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Metrics Summary



120M

Audience

Combined total of publication-wide audience figures for all outlets featuring coverage



375K

Estimated Views

Prediction of lifetime views of coverage, based on audience reach & engagement rate on social



2.26K

Engagements

Combined total of likes, comments and shares on social media platforms



14

Pieces of Coverage

Total number of online, offline and social clips in this book



75

Avg. Domain Authority

A 0-100 measure of the authority of the site coverage appears on.
Provided by Moz



2.26K

Social Shares

Number of times the online articles have been shared on social media



120M

Online Readership

Combined total number of people
that visit the websites featuring
coverage



1.2M

Print Readership

Estimated numbers of readers to
have viewed this story in print
publication

Highlights

the Guardian

And on drums... Earth! Musicians to credit planet as collaborator to raise funds for...

269K 90M 352

Evening Standard

Brian Eno launches royalties scheme for musicians to fight climate change

23.1K 13.6M 57

Rolling Stone

Brian Eno e outros artistas creditam a Terra como compositora para ativismo ambiental

1.91K 2.18M 2

MusicRadar

Brian Eno just gave 'The Earth' its first songwriting credit, and wants other artists...

16K 2.84M 1.67K

Mixmag - The World's Biggest Dan...

Brian Eno gives "The Earth" a songwriting credit on new track

2.37K 450K 5

American Songwriter

Brian Eno Credits the Earth as a Co-Writer on New Release

14.2K 3.35M 27

Coverage

14 pieces of coverage

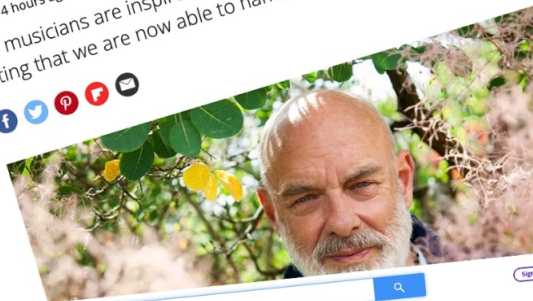
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Brian Eno just gave 'The Earth' its first songwriting credit, and wants other artists to do the same

By Ben Rogerson (Computer Music, Future Music, emusician, Keyboard Magazine) published about 4 hours ago

"All musicians are inspired by the precious planet we live on, so it's fitting that we are now able to name The Earth as our co-writer"



yahoo/movies

Brian Eno charity launches The Earth as Your Co-writer royalties scheme for musicians to fight climate change

Lizzie Edmonds
Thu, 2 March 2023 at 12:53 pm GMT · 2-min read



Evening Standard

Brian Eno charity launches The Earth as Your Co-writer royalties scheme for musicians to fight climate change

Initiative gives artists chance to protect environment by listing the Earth as a co-writer of their songs so it can benefit from royalties

VIEW COMMENTS



Brian Eno charity helps fight the climate emergency

Lizzie Edmonds

A CHARITY founded by Brian Eno has launched a scheme where artists can make the environment the beneficiary of royalties. The EarthPercent charity was set up by the Roxy Music star to combat the impact the music industry has on the planet. Today, a new pilot initiative, called The Earth as Your Co-writer, has been announced where artists can

set up "the Earth" as a songwriter and legal beneficiary of music royalties — meaning their money goes to raise funds for climate justice and environmental organisations.

EarthPercent invites musicians to donate one per cent of a new composition into its grant-giving fund. It is launched this week with 23 artists



already signed up including British three-time Mercury Prize-nominated star Anna Calvi and Norwegian artist Aurora, left. One of the advisers on the project, Grammy-winning record producer Kevin Bacon, reached agreement with Unis, an accredited rights management entity, who be collecting the inc

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And on drums... Earth! Musicians to credit planet as collaborator to raise funds for activism

Brian Eno, Jacob Collier, Anna Calvi and more will add 'Earth' to songwriting credits so that royalties are diverted to environmental causes



Rolling Stone

Brian Eno and other artists credit Terra as a songwriter for environmental activism

Anna Calvi, Jacob Collier, Brian Eno and more artists will donate songwriting royalties to environmental causes

Dimitrios Vlachos Published on 03/02/2023, at 11:58 am





the Guardian

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95

Domain Authority

Provided by
MOZ

90M

Unique Visits

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March 02, 2023 • ONLINE

And on drums... Earth! Musicians to credit planet as collaborator to raise...

theguardian.com/music/2023/mar/02/an...

