

Tour Health Score, Weekly Scoring Worksheet

HOT SLICE CREATIVE · PROPRIETARY · v4 · 2026

Supersedes v3. Input 5 radio is now scored through the Radio Impact Score rather than a flat checkbox. The instrument remains 100 points. Nothing else changes.

Tour / Artist	Report date	Week #	Prior week score

Deterministic instrument. Observe, count, look up. Two trained analysts scoring the same campaign produce the same number.

THE DOUGH · Inputs 1 and 2 · Presale Data · max 45 pts

Input 1, tour average percent sold, max 25

Tour avg % sold	Pts	Circle	INPUT 1
30% or more	25		____ / 25
25 to 29%	22		
20 to 24%	18		
15 to 19%	13		
10 to 14%	7		
Under 10%	avg / 2		

Input 2, week over week velocity, max 20. Velocity equals this week average minus last week average, in percentage points. Example: 29.4% minus 22.0% equals 7.4pt, which scores 17.

WoW velocity	Pts	Circle	INPUT 2
8.0pt or more	20		____ / 20
6.0 to 7.9pt	17		
4.0 to 5.9pt	13		
2.0 to 3.9pt	8		
1.0 to 1.9pt	4		
Under 1.0pt	0		

DOUGH TOTAL equals Input 1 plus Input 2

DOUGH
____ / 45

THE SAUCE · Inputs 3 and 4 · Market Distribution and Risk · max 35 pts

Input 3, market distribution strength, max 20. Step one, count shows by band. Step two, Delta equals Leaders minus Concern. Step three, look up the exact score.

Leaders, 30% or more	Mid-tier, 15 to 29%	Concern, under 15%	Delta

Leaders	Concern	Delta positive, leaders > concern	Delta zero, equal	Delta negative, concern > leaders
5 or more	0 to 2	20	19	18
5 or more	3 or more	17	16	14
3 to 4	0 to 3	17	15	14
3 to 4	4 or more	15	14	12
1 to 2	0 to 4	13	10	8
1 to 2	5 or more	11	9	8
0	0	7	7	7
0	1 or more	4	3	0

INPUT 3

_____ / 20

Input 4, underperforming market risk, max 15. Condition A, count of shows below 15% sold. Condition B, how many of those are within 10 days of show date.

Condition A, shows below 15% sold	Condition B, of those, within 10 days

Condition A	B: 0 within 10 days	B: 1 within 10 days	B: 2 or more
0 shows below 15%	15	15	15
1 to 2 shows below 15%	12	9	6
3 or more shows below 15%	8	5	2

INPUT 4

_____ / 15

SAUCE TOTAL equals Input 3 plus Input 4

SAUCE

_____ / 35

THE BAKE · Input 5 · Campaign Infrastructure · max 20 pts

Three channels are all or nothing at 5 points each. Radio is different as of v4. Radio is scored through the Radio Impact Score, a standalone 0 to 100 instrument, then mapped into 0 to 5 points here. Radio support is not one thing, and a flat checkbox scored a SiriusXM add and a single test spin identically.

Channel	Condition required for full credit	Confirmed	Pts
Press	At least one interview or feature published during the presale window serving a tour market.	YES / NO	5
Digital	YouTube or streaming growth documented via platform analytics during the presale window.	YES / NO	5
Social	Band or team posted content promoting specific show dates within the last 14 days.	YES / NO	5

RADIO · scored via the Radio Impact Score · max 5 pts

Complete the Radio Impact Score worksheet first, then map the result below. Do not award a flat 5. If no radio scoring has been done, radio scores 0 until it is documented.

RIS total	THS radio points	Tier
80 to 100	5	Conversion engine
60 to 79	4	Meaningful support
35 to 59	2	Present, limited
1 to 34	1	Not a factor
0	0	No confirmed support

RIS score carried from RIS worksheet	_____ / 100
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BAKE TOTAL equals Radio plus Press plus Digital plus Social

Radio only sells tickets where the tour is going. Raw spin counts lie. Reach times Rotation times Alignment is the whole point of decomposing this channel.

RADIO

_____ / 5

BAKE

_____ / 20

FINAL SCORE AND TIER

DOUGH

+

SAUCE

+

BAKE

=

TOTAL

___ / 45

___ / 35

___ / 20

___ / 100

Score	Tier	Strategic read	Circle
90 to 100	Breakout	Multiple sellouts. Full campaign alignment. Build the second leg now.	
75 to 89	Healthy	Structurally sound. Radio and digital reinforcing each other. Keep pushing.	
61 to 74	Normal pacing	Infrastructure present but not fully synchronized. Identify the lever.	
Under 60	Needs attention	Immediate intervention. Venue resizing, radio activation, or promoter call.	

PRIORITY ACTIONS THIS WEEK

1.
2.
3.

NOTES