

Main Story

Title	Region Growth	Region Breakdown	Global Artists Recommendations	Billboard Duration	Multiple Artists	Change in Listening
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Analysis for Music Label Growth

Matthew Perez Capstone

Business Goals

Maximize release popularity by either...

- Investing in Global Artists
- Exploiting Current Trends for Domestic Artists

Our Approach

- Utilize International Spotify data and US Billboard 100 data
- Examine what International countries artists that US audiences listen to originate from
- Examine trends that can improve popularity

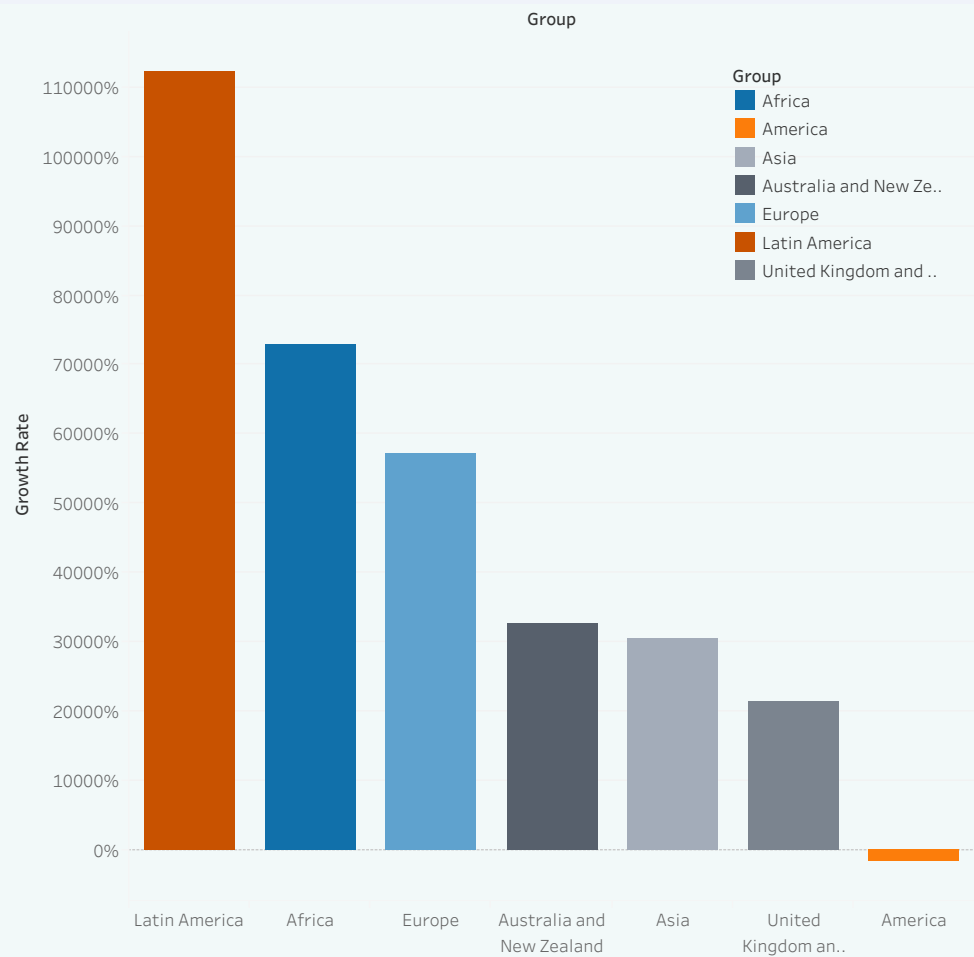


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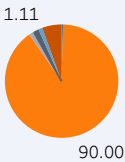
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- US audiences are listening to more international artists since 2005..

