

Taylor Swift & the next Era

Brand building through loyalty

“To the fans who come to the shows and buy the albums, I just want you to know this one thing: You are the longest and best relationship I’ve ever had” – Taylor Swift, 2014, Artist of the Year by Billboard Music Awards acceptance speech.

On November 1st, 2022, Taylor Swift announced her long-awaited ‘Eras’ tour, *“a journey through the musical eras of my career, past and present”*, through social media. Two weeks later, her fans brought down Ticketmaster, the US’ leading online ticket-booking service provider, eventually leading to an antitrust investigation hearing by the US Justice Department¹. Ticketmaster had grossly underestimated how much Swift’s fans – the *Swifties* – were eager to see her perform live: while the company prepared for 1.5 million verified fans to come to the ticket presale, the site was flooded by a staggering 14 million fans instead, causing online queues of over 8 hours and leaving the majority of the fans without a ticket². After selling out all 2.4 million available tickets during the presale, Ticketmaster canceled the upcoming general public ticket sale citing “extraordinarily high demands on ticketing systems and insufficient remaining ticket inventory”³.

While other artists would be thrilled to have a sold-out tour, Taylor Swift expressed on an Instagram post her dissatisfaction with Ticketmaster’s inability to ensure a smooth selling process for her fans⁴: *“It goes without saying that I’m extremely protective of my fans. It’s really difficult for me to trust an outside entity with these relationships and loyalties, and excruciating for me to just watch mistakes happen with no recourse.”* Disappointed Swifties also took to social media to express their outrage and devastation with posts and videos of them crying after being unable to purchase tickets⁵.

“Seriously? I tried the verified fan route and that didn’t work. [...] What the hell? Swifties, rise up in protest!” – Scott Kelly, former NASA astronaut, Twitter, 17/11/22

This was not the first time Swift’s fans caused an uproar over the chance to see her. Earlier in 2022 she received an honorary Doctor of Fine Arts diploma from NYU for her extraordinary performance in music. Hundreds of fans tried to buy tickets for the graduation ceremony, but

NOVA School of Business and Economics

Joana Drago Mitzlaff alumnus of the Master’s in Management of Nova School of Business and Economics, prepared this case under the supervision of Professor Sofia Kousi.

This business case is intended solely for teaching purposes. It should not be considered as a source of primary data or depiction of effective or ineffective management.

NYU prohibited the sale⁶. To thank the fans and give them the chance to join her in the celebration of her achievement, Swift created a special merchandise line called *Feeling '22*⁷.

In the span of her almost two decades-long career, Taylor Swift has managed to win countless music awards, including 12 Grammys and the Artist of the Decade award, have over 200 songs on the Billboard Hot 100 list, and create a solid fan base of millions of dedicated Swifties, eager to buy her music and merchandise, and interact with her. Her ability to create artistic and commercial success and extreme customer loyalty has made her one of the highest paid artists in the world with an estimated net worth of \$740 million according to Forbes magazine. The *Eras* tour alone is slated to gross close to \$2.2 billion⁸. How did Taylor Swift get there?

Taylor's career & strategies

The beginnings: The country music era

Born on December 13th 1989, in Pennsylvania, US, Taylor Swift grew up inspired by music. At 12 she learned to play the guitar and started writing songs in her diaries drawing inspiration from her own life experiences and other country artists. At 14 her parents decided to relocate to Nashville, the capital of country music, to help her get a record deal⁹. This proved to be a good move as Taylor soon became the youngest person to be signed by Sony Music Publishing. In 2006, in collaboration with Big Machine Records she launched her debut single, *Tim McGraw*, about a short summer romance; the song stayed on the Billboard country singles charts for eight months¹⁰. The first album *Taylor Swift* sold over one million copies in the US alone. In the same year she received the Best New Artist Award from the Country Music Association (CMA)¹¹. Her unique point of view as a young girl and the autobiographical nature of her lyrics helped her stand out in a mostly male-dominated genre, quickly turning her into America's sweetheart. Taylor's diary-style lyrics were described as capturing "the entire emotional spectrum of being a teenager, from jealousy, to romantic manipulation and utter heartbreak"¹².

Two years later she released her second album, *Fearless*, with lyrics that read like a high school romance story and the tone of a teenage girl writing to other teenage girls on how to figure life out¹³. The album won 4 Grammys in 2010, including the prestigious Album of the Year Award, making her the youngest artist ever to receive it¹⁴. In 2009, *Fearless* also won the best female video award in the MTV Video Music Awards (VMAs). Rapper Kanye West interrupted her acceptance speech, claiming that the award should have gone to Beyoncé instead, resulting in a major crowd uproar and booing against the rapper's statements¹⁵. At the time, young Swift thought the audience was booing her, marking a turning point in the development of her future persona and artistic evolution as she later commented that "*for someone who's built their whole belief system on getting people to clap for you, the whole crowd booing is a pretty formative experience*"¹⁶.

The Transition: From Country to Pop

After that influential incident, Swift slowly started introducing more pop songs into her music, culminating in her third and fourth albums, *Speak Now* (2010) and *Red* (2012), filled with intense emotions around love and thoughts about growing up^{17,18}. *Speak Now* was written entirely by Swift¹⁹, and included the song *Long Live*, in which she honors her band and fans, "*the people who I feel that we are all in this together, this song talks about the triumphant moments that we've had in the last two years*"²⁰. During a BBC interview in 2014, when asked if she was scared to make the transition to pop, Swift answered that she was not, noting that her fans love her "*biographical and story-like lyrics about heartbreak, relationships, and grief*", which she planned to maintain in the new genre²¹. At the same time, she swapped her innocent-looking appearance for a more mature one, starting to use her iconic red lipstick and straight

blond hair instead of her cowboy boots and curly hair – a look that was rooted in country music iconography²².

After selling over one million copies in the US during its first week, *Red* became the highest one-week sales album of the decade, bringing her first number one hit on the Billboard pop singles chart²³. With *Red* fans started noticing the significance of each album's 5th track. Swift claims that she began putting her most personal and vulnerable songs in the 5th spot of each album unconsciously; however, when fans started to realize it after *Red*, she consciously continued this habit, creating a secret dialogue with the fans²⁴.

Her first official pop album, *1989* (2014), was also a success, winning the Album of the Year Grammy award, and making her the first woman in history to win this award twice²⁵. Once again, her lyrics reflected what was happening to her as she entered her young adult life phase, moving to New York and being single²⁶. She continued writing about love in her songs, bringing her listeners along to experience these exciting but uncertain times.

The album announcement and promotion encapsulate her philosophy and ways of connecting with fans: focused on deep commitment and relationship-building with her fans and always striving to give back more value to them. Promoting the album on an ABC News live stream two months before the release, she is seen with freshly cut hair sitting on a couch, surrounded by some of her fans, asking them to dance with her to her new song, giving further insights to the album and answering their questions²⁷. Having gotten many questions about her song-creating process, she decided that the deluxe album was going to include initial versions of her songs to bring her fans along on the process of transforming a melody into a song, stating that “*all that I decide to do on albums is based on what you would like*”. She also announced that she developed the so-called Swift Sticks, which contained a certain amount of concert tickets and meet-and-greets to give to her biggest fans. She got this idea upon noticing on social media the effort fans put to be able to see her, intensifying her urge to give back to them²⁸.

She also initiated the Secret Sessions with pre-selected fans based on their social media posts, inviting them to her house to spend quality time together, eating cookies, and listening to her pre-released songs. Later on, fans would then share this unique experience on social media²⁹. The phenomenon of Swift looking fans up on social media, sometimes interacting with them through liking, commenting, or re-tweeting, came to be known as *Taylurking* (a combination of the words ‘Taylor’ and ‘lurking’), and helped her get to know the fans better at an individual level³⁰: “*I'm really in touch with my fans, and I know what they like. I want to come up with as many ways that we can spend time together and bond because it keeps me normal*”³¹.

Swift's efforts for personal interaction with her fans did not stop there. During her *1989* album era Swift sent her biggest fans Christmas gifts in what became known as *Swiftmas*. She looked for the Christmas wishes of her biggest fans on their online posts, understanding what they might like or need, packed the gifts herself and sent them. In some instances, she personally handed the packages out to fans she had met or those who had exhibited extra engagement online³².

Following another public dispute in 2016 between her, the rapper Kanye West and his then-wife Kim Kardashian, she disappeared from the public eye³³, thus bringing this era to an end.

