

Hit or Not

YouTube view count predictor

MUSIC.
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IN

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K-Pop on YouTube

- relatively **costless**
- reflection from **international** market
- solid **indicator** for Hit or Not

Basic Idea

- Is it possible to distinguish whether hit or not more early?
 - Based on user response (views, likes, comments...)
 - Make a **ML** model
 - Predict view counts

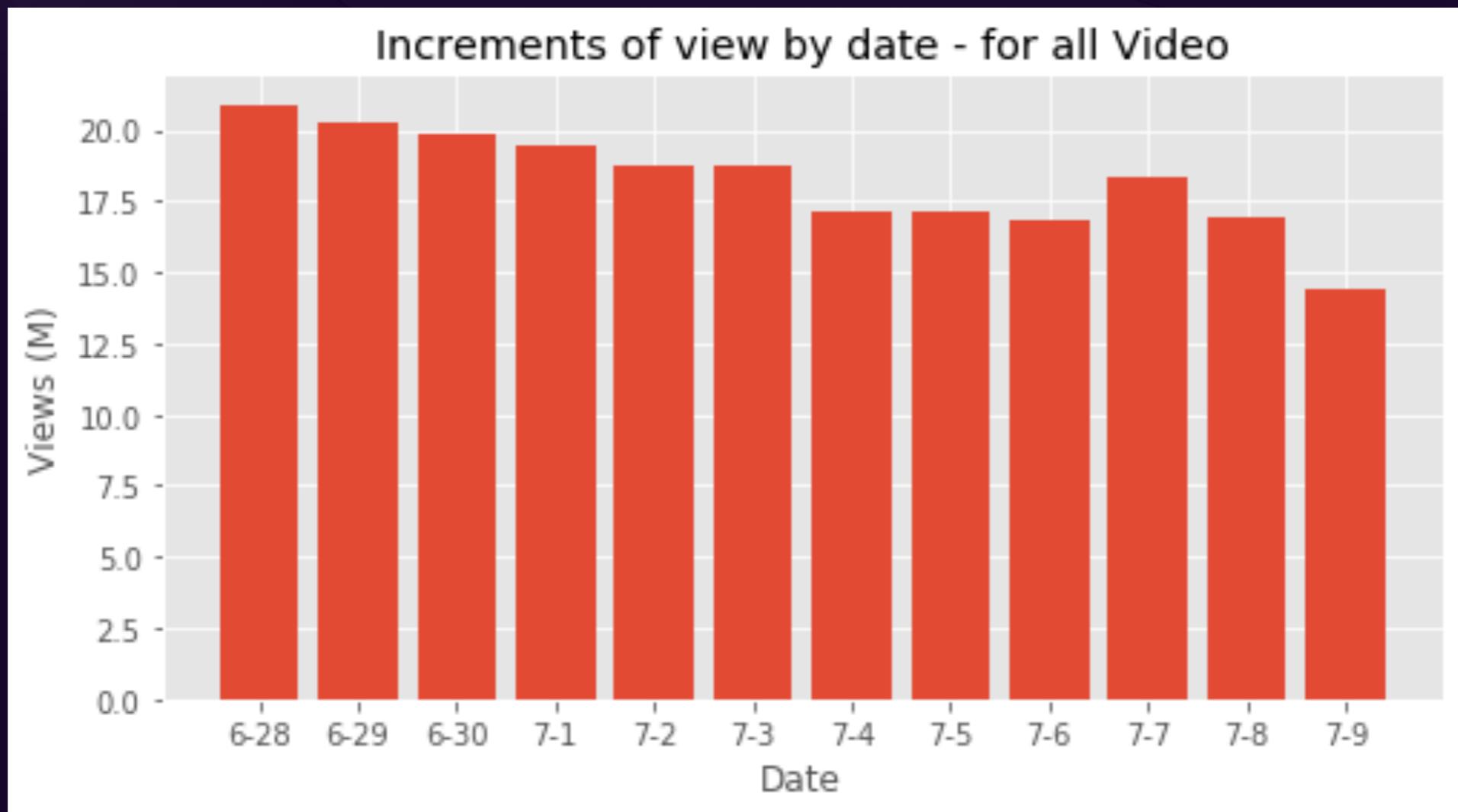
Data to collect

The screenshot shows a YouTube video player for the song 'Zimzalabim' by Red Velvet. The video frame features a close-up of a member with blonde hair and pink makeup. A subtitle at the bottom of the frame reads 'After chasing anything thing thing,'. Below the video, the title 'Red Velvet 레드벨벳 '짐살라빔 (Zimzalabim)' MV' is displayed, along with the view count '37,488,624 views'. To the right of the video player, there are several interactive buttons: a red box highlights the '1.7M' like button, while other buttons for dislike, share, save, and more options are visible. Below these buttons is a 'SUBSCRIBE 19M' button. In the top right corner of the video frame, there is a small 'SMTOWN' logo. At the bottom left of the video frame, it says 'Premiered Jun 19, 2019'. The background of the entire screenshot is a dark purple gradient.

