

How Legacy Publishing Uses Cultural Events to Grow Catalog Consumption

Legacy Publishing uses Octav to distinguish established earners from catalog works with room to grow. We then use focused capital, industry relationships, platform access, and clearance support to build campaigns around scheduled events.

July gave us two opportunities to grow consumption: Pretty Ricky's VERZUZ appearance and the 25th anniversary of Aaliyah's self-titled album. Each opportunity required a different strategy. Both were designed to reintroduce selected works to new audiences and move listeners into the catalog.

Both campaigns used limited budgets. For Pretty Ricky, we supported clearances, live fan engagement, and playlisting around VERZUZ. For Aaliyah, we built anniversary programming with ESSENCE and SOULECTION and supported it with targeted promotion. The largest song-level jumps appeared within the first month.

01
Two opportunities to grow consumption. Two different strategies.

Both strategies gave new audiences a direct route into selected catalog works.

CASE ONE · PRETTY RICKY

Clearances, live fan engagement, and playlisting

Support the VERZUZ partnership, help clear the works, bring fans together live, and use playlists and replay links to move audiences from event hype into the catalog.

501%

largest Pretty Ricky SoundCloud jump

CASE TWO · AALIYAH

Curation and cultural programming

Select overlooked album cuts, place them inside anniversary programming with ESSENCE and SOULECTION, support the work with promotion, and measure the response.

54%

largest Aaliyah Spotify jump

Our Pretty Ricky works jumped after VERZUZ.

VERZUZ created the first scheduled opportunity. Legacy Publishing supported the event partnership with Complex, facilitated clearances, created live fan engagement, and used playlists and replay links to funnel audiences from the event back into our owned Pretty Ricky works.



A clear result for fans to share

The win graphic kept Pretty Ricky's songs in the conversation after the battle.

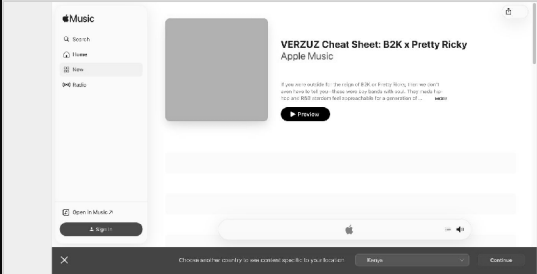
Captured July 28, 2026 • [Complex](#)



Legacy hosted a live watch party

The event gave fans a place to watch, react, and discuss the catalog together.

Captured July 28, 2026 • [Legacy Publishing](#)



A 29-song official playlist

Apple Music gave listeners a direct route back into both catalogs.