The Transformation: the ‘Reputation’ album

One year after her disappearance, she suddenly cleared all her social media accounts, giving her a clean slate to announce her new album *Reputation*, signaling the beginning of a new era, focused on trying to shed the negativity surrounding her reputation, and transform into something new. The album opened with the single *Look What You Made Me Do*, which was filled with references – or as Swift calls them, *easter eggs*— to her life and reinvention. In an

interview with The Tonight Show in 2021, she revealed that she had been putting out such easter eggs since her first albums: for instance, the lyrics contained in the album booklet would all be in lowercase letters except for some selected capital ones, which combined would spell out a secret message. Additional easter eggs could be found in all her music videos. In the case of the song *Look What You Made Me Do* lyrics like “I’m sorry, the old Taylor can’t come to the phone right now. Why? Oh ‘cause she’s dead!”³⁴, clearly signaled the beginning of a new chapter in her life. Her dark, decisive, and dangerous new image was a contrast to the more vulnerable ‘old Taylors’: in the video, she is seen standing on top of the ‘old Taylors’, not letting any of them push her down while the others are fighting to reach the top³⁵.

With *Reputation*, Swift changed her social media posts and how she appeared in public. The number and regularity of Instagram posts decreased, TV performances became less frequent, and so did red carpet appearances. Not even the paparazzi were able to spot her as easily. During that time Swift’s primary connection with fans was through concerts, where she openly discussed diverse topics like women’s rights or the LGBTQ+ community’s struggles. To further connect with her fans and to be able to get to know them better, she created the *Rep Room*, a place where fans who were pre-selected based on their social media activity or handpicked by Swift’s mother by looking through the crowd at concerts³⁶ have the opportunity to meet her before or after the concert³⁷. The *Reputation* tour itself became the highest-grossing US tour between the beginning of Billboard tracking and 2018, with over 2 million tickets sold, generating a gross of \$266.1 million³⁸.

The artist’s interactions with her fans continued with the same intensity and began to move beyond concerts, blurring the lines between fans and friends³⁹. She started making it a point to go above and beyond to help fans when they were in need. In 2016 Swift donated \$10,000 to fund a service dog for a five-year-old boy with autism. She also gifted front row seats and backstage passes to the family for *Reputation*, when she found out that his older sister was a fan. This list goes on, with Swift paying for a fan’s university tuition fees to help them continue their studies⁴⁰ or surprising others at their wedding⁴¹. Such interactions were publicized as fans themselves would post them on social media and then the stories would be picked up by the press.

In June of 2017, Swift made her entire music catalogue available on all streaming platforms, including Tidal, Amazon, Spotify and Pandora, through an Instagram announcement on Taylor Nation: “*In celebration of 1989 selling over 10 Million Albums Worldwide and the RIAA’s 100 Million Song Certification announcement, Taylor wants to thank her fans by making her entire back catalog available to all streaming services tonight at midnight*”⁴².

Empowerment: Becoming herself

Her next album, *Lover* was released in 2019 and was a complete contrast to the darkness of *Reputation*: the album was very colorful and filled with butterflies, which were a reference to the cover of her first CD which was more carefree⁴³. Additionally, instead of directly writing songs about recent personal events, she took a step back and gave her music more space to speak for her. The few clues remaining became the only way for fans to understand what might be happening in her life at the time. Fans needed to listen more attentively and look closer, as the easter eggs were not as noticeable anymore⁴⁴.

In *Lover* she chose to sing about all the different types of love, other than romantic love. Before the album launch announcement, her Instagram feed changed again. Instead of the darker black and white, she started using pastel colors and enigmatic posts with the caption ‘4.26’, hinting that something would happen on April 26, corresponding to the announcement of *Lover*. On April 25, she made a surprise appearance at a mural in Nashville where a street artist had painted enormous butterfly wings earlier that day. In the wings, three cats were depicted, representing Swift’s cats, thirteen hearts, symbolizing her lucky number, and seven stars as

Lover was her 7th album. Over 200 Swifties suspected that she would make an appearance there and waited patiently for hours, some even leaving work or school just to be able to see her. When Swift finally appeared, she exclaimed “*You guys are amazing for figuring this out because no one knew we were coming. No one knew this was a part of the campaign and what we're doing. You figured out the clue. You're the best. I love you so much*”, proceeding to hug and take pictures with them⁴⁵.

She released the sister albums *Folklore* and *Evermore* during the pandemic in 2020. What differentiated these albums from her previous work was not only the music style, which was alternative indie, but also that she left the autobiographical elements behind, exchanging them for folk stories while still adding the same emphasis on emotions as in previous work⁴⁶. This more distant perspective on the songs enabled her to make fans relate to the feelings expressed while allowing her additional creative freedom⁴⁷. *Folklore* was awarded Album of the Year during the Grammys, breaking her record as the only female artist to have won this many times in this category⁴⁸.

Her newest pop album, *Midnights* was released in October 2022, focusing on stories that keep her up at night⁴⁹. It broke several records in the music industry's history: it occupied all the top 10 of Billboard's Hot 100 list, became Spotify's most-streamed album and artist within the same day, and surpassed the record of weekly LP sales since 2015, with over 1 million sales according to the New York Times⁵⁰. After the first week since its release, the songs from the album took over TikTok, in the form of fan-generated content. The most used song in the videos that fans created was *Anti-Hero* and its lyrics “*It's me. Hi. I'm the problem it's me*”, which fans found to be relatable, generating 84,000 videos just a few days after the song's release⁵¹.

In 2023 Swift was the only woman to make the Forbes' top 10 highest-earning entertainers list⁵², and in March of the same year, she was awarded iHeartRadio's Innovator award, honoring impactful pop artists⁵³. Her acceptance speech expressed her candid vulnerability, just like she had been doing in her songs, focusing on an honest message of resilience. She highlighted that awards only celebrate successes and the decisions that led to successful outcomes, mentioning that “*the hundreds or thousands of dumb ideas that I've had are what led me to my good ideas. You have to give yourself permission to fail*”⁵⁴.

A bump on the road: fighting for her work

In 2018 Big Machine Label Group, which had been representing Swift since the beginning of her career was sold to Ithaca, owned by Scooter Braun. The management change meant that the master recordings of Swift's first six albums also changed ownership, leaving her with no control over the use of her own work – a problem not uncommon in the music industry⁵⁵. After a public feud with Scooter Braun, during which he criticized Swift for ‘weaponizing a fanbase’⁵⁶, Swift signed with Universal Music Publishing Group (UMPG)⁵⁷, ensuring the ownership of any future works. In a 2019 Tumblr post she communicated her struggles to her fans and expressed the wish that “*hopefully, young artists or kids with musical dreams will read this and learn about how to better protect themselves in a negotiation*” (Exhibit 8).

To regain ownership of her work, Swift began re-recording her past albums one by one with the title ‘*Taylor's Version*’ – a process that would take several years to complete. *Fearless (Taylor's Version)* and *Red (Taylor's Version)* were released in 2021⁵⁸, and included previously never released songs that were originally written for those albums⁵⁹. One of these songs is the 10-minute version of *All Too Well*, making it the longest song to reach No.1 on the Billboard Hot 100⁶⁰ list. Not surprisingly, fans embraced the re-recorded albums: according to Billboard six months after its release, *Red (Taylor's Version)* earned 1.56 million equivalent album units and over 1 billion streams compared to the original *Red*'s 351,000 equivalent album units and 150.2 million streams⁶¹.

Her next re-recorded album was *Speak Now (Taylor's Version)*, which was released in the summer of 2023 during her *Eras* tour and remained in the Billboard 200 chart for its first two weeks of release⁶². Fans had been speculating that her third re-recorded album would be coming soon, based on hints left on the music video of a *Midnights* song. Her fourth re-recorded album, *1989 (Taylor's Version)* was released in October of 2023.

Beyond Music

During the pandemic, Swift's documentary *Miss Americana* was released. In it, Swift took control of her own narrative⁶³. *Miss Americana* provided insight into the artist's struggles, including her battle with an eating disorder and body image issues. It included several vulnerable moments, like crying because none of her songs got nominated in significant Grammys categories, or when she talks to her friends about having children. She showed behind the scenes of her music-making, as well as more personal moments with her cats and parents⁶⁴. She also addressed how happy she was in her romantic relationship without going into detail, which was a significant change from the younger Taylor, who would write songs about her exes, letting fans in on details about her relationships. She focused on the gratitude she felt when thinking about the journey she had been able to take, knowing that none of that would have been possible without her fans, making her want to work harder to make them further appreciate her⁶⁵. Overall, *Miss Americana* gave an insightful view of her life, showing that she is a vulnerable human with ups and downs like everyone else.

Swift also directed the short film *All Too Well*, which premiered in November 2021. She revealed that moving to film came naturally as it was another way of telling stories, which she loves⁶⁶. The movie gave Swift her second Best Music Video Grammy and was shortlisted for an Oscar nomination⁶⁷. In the end, when the movie was not nominated, fans once again took to social media to show their support for Swift.

However, despite Swift's occasional acting or directorial attempts, the singer's primary focus and income stream strongly remains song-writing and performing. This is distinctly different from other peers who have extended their activities, monetizing their brand through fashion lines, alcohol brands, restaurant chains and more⁶⁸.

