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SiriusXM Reveals ‘Future Five for 2024’

The multi-genre list highlights artists that are hand-picked and expected to emerge this year by SiriusXM channel programmers



The music discovery and curation team at SiriusXM revealed today its “**Future Five**” artists for 2024 via [Forbes Magazine](#). This year’s selected artists come from a variety of genres that SiriusXM has supported early and predicts will break through in 2024. They are: **Cooper Alan, Domani, Electric Callboy, Ivory Scott, and Knox.**

Year after year SiriusXM’s Future Five picks have proven to be successful and are often, if not always, artists that SiriusXM is first to champion. Future Five selections for 2023 included major breakthrough success stories from Armani White, Bad Omens, Coco Jones and Megan Moroney. For more about **SiriusXM’s “Future Five” for 2024**, please read below.

In addition to announcing this year’s “Future Five,” *Forbes* also salutes SiriusXM Pandora on

its continued human-curated music discovery efforts with insights from SiriusXM's SVP/General Manager, Music Programming Steve Blatter, as well as artists who emerged in 2023 including, 2024 GRAMMY® Award-winner Coco Jones, this year's CMA "Best New Artist" award-winner Jelly Roll, Sleep Theory and Teddy Swims. Each of these artists experienced early and/or first heavy support at radio and streaming platforms by SiriusXM and Pandora that impacted the trajectory of their current success.

Coco Jones was selected as the inaugural artist for SiriusXM Pandora's Artist Accelerator Program in November 2022. Created by the SiriusXM and Pandora programming and curation teams, the Artist Accelerator program puts a spotlight on emerging artists and aims to remove barriers created by today's song-first-driven culture to help artists grow their listener base and build fandom. SiriusXM was also the first radio outlet to support Jones' Single, "I.C.U.," from her debut EP *What I Didn't Tell You*, playing it in accelerated rotation beginning in October 2022 on The Heat and Heart & Soul. Pandora also supported the song across its platform. Jones went on to win her first GRAMMY® Award for Best R&B Performance last week for her song "I.C.U."

"When it comes to the new artists that we identify, develop and break, the most gratifying part of my role is to see artists go from, in certain cases, complete unknowns to ultimately becoming household names," SiriusXM's SVP/General Manager, Music Programming Steve Blatter told *Forbes*. "That is the most gratifying part of what I do and what any of my programmers do."

About SiriusXM's Future Five for 2024:

Cooper Alan – Country – (Cooped Up):

In mid-November 2023, SiriusXM's The Highway recognized the singer-songwriter based in North Carolina as an "On The Horizon" artist. By early December, The Highway became the first and only broadcast outlet to play his song "Take Forever (Hally's Song)," subsequently adding it to their playlist. To kick off 2024, The Highway welcomed Cooper to their popular weekly show, The Music Row Happy Hour, live from Nashville. Additionally, through collaborative efforts between The Highway and Pandora's Today's Country channel, "Take Forever (Hally's Song)" has garnered over 6 million lifetime streams on the Pandora platform.

Domani – HipHop – (Translation/Forever):

Upon its release in early July, SiriusXM's Hip Hop Nation was the first, and only, broadcast outlet in the country to commit airplay to "Sleep It Off" from Atlanta Hip Hop artist Domani. The channel has played the song 700+ times since. The unsigned artist has also been the subject of major Pandora platform support across multiple channels/playlists, amassing more than 6 million platform streams to date. SiriusXM Pandora's industry leading support continues into 2024 as Domani's latest song "Lessons" has been named a First Alert song on Hip Hop Nation and become a featured track on multiple Pandora Hip Hop channels.

Electric Callboy – Rock – (Century Media):

SiriusXM's support of the German based hard rock band began in late 2022 when Octane became the first national outlet to endorse their track, "We Got The Moves." The channel

later labeled it an "Octane Accelerator," and it has since achieved top 10 status on its weekly countdown show "Big Uns." Through the combined efforts of Octane and Pandora's Decibel channel in introducing their music to North America, the band has secured their first headline tour for Spring 2024 and received invitations to prominent festivals like Sonic Temple and Welcome To Rockville. The song is also approaching 30 million streams to date. Looking ahead to 2024, Octane is poised to lead the way once again in showcasing their upcoming new music and collaborations.

Ivory Scott - R&B - (MNRK):

In November 2023, SiriusXM-Pandora recognized the Chicago hip-hop and R&B artist Ivory Scott for his exceptional talent and included him in its Artist Accelerator program. Since then, Ivory Scott has experienced a significant expansion of his reach and audience on both platforms. As a participant in the Accelerator program, Ivory has received support for multiple tracks, including 'My Mind' (ft. Queen Naija), which has surpassed 2 million Pandora streams to date and is featured on SiriusXM's The Heat and Pandora Now. Additionally, his breakout track 'Real' continues to receive support on SiriusXM Hip Hop Nation, reaching over 10 million lifetime streams.

Knox – Pop/Alt – (Atlantic):

Nashville based singer/songwriter Knox gained his first pop radio airplay in early September when SiriusXM Hits1 identified his song, "Not The 1975," as a "Hitbound" track. Since then, Hits1 has led all of radio with over 800 plays, hosted Knox for an in-studio session and interview, and the song has surpassed 6 million streams. As of the start of 2024, "Not The 1975" has reached the top 10 on Hits1's Weekend Countdown show. The channel has continued its support by being the exclusive outlet for his new track "Here's To Us," with plans to build on this support leading up to his major debut release.

SiriusXM's "human-touch" will continue to be a big part of how it serves as a discovery tool for listeners who may already have a personal music library and will persist on delivering special content which differentiates it from standard music streaming services.

Eligible customers can get their first three months of SiriusXM streaming for free. Click [here](#) to sign up and experience all that SiriusXM has to offer. See Offer Details.

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About Sirius XM Holdings Inc

SiriusXM is the leading audio entertainment company in North America with a portfolio of audio businesses including its flagship subscription entertainment service SiriusXM; the ad-supported and premium music streaming services of Pandora; an expansive podcast network; and a suite of business and advertising solutions. Reaching a combined monthly audience of approximately 150 million listeners, SiriusXM offers a broad range of content for listeners everywhere they tune in with a diverse mix of live, on-demand, and curated programming across music, talk, news, and sports. For more about SiriusXM, please go to: www.siriusxm.com.

Source: SiriusXM

About SiriusXM Pandora's Artist Accelerator Program

In 2022 SiriusXM announced a new Artist Accelerator program that aims to develop and break new artists by leveraging the massive combined audience of the company's flagship premium subscription service, SiriusXM, and its ad-supported streaming service, Pandora. Created by the SiriusXM and Pandora programming and curation teams, the Artist Accelerator puts a spotlight on emerging artists and aims to remove barriers created by today's song-first-driven culture to help artists grow their listener base and build fandom. Artists who have been named to the coveted program include R&B singer [Coco Jones](#), country-grunge artist [Austin Snell](#), hard-rock group [Sleep Theory](#), Latin talent [Gonzy](#), Hip-Hop and R&B standout [Ivory Scott](#) and singer-songwriter [Willow Avalon](#).

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