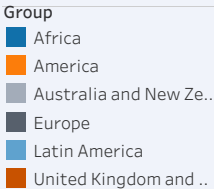
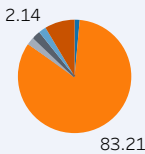
Growth of Region Share in Billboard 100
2005-2021



Billboard 100 Artist Break Down
2005



Billboard 100 Artist Break Down
2021



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Broader Historical View of International Artists in Billboard 100

- Changes appear to be part of natural ebb and flow of habits in US listeners
- Not part of bigger, unique trend
- Potential Exception In Latin American Market

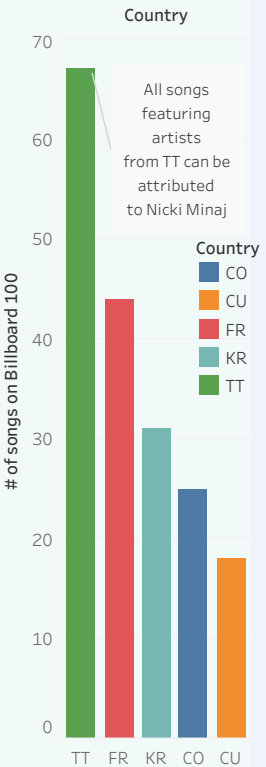
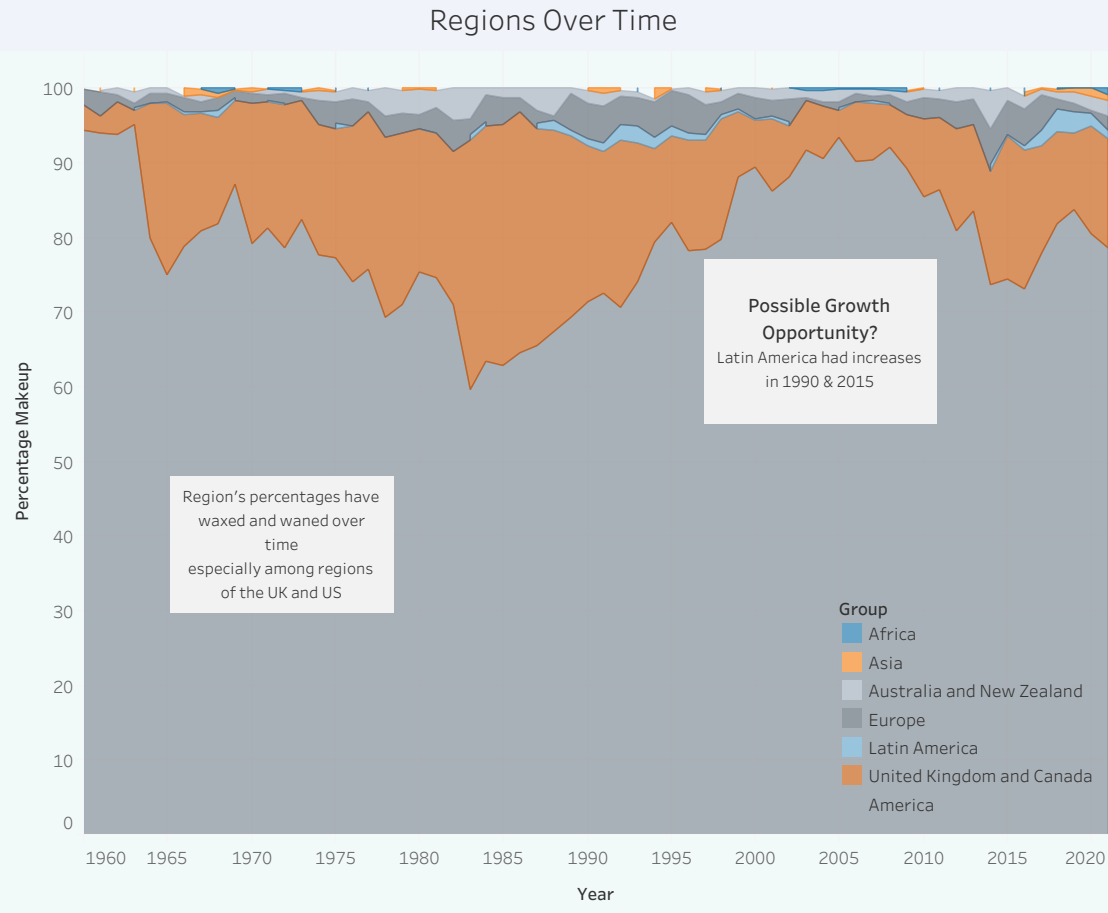
US still dominant in originating the vast majority of artists in charts