The Taylor Universe

Taylor Swift's captivating storytelling and consistent efforts to connect and engage with her fans, has allowed her to achieve one of the highest and ever-growing followings on social media and streaming platforms. Currently, 280 million fans follow her Instagram account⁶⁹, 95 million and 80 million her Twitter and Facebook accounts respectively, while 56 million subscribe to her YouTube⁷⁰ channel and over 100 million listen to her songs monthly on Spotify, streaming some of her songs over 5 billion times⁷¹. Who are these fans and how do they connect with Taylor Swift, her music and to each other?

Fans and their relationship to Taylor

It is estimated that in the US alone more than half of the adult population considers themselves a fan⁷². In a more conservative estimate, a YouGov survey reported that 43% of US adults see themselves as fans of the artist, with almost 10% self-describing as *big fans*⁷³. A survey among Swift fans on the dedicated Swift sub-reddit (see Exhibits 5-7), revealed interesting facts about the fan base, their preferences and motivations. Not surprisingly, an overwhelming 83.5% of those who identified as Swifties, compared to regular fans or occasional listeners, were female. Across the various age groups (18-54), Swifties state that they have been fans since her first four albums, a testament to the long-term relationship she has tried to build with fans. Most of the fans are Millennials, just like Swift herself, with only a small portion belonging to the GenZ generation. Swifties show strong interest in the singer's music, videos, concerts and social

media posts, with the majority stating they are very likely to listen to her albums on the day they are released, paying attention to the clues she leaves.

Some attribute Swift's enduring success to the high level of acousticness of her songs (based on acoustic instruments rather than electronic), but also their high danceability and emotionality⁷⁴. Most of her songs rate very highly on Spotify's emotionality metric due to the lyrics. When this is combined with the catchy pop melodies (high danceability), the result is a music hit with a very broad appeal, that can be played across several radio stations⁷⁵. Fans are initially drawn to Swift because of these catchy melodies – sometimes recognizing the melody without knowing who the singer is. Then they are drawn in through the lyrics that capture relatable situations and feelings, and create a universe with its own codes and symbols. Once they start enjoying her music, they also connect with the singer on streaming platforms and social media, following and liking her posts, digging deeper into the clues, and seeking connection to other Swifties by joining online fan groups. As revealed by a fan⁷⁶, the fact that she covers several different genres, topics, and emotions makes fans spend a lot of time listening to her discography instead of shifting to other artists. Swifties believe that with the right playlist and by uncovering the clues she leaves and their meaning, many non-fans would be 'converted'.

Swifties consider their relationship to Swift's music like that of a best friend or big sister that speaks to their most genuine feelings and is always present; some even consider the music a soulmate that captures the essence of their personality. Despite this close relationship felt to her music, closeness to Swift herself is mostly neutral both among regular fans and Swifties (2.85 and 3.9/7 respectively). Nevertheless, when asked to describe Swift with one word, most fans use the words 'mastermind', 'talented', and 'iconic'.

Swifties are willing to spend significant amount of time and effort making or customizing outfits to attend the *Eras* concerts – some even using 3D printed elements – sometimes likening it to 'their very own MET gala'⁷⁷. Besides time, fans dedicate significant financial resources to stay connected to the singer. For example, the official ticket prices for Swift's *Eras* tour in the US ranged from \$49 to \$449, with VIP packages ranging from \$199 to \$899⁷⁸. The re-sale price of those tickets was even higher, reaching on average \$1,605, when an average resale ticket around the same period for Beyonce's tour was \$459, and Drake's \$487⁷⁹. In most cases fans would not only have to pay for the tickets, but also for travel, accommodation, food, merchandise, and outfits, spending more than an estimated \$1,300 in total for the chance to see the singer perform live⁸⁰. This level of expenditure measured up to a forecasted \$5 billion boost to the US economy⁸¹.

The fans community

When subscribing to Swift's official newsletter, fans are welcomed into the 'Taylor Nation': they automatically receive an email from Taylor Nation with the subject "You're on the list!" sharing the singer's different social media accounts and asking fans to connect and stay in touch. This is the first encounter with the fan community.

However, the universe Swift has crafted extends beyond her own music, videos, and clues: she has inspired other authors, directors, and songwriters who use some of her famous images and symbols in their own work⁸². And most importantly, it has inspired fans to create their own community. Fans state that seeing all these connections that now go beyond Swift herself makes them want to immerse themselves in this universe, seeing objects, words, and numbers that make them consistently think about her due to the imagery in her lyrics and music videos.

This symbolism also helps Swifties spot each other: for example, wearing a red scarf lets people know that one is a Swift fan, as this is an association with the scarf mentioned in the song *All too Well* from *Red*, symbolizing failed love⁸³. More recently, following the advice in the lyrics of Taylor's *You're on Your Own, Kid* "Everything you lose is a step you take / So make the

friendship bracelets / Take the moment and taste it”, Swifties started making or buying friendship bracelets to wear to the *Eras* tour concerts and exchange them with other fans⁸⁴.

These symbols also help form the fan community as they become a shared reference, connecting them through the same values and emotions, allowing them to deeply understand each other. Fans know on which side they stay when it comes to Swift and her exes, as she shares insights into what happened in the different relationships through her lyrics⁸⁵. So much so that in 2023 ahead of the release of *Speak Now (Taylor’s version)* Swift urged her fans to be kind, stating that *“I’m not putting this album out so you can go on the internet and defend me against someone you think I wrote a song about 14 million years ago”*⁸⁶.

The primary way of interaction among Swifties is virtual, through social media. The Taylor Swift subreddit community (r/TaylorSwift) with 1.5 million subscribed Swifties, is ranked as a top 1% community on the platform⁸⁷. Similarly, due to the *Eras* tour, many use Facebook groups to help choose their outfit (to match with Swift’s wardrobe according to each era), get opinions on whether second-market ticket sites are trustworthy, and share their experience in the concerts.

“I am 33 and have been going to concerts since I was 18...I have never experienced the crowd I experienced at the Eras. It was a religious experience. Everyone was having the time of their lives and singing to the top of their lungs. Kids, men, women, everyone. I will never feel that again, unless maybe at another Taylor concert.” – Natnguyen, 2023

“It is so true. In Arlington, the girl next to me HUGGED me at the end and gave me a [friendship] bracelet. People in the lines, people outside, everyone was SO sweet... I know this sounds stupid, but you're right. Swifties are like no other.” – kinda_fruity_ngl, 2023

One of the main drivers of communication between the fans and one of the reasons for their content creation are the clues Swift leaves in her lyrics, music videos, performances, and posts. Analyzing her every move generates a lot of content and engagement, mainly because everything is carefully crafted. Being able to find references to older songs in the newer ones and vice versa makes fans review her full discography in search of another clue, with some stating that even if she stopped putting out clues, they would never stop speculating⁸⁸.

Due to this level of engagement by her fanbase, some fans do not even follow her official social media accounts, including Swift’s personal accounts and Taylor Nation run by her management team, as they get all the information through other fan accounts⁸⁹. Fans are motivated to create content primarily driven by admiration for Swift (41% of 18–24-year-olds, and 35% of 25–34-year-olds), and self-expression (31% of 18–24-year-olds, and 35% of 25–34-year-olds). Still, about 20% of fans across age groups report posting specifically in the hopes that they will be noticed by Swift in her Taylurking. Regardless of the motive for creating content, fans report feeling excitement (32%) and connection (28%) within the community, but also support (16%) and validation (12%)⁹⁰.

What’s next?

By the end of 2023 Taylor Swift seemed to be on top of the world. She was the year’s most streamed artist reaching 26.1 billion streams globally according to Spotify⁹¹. Four of her albums occupied the top 10 positions on the Billboard 200 chart, making her the first woman to do so⁹². She had played in sold out stadiums across the US, Mexico, Brazil and Argentina, making the *Eras* Tour the highest grossing music tour of all time⁹³ and was preparing for additional and much anticipated international shows in Europe and Asia⁹⁴. Her concert film *‘Taylor Swift: The Eras Tour’*, shown in 8,500 cinemas across 100 countries⁹⁵, became the highest grossing concert

film ever generating over \$260 million⁹⁶. The film was also nominated for the Golden Globes and Critics' Choice Documentary awards among others⁹⁷. Capping off a stellar year, she was named Person of the Year by Times Magazine, a prestigious title awarded to the person who "most shaped the headlines over the previous 12 months, for better or for worse"⁹⁸. "*This is the proudest and happiest I've ever felt, and the most creatively fulfilled and free I've ever been*", she stated in her Times interview⁹⁹.