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Music

And on drums... Earth! Musicians to credit planet as collaborator to raise funds for activism

Brian Eno, Jacob Collier, Anna Calvi and more will add 'Earth' to songwriting credits so that royalties are diverted to environmental causes



‘A beautiful idea’ ... Anna Calvi, Brian Eno and Jacob Collier. Composite: Redferns/ Cecily Eno/Shutterstock

Ben Beaumont-Thomas
@ben_bt
Thu 2 Mar 2023 07:03 EST

Facebook Twitter Email

Musicians including Brian Eno are to name the Earth as a co-writer of their

Estimated Views **269K**

Estimated views calculated based on audience size and socia...

Engagements **352**

Total number of social engagements



Evening Standard

Latest London news, business, sport, celebrity and entertainment from the London Evening Standard

93

Domain Authority

Provided by
MOZ

13.6M

Unique Visits

Provided by
SimilarWeb

The screenshot shows the top of a news article on the Evening Standard website. The header includes the site's name, navigation tabs (NEWS, SPORT, BUSINESS, etc.), and a search bar. The article title is 'Brian Eno charity launches The Earth as Your Co-writer royalties scheme for musicians to fight climate change'. Below the title is a sub-headline: 'Initiative gives artists chance to protect environment by listing the Earth as a co-writer on their songs so it can benefit from royalties'. There is a 'VIEW COMMENTS' button and social media sharing icons. A large photo of Brian Eno, a man with a white beard and bald head, is shown. Below the photo, the text reads: 'A charity founded by musician Brian Eno has launched a scheme where artists can make the environment the beneficiary of their royalties.'

March 02, 2023 • ONLINE

Brian Eno launches royalties scheme for musicians to fight climate...

standard.co.uk/news/uk/brian-eno-earthp...

Estimated Views

23.1K ✓

Estimated views
calculated based on
audience size and socia...

Engagements

57 ✓

Total number of social
engagements



Rolling Stone

Rolling Stone: Música, Cinema, Política, Moda, Entrevistas, Notícias, Fotos, Vídeos, Críticas e Mais

96

Domain Authority

Provided by
MOZ

2.18M

Unique Visits

Provided by
SimilarWeb

Rolling Stone BRASIL

Busca

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Música • Brian Eno e outros artistas creditam a Terra como compositora para ativismo ambiental

MUSIC

Brian Eno and other artists credit Terra as a songwriter for environmental activism

Anna Calvi, Jacob Collier, Brian Eno and more artists will donate songwriting royalties to environmental causes

Dimitrius Vlahos Published on 03/02/2023, at 11:58 am



Brian Eno (Photo: Oli Scarff/Getty Images)

Terra is the newest music composer in the field. **Brian Eno** and other artists will include the planet as co-author of their own songs in an initiative to raise funds for environmental causes, according to The *Guardian* newspaper.

"It's a poetic construction... a beautiful idea," described the musician. **Jacob Collier**, winner of five Grammy Awards, will be one of the first to release a track credited to **Earth**. Percentage of royalties defined by the artists themselves will be destined in perpetuity to **EarthPercent**, an institution founded by **Eno** that raises money in the music industry for environmental activism.

LATEST NEWS

- The Cure: Robert Smith makes Ticketmaster lower ticket prices
- Courtney Love criticizes Rock Hall of Fame; 'everything is easier for Pearl Jam than for women in music'
- Real Crimes: 20 books on the subject on offer at Consumer Week
- Amanda Bynes hospitalized after wandering naked in Los Angeles

March 02, 2023 • ONLINE

Brian Eno e outros artistas creditam a Terra como compositora para ativism...

rollingstone.uol.com.br/musica/brian-eno-...

