

KeyFur's EPK








I've always been deeply involved with music one way or another ever since I can remember. I restrung and tuned my uncles acoustic guitar at age 8 and I played violin for a few years then switched to trumpet for about 14 years. I can play just about any instrument I get my hands on and I can play by ear or reading music. I have a design degree but have worked as a data analyst/BI analyst for the past 11 years. However after a couple of terrible managers and growing bored and lackadaisical to the office "culture" I have decided to return to my passion of music so I just recently started producing my own music. I'm also trying to get into the festival dj circuit eventually. That would be my current Big goal I'm working towards.

I have only been creating and releasing my own music starting at the end of 2023 so my metrics are nothing to ooh and aaah about but I feel like the music and eagerness to try unique sound design or my extensive music styles. I was raised by my grandparents and then the youngest of 3 kids so I had a wide range of music around me growing up. Ive been going to live music venues

for concerts (Punk, indie, jazz, rock, metal, you name it I am pretty sure I can at-least appreciate aspects of the sound). Music friends come to me when they want some fresh artists to throw in their playlists to mix things up and I have seen the benefits of the eclectic taste I acquired over the decades.

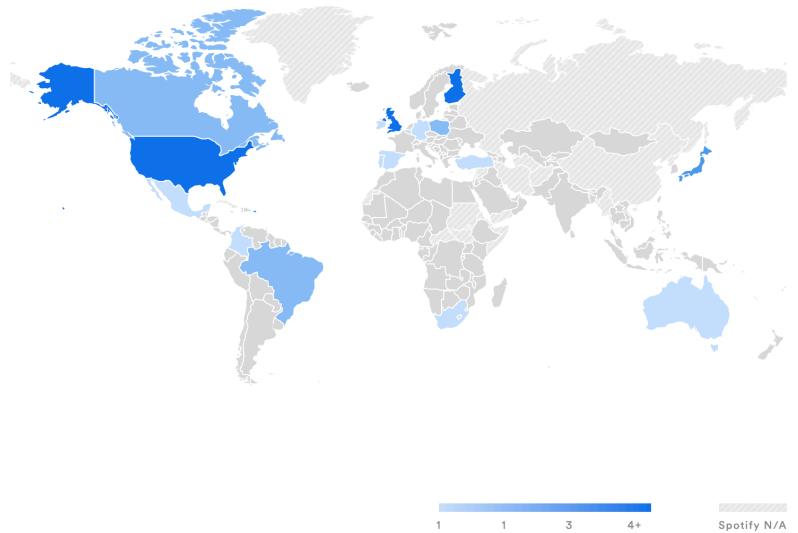
I have included some stats from Spotify for artists reporting as well as DistroKid’s overview and BPM Supreme. My first track was released on Nov 21st of 2023 so these metrics start then.









Spotify for Artists		#	Title	Streams	First Added
Spotify for Artists helps artists get the most out of Spotify. Get instant access to manage your Spotify artist profile and learn about your listeners.		1	 One of a Kind	6,191	Dec 23, 2023
		2	 Ducking Weird (Remastered)	2,610	Jan 5, 2024
Last 365 days	12,239	3	 Caribbean Current	1,415	Nov 21, 2023
Last 60 days	5,517	4	 Like a Lot	1,211	Jan 20, 2024
Last 7 days	3,219	5	 Party Like This	< 1000	Jan 13, 2024