A lot had happened in her private life as well. In early 2023 Swift and her then boyfriend Joe Alwyn broke up after six years of dating, leaving many fans in shock and in anticipation of new heartbreak songs. By the end of the year, she began a very public and seemingly serious relationship with American football player Travis Kelce, even sparking speculation about engagement. For an artist who draws her inspiration from her personal life and puts so much of her own experience in her music and lyrics, these developments could potentially be significant, especially if channelled back into her work.

As Swift enters a new era in her professional and personal life, the question arises as to what this new era will look like. Her life's experiences, songs and evolution remain meaningful and relevant to her core audience comprised primarily of Millennials. At the same time, however, the GenZ audience might find her less relatable, as people in this age group (18-24 years old) are at a point in their lives where self-discovery, dating and heart break themes dominate. Although Swift was able to explore and articulate this universe well until now, she might soon be moving away from this.

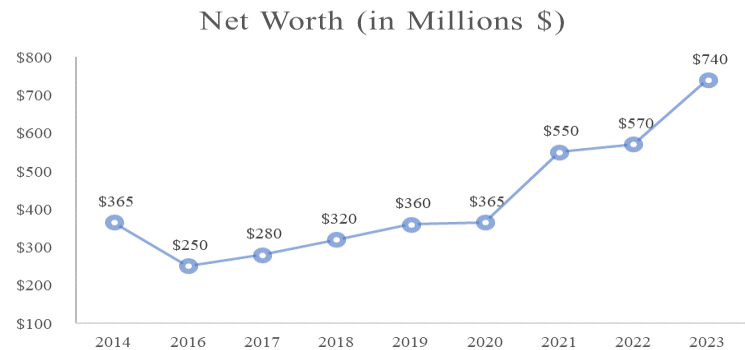
According to the generational music cycle, GenZ is the generation shaping the current music industry trends¹⁰⁰, and streaming the most music with over 578 billion minutes¹⁰¹. The pandemic made social media one of the major players in the way artists and new music are discovered¹⁰² (Exhibit 9): songs trending on TikTok appeared on Billboard Hot 100 and Spotify Viral 50¹⁰³. While pop music used to be the favorite genre for people between the ages of 13-39, Hip-Hop/Rap and Rock have been rising in popularity¹⁰⁴ (Exhibit 10). GenZ is currently discovering nostalgia focusing on old songs and looking at them from their own perspective, while using different types of music to get to know themselves better¹⁰⁵. Inclusivity, authenticity, transparency, uniqueness, and purpose are valued by this generation in brands, and that extends to artists¹⁰⁶. They appreciate seeing the imperfections that make people feel real and want to be part of the whole experience by accessing behind-the-scenes content¹⁰⁷.

Since Taylor Swift's fan base predominantly comprises of Millennials and only 11% GenZ¹⁰⁸, it raises the question of how she might reinvent herself in this new era to maintain and grow her success, ensuring fans' loyalty while attracting new ones.

Exhibit 1 Taylor Swift album release and awards timeline

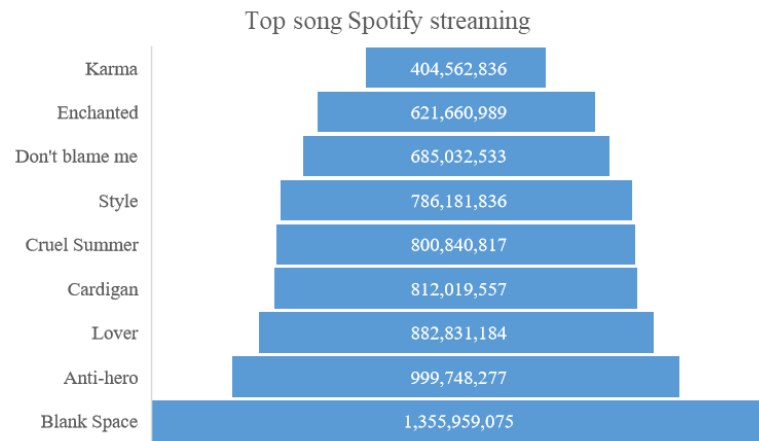
Year	Album	Award
2006	<i>Taylor Swift</i> - Country album about love and break-up, introducing the young artist to the music world.	
2007		Country Music Awards (CMA): New Artist of the Year
2008	<i>Fearless</i> - Country album about the difficulties, joys, and lessons of being a teenage girl.	
2009		MTV Video Music Awards (VMA): Best female artist video
2010	<i>Speak Now</i> - Country album written entirely by Swift, about the in-between phase of slowly transitioning from teenager to young adult.	Grammy Awards: Album of the Year, best female country vocal performance, best country song, best country album
2012	<i>Red</i> - Country album that started appearing in the pop charts, with songs about love and heartbreak.	Grammy Awards: Country solo performance, country song
2013		Grammy Awards: Best song written for visual media Billboard Music Awards: Artist of the Year
2014	<i>1989</i> - Pop album about being a young adult and experiencing life in a big city, starting to get her life together, showing herself as being secure while continuing to sing about love and heartbreak.	
2016		Grammy Awards: Album of the Year, Best pop vocal album, Best music video
2017	<i>Reputation</i> - Pop album responding to all the negative media about her, reinventing herself and not letting others' opinions define her.	
2019	<i>Lover</i> - Pop album about love, very romantic in style.	American Music Awards (AMA): Artist of the Decade
2020	<i>Folklore</i> - Indie album about folk storytelling, filled with the same imagery and emotions. <i>Evermore</i> - Indie album, continuation of <i>Folklore</i> .	
2021	<i>Fearless (Taylor's Version)</i> ; <i>Red (Taylor's Version)</i> .	Grammy Awards: Album of the year
2022	<i>Midnights</i> - Pop album describing thoughts that keep her up at night.	NYU: Doctor of Fine Arts honorary degree
2023	<i>Speak Now (Taylor's Version)</i> . <i>1989 (Taylor's Version)</i> .	Grammy Awards: Best Music Video iHeartRadio: Innovator Award

Exhibit 2 Taylor Swift net worth evolution



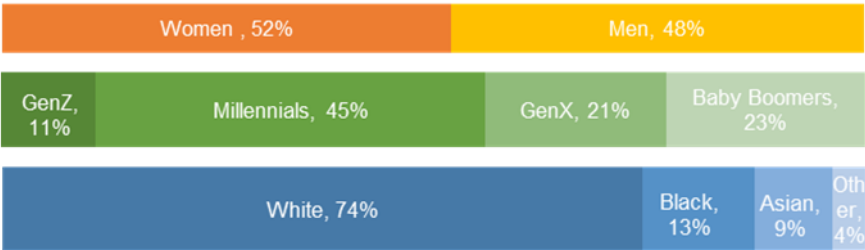
Source: <https://www.forbes.com/profile/taylor-swift/?sh=5243498018e2>

Exhibit 3 Taylor Swift singles streaming on Spotify



Source: <https://open.spotify.com/artist/06HL4z0CvFAXyc27GXpf02> (Accessed July 24, 2023)

Exhibit 4 Taylor Swift US fan demographics



Source: Morning Consult, <https://morningconsult.com/2023/03/14/taylor-swift-fandom-demographic>

Exhibit 5 US fan survey results (case authors' research)

Gender composition

Gender	Total	Swifties
Female	2,098	1,583
Male	375	269
Other	59	44

Age distribution

Age group	Total	Swiftly	Fan	Occasional Listener
<18	205	169	34	2
18-24	740	559	146	35
25-34	1,307	978	312	17
35-44	224	156	65	3
45-54	44	24	20	0
55+	12	10	1	1