- UK and US historically and continue to own over 90% of market share

- Artist driven anomalies weaken narrative of larger global trends

Top International Artist Origins for US Listeners

Billboard 100 data
2015-2021
excluding English speaking countries like AU and UK



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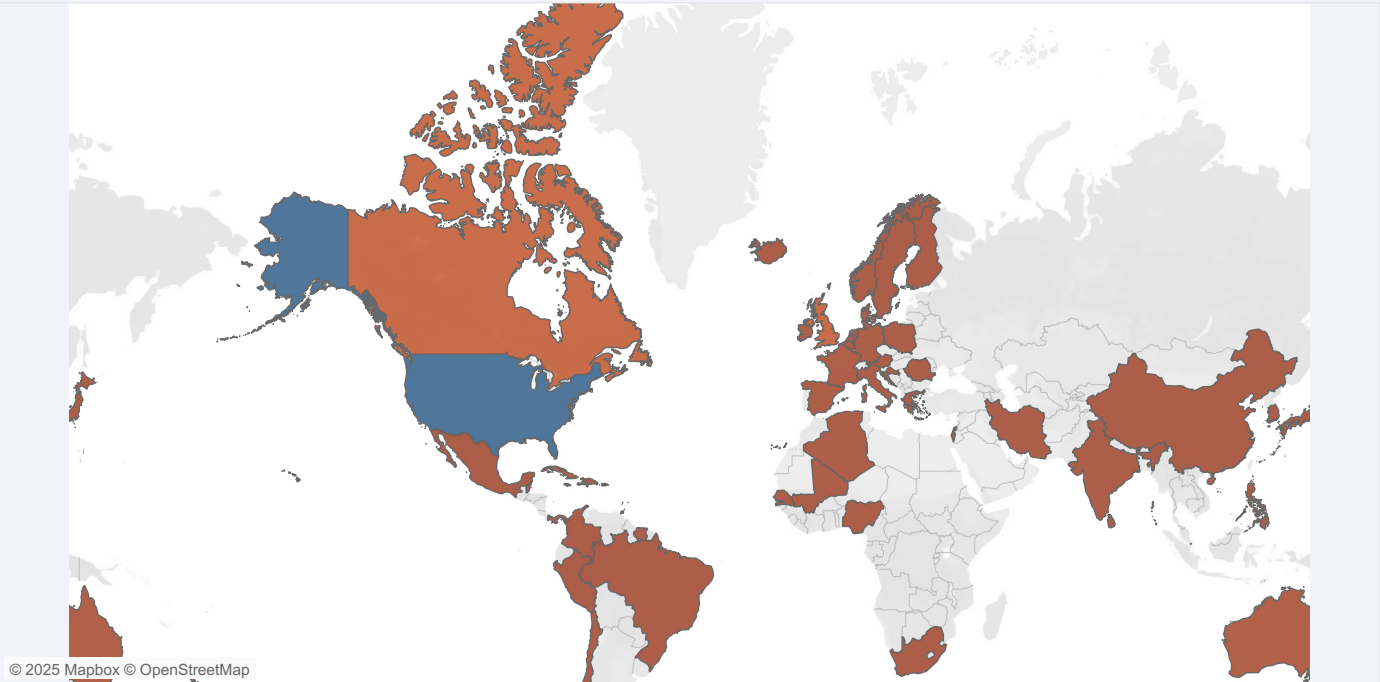
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Conclusion & Recommendations on Global Artists

- Since 2015 there has been a slight increase in International listening, though does not look like a sufficient impacts compared to historical trends
- Continue to monitor Latin American Artists
 - Have displayed a slight increased and sustained market share compared to historical trends
 - Has been the fastest growing region in Billboard 100 market share
- More data needed to determine if there are potential growth opportunities,
- ..

