The Weeknd
Team 34

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Why is the Weeknd the best choice for Long-Term Success?

- Superior Talent
- Unrivaled Versatility
- Mind-Blowing Statistical Figures
Talent

- Skills

embraces pop’s soothing structures (major/minor keys, hooks, and bridges)

Range in Voice, ability to reach a high note then come back to a soft note

- (Quality of Music) Subject Matter lyrics, Vivid details in life.

-(Ability to Stay Relevant)-  (Values)Transforming his sound but never abandons the past

Vision- to be a present Michael Jackson, Whitney Houston, and Prince

Mission- For his music to touch all audiences
Longevity/ Ability to Stay Relevant
Versatility

- Genres
  - Hip Hop/R&B
  - Pop
  - Rap
  - Electronic Dance Music

- Features
  - Drake
  - Kanye West
  - Ariana Grande

- Different Industries
  - Movies
  - Record Label
  - Clothing
Statistics
- Record Label

- Culture
- Organizational Structure
- Motivation
<table>
<thead>
<tr>
<th>Position</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.33</td>
<td>Michael Jackson</td>
</tr>
<tr>
<td>2.89</td>
<td>The Weeknd</td>
</tr>
<tr>
<td>6.00</td>
<td>Taylor Swift</td>
</tr>
<tr>
<td>9.90</td>
<td>Justin Bieber</td>
</tr>
<tr>
<td>21.00</td>
<td>Drake</td>
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SPOTIFY STREAMS (TOP 3 SONGS IN MILLIONS)

<table>
<thead>
<tr>
<th>Artist</th>
<th>Streams</th>
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<tbody>
<tr>
<td>ED SHEERAN</td>
<td>1,017</td>
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<tr>
<td>DRAKE</td>
<td>185</td>
</tr>
<tr>
<td>JUSTIN BIEBER</td>
<td>266</td>
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<td>TAYLOR SWIFT</td>
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<td>THE WEEKND</td>
<td>728</td>
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</table>
Taylor Swift - 2.16B to 6.13B  ---> 183% Growth
Justin Bieber - 4.92B to 6.26B  ---> 27% Growth
Drake - 748.43M to 1.07B  ---> 43% Growth
Ed Sheeran - 477.72M to 2.17B  ---> 354% Growth
THE WEEKND’S Growth

70.82 Million views to 1.02 Billion views equals

1,326% Growth
What Sets Him Apart From His Competitors?

- 11th artist of all time to replace themselves as #1 on Billboard’s top 100

- First artist to own the entire top 3 of Billboard’s R&B top 100

- Growth in Album sales in the United States
So, Why the Weeknd?

The Voice and Charisma of Michael Jackson

The Versatility of Madonna

The Business Acumen of Jay-Z

Quotable Biz Bits

“I’m not a businessman.
I’m a business, man.”
--- Jay-Z
Works Cited

- http://www.wakemag.org/sections/sound-vision/reviews/the-weeknds-beauty-behind-the-madness/