Estimated Views

1.91K ✓

Estimated views calculated based on audience size and socia...

Engagements

2 ✓

Total number of social engagements



MusicRadar

Get up to the minute news and reviews for all music makers

79

Domain Authority

Provided by
MOZ

2.84M

Unique Visits

Provided by
SimilarWeb

March 02, 2023 • ONLINE

Brian Eno just gave 'The Earth' its first songwriting credit, and wants other...

musicradar.com/news/brian-eno-the-earth...

The screenshot shows the MusicRadar website interface. At the top, the logo and tagline 'THE NO.1 WEBSITE FOR MUSICIANS' are visible. Below the navigation bar, there are links to 'MORE', 'Best free lo-fi plugins', 'Top EQ plugins', and 'Music Gear Reviews'. The main content area features a news article titled 'Brian Eno just gave 'The Earth' its first songwriting credit, and wants other artists to do the same'. The article is by Ben Rogerson, published 5 days ago. It includes a quote from Eno: 'All musicians are inspired by the precious planet we live on, so it's fitting that we are now able to name The Earth as our co-writer'. Below the text is a photo of Brian Eno with a beard, wearing a blue shirt and a dark jacket, standing in front of some foliage. The image credit '(Image credit: Cecily Eno)' is at the bottom.

Estimated Views

16K ✓

Estimated views
calculated based on
audience size and socia...

Engagements

1.67K ✓

Total number of social
engagements

Evening Standard Print Newspaper

Print Readership

1.2M

Estimated numbers of readers to have viewed this story in print...

WEST END FINAL Evening Standard

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Brian Eno charity helps fight the climate emergency

Lizzie Edmonds

A CHARITY founded by Brian Eno has launched a scheme where artists can make the environment the beneficiary of royalties. The EarthPercent charity was set up by the Roxy Music star to combat the impact the music industry has on the planet.

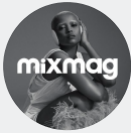
Today, a new pilot initiative, called The Earth as Your Co-writer, has been announced where artists can

set up "the Earth" as a songwriter and legal beneficiary of music royalties — meaning their money goes to raise funds for climate justice and environmental organisations.

EarthPercent invites musicians to donate one per cent of a new composition into its grant-giving fund. It is launched this week with 23 artists



already signed up including British three-time Mercury Prize-nominated star Anna Calvi and Norwegian artist Aurora, left. One of the advisers on the project, Grammy-winning record producer Kevin Bacon, reached an agreement with Unison, an accredited rights management entity, who will be collecting the income.



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77

Domain Authority

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MOZ

450K

Unique Visits

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March 07, 2023 • ONLINE

Brian Eno gives "The Earth" a songwriting credit on new track

mixmag.net/read/the-earth-song-writing-c...

mixmag

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BRIAN ENO GIVES "THE EARTH" A SONGWRITING CREDIT ON NEW TRACK

If you listen closely enough, you can hear Mother Nature's sultry tones

WORDS: ISAAC MUK | PHOTO: BRIAN CHUCKLE | 7 MARCH 2023



MOST POPULAR



We have entered the era of 'Fred againia'

Estimated Views **2.37K** ✓

Estimated views calculated based on audience size and socia...

Engagements **5** ✓

Total number of social engagements



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94

Domain Authority

Provided by
MOZ

2.8M

Unique Visits

Provided by
SimilarWeb

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Brian Eno charity launches The Earth as Your Co-writer royalties scheme for musicians to fight climate change

Lizzie Edmonds
2 March 2023 · 2-min read

In this article:

Brian Eno
English musician and producer



Brian Eno (EarthPercent)

A charity founded by musician Brian Eno has launched a scheme where artists can make the environment the beneficiary of their royalties.