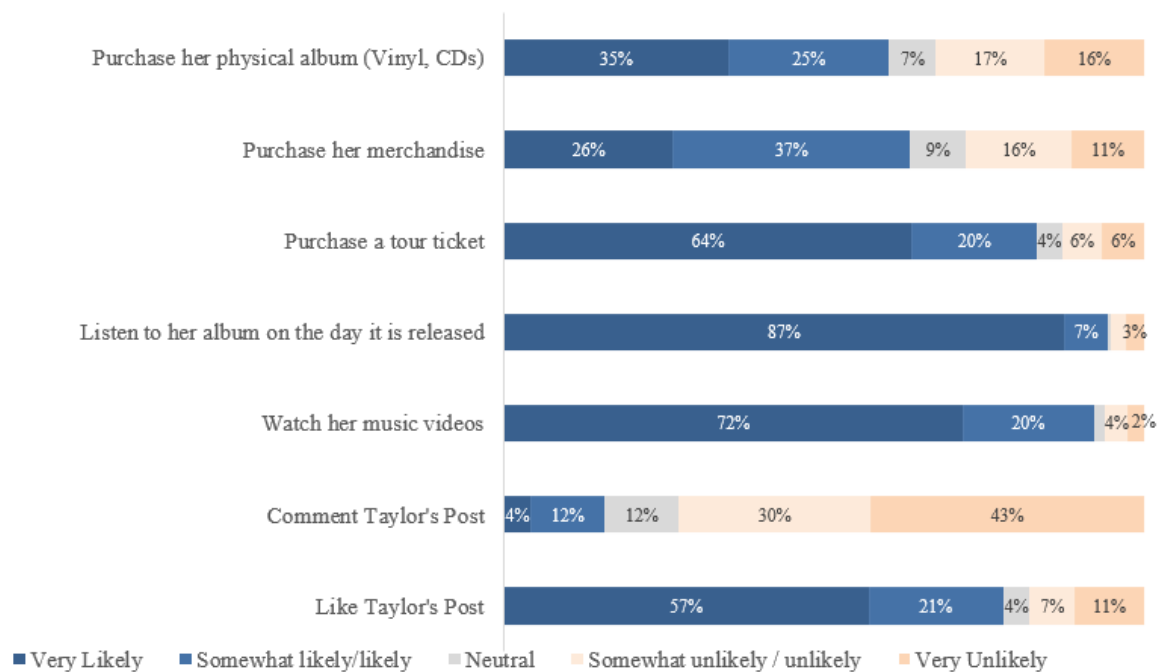
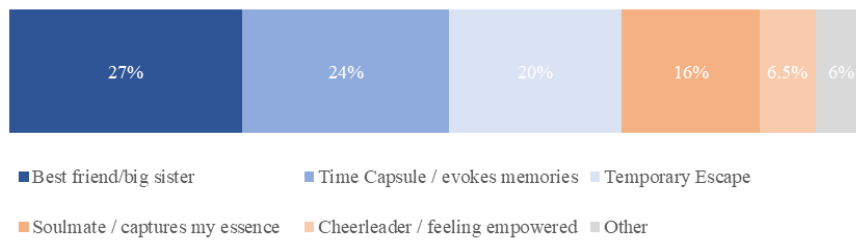
Exhibit 6 US fan survey results (case authors' research): How fans engage with Swift

Exhibit 7 US fan survey results (case authors' research): Relationship with Swift's music**Exhibit 8** Taylor Swift's post about the Scooter Braun copyrights feud

For years I asked, pleaded for a chance to own my work. Instead I was given an opportunity to sign back up to Big Machine Records and 'earn' one album back at a time, one for every new one I turned in. I walked away because I knew once I signed that contract, Scott Borchetta would sell the label, thereby selling me and my future. I had to make the excruciating choice to leave behind my past. Music I wrote on my bedroom floor and videos I dreamed up and paid for from the money I earned playing in bars, then clubs, then arenas, then stadiums.

Some fun facts about today's news: I learned about Scooter Braun's purchase of my masters as it was announced to the world. All I could think about was the incessant, manipulative bullying I've received at his hands for years.

Like when Kim Kardashian orchestrated an illegally recorded snippet of a phone call to be leaked and then Scooter got his two clients together to bully me online about it. (See photo) Or when his client, Kanye West, organized a revenge porn music video which strips my body naked. Now Scooter has stripped me of my life's work, that I wasn't given an opportunity to buy. Essentially, my musical legacy is about to lie in the hands of someone who tried to dismantle it.

This is my worst case scenario. This is what happens when you sign a deal at fifteen to someone for whom the term 'loyalty' is clearly just a contractual concept. And when that man says 'Music has value', he means its value is beholden to men who had no part in creating it.

When I left my masters in Scott's hands, I made peace with the fact that eventually he would sell them. Never in my worst nightmares did I imagine the buyer would be Scooter. Any time Scott Borchetta has heard the words 'Scooter Braun' escape my lips, it was when I was either crying or trying not to. He knew what he was doing; they both did. Controlling a woman who didn't want to be associated with them. In perpetuity. That means forever.

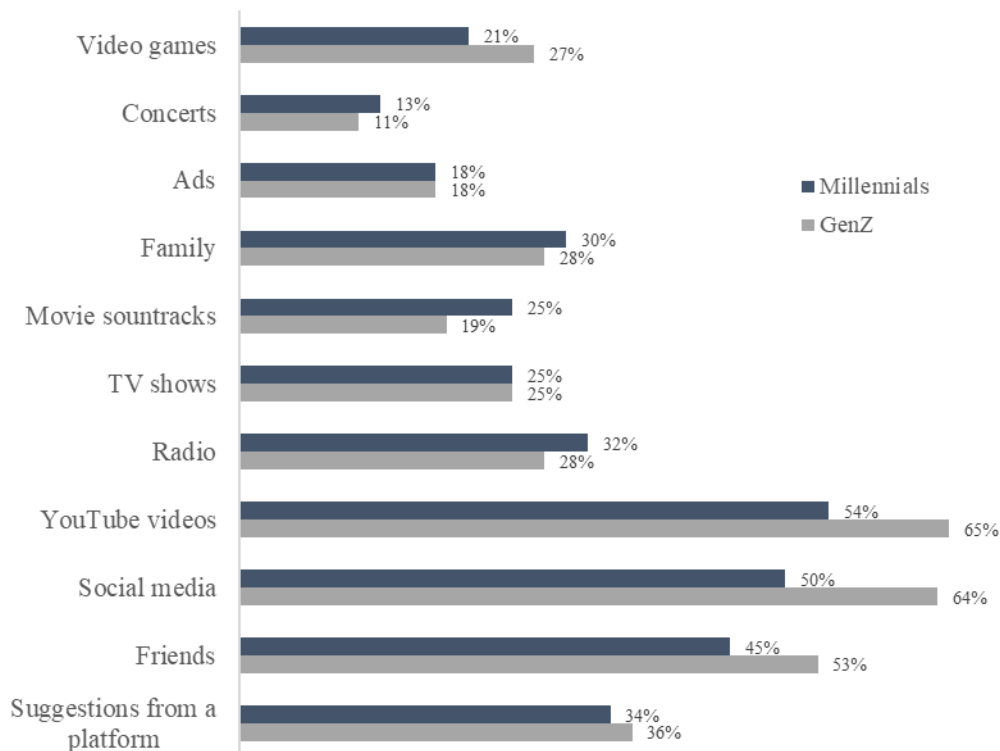
Thankfully, I am now signed to a label that believes I should own anything I create. Thankfully, I left my past in Scott's hands and not my future. And hopefully, young artists or kids with musical dreams will read this and learn about how to better protect themselves in a negotiation. You deserve to own the art you make.

I will always be proud of my past work. But for a healthier option, Lover will be out August 23.

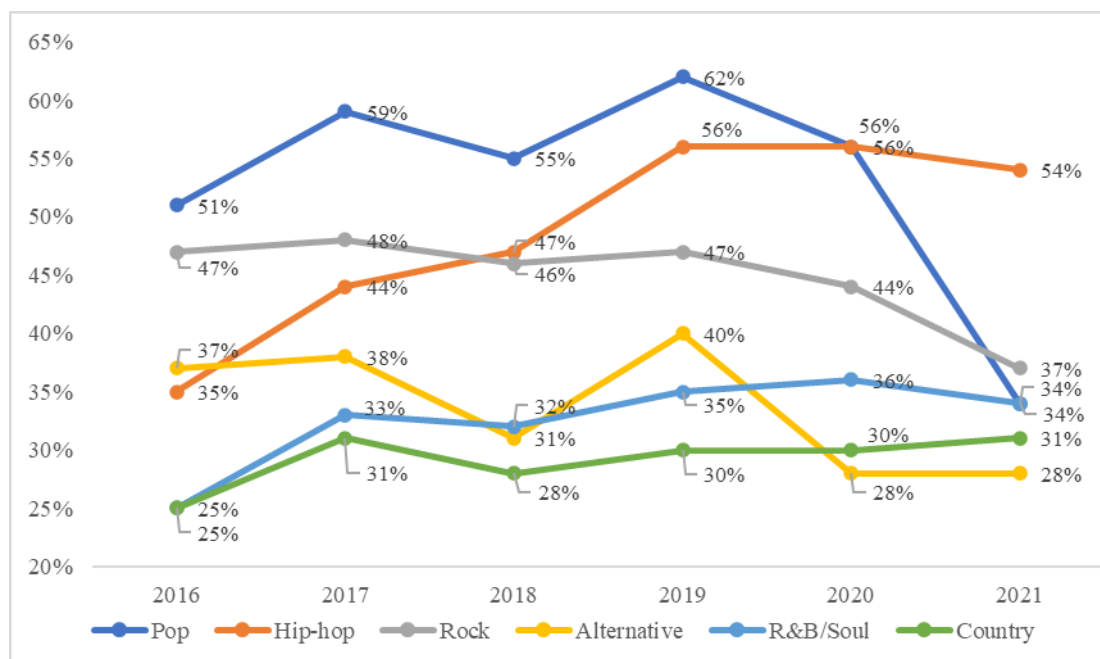
Sad and grossed out,

♥

Taylor
123,588 notes Jun 30th, 2019

Exhibit 9 Finding new artists post-pandemic: GenZ vs Millennials

Source: Adapted from YPulse, <https://www.ypulse.com/article/2021/12/08/how-gen-z-millennials-music-discovery-has-changed-in-2-charts/>

