

edapollo



edapollo is UK native, Melbourne-based producer Ed Ridgood. His music fuses diverse influences from atmospheric downtempo, electronica, house, and dreamy pop. His debut album 'Indless Cascades' was released in 2019 and received critical acclaim from blogs, tastemakers & radio. Since then Ed has received radio support on BBC R1, BBC 6 Music, Worldwide FM, Triple J, Sirius XM and has been featured in many of the flagship editorial playlists including New Music Friday UK, Chill Tracks, Altar & more. He has also been called on to officially remix the likes of Hayden James, Emancipator, Elohim, Henry Green, Pines, and more.

In 2021 Ed released a new chapter of music, with the new album 'Blue Spring'

Genre: Vapor Twitch, Substep, Wave, Chilstep, Dance, Electronic, House

What We Did

Distribution | Marketing

Distribution

- Distributed edapollo's music to our network of 200+ DSPs for maximum exposure worldwide

Marketing

- In addition to pitching four focus tracks to editorial curators at our DSP partners, we connected Ed's music with a trusted network of third party playlisters
- 39 playlist adds for focus tracks "Wildflower, Free, View From The Airplane Window, Afterglow" across Spotify, Apple, TIDAL, and YouTube
- Over 1 million streams in under four months across 4 singles since the first release in June 2021
- New Music Friday's (Spotify), Indie Dance (Spotify), Friday Cratediggers (Spotify), Electronic Rising (TIDAL), Today's Chill (Apple), High Vibes Yoga (Apple), Fresh Finds (Spotify) and so many more
- 335% Spotify listener growth and 64% follower growth since June 2021
- Total Spotify playlists to date: 2,968 (does not include private playlists)

Playlist Pickup

"Wildflower"

Released June 18, 2021

Playlist Count: 4,838 (does not include private playlists)



Indie Dance



Friday Cratediggers



Altar



Electronic Rising



New Music Friday UK



Fresh Finds



Fresh Finds: Basement



Fresh Finds: UK & Ireland



Tropical Vibes

As well as:

Chills Tracks, metropolis, & The Most Beautiful Songs of the Night



Today's Chill - Apple Music Electronic



High Vibes Yoga - Apple Music Fitness

"Free"

Released August 5, 2021

Playlist Count: 2,624 (does not include private playlists)



Top Shelf Electronic



New Dance Beats



Friday Cratediggers



Altar



New Music Friday UK



Just Chill



Chill Tracks



metropolis



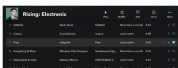
Fresh Finds



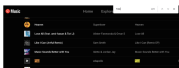
Fresh Finds: Basement

As well as:

Fresh Finds: Dance



Rising: Electronic



After-Work Feeling

"View From the Airplane Window"

Released September 2, 2021

Playlist Count: 1,028 (does not include private playlists)



Friday Cratediggers



Chill Tracks



metropolis

As well as:

Night Shift

"Afterglow"

Released September 23, 2021

Playlist Count: 1,424 (does not include private playlists)



Top Shelf Electronic



Friday Cratediggers



Night Shift



Fresh Finds



Just Chill



Fresh Finds: Basement

As well as:

Fresh Finds: Dance