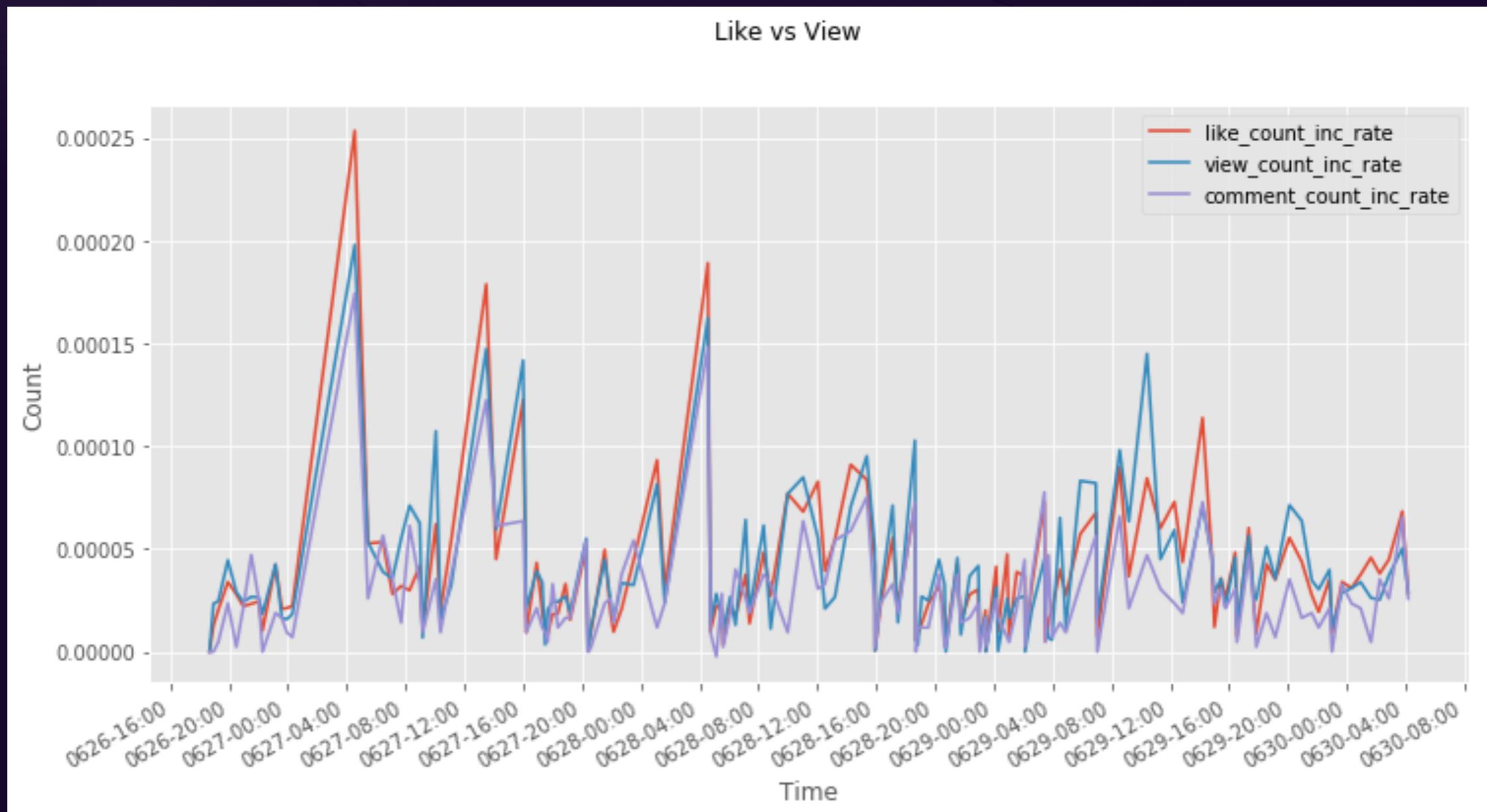
Up next

- [MV] (G)I-DLE((여자)아이들) – Uh-Oh
1theK (원더케이) 7.1M views
- Mix - Red Velvet 레드벨벳 '짐살라빔 (Zimzalabim)' MV
YouTube
- TWICE "FANCY" M/V
iypentertainment 146M views
- 청하 (CHUNG HA) - "Snapping" MV
Stone Music Entertainment 21M views
- Meet The Number 1 Hostess In Japan | ASIAN BOSS
Asian Boss 996K views
- [ReVeluv pick!] Red Velvet Best Stage Compilation | 레드벨벳 ...
MBCkpop 395K views
- Top 10 Problems that Aladdin (2019) Fixed
1992 2019

Collected data



Collected Data



Architecture



**Python 3
Flask
Bootstrap**

client

PROPHET

model



**NGINX
MongoDB
Selenium**

cloud

Hit or Not

music.proba.in

HIT OR NOT

Prediction Dashboard

Keeping track of K-Pop music video on YouTube

Dashboard

Hot Trends

Most Watched

New Releases

About

You Tube

Videos 278

Monitoring Video

Total Views 8.41 B

Just before

View increments 1.79 M

Last 4 Hours

[MV] Stella Jang(스텔라장) – YOLO
39.46 K views PREDICT Jul 5, 2019

IZ*ONE (아이즈원) – 'Buenos Aires' MV
7.91 M views PREDICT Jun 12, 2019

LEE HI – '누구 없소 (NO ONE) (Feat. B.I of iKON)' M/V
21.63 M views PREDICT May 30, 2019

Hit or Not

