



Royalty Payments and Consumption Analytics

Independent Record Label and Music Publisher

Homogenized and consolidated the royalty statements across multiple music publishing companies by extracting and storing the royalty statements in a centralized data warehouse, to enable further analysis of trends and forecast future royalty payments during the diligence phase of acquiring new music catalogs

Royalty payments analytics for an independent record label and music publisher

Situation

- Client lacked visibility into the holistic royalty performance of songs due to different royalty statement structures across publishing houses. This impacted the turnaround time to evaluate opportunities during the diligence phase.
- Partnered with the client to automate the processes, that significantly reduced the turnaround for the evaluation of historical royalties of record labels that were being considered for acquisition. Additionally, provided visibility into the holistic performance of the existing catalogs and helped evaluate potential opportunities for acquiring new music catalogs.

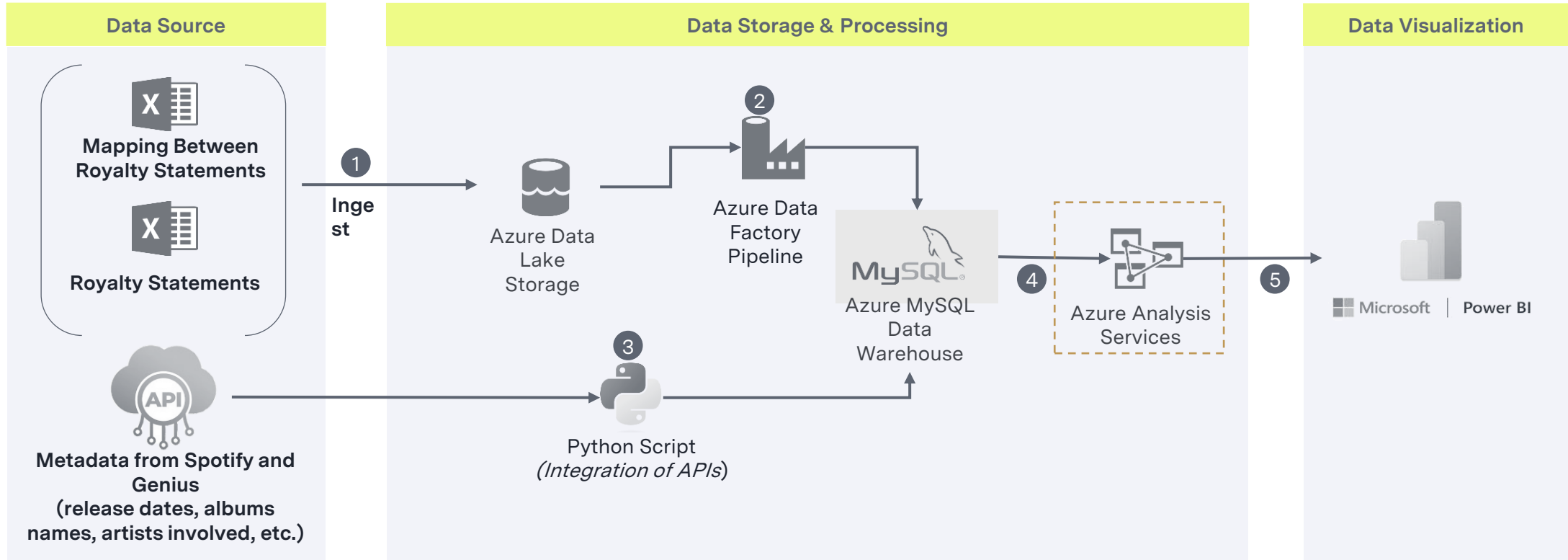
Accordion Value Add

- Developed a custom consolidator to homogenize and structure data accounting for various royalty statement structures across publishing houses (such as Sony Music Entertainment, ASCAP, etc.).
- Integrated APIs to extract relevant metadata (release dates, albums names, artists involved, etc.) and streaming consumption data for songs and artists, to build a holistic database for the portfolio and enable benchmarking based on song details.
- Created a data warehouse to act as a single repository to store structured historical data and facilitate reporting data models for Power BI dashboards, to provide visibility into the royalty performance of songs.
- Built a dashboard to identify attractive opportunities for portfolio expansion based on the royalty trends and streaming consumption of artists / songs.

Impact

- Custom consolidator resulted in ~80% reduction in FTE-hours required to consolidate royalty statements and extract streaming consumption data from APIs.
- ~50% more likely to identify and act upon potential artists / songs, due to a faster turnaround time.
- ~10% improvement in portfolio performance due to better artist / song selection based on historical statement and current streaming consumption trends.

Approach - high level architecture diagram



- 1 Ingest data from SharePoint into Azure Data Lake Storage
- 2 Use Azure Data Factory pipeline to structure the data set and store in MySQL Data Warehouse as the “single data repository”
- 3 Integration of metadata from various APIs for additional details on songs / artists
- 4 Collate data from fact tables and push it to ‘*Azure Analysis Services*’ for data modeling, this component improves the latency of dashboards
- 5 Build operational reports and analytical dashboards on top of Azure Analysis Services or SQL Database to derive insights from the data

Evaluation of opportunities by benchmarking market share decay

Selected group of songs to be evaluated as possible opportunities

Glossary

Songs Streaming Trend

Catalogs Streaming Trend

Albums Streaming Trend

Selection Based Analysis

Decay Comparison - Benchmark Songs

Last N weeks52

Owned CatalogAll

Decay CurveFTI - Latin (Hi...

Catalog NameMultiple selections

Album NameAll

MetricStreaming On-Demand Audio

Country CodeG1

Selected Songs

Song - 4

Song - 6

Song - 7

Song - A

Song - B

Song - C

Song - D

Song - E

Song - F

Song - G

Song - H

Song - I

Song - J

Song IDAll

Aggregated Decay (Selected Songs Vs Benchmark Songs)

Market Share Decay

Selected Songs

Benchmark Songs

Industry Standards

1

2

3

Intervals

Selected Songs Decay

Song Name	1	2	3
Song - 7	-56.84%	-31.14%	-32.60%
Song - N	-40.80%	-10.07%	-16.82%

Benchmark Songs Decay

Song Name	1	2	3
Song - 1	-35.33%	-29.24%	-31.26%
Song - A	-82.34%	-48.80%	-22.67%
Aggregated Decay	-78.16%	-43.91%	-25.21%

Country CodeG1

Benchmark Songs

Song - \$

Song - <

Song - 1

Song - 2

Song - 3

Song - 4

Song - 5

Song - 6

Song - 7

Song - 8

Song - 9

Song - A

Song - B

Song IDAll

Existing songs selected to act as benchmark for evaluating opportunities