring Maluma. Artists like Prince Royce, Becky G, La Duraca, Farina, Cazzu, Nio Garcia, Brray, Miky Woodz, Justin Quiles, and many more are featured in the album. She became the first female reggaeton artist to acquire the number 1 spot on the Billboard Hot Latin Songs chart since Ivy Queen in 2005.

Her new album is bound to make a great impression on the Latin music industry. The album is available on major streaming platforms.



# Australian-British Artist Natalie Imbruglia is All Set to Return with Her Album 'Firebird' after Six Years

Australian and British singer, Natalie Imbruglia is all set to make her big comeback. The artist is going to return to the music scene following the recent announcement of her forthcoming album, 'Firebird' after a whopping six years. She shared the exciting news of the project on her official social media handle. She also gave her fans a sneak peek into the record with the release of the first single from the album called 'Build It Better'. The release came two years after going in partnership with Sony BMG and hinting at new music material. The new song is glazed with



the motion of the piano and renders a compelling musical taste resonating with the artist's creative style. The song carries a message of perseverance and allows the audience to bask in its thematic and musical course before the whole record hits the stand.

Imbruglia will be collaborating with various artists on this album including the likes of Albert Hammond Jr of The Strokes. Incidentally, the two were photographed recording back in 2019.

Many other artists and writers are working on the album such as Romeo Stodart of The Magic Numbers, Eg White (Dua Lipa, Adele), KT Tunstall, Fiona Bevan (Ed Sheeran, One Direction), Luke Fitton (Girls Aloud, Little Mix), Rachel Furner (Jason Derulo), and many others.

The forthcoming LP will mark Natalie's 6th studio album. In a

recent press statement, she shared, 'Making this album has been such a profound and satisfying experience'. She also added, 'Having gone through a long period of what essentially was writer's block, it was sometimes hard to envisage getting to this place.'

About the making of the album, she shared, 'Before the pandemic, I started the process of writing this album in London and soon after, I headed to Nashville. With each session and new collaborator, I started to gain confidence, find my voice again, and craft the sound and style that felt authentic to me.'

It's been such a privilege to work with such an array of talent on Firebird. I just can't wait for people to finally hear it.'

'Firebird' releases on September 24 via Sony BMG.

# Lady Gaga & Tony Bennett come together for their upcoming hit album 'Love for Sale'



When 35-years old Lady Gaga and 95-years old Tony Bennett collaborate, only great things could be anticipated. The album is considered to be Bennett's final release as he was diagnosed with Alzheimer's disease during the recording sessions. Set to hit the scene on October 1, the album 'Love for Sale' is set to be released through Columbia and Interscope Records. Having been recorded sometime between 2018 and 2020, the album comprises cover versions of jazz standards by Cole Porter, the American composer to whom the album is more of a tribute.

The album's lead single 'I Get a Kick Out of You' was released during the cover's official announcement on August 3, 2021, and was quickly followed by live [performances at the Radio City Music Hall in New York City. The cover of the album shows a graphic regular image of Bennett holding a

sketchbook that depicts a profile sketch of Gaga, while Gaga is shown leaning down to fix Bennett's bowtie.

'Love For Sale' consists of ten tracks and twelve on the deluxe version and the collection shall mark Bennett's final studio recording. Being recorded at Electric Lady Studios in New York City, the album showcases the Cole Porter songbook of classic popular music with both solo selections and duet performances from Bennett and Lady Gaga.

The songs boast a fantastic mix of jazz, orchestral arrangements, and big band sounds. On August 6, the premiere of the official video for 'I Get a Kick Out of You' was released worldwide across the channels of over 180 regions. It seems that Bennett doesn't fail to deliver his strong vocals even

at 95. Fans can order for the pre-sale already!

The full list includes songs like:

'It's De-Lovely'  
'Night and Day'  
'Love For Sale'  
'Do I Love You'  
'I Concentrate On You'  
'I Get a Kick Out of You'  
'So In Love'  
'Let's Do It'  
'Just One of Those Things'  
'Dream Dancing'  
'I've Got You Under My Skin' (DELUXE VERSION)  
'You're The Top' (DELUXE VERSION)

The cassettes shall be released with different artworks, mostly in pink, grey, and other colors. The deluxe edition of the album is set to be available as a part of the international double vinyl box set which also includes the duo's previous collaborative project named Cheek to Cheek.

Additionally, there's exciting news for the fans. Those who pre-order the album in any format from Lady Gaga's online store will get an opportunity to win the cover art signed by Gaga and Tony Bennett!