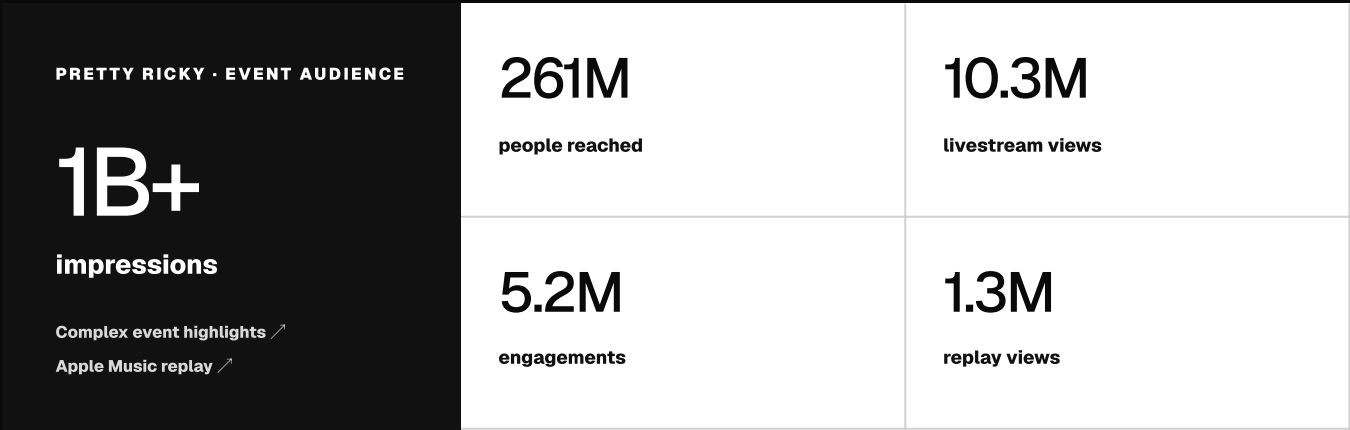
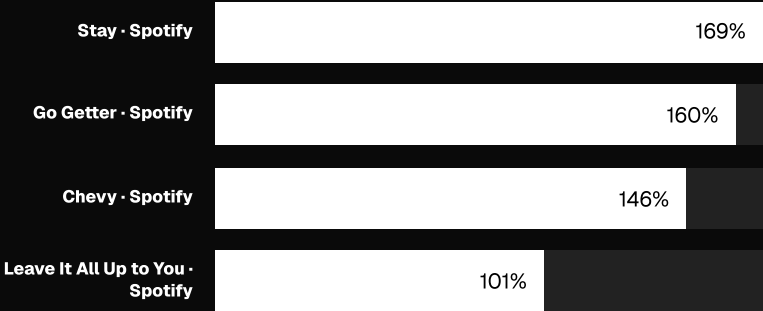
Captured July 28, 2026 • [Apple Music](#)

PRETTY RICKY • CATALOG LISTENING

Four owned Pretty Ricky works more than doubled on Spotify.

"Stay," "Go Getter," "Chevy," and "Leave It All Up to You" each grew by more than 100%. Across the 13 tracks reviewed, Spotify added 468,317 streams.

Recent 30 days compared with the prior 30 days. These are rolling periods, not a controlled event study.



We used a cultural moment to move listeners deeper into the catalog.

The 25th anniversary of Aaliyah's self-titled album created a reason to return to the music. Octav showed that several Red Album cuts had more room to grow than the flagship songs that already attract large audiences.

01

Select

Octav identified Red Album cuts with room to grow.

02

Festival

Legacy Publishing helped bring an Aaliyah tribute to ESSENCE Festival.

03

Program

We supported an Aaliyah-focused SOULECTION set on Apple Music 1.

04

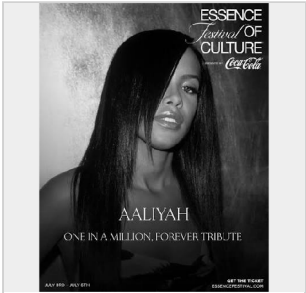
Promote

We funded targeted social promotion around the set and tribute.

05

Extend

Fan accounts shared clips and carried the music beyond the festival.



One in a Million, Forever

The ESSENCE Festival tribute put Aaliyah's catalog in front of a major festival audience.

Captured July 28, 2026 · **ESSENCE Festival** ↗



Sahar Habibi on Apple Music 1

Sahar Habibi framed the set around Aaliyah's classics, deep cuts, and unreleased music.

Captured July 28, 2026 · **Apple Music · Episode 737** ↗



Fans received a direct route to the set

The announcement connected the Aaliyah tribute, SOULECTION, Apple Music, and Legacy Publishing.

Captured July 28, 2026 · **Apple Music · Episode 737** ↗

“The result was not a larger spike for songs that were already popular. It was new listening across the album.”

AALIYAH · LISTENING RESULTS

Five Red Album cuts grew between 43% and 54%.

The fastest-moving songs were lower-volume album cuts. “Read Between the Lines” rose 54%, “I Can Be” rose 53%, and three more cuts rose between 43% and 47%. All 14 Red Album tracks increased. The movement was concentrated in songs that had previously received less attention, not in Aaliyah’s established flagship titles.

Matched nine-day windows before and after the ESSENCE Festival period.



