THE CAT EMPIRE
DIGITAL DOSSIER

UTA IQ, Oct '22

About the Digital Dossier

This document outlines IQ's initial research into the social performance and audience of those following and engaging with The Cat Empire online.

Social Media
The data in this section takes into account the yearly growth figures of Facebook, Twitter, Instagram, and Spotify over the past 12 months. Any other platforms are only accounted for in the topline stats as historical data is currently not available.

Audience
The data in this section takes into account The Cat Empire's Facebook, Instagram, and Twitter only. All data is representative of the online engagements taken by users on these platforms over the past 12 months. Please note that the audience data in this report is an indicator of categorical interest, but it alone does not guarantee the viability of any business opportunity. Many external factors contribute to the feasibility of any new endeavor.

Definitions

PERFORMANCE
How much engagement a post has achieved in the time since it was published compared to other posts of the same age and type.

Example: A rate of 10x for a video uploaded 1 day ago means the post has performed 10 times better than other videos posted to this account when they were 1 day old.

AFFINITY
The rate at which this audience is more likely to enjoy a hobby, brand, sport, etc. than the average social media user.

Example: An affinity of 2x means the audience likes that item twice as much as the average social media user.

SOCIAL MEDIA

Social Media

731K **TOTAL FOLLOWERS**

Spotify is The Cat Empire's largest social channel. It accounts for 44% of the audience included in this analysis. In the past 12 months, Spotify has grown the most, having gained 17.6K followers (an increase of 5.7%). Over 2.38K people followed The Cat Empire in Dec '21, making this the best month for follower growth on the platform.

In the last year, The Cat Empire generated 3.27K likes and comments on Twitter, leading to an engagement rate of 0.13%. This figure is 3.5x more than the average rate for entertainment accounts on Twitter. On Instagram, their activity drove 136K engagements, giving a rate of 1.7% - 1.4x more than the platform average.

PLATFORM	FOLLOWERS
Spotify	325K
Facebook	262K
Instagram	58.2K
YouTube	52.8K
Twitter	32.9K

The data in this section takes into account the yearly growth figures of Facebook, Twitter, Instagram, and Spotify.

Spotify

The Cat Empire

325K
FOLLOWERS

254M
STREAMS
(ALL TIME)