Exhibit 10 Musical genre popularity evolution among the GenZ generation

Source: Ypulse - <https://www.ypulse.com/article/2021/11/16/this-has-rapidly-become-gen-zs-top-music-genre>

ENDNOTES

- ¹ Pallotta, Frank. 2022. "Taylor Swift: Ticketmaster Fiasco "Excruciating for Me." *CNN Business*, November 18, 2022. <https://www.cnn.com/2022/11/18/media/taylor-swift-ticketmaster/index.html>
- ² Sky News. 2022. "Taylor Swift Shares Anger at Ticketmaster after Fans Struggle to Get Tickets for Her Tour." *Sky News*. November 18, 2022. <https://news.sky.com/story/taylor-swift-shares-anger-at-ticketmaster-after-fans-struggle-to-get-tickets-for-her-tour-12750533>
- ³ Ticketmaster (@ticketmaster). 2022. Twitter, 17 November, 2022. <https://twitter.com/Ticketmaster/status/1593333211769106433?lang=en>.
- ⁴ Pallotta, Frank. 2022. "Taylor Swift: Ticketmaster Fiasco "Excruciating for Me." *CNN Business*, November 18, 2022. <https://www.cnn.com/2022/11/18/media/taylor-swift-ticketmaster/index.html>
- ⁵ Biron, Jake and Epstein, Bethany. 2022. "Swifties Are Ready to Burn Ticketmaster to the Ground after it Ran out of Tickets for Taylor Swift's Eras Tour." *Insider*. November 17, 2022. <https://www.insider.com/taylor-swift-eras-tour-sold-out-cancel-tickets-fan-reaction-2022-11>
- ⁶ Brown, Bridget. 2022. "Taylor Swift Receives Honorary Degree from NYU and Gives Commencement Address at 2022 Ceremony." *CBS News*, May 18, 2022. <https://www.cbsnews.com/news/taylor-swift-nyu-honorary-degree-commencement-address-2022>
- ⁷ Dupes, Abby. 2022. "Taylor Swift Is Graduating from NYU and Becoming a Doctor." *Women's Health*, March 29, 2022. <https://www.womenshealthmag.com/life/a39573494/taylor-swift-nyu-doctor>
- ⁸ Kopstein, Jeannie and Espada, Mariah. 2023. "The Staggering Economic Impact of Taylor Swift's Eras Tour". *Times Magazine*, August 24, 2023. <https://time.com/6307420/taylor-swift-eras-tour-money-economy>
- ⁹ Ray, Michael. 2023. "Taylor Swift: Biography, Albums, Songs, & Facts". *Britannica*. March 19, 2023. <https://www.britannica.com/biography/Taylor-Swift>
- ¹⁰ Ibid.
- ¹¹ Ibid.
- ¹² Tilchen, Jordyn. 2019. "Taylor Swift's Fans Have Known Her For 13 Years — This Is How She's Kept Growing With Them." *Mtv.com*, August 21, 2019. <https://www.mtv.com/news/29ig45/taylor-swift-evolution-of-swifties-relationship>
- ¹³ Quality Culture. "The Carefully Crafted Narrative of Taylor Swift." YouTube video, 27:07, September 17, 2020. www.youtube.com/watch?v=w2XtejIt4p8
- ¹⁴ McDowell, Erin. 2022. "15 Times Taylor Swift Has Broken Records throughout Her Career." *Insider*, November 15, 2022. <https://www.insider.com/taylor-swift-broken-records-made-history-2022-8>
- ¹⁵ Ray, Michael. 2023. "Taylor Swift: Biography, Albums, Songs, & Facts". *Britannica*. March 19, 2023. <https://www.britannica.com/biography/Taylor-Swift>
- ¹⁶ West, Kelly. 2020. "Miss Americana: 13 Things We Learned from Taylor Swift's Netflix Documentary." *Cinemablend*, February 1, 2020. <https://www.cinemablend.com/news/2489468/miss-americana-13-things-we-learned-from-taylor-swifts-netflix-documentary>
- ¹⁷ Princiotti, Nora. 2021. "Red Marked Taylor Swift's Transition from Country to Pop." *The Ringer*, March 18, 2021. <https://www.theringer.com/2021/3/18/22337703/red-marked-taylor-swifts-transition-from-country-to-pop>
- ¹⁸ Walters, Meg. 2021. "The Untold Truth of Taylor Swift's 'Red' Album." *The List*, November 17, 2021. <https://www.thelist.com/663667/the-untold-truth-of-taylor-swifts-red-album>
- ¹⁹ Reichard, Ryan. 2019. "Taylor Swift Reveals Why She Wrote 'Speak Now' by Herself." *Taste of Country*, September 26, 2019. <https://tasteofcountry.com/taylor-swift-wrote-speak-now-by-herself>
- ²⁰ Songfacts. n.d. "Long Live by Taylor Swift." Accessed July 10, 2023. <https://www.songfacts.com/facts/taylor-swift/long-live>.
- ²¹ Tinubu, Abeni. 2022. "Taylor Swift Didn't Worry About Losing Fans When She Swapped Country for Pop." *Cheatsheet*, April 18, 2022. <https://www.cheatsheet.com/entertainment/taylor-swift-didnt-worry-losing-fans-swapped-country-pop.html>
- ²² Lyon, Lela. 2019. "Shifting Personas: A Case Study of Taylor Swift." Master's Thesis, University of Kentucky. <https://doi.org/10.13023/etd.2019.381>
- ²³ Ray, Michael. 2023. "Taylor Swift: Biography, Albums, Songs, & Facts". *Britannica*. March 19, 2023. <https://www.britannica.com/biography/Taylor-Swift>
- ²⁴ Browne, Erin. 2022. "All of Taylor Swift's Famously Devastating Track 5's, Ranked." *Vulture*, October 21, 2022. www.vulture.com/article/taylor-swift-track-5-songs-ranked.html
- ²⁵ Editors, Biography.com. 2022. "Taylor Swift Biography." *Biography*, November 1, 2022. <https://www.biography.com/musicians/taylor-swift>