Artist Origins

Billboard 100 Artist Origins since 1990



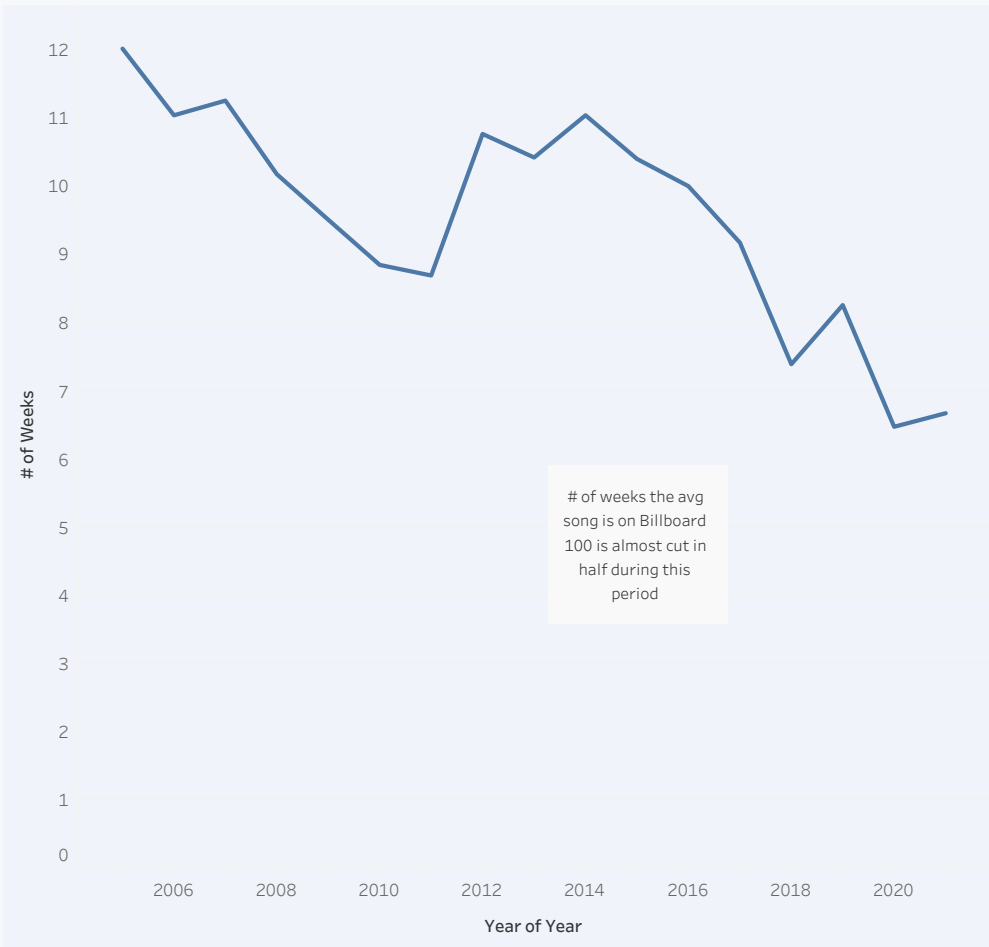
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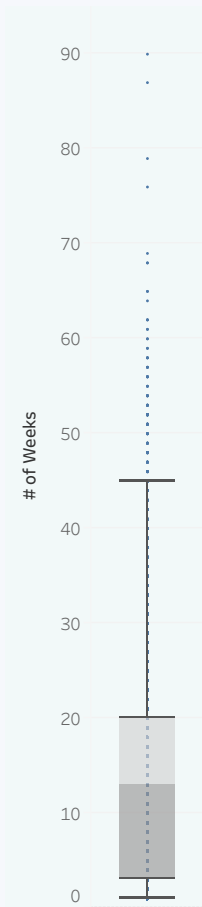
- Higher turnover rate for songs on Billboard 100