# Seasoned K-pop star CL drops her second single, 'Lover Like Me' from her upcoming new album, 'Alpha'



Popular South Korean rapper CL has just dropped her second single, 'Lover Like Me' along with its stunning music video. The song is a part of her upcoming full-length album, 'Alpha', which will be released in October 2021. The first single from the album named, 'Spicy' was released on August 24th. The second soundtrack was released on September 29th. The music video has acquired hundreds of thousands of views on YouTube within hours of its release. The fans are pouring their love and admiration for the singer and the

song in the comment section. The world-famous artist has shared a teaser of the music video on her Instagram on Monday. She wrote, 'Remember the last time you called me Chaelin?' as the caption. In the teaser clip she is seen singing the lines from the song, 'You will never, ever, find a lover like me.' Her previous track 'Spicy' showcased a guest appearance from award-winning actor John Malkovich. It also featured a live remix performance with other South Korean rappers like Lil

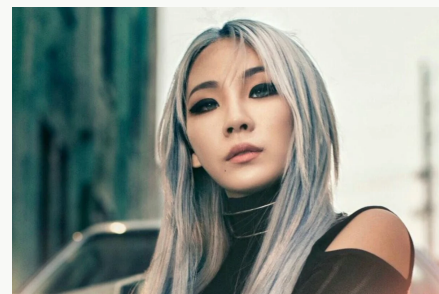
Cherry, Omega Sapien, and sokodomo.

The singer still has not revealed the release date of the album. It was supposed to be released in November 2020 but later she postponed the drop.

She said on her Instagram stories that she wanted to incorporate the new ideas she developed into the album. CL described 'Alpha' as a representation of her growth in an interview with Billboard. She revealed to Allure Magazine that the album will represent her alpha-female self and showcase never-before-seen sides of her.

The songwriting credits for the track, 'Lover Like Me' include CL herself and Anne-Marie among others. The K-pop idol has impressed the audience by not following the current trends and expressing herself through the song and its dynamic music video. The exceptional visual presentation enhances the brilliance of the track.

The whole concept of the music video is empowering to the audience. CL has recently attended the Met Gala wearing a denim ensemble by Alexander Wang. The music video is available on YouTube and other major streaming sites.





## Rising Hip Hop Artist Elliye Is Proving Her Creative Side as a Rapper with the Latest Banger ‘SLEEK’

The independent artists who are currently reigning in the music industry, Elliye is one of the greatest among them. This versatile music artist has amazing vocal skills and a creative persona that lets her dabble between different genres. The artist is capable of meandering through hip-hop, jazz, RnB, and sometimes even an amalgamated essence of all. The artist has recently released a track named ‘SLEEK’ which is breaking some ground with its amazing musical arrangement.

### About

Elliye is one of the most creative persons emerging in the music industry who is making some significant progress with nothing but her talent, skills, and creative persona. Hailing from New Zealand, this versatile artist has a Korean origin yet her smooth accent and eclecticism make no difference. Catchy and enjoyable, this music artist is winning hearts with her musical representations. Not only through music, but her humble personality reflects through the vlogs she made and motivated people how to stay put and stay motivated.

She has turned into a role model for many followers as well as all kinds of listeners around the world.

### Musical Representations

In 2019, the artist kick-started her musical career with the track ‘DONBURI’ which impressed the listeners very much. Explicitly engaging and a brutally honest lyrical approach did not fail to captivate the listeners. The success is quickly followed by ‘My routine’.

Later on, she released an EP ‘24.95’ that contains four amazing tracks. A bit softer and melodic approach can be found in the other projects like, ‘Jo Malone’ and ‘Shelter’. With her musical personality, Elliye can switch between rapping and singing which proves her amazing hold rhythmic and lyrical flow.

Her musical representations reflect a fair portion of aura and psyche as the artist is inspired by her own self. She has established a label of her own named, GACH1 production.

### Latest Release

She is creating a new wave in Club hip hop music with the release of the latest track ‘SLEEK’. Finely crafted and deftly produced, this latest track churns out the boujee essence of hip-hop music. Hypnotic and sassy, the track is setting an example in the hip-hop industry. The track has also been released with an official music video where she could be seen brightening the track with her dance moves.

Choreography by Rina Chae; Heidi and Jasmin joined the floor with Elliye and tuned the music video into the jaw-dropping banger. It is directed by Shae Stirling who did a great job in capturing her unwavering personality. Follow Elliye on YouTube, Spotify, and Instagram to know more about this artist and her music.



# The new-age hip hop music is getting enriched by Odd Jaxx's latest banger "(Set It Off) Crazy"

Fleshing out raw emotions along with a hypnotic musical arrangement, Odd Jaxx has come up with his latest track 'Crazy'. The banger is groundbreaking through the industry by recreating the essence of new-age hip-hop music. Jaxx has been reigning in the industry with his amazing representations of hip-hop music that consists of genre-bending elements.

The artist is currently trailblazing through the hip-hop industry with nothing but his sheer talent, creativity, and a great sense of original music. Hailing from Baltimore, the United States; this artist is being a role model in the new age hip hop industry who is inspiring everyone whether a listener or



an emerging rapper. Though Jaxx started as an underground hip-hop artist, the artist is becoming powerful with every successful release.