537K
MONTHLY
LISTENERS

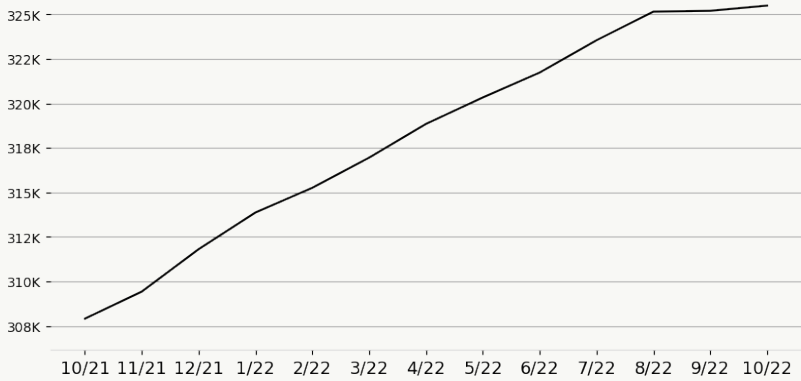### TOP SONGS

08.29.05 | Two Shoes
Two Shoes

10.24.03 | The Cat Empire
Hello
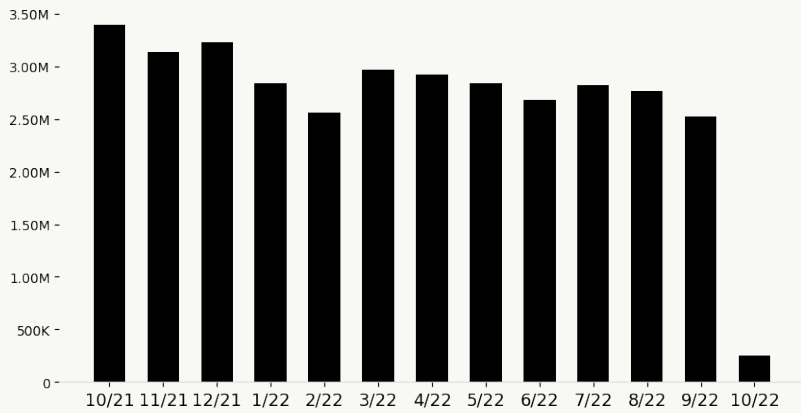
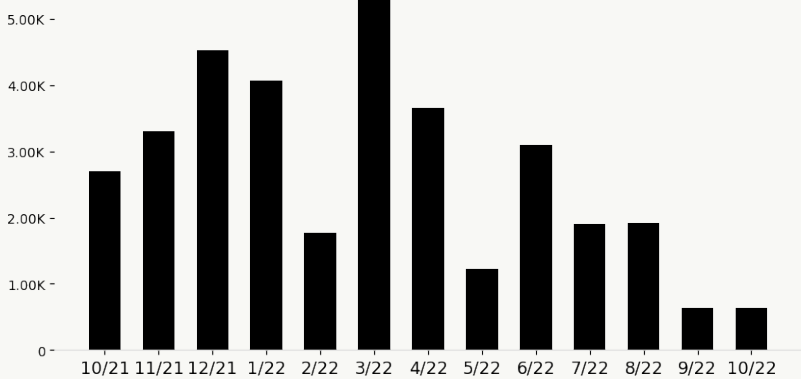05.17.13 | Steal the Light
Still Young
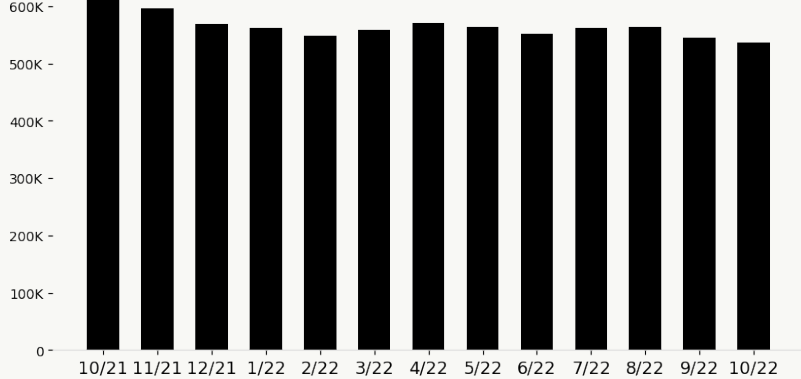
FOLLOWER GROWTH

MONTHLY STREAMS

PLAYLIST ADDS

MONTHLY LISTENERS

Facebook

@thecatempire
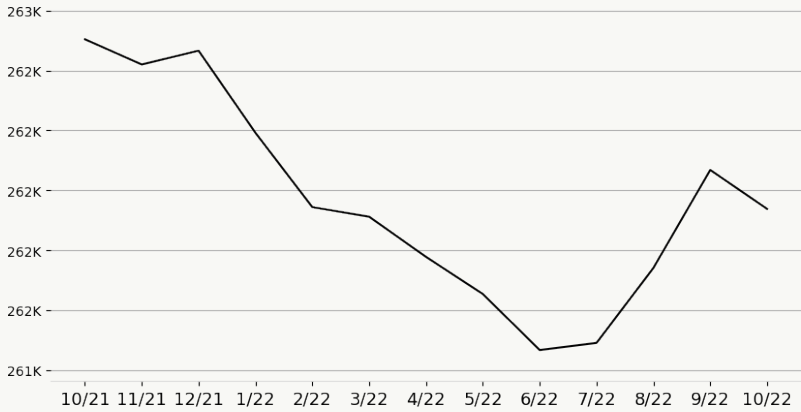
262K
FOLLOWERS

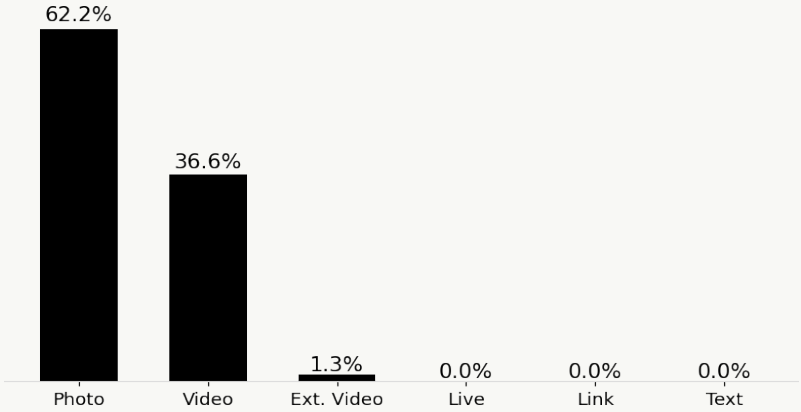**61.6K**
ENGAGEMENTS

0.3%
ENGAGEMENT
RATE

TOP POSTS

PERFORMANCE

05.11.22 | Video
I miss you terribly brother. Tha
nk you everyone for your kin...