- ²⁶ Quality Culture. 2020. "The Carefully Crafted Narrative of Taylor Swift." YouTube video, 27:07, September 17, 2020. www.youtube.com/watch?v=w2Xtejt4p8.
- ²⁷ Clarence Archive. 2014. "Taylor Swift Worldwide Live Stream Part 1 - Secret 1." YouTube video, 8:48, August 19, 2014. www.youtube.com/watch?v=JedrC-rHMw8.
- ²⁸ Rothman, Michael. 2014. "Taylor Swift Explains Meaning Behind Cover of New Album '1989'." *ABC News*, August 18, 2014. <https://abcnews.go.com/Entertainment/meaning-cover-taylor-swifts-album-1989/story?id=25028609>
- ²⁹ The Graham Norton Show. 2014. "Taylor Swift's Fangirls DIE at Secret Listening Parties." YouTube video, 4:23, October 10, 2014. www.youtube.com/watch?v=7jLWyenqY5Y
- ³⁰ Jao, Jerry. 2015. "Yes, Believe It: Taylor Swift Is a Customer Retention Expert." *Entrepreneur*, June 4, 2015. www.entrepreneur.com/growing-a-business/yes-believe-it-taylor-swift-is-a-customer-retention-expert/246603
- ³¹ ABC News. 2014. "Barbra Walters Most Fascinating People: Taylor Swift." YouTube video, 6:15, December 15, 2014. www.youtube.com/watch?v=P-TFhUq3otQ
- ³² Swift, Taylor. 2014. "Taylor Swift's Gift Giving of 2014 | SWIFTMAS." YouTube video, 6:11, December 31, 2014. www.youtube.com/watch?v=j3yyF31jbKo
- ³³ Acuna, Kirsten. 2017. "Everything You Need to Know about the Bad Blood between Taylor Swift and Kanye West." *Insider*, December 12, 2017. <https://www.insider.com/taylor-swift-kanye-west-feud-history-2017-9>
- ³⁴ AzLyrics.com. n.d. "Look What You Made Me Do." Accessed May 12, 2023. <https://www.azlyrics.com/lyrics/tailorswift/lookwhatyoumademedo.html>
- ³⁵ Swift, Taylor. 2017. "Taylor Swift - Look What You Made Me Do." YouTube video, 4:15, August 28, 2017. www.youtube.com/watch?v=3tmd-ClpJxA
- ³⁶ Johnson, Kara. 2018. "A Look Inside Taylor Swift's Rep Room." *Culturess* (blog), May 12, 2018. <https://culturess.com/2018/05/12/a-look-inside-taylor-swifts-rep-room>
- ³⁷ Bate, Ellie. 2018. "How Taylor Swift's 'Reputation' Era Broke All the Rules and Made Her More Successful Than Ever." *BuzzFeed*, August 24, 2018. www.buzzfeed.com/eleanorbate/how-taylor-swift-took-back-her-reputation
- ³⁸ Hodak, Brittany. 2018. "Taylor Swift Breaks U.S. Record With 'Reputation' Stadium Tour." *Forbes*, November 30, 2018. www.forbes.com/sites/brittanyhodak/2018/11/30/taylor-swift-breaks-u-s-record-with-reputation-stadium-tour
- ³⁹ Osborne, Neil. 2015. "The Swift Method of Brand Domination: How Delight and Surprise Builds Brand-Fan Loyalty." *The Sales Catalyst*, December 12, 2015. <https://www.thesalescatalyst.com.au/the-swift-method-of-brand-domination-how-delight-and-surprise-builds-brand-fan-loyalty>
- ⁴⁰ Juneau, Jen. 2019. "Taylor Swift Sends College Student Nearly \$5K for Tuition." *People*, August 13, 2019. <https://people.com/music/taylor-swift-pays-fan-college-tuition>
- ⁴¹ Vogue. 2016. "Taylor Swift Crashes Fans' Wedding with a Surprise Performance and Special Gift." *Vogue*, June 5, 2016. <https://www.vogue.com/article/taylor-swift-surprise-wedding-performance-fans>
- ⁴² Fekaduap, Mesfin. 2017. "Taylor Swift's Music is Returning to Spotify, Pandora, more." *Associated Press*, June 17, 2017. <https://apnews.com/general-news-music-e7d7ef5353e84dcf819fe086ab50ea98>
- ⁴³ Insider. 2019. "All The Easter Eggs in Taylor Swift's Video For 'ME!'." YouTube video, 12:20, April 17, 2019. www.youtube.com/watch?v=UbA29IF-Ma8
- ⁴⁴ Ibid.
- ⁴⁵ Wynne, Kelly. 2019. "Taylor Swift Surprises Fans at Butterfly Mural in Nashville Ahead of TS7 Announcement." *Newsweek*, April 25, 2019. www.newsweek.com/taylor-swift-fans-swarm-cryptic-nashville-mural-ahead-ts7-announcement-1405962
- ⁴⁶ Alvar, Natasha. 2020. "Miss Americana Review - Carefully Constructed Storytelling." *Cultured Vultures*, February 3, 2020. <https://culturedvultures.com/miss-americana-review>
- ⁴⁷ Ibid.
- ⁴⁸ Ibid.
- ⁴⁹ Park, Jane. 2020. "'Midnights' Review: What keeps you Awake at Night?" *Yale Daily News*, November 3, 2022. <https://yaledailynews.com/blog/2022/11/03/midnights-review-what-keeps-you-awake-at-night>
- ⁵⁰ Sisario, Ben. 2022. "Taylor Swift's Smash 'Midnights' Sells More Than 1 million in a Week." *The New York Times*, October 31, 2022. www.nytimes.com/2022/10/31/arts/music/taylor-swift-midnights-billboard-chart.html
- ⁵¹ Cavender, Elena. 2022. "Taylor Swift's 'Midnights' is Taking over TikTok One Song at a Time." *Mashable*, October 26, 2022. <https://mashable.com/article/taylor-swift-midnights-tiktok>

-
- ⁵² Sky News. 2022. "Taylor Swift Shares Anger at Ticketmaster after Fans Struggle to Get Tickets for Her Tour." *Sky News*, November 18, 2022. <https://news.sky.com/story/taylor-swift-shares-anger-at-ticketmaster-after-fans-struggle-to-get-tickets-for-her-tour-12750533>
- ⁵³ Bloom, Madison, and Evan Minsker. 2023. "Watch Taylor Swift Receive the 2023 iHeartRadio Innovator Award from Phoebe Bridgers." *Pitchfork*, March 28, 2023. <https://pitchfork.com/news/watch-taylor-swift-receive-the-2023-iheartradio-innovator-award-from-phoebe-bridgers>
- ⁵⁴ Aniftos, Rania, and Katie Atkinson. 2023. "Taylor Swift Accepts Innovator Award at 2023 iHeartRadio Music Awards: 'You Have to Give Yourself Permission to Fail'." *Billboard*, March 27, 2023. <https://www.billboard.com/music/awards/taylor-swift-2023-iheartradio-music-awards-speech-innovator-award-1235293641>
- ⁵⁵ Prior, Ryan. 2019. "When it Comes to Artists Losing the Rights to Their Songs, Taylor Swift is Hardly Alone." *CNN Business*, July 2, 2019. <https://edition.cnn.com/2019/07/01/business/taylor-swift-rights-trnd>
- ⁵⁶ Abuelhawa, Laila. 2022. "Scooter Braun Says Taylor Swift Is 'Weaponizing A Fanbase' Against Him". *HD 98.3*, April 29, 2022. <https://hd983.com/2022/04/29/scooter-braun-says-taylor-swift-weaponizes-fanbase-against-him>
- ⁵⁷ Universal. 2020. "Taylor Swift Signs Exclusive Global Publishing Agreement with Universal Music Publishing Group." *Universal Music Group*, February 6, 2020. <https://www.universalmusic.com/taylor-swift-signs-exclusive-global-publishing-agreement-with-universal-music-publishing-group>
- ⁵⁸ Sager, Jessica. 2021. "Everything We Know About Taylor Swift Re-Recording Her Old Albums." *Parade*, November 12, 2021. <https://parade.com/1192648/jessicasager/why-is-taylor-swift-rerecording-rereleasing-old-albums-taylors-version>
- ⁵⁹ Quality Culture. 2021. "Taylor Swift: Rewriting Her Narrative." YouTube video, 15:21, November 16, 2021. www.youtube.com/watch?v=sWXeMQk4bCI
- ⁶⁰ Trust, Gary. 2021. "Taylor Swift's 'All Too Well (Taylor's Version)' Soars In at No. 1 on Billboard Hot 100." *Billboard*, November 22, 2021. <https://www.billboard.com/music/chart-beat/taylor-swift-all-too-well-hot-100-debut-1235001340>
- ⁶¹ Lipshutz, Jason. 2022. "Here's How 'Red (Taylor's Version)' Performed Compared to Taylor Swift's 'Red' in its First Six Months." *Billboard*, May 19, 2022. <https://www.billboard.com/music/pop/taylor-swift-red-taylors-version-comparison-sales-streams-1235073295>
- ⁶² Caulfield, Keith. 2023. "'Speak Now (Taylor's Version)' Spends Second Week at No. 1 on Billboard 200." *Billboard*, July 23, 2023. <https://www.billboard.com/music/chart-beat/taylor-swift-speak-now-taylors-version-second-week-number-one-billboard-200-chart-1235376928>
- ⁶³ Alvar, Natasha. 2020. "Miss Americana Review - Carefully Constructed Storytelling." *Cultured Vultures*, February 3, 2020. <https://culturedvultures.com/miss-americana-review>
- ⁶⁴ West, Kelly. 2020. "Miss Americana: 13 Things We Learned from Taylor Swift's Netflix Documentary." *Cinemablend*, February 1, 2020. <https://www.cinemablend.com/news/2489468/miss-americana-13-things-we-learned-from-taylor-swifts-netflix-documentary>
- ⁶⁵ Ibid.
- ⁶⁶ Variety. 2022. "Directors on Directors: Taylor Swift & Martin McDonagh." YouTube video, 46:09, December 12, 2022. www.youtube.com/watch?v=x8zfsf4azLo
- ⁶⁷ Dellatto, Marisa. 2022. "Oscar Nominations Shortlist Snubs: Taylor Swift's 'All Too Well,' 'Good Night Oppy,' Robert Downey Jr. Doc." *Forbes*, December 21, 2022. <https://www.forbes.com/sites/marisadellatto/2022/12/21/oscar-nominations-shortlist-snubs-taylor-swifts-all-too-well-good-night-oppy-robert-downey-jr-doc>
- ⁶⁸ Patel, Nilay. 2023. "Taylor Swift and the Music Industry's Next \$20." *The Verge*, January 17, 2023. www.theverge.com/2023/1/17/23558679/taylor-swift-music-industry-streaming-spotify-eras-tour-midnights-ticketmaster
- ⁶⁹ Swift, Taylor (@taylorswift). 2024. Instagram profile account, accessed January 23, 2024. <https://www.instagram.com/taylorswift>
- ⁷⁰ Swift, Taylor (@TaylorSwift). 2024. YouTube profile account, accessed January 23, 2024. www.youtube.com/channel/UCqECaJ8Gaggn7YCbPEzWH6g
- ⁷¹ The Economic Times. 2023. "Taylor Swift's Swift Rise on Spotify! Singer is 1st Female Singer with 91mn Monthly Listeners, 5 Albums Have More Than 5bn Streams." *The Economic Times*, June 20, 2023. <https://economictimes.indiatimes.com/magazines/panache/taylor-swifts-swift-rise-on-spotify-singer-is-1st-female-singer-with-91-mn-monthly-listeners-5-albums-have-more-than-5-bn-streams/articleshow/101123800.cms>

