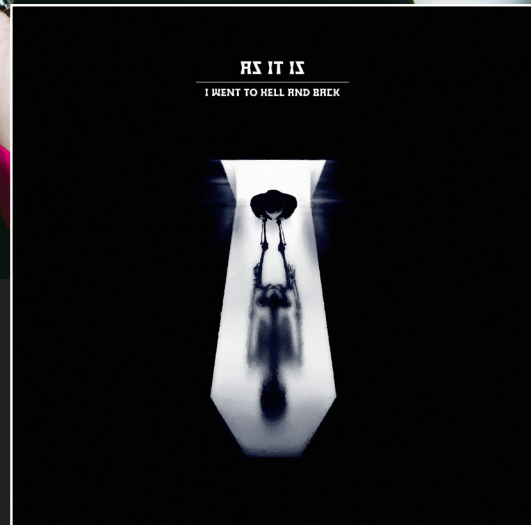




AS IT IS
NEW ALBUM
'I WENT TO HELL AND BACK'
OUT FEB 4



International pop-rock band As It Is – Patty Walters, Ronald Ish, and Alistair Testo – burst onto the scene with the Never Happy, Ever After in 2015 and followed with 2017's okay. In 2018, they returned with conceptual and cinematic The Great Depression. The band boldly and ambitiously reimagined the entire album and released the songs as a series of four EPs in 2019. Having experimented with and perfected their blend of pop, punk, and rock over time, As It Is have truly found their groove with their fourth album, I WENT TO HELL AND BACK (Fearless Records). The new album came to life during a period in which each and every member questioned their life choices and wrestled with a world in a constant throng of chaotic uncertainty. The band also shifted to a three-piece lineup. Ultimately, these 14 tracks, including the anthemic singles "IDGAF," "ILY, HOW ARE YOU?," "I LIE TO ME," and "I MISS 2003," are powerful, playful, and fearlessly chase the unexpected. It's the sound of a band still having fun – but they had to fight for it. It's a sprawling collection of songs that explore the confusing, conflicting emotions of the past two years. Having garnered a cumulative stream tally nearing 130 million worldwide, and with global press praise from Rock Sound, Upset, Alternative Press, Idobi, Outburn, and beyond, As It Is are ready for their moment.

CAREER HIGHLIGHTS

- Global Career Streams: 124M streams
- Global Career Views: 12.2M
- Press Support: multiple Rock Sound magazine covers (most recent: Nov 2021), New York Times, GQ, Kerrang!, Alternative Press, Outburn, Upset, PopCrush, The Noise
- Tour history: Reading & Leeds, Slam Dunk, Vans Warped Tour, Sum 41, Mayday Parade, Waterparks, Enter Shikari

GLOBAL VIDEO VIEWS

"DIAL TONES"	5.1M views
"THE STIGMA (BOYS DON'T CRY)"	4.1M views
"IDGAF"	218k views (released May 27, 2021)
"I MISS 2003"	71k views (released Nov 11, 2021)

GLOBAL STREAMS

"DIAL TONES"	20M streams
"THE STIGMA (BOYS DON'T CRY)"	11.1M streams
"IDGAF"	1.8M streams (released May 27, 2021)
"I LIE TO ME"	533k streams (released Aug 5, 2021)
"ILY, HOW ARE YOU?"	685k streams (released Sep 3, 2021)
"IDC, I CAN'T TAKE IT"	137k streams (released Sep 3, 2021)
"I MISS 2003"	88k streams (released Nov 11, 2021)

PLAYLISTING

- Spotify: New Music Friday (multiple countries), New Noise, The Rock List, All New Rock
- Apple Music: New In Rock, Breaking Rock, Breaking Hard Rock, The New Rock
- Amazon: Brand New Music (UK), Fresh Rock
- YouTube: Punk Hotlist, New Alt-Rock, Pop Punk Now, New Rock

GLOBAL SALES

'Never Happy, Ever After' (2015)
 56k total consumption to-date
 47.8M streams to-date

'okay.' (2017)
 40k total consumption to-date
 34.4M streams to-date

'The Great Depression' (2018)
 33k total consumption to-date
 33M streams to-date

SOCIAL STATS

Spotify	130k followers
	455k monthly listeners
Instagram	136k followers
Facebook	118k followers
YouTube	107k subscribers
Twitter	90k followers

AGE
 18-22: 24%
 23-27: 33%
 28-34: 26%

DEMOS
 Male: 57%
 Female: 39%

TOP MARKETS

United States	Germany
Australia	Indonesia
United Kingdom	

CONTACT

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