14.7x

09.26.22 | Photo
New band member announcement Ca
t Empire fans, meet your new...

11.1x

04.10.22 | Photo
After 20 incredible years of tou
ring and making music togeth...

10.7x

FOLLOWER GROWTH
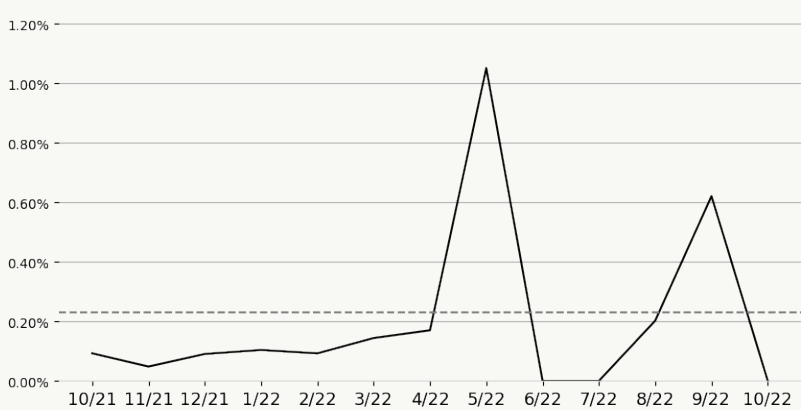
263K
262K
262K
262K
262K
262K
261K

10/21 11/21 12/21 1/22 2/22 3/22 4/22 5/22 6/22 7/22 8/22 9/22 10/22

ENGAGEMENT RATE

1.20%
1.00%
0.80%
0.60%
0.40%
0.20%
0.00%

10/21 11/21 12/21 1/22 2/22 3/22 4/22 5/22 6/22 7/22 8/22 9/22 10/22

POSTS BY TYPE

Photo	Video	Ext. Video	Live	Link	Text
62.2%	36.6%	1.3%	0.0%	0.0%	0.0%

ENGAGEMENTS BY POST TYPE

Photo	Video	Ext. Video	Live	Link	Text
74.0%	25.4%	0.7%	0.0%	0.0%	0.0%

The dotted line indicates the average engagement rate across all entertainment accounts on this platform.

Instagram

@thecatempire

58.2K
FOLLOWERS

136K
ENGAGEMENTS

1.7%
ENGAGEMENT
RATE

FOLLOWER GROWTH

TOP POSTS

PERFORMANCE

04.20.22 | Video
@@bluesfestbyronbay is done and
dusted, and what a show it w...

7.1x

03.21.22 | Video
You have one last chance to put
your hands in the air for th...

6.5x

09.26.22 | Photo
New band member announcement C
at Empire fans, meet your ne...

5.2x

POSTS BY TYPE

47.1% Photo
34.1% Video
18.8% Album

ENGAGEMENT RATE

ENGAGEMENTS BY POST TYPE

51.1% Photo
22.3% Video
26.6% Album

The dotted line indicates the average engagement rate across all entertainment accounts on this platform.
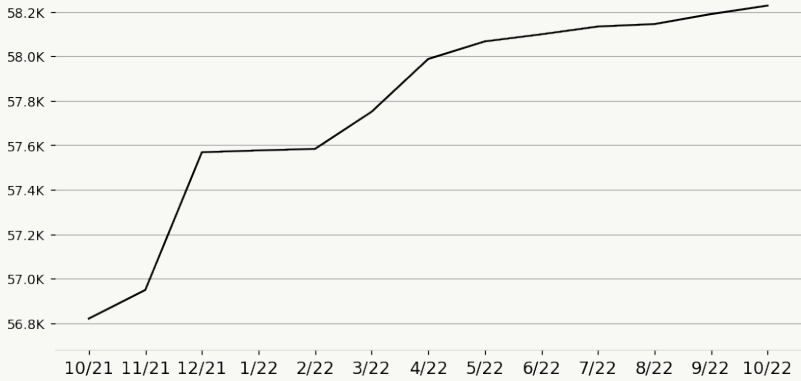
Twitter