Average Time a Song is on the Billboard 100

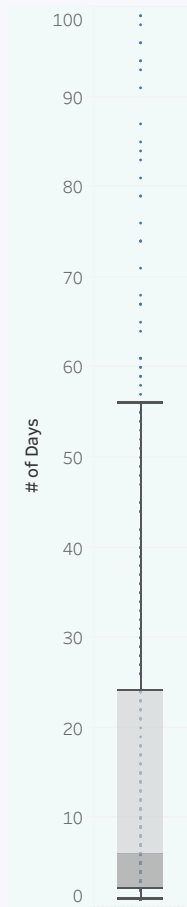
Billboard 100
2005-2021



Distribution of How Long Songs Stay on the Billboard 100
1990-2021



Distribution of How Long Songs Stay on the Spotify 50
10/18/23-12/7/24

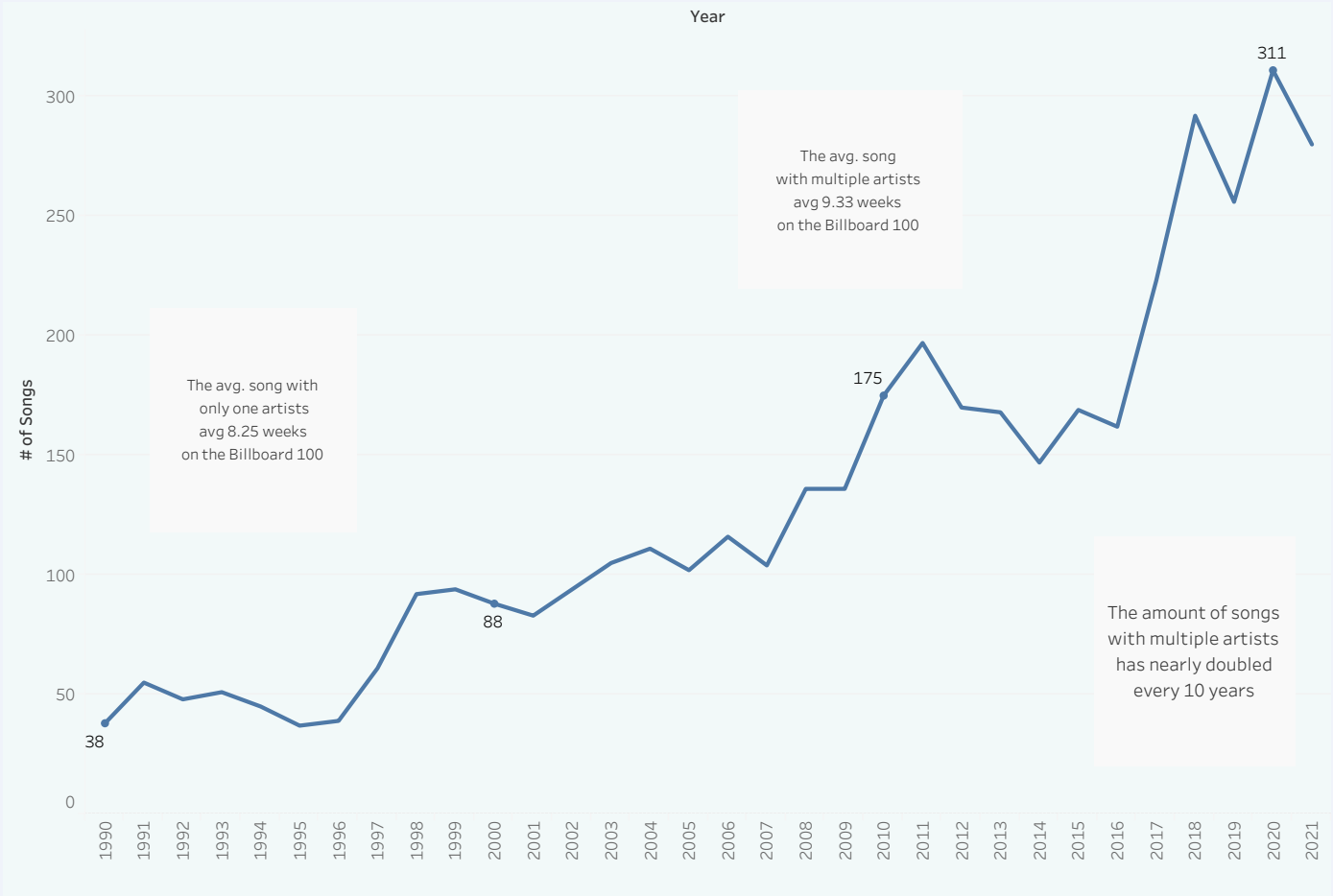


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Region Breakdown	Global Artists Recommendations	Billboard Duration	Multiple Artists	Change in Listening	Genre Trends	Artist Popularity
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-Trends show that there has been a large and steady growth in Billboard 100 songs featuring multiple artists with improved chart success

Number of Unique Songs with Multiple Artists
data from Billboard 100 since 1990



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Global Artists Recommendations	Billboard Duration	Multiple Artists	Change in Listening	Genre Trends	Artist Popularity	Conclusion
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- The launch of Spotify possibly coincides with this trend, showing the implications of streaming and how it is changing listener’s habits