Working under the label of Spade Tight Entertainment, this artist has released numerous tracks and now he is looking forward to making more.

This rapper is providing listeners a unique taste of hip hop music along with some blissful elements of R&B, Jazz, and LoFi.

As a result, there is an ample amount of gritty and weight which is balanced with a melodic essence. The blended flavors can be found in the other singles like 'Two The Sky', 'Da' Window', 'SetIt Off', and the list continues. Each of the tracks is an example of the artist's fine creativity and consistency in his craft.

The tracks are enriched with fine line production and through-provoking lyricism. The artist has also released an album named 'October Nights' which provides 13 amazing

tracks like, 'Ride Wit Me', 'Now Or Never', 'Going Insane', etc to name some.

The artist has recently dropped a single named 'Crazy' which is currently buzzing through the industry. Featured by SpeakNoEvil and Christon King, the banger is reaching a whole new level of perfection while setting an example in the music industry.

Catchy lyricism, smooth eclectic deliverance, and a subtle layer of emotion make this banger a musical treat for everyone. The track has released with an official music video where the artist could see performing with his unwavering personality.

The music video is directed by Mike Traum And the Shooters Media Group. He is looking forward to crafting more amazing bangers in the coming days. Follow Odd Jaxx on YouTube, Apple Music, and Facebook to know more about this artist and his music.



## Ed Sheeran presents a beautifully eccentric love story in his new music video, 'Shivers'

Internationally-famed UK artist Ed Sheeran is back with a brand new track, 'Shivers' released this Thursday. The song is accompanied by a visually blissfully music video, directed by Dave Meyers. The track is a part of his upcoming album, '= (Equals)', dropping on October 29th with Atlantic Records. The gifted singer-songwriter has presented a lovestruck pop number featuring his mesmerizing vocal performance and magnificent instrumentation. The brilliant symphony of the song offers an amazing acoustic satisfaction filling the air with incredible pure bliss. Sheeran has also planned to perform the song on television on

the same day of its studio release at the opening game of the NFL season of 2021. It will be his first time performing the song in public.

The performance will be aired on NBC. He has revealed that he wrote the lyrics after the 'Divide' tour was finished. He had set up a studio there for a few of weeks at a rented farm in Suffolk. Writing the song took only three days, which is unlikely of him.

He felt like the track was very special so it could not go wrong. He was supposed to release it as the first track of the album. But to him 'Bad Habbit' felt like a song perfect for the summer.

And 'Shivers' was more autumnal. He loves it and hopes that the fans will love it as well.

The music video features actress Anna Sophia Robb, playing the part of the love interest of Sheeran. Both are awe-struck at first sight. The video shows two eccentric characters coming together, offering a surreal feel to the viewers. The MV has already received more than 1 million views on YouTube.

The track 'Shivers' is the first song several weeks after his last release, 'Visiting Hours'. It is the lead single off his upcoming album, "= (Equals)". Ed Sheeran revealed that he started working on the album in the summer of 2017.

He described the album as a, 'coming of age record'. The music video is available on YouTube.



# Sensational Internet track 'Manike Mage Hithe' will be performed by Yohani at Hyderabad



The viral song on the internet, 'Manike Mage Hithe' will be performed by Yohani live in India. The artist is going to sing the Sinhala hit track in Hyderabad.

The event will take place at Heart Cup Coffee in Gachibowli on 3rd October. The Indian audiences are eagerly waiting for this Sri Lankan artist to come and take over the stage.

The performance will go start around 9:30 PM and the tickets are already booked over Book My Show.

This 28-year-old singer generated a storm over the internet with the song and the track is being used by the netizens in each post and reel video to embrace it even more. However, many people might not know the fact that the original song was been released in July, last year.

The original track is produced by Chamath Sangeeth a well-renowned music producer who has worked with singer

Satheeshan and rapper Dulan ARX to craft this catchy number.

A year after the release of the original track, the music producer again collaborated with Yohani to release a duet cover of the same track. And guess what? It is currently trending as a chartbuster. The cover track has gathered more than 116 million views on YouTube since it was published in May. Not only Sri Lanka, but the track has one of the most popular tunes Indian Instagram Reels as well as Facebook Stories.

The song did not only stir the mob but also famous celebrities and stars of Bollywood as Amitabh Bachchan to Madhuri Dixit; everyone is grooving in the new trend. Most of the social media influencers are using this track to make trending reels.

Yohani Diloka de Silva, better known as Yohani is a talented singer, rapper, and songwriter who has started doing music in recent years and already made some huge progress with her talent and skills.

Previously this artist has released many tracks 'Sitha Dawuna', 'Rawwath Dasin', 'Haal Massa Viyole Viyole', 'Aaye', etc which have enriched the local music scene.

Currently, Yohani is looking forward to her debut Sinhala album which is scheduled to release soon by the end of this year. The artist is planning to launch her 12 track album through a live concert which will take place in December 2021.

Stay tuned to get more updates on her upcoming events.



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