@thecatempire
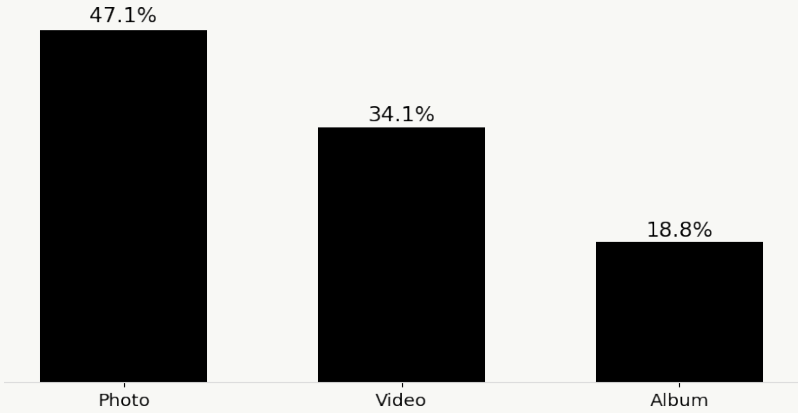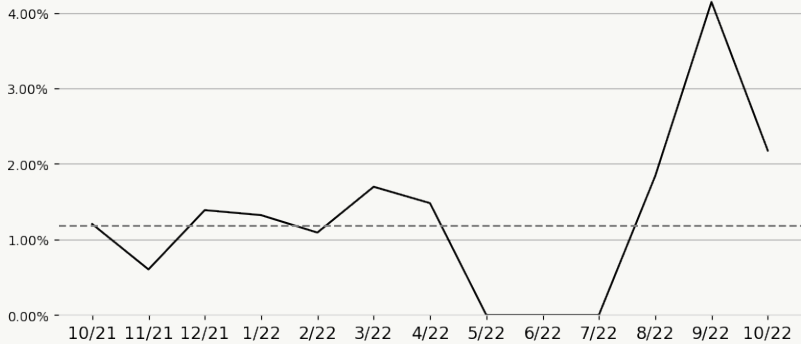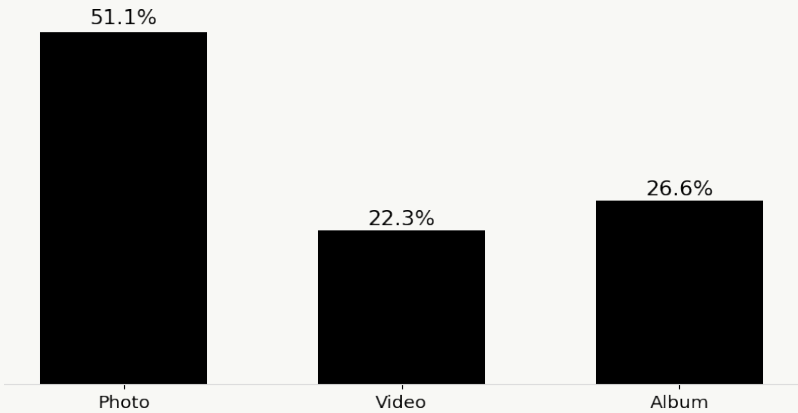
32.9K
FOLLOWERS

3.27K
ENGAGEMENTS

0.13%
ENGAGEMENT RATE

FOLLOWER GROWTH

33.4K
33.3K
33.2K
33.1K
33.0K
32.9K

10/21 11/21 12/21 1/22 2/22 3/22 4/22 5/22 6/22 7/22 8/22 9/22 10/22

POSTS BY TYPE

78.5% Photo
17.8% Video
3.0% Text
0.7% Gif

TOP POSTS — PERFORMANCE

10.10.22 | Photo
Day 1. #newalbum https://t.co/wH sMIIF0Kx...
5.7x

12.27.21 | Photo
As 2021 draws to a close, we have our sights set on getting ...
4.3x