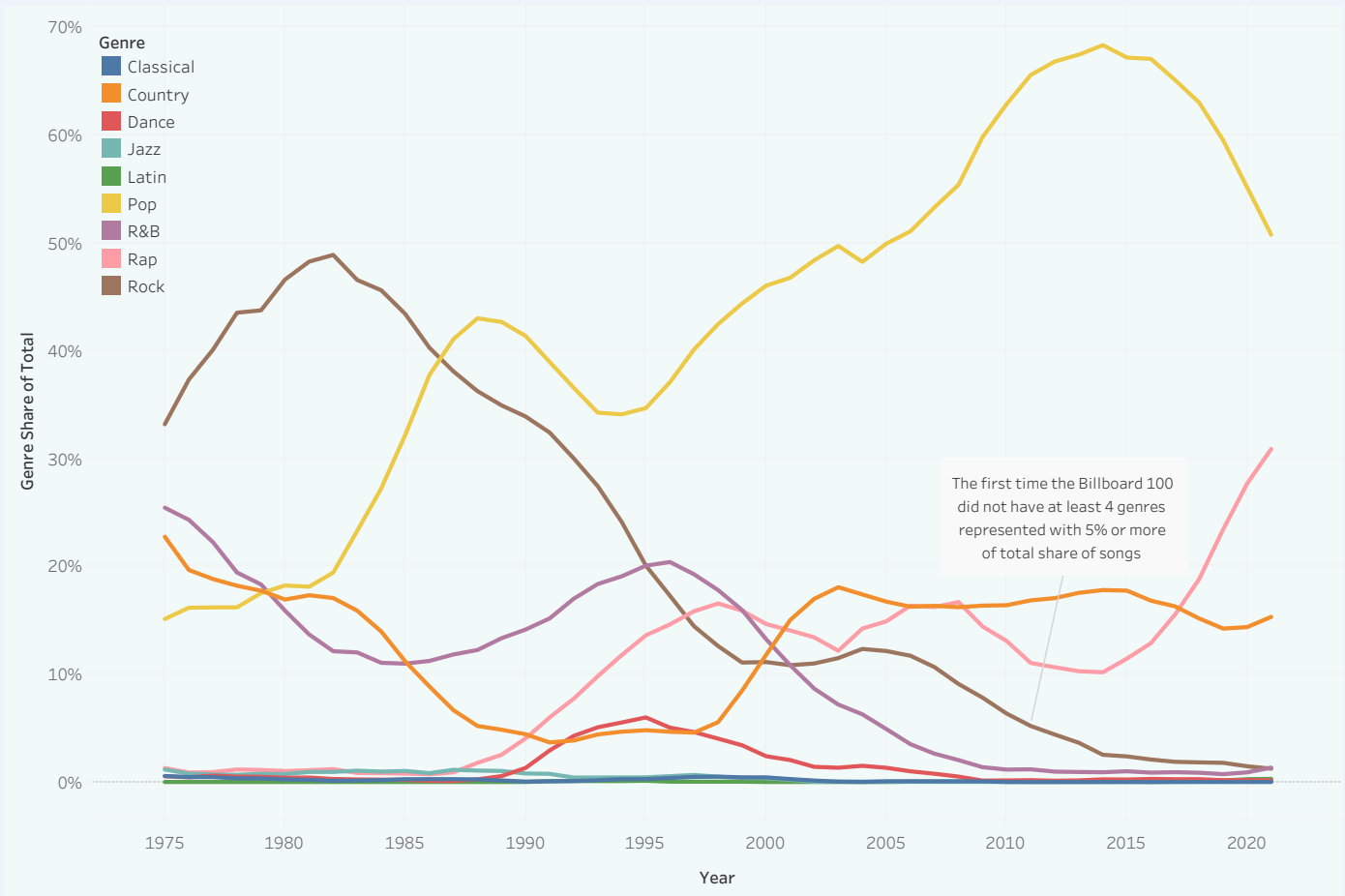
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Global Artists Reccommenda..	Billboard Duration	Multiple Artists	Change in Listening	Genre Trends	Artist Popularity	Conclusion
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- We see the dwindling in genre diversity, with 2011 being the last year there were at least 4 genres that had at least a 5% share of Billboard 100 songs, compared to year like 1995 which saw 6 genres with at least a 5% share of Billboard 100 songs.
- This trend possibly points to audiences having less affinity towards genres, that music is becoming more generic and trends are becoming more artist driven.

Genres Over Time

