

## Chartmetric – personal data mining for A&R division 20191195 Eun Sung Jun

In music publishing company or record label, there is a division called A&R(Artists and repertoire). A&R manages all the service related to the artists. For example, they scout new talented artist or manage recording process and also assists the marketing and promotion. Many people say that A&R are asset manager of the music label because they take care of artists and tracks which are main asset of music label. In the past, people who had "Golden Ears" tend to become successful A&Rs. It was possible because most of artists tend to perform in famous clubs and A&R can visit this kind of places and assume who will be next big star. However, ages have changed. Now people consume music in numerous platform from normal streaming services like Spotify, Pandora to short video platform like Tiktok. Additionally, over 40,000 new tracks are updated in Spotify in a day. Only Spotify, for whole music platform it would exceed a lot. So now, data mining became inevitably necessary for A&R to find new artist to sign or what style of track should their artists to produce.

The well-known company that does this kind of data analysis for A&R is Chartmetric. Chartmetric deals with each personal data of social network users, global streaming service users. They gather information like users mentions, number of followers and likes of SNS, streaming plays and playlists of streaming services and Youtube views and etc. With these data, Chartmetric goes through certain steps to offer a list of next big artists to A&R. First, they define which artist are 'successful'. Next thing is to extract the shared pattern of these 'successful' artist. Performance data which I previously mentioned would be used. Lastly, they compare the shared pattern with the pattern of current artists, to find whether there are similarities. The point to make a successful outcome is to not strictly restrict the pattern of success cases. Because there are so many different cases that succeed in nowadays, It is very important for them to be open-minded and widen their view and then focus on the most reliable and probable path that leads to successful outcome. As the prediction of Chartmetric relies on real-world data, artists may rise in Chartmetric's list or pushed down according to their performance (track release, tour, media exposure).