04.10.22 | Photo
Due to supporter demand, we are making the final hometown sh...
4.1x
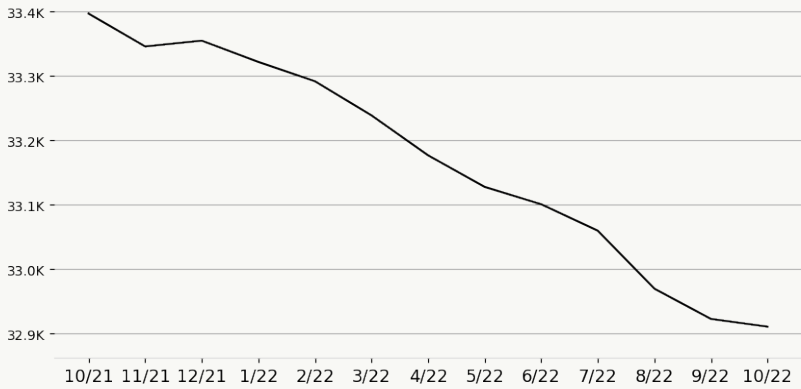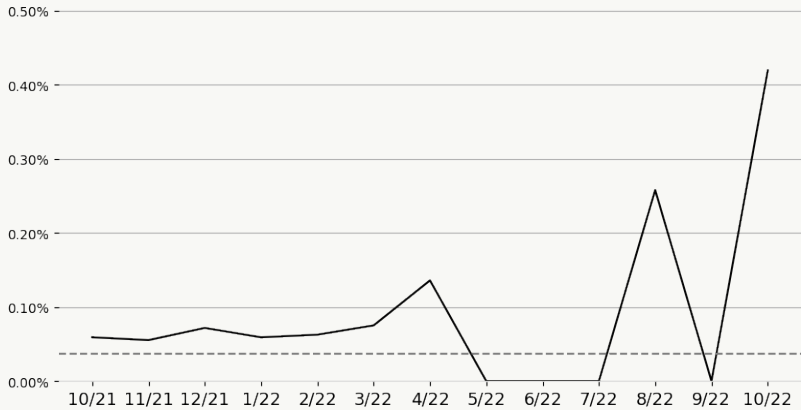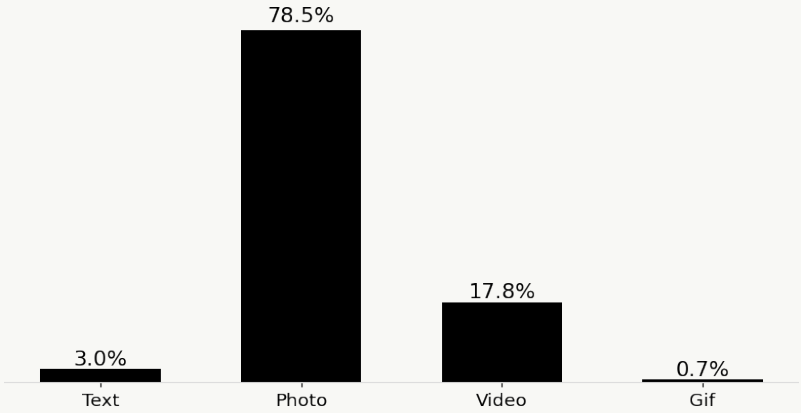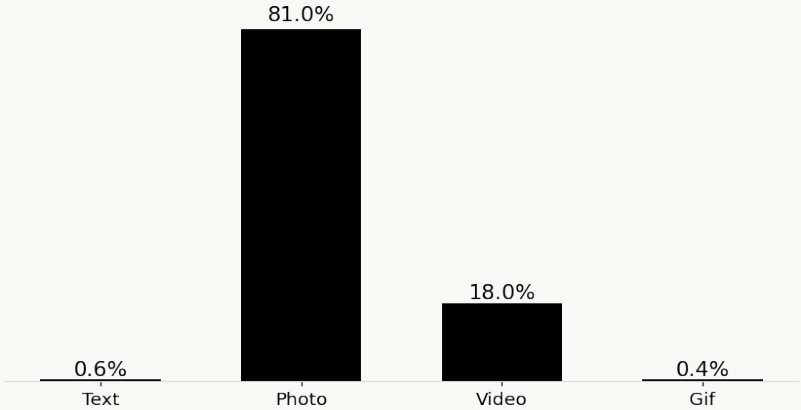
ENGAGEMENT RATE

0.50%
0.40%
0.30%
0.20%
0.10%
0.00%

10/21 11/21 12/21 1/22 2/22 3/22 4/22 5/22 6/22 7/22 8/22 9/22 10/22

ENGAGEMENTS BY POST TYPE

81.0% Photo
18.0% Video
0.6% Text
0.4% Gif

The dotted line indicates the average engagement rate across all entertainment accounts on this platform.