Billboard 100 data 1975-2021

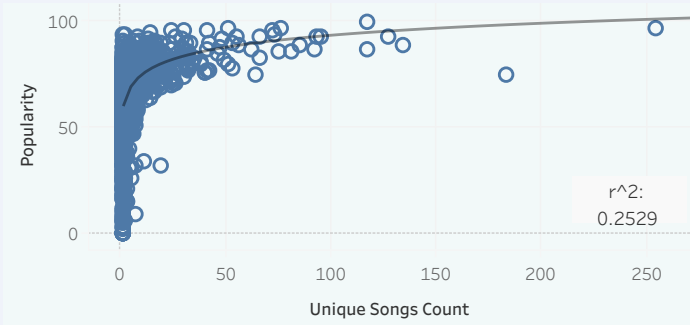


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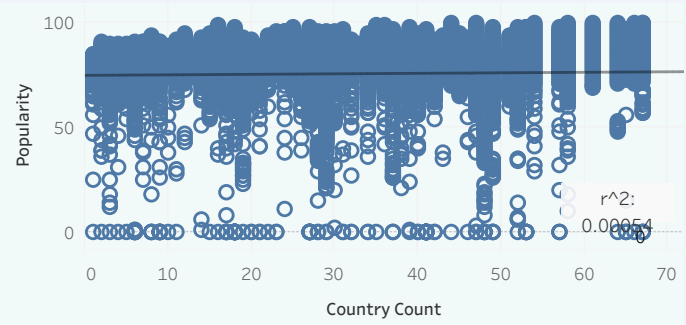
Global Artists Recommenda..	Billboard Duration	Multiple Artists	Change in Listening	Genre Trends	Artist Popularity	Conclusion
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-When looking at Artists’ chart performances or International Market share, no clear relationships are made to better understand an Artist’s popularity.
-This alludes to an artist’s popularity relying on factors beyond music and musical success, needing other metrics to factor artists’ celebrity and fame and how that may impact popularity and streaming.