The EarthPercent charity was founded by Roxy Music star Eno to help combat

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Glasgow Times · 2-min read

Nicola Sturgeon left 'utterly mortified' during Loose Women

March 02, 2023 • ONLINE

Brian Eno charity launches The Earth as Your Co-writer royalties scheme for...

uk.news.yahoo.com/brian-eno-charity-lau...

Estimated Views

6.82K ✓

Estimated views calculated based on audience size and socia...

Engagements

0 ✓

Total number of social engagements



American Songwriter

Since 1984, American Songwriter has been the leader in music news, songwriting tips, and more. See why million...

78

Domain Authority

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MOZ

3.35M

Unique Visits

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American Songwriter
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[HOME](#) [NEWS](#) [BRIAN ENO CREDITS THE EARTH AS A C...](#)

Brian Eno Credits the Earth as a Co-Writer on New Release

BY **TINA BENITEZ-EVES**
4 DAYS AGO

The planet earth is credited as one of **Brian Eno's** co-writers on a new release, which is part of a greater music project he's produced to help raise awareness and funds for environmental causes.

Videos by American Songwriter

Co-founder of the **EarthPercent** campaign, Eno's project will also feature contributions from a number of artists, including Jacob Collier, Anna Calvi, Mount Kimbie, and Erland Cooper, among others, who will each credit Earth as a contributor to their new songs released.

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March 03, 2023 • ONLINE

Brian Eno Credits the Earth as a Co-Writer on New Release

americansongwriter.com/brian-eno-credit...

Estimated Views

14.2K

Estimated views calculated based on audience size and socia...

Engagements

27

Total number of social engagements



EDM.com - The Latest Electronic Dance Music News, Reviews & Artists

The world's foremost authority on EDM : free music downloads, artist interviews, industry news, curated...

70

Domain Authority

Provided by
MOZ

283K

Unique Visits

Provided by
SimilarWeb

🌐 ONLINE

edm.com

edm.com/news/new-music-credits-earth-...

The screenshot shows the EDM.com website with a navigation bar at the top containing links: HOME, NEWS, MUSIC RELEASES, EVENTS, INDUSTRY, FEATURES, INTERVIEWS, LIFESTYLE, GEAR + TECH, TICKETS, and ADVERTISE. The main header image features a close-up of Brian Eno wearing headphones and looking at a laptop. Below the image, the article title reads: "BRIAN ENO TO CREDIT THE EARTH AS CO-WRITER OF NEW MUSIC FOR ENVIRONMENTAL ACTIVISM". The sub-headline states: "EarthPercent is aiming to raise \$100 million towards their climate justice efforts by the end of the decade." The byline is "CAMERON SUNKEL • MAR 6, 2023". The article text begins with "You'll soon find Mother Nature as a collaborator on [Brian Eno's](#) music." and continues with "The godfather of ambient music is part of a growing group of songwriters and musicians committing to the advancement of environmental activism by crediting the Earth on his forthcoming music, [The Guardian](#) reports." It also mentions participating artists like Dave and Stormzy, Fraser T. Smith, Jacob Collier, and Rostam Batmanglij, and notes that royalties will be donated to [EarthPercent](#). At the bottom, there is a photo of Brian Eno speaking at a podium with the caption "Brian Eno. [Getty Images](#)".

Estimated Views

1.88K ✓

Estimated views calculated based on audience size and socia...

Engagements

0 ✓

Total number of social engagements



Hypebot

Daily news and commentary on the music industry, technology and social media that drives it, for music...

70

Domain Authority

Provided by
MOZ

116K

Unique Visits

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Eno, Jacob Collier, and others name the Earth as co-writer of songs

Brian Eno, Jacob Collier, Dave and Stormzy producer Fraser T Smith, and Anna Calvi are among a growing group of musicians naming the Earth as a co-writer of their music to divert an ongoing portion of royalties towards environmental activism.