AUDIENCE

Audience Profile

The Cat Empire's audience skews heavily male between the ages of 30 to 34, and they identify mainly as White/caucasian. Their audience is much more likely to be married than single, earn $50,000 - $74,999 a year, and have completed university. As for location, they tend to be largely spread across Australia, the United Kingdom, and the United States and are heavily concentrated in Melbourne, Sydney, and London.

As for what they care about, their audience displays a higher-than-average interest in Cats, Science, and Alternative/Indie Rock and are known to engage with brands such as Boost Juice, JB Hi-Fi, and Commonwealth Bank more than the average social media user. As for the notable figures that The Cat Empire's audience care about, Felix Riebl, Josh Pyke, and John Safran rank highest among the most prominent names.

This section evaluates those who have engaged with The Cat Empire on Facebook, Instagram, and Twitter in the past year.

Demographics

Age

Age	%
<18	0.1%
18 - 20	0.5%
21 - 24	6.5%
25 - 29	28.0%
30 - 34	29.7%
35 - 44	21.8%
45 - 54	8.7%
55 - 64	3.6%
65+	1.2%

Gender

57%	43%

■ Male ■ Female

Race (US only)

89%	10%

■ White/caucasian ■ Hispanic ■ African American ■ Asian

Relationship

70%	30%

■ Married ■ Single

Education

68%	30%	

■ University graduates ■ No higher education ■ University students ■ School students

Income

Income	%
Under $10K	4.2%
$10K - $20K	11.0%
$20K - $30K	16.0%
$30K - $40K	11.7%
$40K - $50K	12.8%
$50K - $75K	24.0%
$75K - $100K	9.6%
Over $100K	3.8%

Location

COUNTRY	% OF AUDIENCE
Australia	33.1%
United Kingdom	16.9%
United States	12.1%
Canada	7.9%
Spain	4.8%
Germany	2.6%
Romania	2.3%
Brazil	2.3%
South Africa	2.2%
Netherlands	1.4%

CITY	% OF AUDIENCE
Melbourne	10.1%
Sydney	7.3%
London	5.5%
Brisbane	4.0%
Adelaide	3.4%
Perth	3.0%
Montreal	2.6%
Barcelona	1.8%
Bucharest	1.5%
Cape Town	1.2%