14 of 14

Red Album tracks increased on Spotify

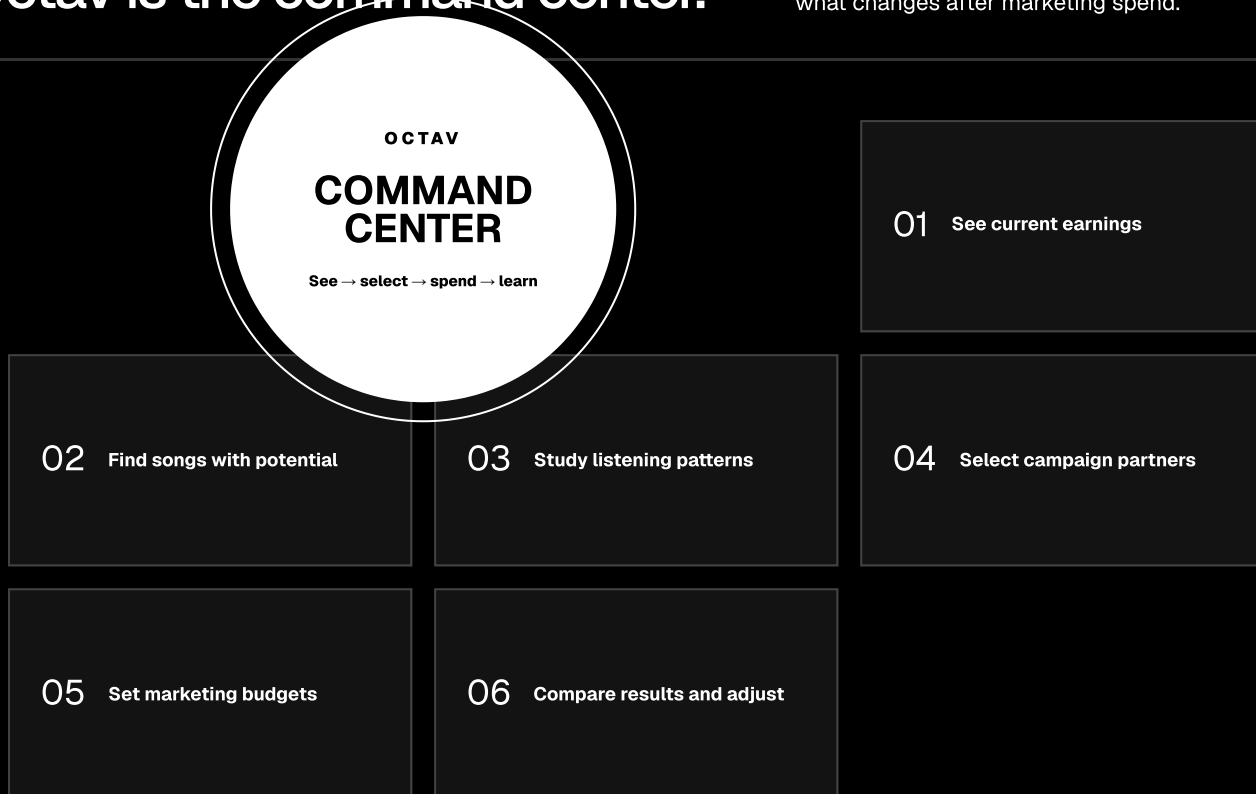
6.3M

listeners first discovered Aaliyah through the Red Album, according to Spotify

Spotify anniversary post ↗

Octav is the command center.

Octav turns individual campaigns into a repeatable process. It shows which songs earn today, which songs have unused potential, and what changes after marketing spend.



Before the work, the team studies listening by song, platform, place, and period. This information helps us select songs, partners, and marketing budgets.

After the work, Octav compares listening before and after. This shows which songs moved, which channels worked, and where to focus next.

These results show that Legacy Publishing can identify an opportunity, build the right campaign, and measure the effect on individual works. We can apply the same approach to future anniversaries, birthdays, reunions, artist pairings, live events, and other moments across the catalog.