Top countries

Listeners • Last 28 Days • Worldwide

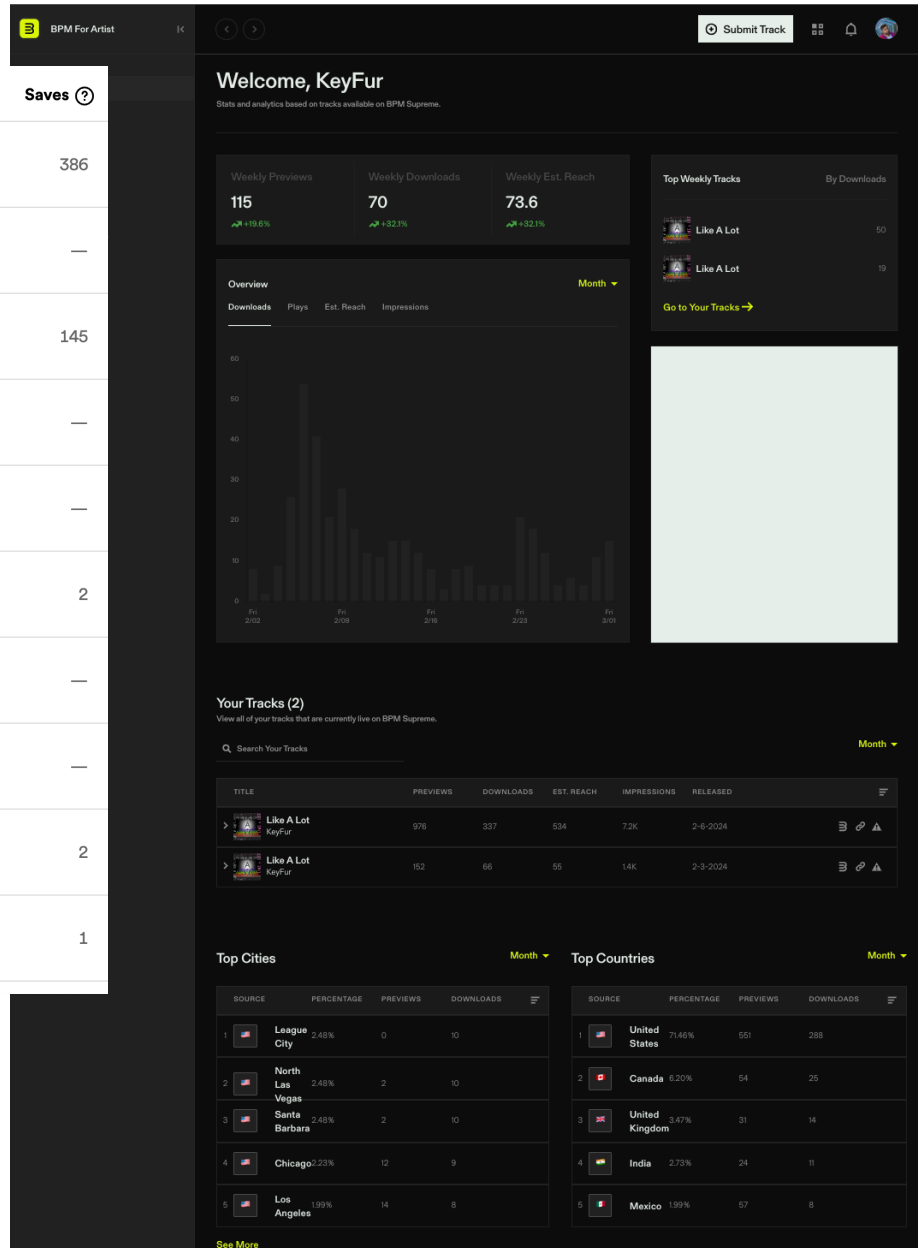
Last 28 Days	Listeners
1 United States	532
2 Finland	329
3 United Kingdom	4
4 Japan	3
5 Brazil	2
6 Canada	2
7 Poland	2
8 Portugal	1
9 Ireland	1
10 South Africa	1



#	Title	Listeners	Views	Saves ?
1	 Ducking Weird (Remastered)	671	9	386
2	 Caribbean Current	142	—	—
3	 Party Like This	146	6	145
4	 Mirror Mirror	79	2	—
5	 Look at yo hair	79	2	—
6	 Like a Lot	76	3	2
7	 One of a Kind	13	6	—
8	 Bouncy Beats (Remastered)	33	—	—
9	 And Then We Rotate	2	1	2
10	 CC - Extended Club Mix	2	—	1

Above is my top tracks play count over the past 28 days.

Then the BPM supreme metrics just show the count of downloads my track received in its first month live on the DJ record Pool.



Welcome, KeyFur
Stats and analytics based on tracks available on BPM Supreme.

Weekly Previews: 115 (+19.6%)
Weekly Downloads: 70 (+32.3%)
Weekly Est. Reach: 73.6 (+32.1%)

Overview (Month)

Downloads	Plays	Est. Reach	Impressions
10	10	10	10
20	20	20	20
30	30	30	30
40	40	40	40
50	50	50	50
60	60	60	60
70	70	70	70
80	80	80	80
90	90	90	90
100	100	100	100

Your Tracks (2)

TITLE	PREVIEWS	DOWNLOADS	EST. REACH	IMPRESSIONS	RELEASED
Like A Lot (KeyFur)	978	337	534	7.2K	2-6-2024
Like A Lot (KeyFur)	152	66	66	1.4K	2-9-2024

Top Cities (Month)

SOURCE	PERCENTAGE	PREVIEWS	DOWNLOADS
League City	2.48%	0	10
North Las Vegas	2.48%	2	10
Santa Barbara	2.48%	2	10
Chicago	2.23%	12	9
Los Angeles	1.99%	14	8

Top Countries (Month)

SOURCE	PERCENTAGE	PREVIEWS	DOWNLOADS
United States	71.46%	551	288
Canada	6.20%	54	25
United Kingdom	3.47%	31	14
India	2.73%	24	11
Mexico	1.99%	57	8

The Metrics from BPE Supreme are the ones I find the most interesting. I thought I would try to upload a track of mine to a dj record pool site however I was not expecting for it to be accepted only because I am very new to audio engineering and know I have much to learn. However I am a bit of a perfectionist and OCD ADD so I get a lot of stuff done ill put it that way. I digress, a month later I received an email about reviewing my artist page for my stats and I was delightfully surprised to see how many times my track had been downloaded. Those numbers mean more to me than the number of streams or followers on spotify. Ive never preserved an artists song or thought too much about not following someone I like. I used to go to record stores on release days though but the readiness of music has changed the way we consume it and that feeling isn't gone but its very rare these days. However, creating music has given me that spark again and I cant wait to see where this journey takes me.

