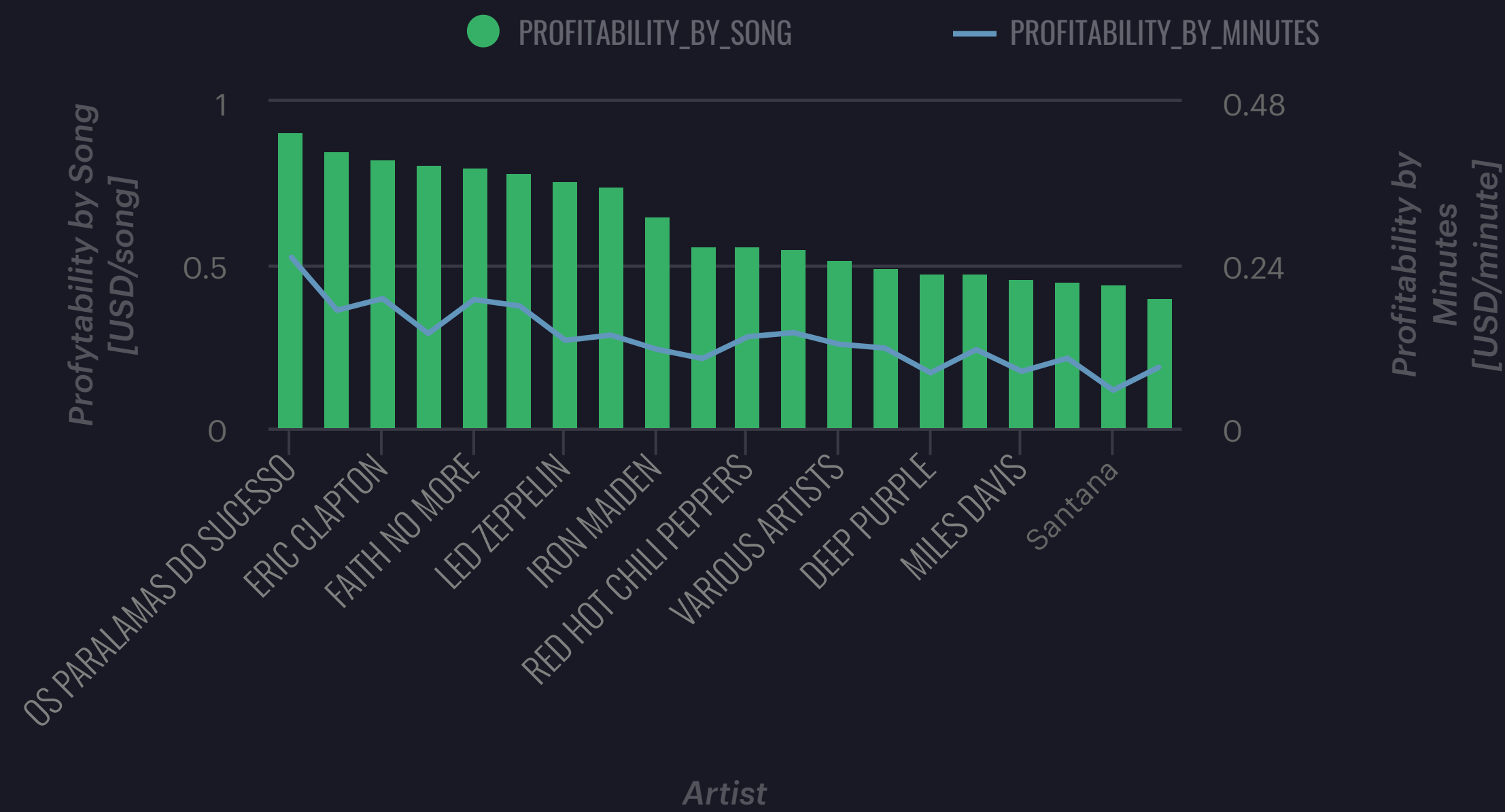


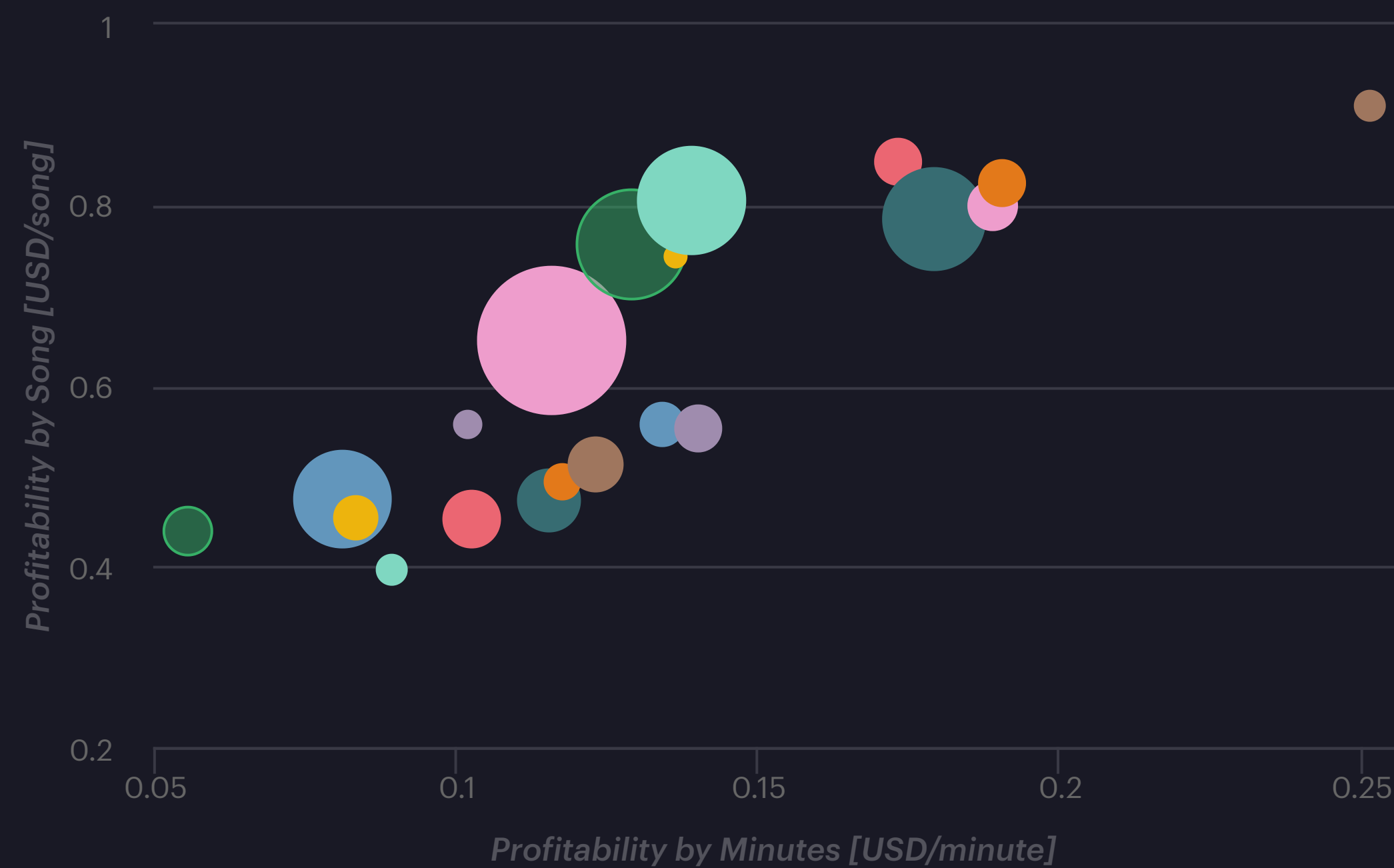
SLIDE 3

WHAT ARTIST HAS THE HIGHEST PROFITABILITY BY SONG'S MINUTES?

PROFITABILITY BY SONG AND BY MINUTES



HOW SONG DURATION IMPLIES IN PROFITABILITY



The artist with the highest profitability is *Os Paralamas do Sucesso*, for every minute of the song available in the Chinook database, the turnover was 0.25 USD for each minute. The artists with low total duration (all small circle in the right graphic) have performed better profitability rates.