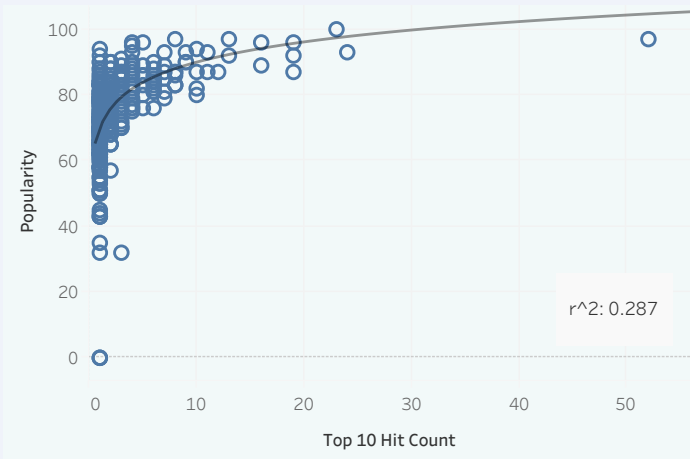
Unique Songs on Billboard 100 to an Artist’s Popularity
Billboard 2010-2021



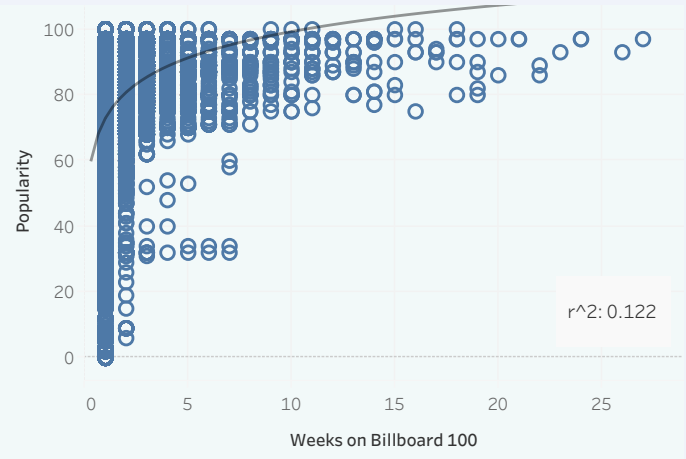
Presence in International Markets to an Artist’s Popularity
Spotify Data 10/18/24-12/7/24



Top 10 Songs to an Artist’s Popularity
Billboard 100 2010-2021



Weeks on Billboard 100 to an Artist’s Popularity
Billboard 100 2010-2021



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Global Artists Recommenda..	Billboard Duration	Multiple Artists	Change in Listening	Genre Trends	Artist Popularity	Conclusion
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Conclusions

- Though there has been much growth in International Artists appearing in the Billboard 100, historical trends temper expectations that these trends are large or lasting
- One exception to this maybe the Latin America market which has experienced its largest share of artists that has continued for 5 years
- Featuring Multiple Artists on tracks has risen significantly since 1990 and helps improve chart success
- There has been higher turnover of songs on Billboard 100 possibly coinciding with the rise of streaming/Spotify
- Genre diversity has dwindled since the mid 90s
- No strong relationship found between an artist’s chart success and growth to International Markets to an Artist’s Spotify Popularity Score
- Genres and International Artists may not be effective lenses in predicting popularity, music has become extremely artist driven, and non musical factors like celebrity and fame may be equally, or even more, effective in understanding what makes artists more popular than others