music.proba.in/hottrend

HIT OR NOT

Hot Trends

Keeping track of K-Pop music video on YouTube

Dashboard

Hot Trends

Video view count increase in the last 4 hours

#	Title	Published	Total View	Increment	PREDICT
1	BLACKPINK - 'Kill This Love' M/V	Apr 4, 2019	474.25 M	192.50 K	PREDICT
2	BTS (방탄소년단) '작은 것들을 위한 시 (Boy With Luv) feat. Halsey' Official MV	Apr 12, 2019	445.94 M	160.48 K	PREDICT
3	BLACKPINK - '붐바야'(BOOMBAYAH) M/V	Aug 8, 2016	647.49 M	126.78 K	PREDICT
4	TWICE "FANCY" M/V	Apr 22, 2019	148.62 M	102.07 K	PREDICT
5	JENNIE - 'SOLO' M/V	Nov 12, 2018	340.35 M	67.04 K	PREDICT
6	SOMI (전소미) - 'BIRTHDAY' M/V	Jun 13, 2019	32.23 M	63.20 K	PREDICT
7	BLACKPINK - '휘파람'(WHISTLE) M/V	Aug 8, 2016	393.66 M	55.49 K	PREDICT
8	EXO 엑소 'Love Shot' MV	Dec 13, 2018	166.16 M	53.13 K	PREDICT
9	Red Velvet 레드벨벳 '짐살라빔 (Zimzalabim)' MV	Jun 19, 2019	38.54 M	47.94 K	PREDICT
10	Heize (헤이즈) - We don't talk together (Feat. 기리보이 (Giriboy)) (Prod. SUGA) MV	Jul 7, 2019	4.14 M	41.50 K	PREDICT

Next Step

- **Classification**(hit or not) model
- More solid **scraping** method
- Expand to new **category**

Thank You !!

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