0%   34%
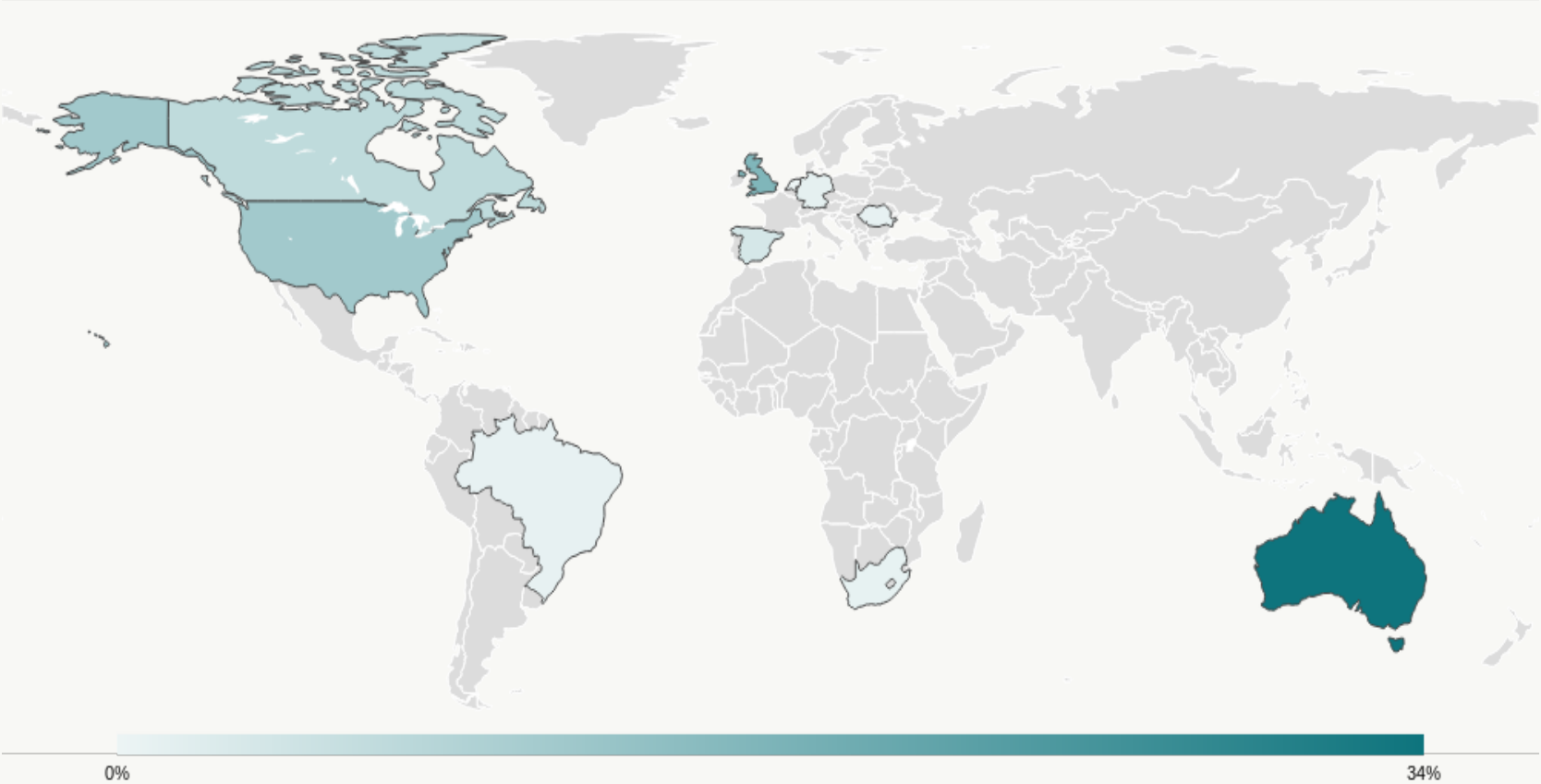
Interests

These are the most relevant interests among The Cat Empire's audience. This list takes into account the total number of fans that have shown an interest in each item, as well as how that compares to the average rate across Facebook, Instagram, and Twitter.

All Interests

ITEM		AUDIENCE	AFFINITY	ITEM		AUDIENCE	AFFINITY
Cats	Pets	68%	32x	Rugby	Sport	7%	3x
Science	Science	16%	3x	Cycling	Sport	8%	2x
Alternative/Indie rock	Music	27%	2x	Radio	Interests	14%	1x
Environment	Causes	12%	4x	Mountain biking	Sport	2%	6x
Reggae	Music	15%	3x	Jazz	Music	7%	2x
Art/culture	Interests	23%	2x	Politics	Interests	12%	1x
Pets	Pets	12%	3x	Cameras/Camcorders	Technology	5%	2x
Travel	Travel	16%	2x	Punk	Music	9%	1x
Charity	Causes	14%	3x	Folk	Music	6%	2x
Comedy	Interests	19%	2x	History	Interests	6%	2x
Photography	Hobbies	19%	2x	Sporting goods	Sport	7%	2x
Performance arts	Hobbies	12%	2x	Nightlife/partying	Lifestyle	6%	2x
Beer	Alcohol	10%	3x	Sport	Sport	11%	1x
Outdoor life	Lifestyle	8%	3x	Yoga	Fitness	3%	4x
Surfing	Sport	9%	3x	Interior decorating	Home & Garden	8%	1x
Skiing	Sport	7%	3x	Electronic	Music	10%	1x
Rock	Music	18%	1x	Literature	Books	8%	1x
Music	Music	18%	1x	National Parks	Travel	4%	3x
Australian	Wining & Dining	2%	12x	Snowboarding	Sport	4%	2x
Live music	Music	8%	2x	Home & garden	Home & Garden	6%	2x

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For a definition of Affinity, please see the slide titled About the Digital Dossier at the start of this deck.

Influencers

These are the most relevant influencers among The Cat Empire's audience. This list takes into account the total number of fans that have shown an interest in each influencer, as well as how that compares to the average rate across Facebook, Instagram, and Twitter.