Below are links to my main website with posts of my live streams as well as updates on all things me. (I just started rebuilding it so its low on content at the moment but that will change soon)

My Social Media accounts:

Main Website: <https://keyfurproductions.com>

Youtube(Lots of my motion graphics - yes I do that too- as well as projection mapping, music videos and lots of cool things) : https://www.youtube.com/@KeyFur_NYC

Instagram: https://www.instagram.com/keyfur_nyc/

Facebook: <https://www.facebook.com/chris.j.kieffer>

TikTok: https://www.tiktok.com/@vj_keyfur

Snapchat: <https://t.snapchat.com/QiXyzuxq7>

Spotify: <https://open.spotify.com/track/26vQlsszMHujYSGaLwNNBm??context=spotify:3Aplaylist:2AEqJOBSN5EEA10X6Nnh4Z&si=b0262294619d4560>

Bandcamp: <https://keyfur.bandcamp.com/music>

Apple Music: <https://music.apple.com/us/album/caribbean-current-single/1717604267>

Soundcloud: <https://soundcloud.com/chris-james-kieffer>

Thank you for your time. The Best contact methods are email or text keyfurmusic@gmail.com or 1-347-237-0681

Sincerely,

KeyFur

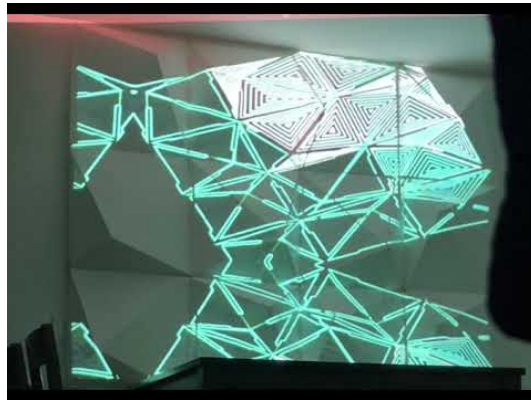
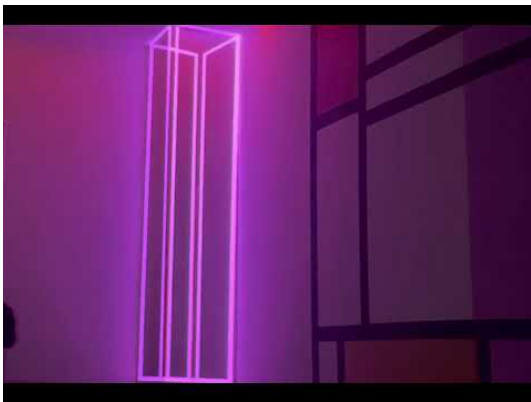




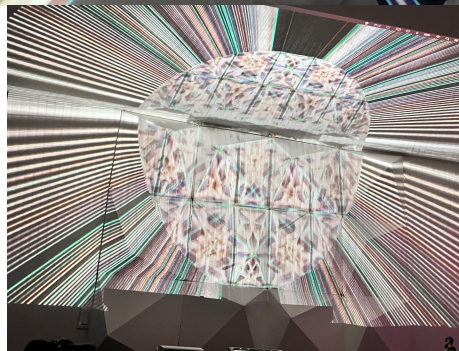
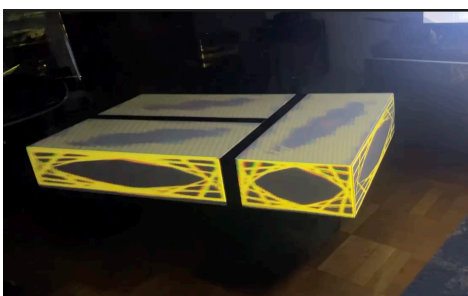
Here are some stills of some projection mapping/lighting Ive done.

I wanted to call it out because I really do see it being part of my career in DJ'ing as it has also pretty much always been a passion of mine and I recently won a contest for the creation of a preset(template for a specific design basically).

So my preset will be in the next update of the software and they are mailing me a super cool 3d model kit made for doing projection mapping onto. I worked as a VJ for a while at nebula in time sq with their 6 Chandelier LED screens suspended over the dance floor which was fun however I would have rather been at the decks than the lighting board.



Photos didn't do most of these justice



This one I animated a ring of fire and then projected it like a portal around doorways.