Mount Kimbie, Rostam Batmanglij, Erland Cooper, and Aurora have also joined the effort coordinated by the non-profit Earth/Percent. Some, including Big Thief, have pledged to donate 1% of touring revenue to the charity to help offset their own environmental impact.



Eno calls the effort "a poetic construct ... a beautiful idea."

"Many within the music industry want to do something to address the climate crisis but simply don't know how, which is why Earth/Percent is working with scientists and experts to identify and fund the most promising solutions.

Aurora told the *Guardian*:

"I am currently writing my next album – it's an album about interconnectedness and the art of coexistence. There is no greater teacher than Mother Earth. There is no greater home or provider. There is no better place than Earth. And that is why I want to make this whole album with Mother Earth as a co-writer because without her there wouldn't be any such thing as music."

Earth/Percent's goal is to raise \$100 million by 2030, and to direct the funds in "ways to reduce the environmental impact of the music industry, as well

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93.3k views | 134 comments
- 7 Performers Who Created Masterpieces with GarageBand
58.9k views | 10 comments

March 06, 2023 • ONLINE

Eno, Jacob Collier, and others name the Earth as co-writer of songs -...

hypebot.com/hypebot/2023/03/eno-jaco...

Estimated Views

844 ✓

Estimated views calculated based on audience size and socia...

Engagements

17 ✓

Total number of social engagements



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81

Domain Authority

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3.13M


Unique Visits

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March 03, 2023 • ONLINE

Brian Eno to Name the Earth as His Co-Writer

ultimateclassicrock.com/brian-eno-earth-...




BRIAN ENO TO NAME THE EARTH AS HIS CO-WRITER

Martin Kiely | Published: March 3, 2023 | Christian Almirante, Getty Images

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Brian Eno is one of the artists who'll credit the Earth as a co-writer of his music, as part of a project designed to secure royalties for eco-activism.

He co-founded the EarthPercent campaign, which will receive funds in perpetuity from work that names the planet as entitled to a share of income. The program is supported by a range of other artists including multiple Grammy winner Jacob Collier, and it's hoped that \$100 million will be diverted from the music industry toward environmental causes. Eno called it "a poetic construct" and "a beautiful idea" in a statement, while producer Fraser T. Smith said it was "a brilliant initiative," noting, "Adding the Earth as a beneficiary on projects is not only a choice but a necessity."

It's one of several music industry programs that address the ecological damage done by the act of doing business. The charity says in its **mission statement** that "we want to encourage artists and music-related organizations to pledge a small percentage of their income to EarthPercent. This percentage can be collected at source and diverted to EarthPercent where it will be directed to the most impactful organizations dealing with climate change.

*Currently, only 3% of all philanthropic giving globally is directed towards protecting the future of our planet.

Estimated Views

14K

Estimated views calculated based on audience size and social media engagement

Engagements

132

Total number of social engagements



Creative Industries News

The Latest in the Creative Industries

21

Domain Authority

Provided by



1.68K

Unique Visits

Provided by



March 05, 2023 • ONLINE

Brian Eno launches climate change charity financed by royalty donations

[creativeindustriesnews.com/2023/03/bri...](https://creativeindustriesnews.com/2023/03/brian-eno-launches-climate-change-charity-financed-by-royalty-donations/)

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CREATIVE INDUSTRIES

Brian Eno launches climate change charity financed by royalty donations



Published 2 weeks ago on March 5, 2023
By Emmanuel Legrand

EARTH / PERCENT



Brian Eno has founded the EarthPercent charity where artists can make the environment the beneficiary of their royalties. The British composer, songwriter, performer and producer said EarthPercent charity was founded to help combat the impact the music industry has on the planet.

A new pilot initiative, called 'The Earth as Your Co-writer', allows artists to set up 'The Earth' as a songwriter and legal beneficiary of music royalties. The charity aiming aims to raise \$100 million from the in...

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CREATIVE INDUSTRIES / 6 hours ago

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TRENDING

Estimated Views

684

Estimated views calculated based on audience size and socia...