All Influencers

ITEM		AUDIENCE	AFFINITY
Felix Riebl	Solo Artist	3%	1344x
Josh Pyke	Solo Artist	2%	70x
John Safran	Anchor/host	3%	32x
Wil Anderson	Comedian	5%	21x
Dan Sultan	Solo Artist	2%	60x
Myf Warhurst	Anchor/host	3%	32x
Richard Kingsmill	Anchor/host	2%	43x
Zan Rowe	Anchor/host	2%	35x
Kate Miller-Heidke	Solo Artist	2%	43x
Alex Dyson	Anchor/host	2%	33x
Bob Evans	Solo Artist	1%	76x
Missy Higgins	Solo Artist	2%	29x
Clare Bowditch	Solo Artist	2%	38x
Ash Grunwald	Solo Artist	1%	65x
Xavier Rudd	Solo Artist	2%	26x
Hamish & Andy	Comedian	6%	11x
Karl Kruszelnicki	Author/writer	3%	21x
Matt Okine	Comedian	2%	30x
Tim Minchin	Comedian	6%	9x
Sarah Blasko	Solo Artist	2%	38x

ITEM		AUDIENCE	AFFINITY
Paul Kelly	Solo Artist	1%	51x
Washington	Musician	2%	30x
Tom Ballard	Comedian	2%	27x
Kim Churchill	Solo Artist	1%	61x
Dylan Moran	Comedian	2%	27x
Hamish Blake	Comedian	4%	11x
Meg Mac	Solo Artist	1%	39x
Annabel Crabb	Journalist	2%	19x
Dave Hughes	Comedian	4%	13x
Marieke Hardy	Author/writer	2%	25x
Adam Spencer	Anchor/host	2%	28x
Dom Alessio	Celebrity	1%	32x
Matt & Alex	Anchor/host	2%	27x
Cal Wilson	Celebrity	1%	31x
Bob Maguire	Religious minister	2%	26x
Rove McManus	Anchor/host	3%	13x
Daniel Andrews	Politician	2%	25x
Bernard Fanning	Solo Artist	1%	35x
Lindsay Mcdougall	Musician	2%	24x
Julia Gillard	Politician	3%	12x

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Brands

These are the most relevant brands among The Cat Empire's audience. This list takes into account the total number of fans that have shown an interest in each brand, as well as how that compares to the average rate across Facebook, Instagram, and Twitter.

All Brands

ITEM		AUDIENCE	AFFINITY	ITEM		AUDIENCE	AFFINITY
Boost Juice	Drinks	2%	18x	Brew Dog	Alcohol	2%	5x
JB Hi-Fi	Consumer Electronics	1%	22x	STA Travel U.S.	Travel booking	1%	7x
Commonwealth Bank	Banks	2%	17x	Afends	Clothing	1%	11x
Australia Post	Logistics	1%	19x	GoPro	Consumer Electronics	7%	1x
Qantas Airways	Airlines	4%	6x	Peony	Clothing	1%	14x
The Iconic	Clothing	2%	10x	Aesop	Beauty	2%	6x
TED Talks	Organizations	9%	2x	Greenpeace	Organizations	3%	2x
Bronze Snake	Clothing	1%	11x	Magnum Photos	eCommerce	3%	2x
Kogan.com	eCommerce	1%	19x	ANZ	Banks	1%	9x
JetStar Airways	Airlines	2%	8x	Optus Business	Telecom	1%	10x
Coles	Supermarkets	1%	11x	Hara	Clothing	1%	10x
EB Games	Games	1%	12x	General Pants Co.	Clothing	1%	8x
Country Road	Clothing	2%	7x	Rebel Sport	Stores & shops	1%	11x
Surfstitch	Clothing	1%	11x	Billabong	Clothing	3%	2x
Telstra	Telecom	1%	9x	Spell	Clothing	2%	4x
Virgin Australia	Airlines	2%	6x	The North Face	Clothing	3%	2x
Patagonia	Stores & shops	4%	2x	Maltesers	Snacks	1%	6x
Nourished Life	Beauty	1%	12x	Lorna Jane	Stores & shops	1%	4x
MEC	Sporting Goods	1%	9x	nationaltrust	Professional Services	2%	3x
Tree Of Life	Clothing	1%	10x	Western Australia	Technology	1%	5x

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