-
- ⁷² Briggs, Ellyn, and Saleah Blancaflor. 2023. "The Taylor Swift Fandom is White, Suburban and Leans Democratic." *MorningConsult*, March 14, 2023. <https://morningconsult.com/2023/03/14/taylor-swift-fandom-demographic>
- ⁷³ YouGov. 2023. "Taylor Swift YouGov Poll Results: February 14 - 21, 2023." *YouGov*, March 9, 2023. [https://today.yougov.com/\(popup:search/taylor%20swift\)](https://today.yougov.com/(popup:search/taylor%20swift))
- ⁷⁴ Trainor, Clare and Bankova, Dea. 2023. The unstoppable pop of Taylor Swift. *Reuters*, July 29, 2023. www.reuters.com/graphics/MUSIC-TAYLORSWIFT/SPOTIFY/dwpkarywqpm
- ⁷⁵ Ibid.
- ⁷⁶ Case authors' research.
- ⁷⁷ Weiss, Geoff. 2023. "TikTokers are Spending Days on Stunning Hand-made Taylor Swift 'Eras' Concert Outfits, from Bejeweled Floral Dresses to a 3D Printed Snake Jacket." *Insider*, March 17, 2023. www.insider.com/taylor-swift-fans-viral-tiktoks-handmade-outfits-eras-tour-2023-3
- ⁷⁸ Williams, Jordan and Cohen, Steven. 2023. "Taylor Swift's Eras Tour kicks off its international leg in August — here's how to buy tickets." *BusinessInsider*, June 22, 2023. <https://www.businessinsider.com/guides/streaming/how-to-buy-taylor-swift-eras-tour-concert-tickets>
- ⁷⁹ Braverman, Beth and Segal, Barri. 2023. "This is How Much It Costs to See Taylor Swift on The Eras Tour." *US News*, June 23, 2023. <https://money.usnews.com/money/personal-finance/spending/articles/this-is-how-much-it-costs-to-see-taylor-swift-on-the-eras-tour>
- ⁸⁰ Ibid.
- ⁸¹ Ibid.
- ⁸² Uncarley. 2022. "The WEIRD Connections between Taylor Swift, Sally Rooney, & Phoebe Bridgers." YouTube video, 13:48, May 14, 2022. www.youtube.com/watch?v=FpWpNXXTbrc
- ⁸³ Matadeen, Renaldo. 2021. "All Too Well: What's the Story Behind the Red Scarf in Taylor Swift's Short?" *Cbr.com*, December 4, 2021. <https://www.cbr.com/taylor-swift-all-too-well-red-scarf-explained>
- ⁸⁴ Roberts, Kayleigh. 2023. "Everything You Need to Know About Why Taylor Swift Fans Are Making Friendship Bracelets for the Eras Tour." *Cosmopolitan*, May 20, 2023. <https://www.cosmopolitan.com/entertainment/celebs/a43948812/taylor-swift-friendship-bracelets-eras-tour-explained>
- ⁸⁵ Quality Culture. 2023. "The Carefully Crafted Narrative of Taylor Swift." YouTube video, 27:07, September 17, 2020. www.youtube.com/watch?v=w2XtejIt4p8
- ⁸⁶ Madani, Doha. 2023. "Taylor Swift Asks Fans Not to 'Defend' her Against Exes Ahead of the 'Speak Now' Re-Recording," *NBC News*, June 25, 2023. <https://www.nbcnews.com/pop-culture/pop-culture-news/taylor-swift-asks-fans-not-defend-exes-ahead-speak-now-re-recording-rcna91029>
- ⁸⁷ Swift, Taylor (r/TaylorSwift). 2024. Reddit profile account, accessed January 24, 2024. www.reddit.com/r/TaylorSwift
- ⁸⁸ Teen Vogue. 2023. "Why Taylor Swift's Hidden Messages Are So Genius. Superfan Show." YouTube video, 11:32, March 14, 2023. www.youtube.com/watch?v=RbtFz3-z7b4
- ⁸⁹ Ibid.
- ⁹⁰ Case authors' research.
- ⁹¹ Associated Press. 2023. "Taylor Swift is Spotify's most-streamed artist of 2023, ending Bad Bunny's 3-year reign". *Associated Press*, November 29, 2023. www.courthousenews.com/taylor-swift-is-spotifys-most-streamed-artist-of-2023-ending-bad-bunnys-3-year-reign
- ⁹² Lansky, Sam. 2023. The poet laureate of pop culture. *Times Magazine*, December 2023, p. 34 – 48.
- ⁹³ Guinness World Records. 2023. "Highest-grossing music tour". November 12, 2023. www.guinnessworldrecords.com/world-records/69631-highest-grossing-music-tour. Retrieved January 22, 2024.
- ⁹⁴ Kopstein, Jeannie and Espada, Mariah. 2023. "The staggering economic impact of Taylor Swift's Eras Tour" Originally published on August 23, 2023. <https://time.com/6307420/taylor-swift-eras-tour-money-economy>
- ⁹⁵ Fleck, Anna. 2023. "The numbers behind Taylor Swift's 'The Eras Tour'". *Statista*. www.statista.com/chart/31033/key-figures-from-swifts-the-eras-tour
- ⁹⁶ Wikipedia. 2023. Concert film. https://en.wikipedia.org/wiki/Concert_film#Highest-grossing_concert_films
- ⁹⁷ Wikipedia. 2023. Taylor Swift: The Eras Tour. https://en.wikipedia.org/wiki/Taylor_Swift:_The_Eras_Tour#Accolades
- ⁹⁸ Jacobs, Sam. 2023. The Choice. *Times Magazine*, December 2023, p. 32–33.
- ⁹⁹ Lansky, Sam. 2023. The poet laureate of pop culture. *Times Magazine*, December 2023, p. 34 – 48.
- ¹⁰⁰ Bailey, Matt. 2020. "Introducing the generational music cycle." *Integr8 Research*, May 27, 2020. <https://integr8research.com/blog/introducing-the-generational-music-cycle>

-
- ¹⁰¹ Spotify. 2022. "How Gen Z Is Using Audio to Hear and Be Heard." *Spotify*, June 14, 2022. <https://newsroom.spotify.com/2022-06-14/how-gen-z-is-using-audio-to-hear-and-be-heard>
- ¹⁰² YPulse. 2021. "How Gen Z & Millennials' Music Discovery Has Changed, In 2 Charts." *YPulse*, December 8, 2021. www.ypulse.com/article/2021/12/08/how-gen-z-millennials-music-discovery-has-changed-in-2-charts
- ¹⁰³ Whateley, Dan. 2023. "How TikTok Is Changing the Music Industry." *Business Insider*, March 9, 2023. www.businessinsider.com/how-tiktok-is-changing-the-music-industry-marketing-discovery-2021-7
- ¹⁰⁴ Ypulse. 2021. "This Has Rapidly Become Gen Z's Top Music Genre." *YPulse*, November 16, 2021. www.ypulse.com/article/2021/11/16/this-has-rapidly-become-gen-zs-top-music-genre
- ¹⁰⁵ Spotify. 2022. "How Gen Z Is Using Audio to Hear and Be Heard." *Spotify*, June 14, 2022. <https://newsroom.spotify.com/2022-06-14/how-gen-z-is-using-audio-to-hear-and-be-heard>
- ¹⁰⁶ Fromm, Jeff. 2019. "Gen-Z and the Three Elements of Purpose Brands." *Forbes*, July 26, 2019. www.forbes.com/sites/jefffromm/2019/07/26/gen-z-and-the-three-elements-of-purpose-brands
- ¹⁰⁷ Harris, Jodi. 2023. "Marketing Content to Gen Z? You Better Play by Their Rules." *Content Marketing Institute*, March 15, 2023. <https://contentmarketinginstitute.com/articles/marketing-content-to-gen-z-you-better-play-by-their-rules>
- ¹⁰⁸ Briggs, Ellyn and Blancaflor, Saleah. 2023. "The Taylor Swift Fandom is White, Suburban and Leans Democratic." *MorningConsult*, March 14, 2023. <https://morningconsult.com/2023/03/14/taylor-swift-fandom-demographic>