Engagements

0

Total number of social engagements

Bryan Eno Earth Percent March 2023

21

Aol.

AOL.com

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85

Domain Authority

Provided by
MOZ

1.27M

Unique Visits

Provided by
SimilarWeb

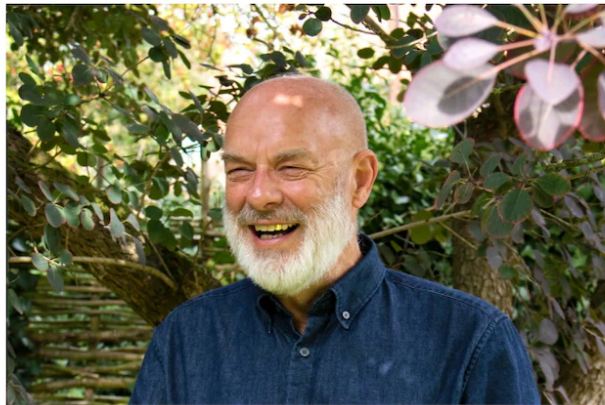
March 02, 2023 • ONLINE

Brian Eno charity launches The Earth as Your Co-writer royalties scheme for...

aol.co.uk/news/brian-eno-charity-launche...

Brian Eno charity launches The Earth as Your Co-writer royalties scheme for musicians to fight climate change

EveningStandard. LIZZIE EDMONDS
Updated 2 March 2023, 5:04 am



Brian Eno (EarthPercent)

A charity founded by musician Brian Eno has launched a scheme where artists can make the environment the beneficiary of their royalties.

The EarthPercent charity was founded by Roxy Music star Eno to help combat the impact the music industry has on the planet.

Today, a new pilot initiative, called The Earth as Your Co-writer, has been announced where artists can set up "The Earth" as a songwriter and legal beneficiary of music royalties - meaning their money goes directly to raising funds for climate justice and environmental organisations.

As part of the scheme, EarthPercent is inviting musicians or bands to donate one per cent of one new composition - or more should they wish. The funding raised will into EarthPercent's grant giving fund.

It launches this week with 23 artists already signed up to the cause including British

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Judith Keppel returns to Eggheads panel to celebrate quiz's milestone...



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Kenny Doughty announces departure from ITV crime drama Vera...



Duran Duran to reunite with original guitarist Andy Taylor on new music...



Charity backed by Daniel Radcliffe drops 'hospice' from logo to broaden...

Estimated Views

17.6K ✓

Estimated views calculated based on audience size and socia...

Engagements

0 ✓

Total number of social engagements



Mixmag Asia - The World's Biggest Dance Music and Clubbing Destination

Get the latest dance news and videos from Mixmag - the world's biggest dance music and clubbing destination

38

Domain Authority

Provided by
MOZ

39.2K

Unique Visits

Provided by
SimilarWeb

🌐 ONLINE

Brian Eno credits 'Earth' as a collaborator on a new track

mixmag.asia/read/brian-eno-credits-earth...

Estimated Views

7.21K ✓

Estimated views calculated based on audience size and socia...

Engagements

0 ✓

Total number of social engagements

mixmag
asia

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Klab Diskorda fuse punk & metal-inspired aesthetics into two debut singles

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International ▾ 🔍

GREEN ROOM

BRIAN ENO CREDITS 'EARTH' AS A COLLABORATOR ON A NEW TRACK

The initiative encourages artists to divert 1% of their royalties toward climate activism


OLIVIA WYCECH | 12 MARCH 2023



Mother Nature is credited as a co-writer on a new release by **Brian Eno**, with songwriting royalties from the track being donated to **EarthPercent**, an Eno-founded environmental charity.

Titled 'A THOUGHT', the instrumental song was released on March 10 and is part of Brian Eno's *FOREVER VOICELESS* album, which arrives on April 22 as part of

MOST POPULAR

- 

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