

Based On **Spotify** Trends



About Us

**We are a consulting agency
that provides meaningful
insights to radio
stations/producers.**

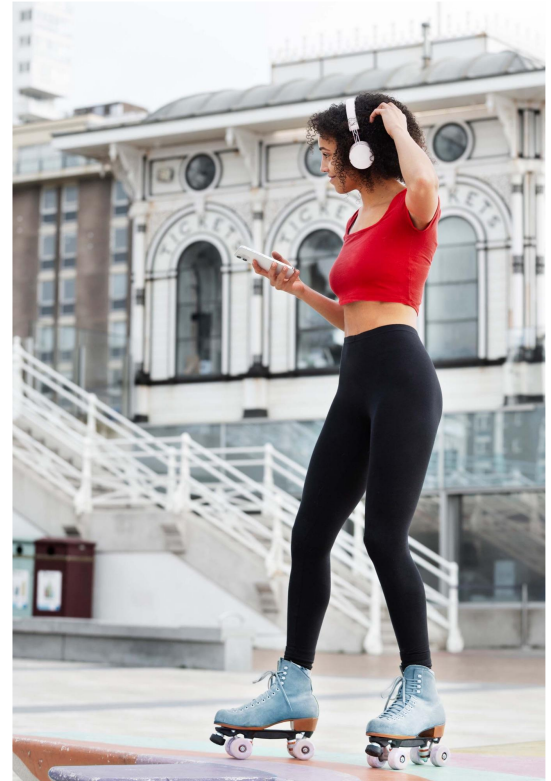
**We are a team of two with
background in
Mathematics:**



Avramidis Theofilos



Korolis Alexandros



The Basis



Popularity

Song Plays by release
date



Song Duration

How duration changed
through the Years



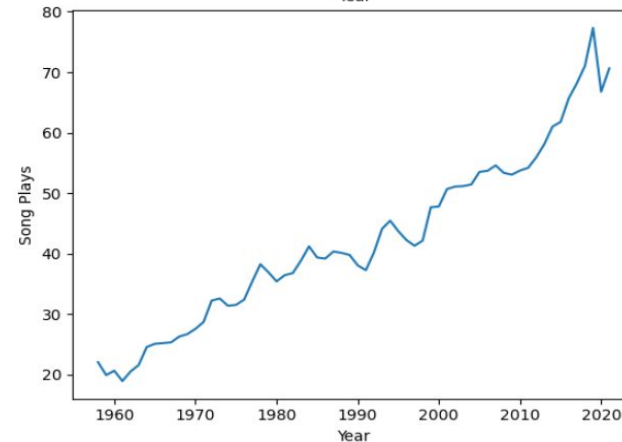
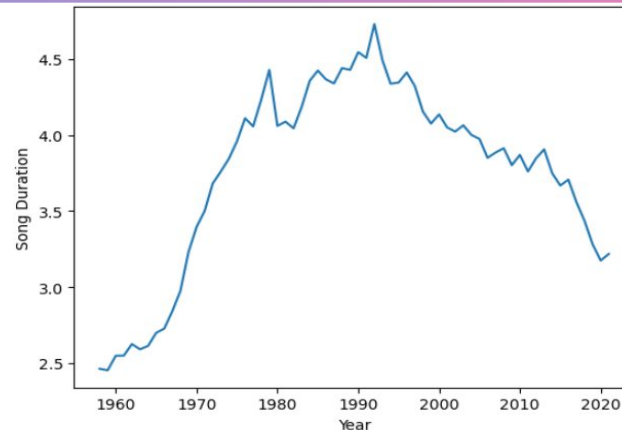
Top Genres

By decade

Song Duration

- Duration Increases by year
- Max Duration in the 90s
- Decreases after that

Nowadays songs tend to be shorter.

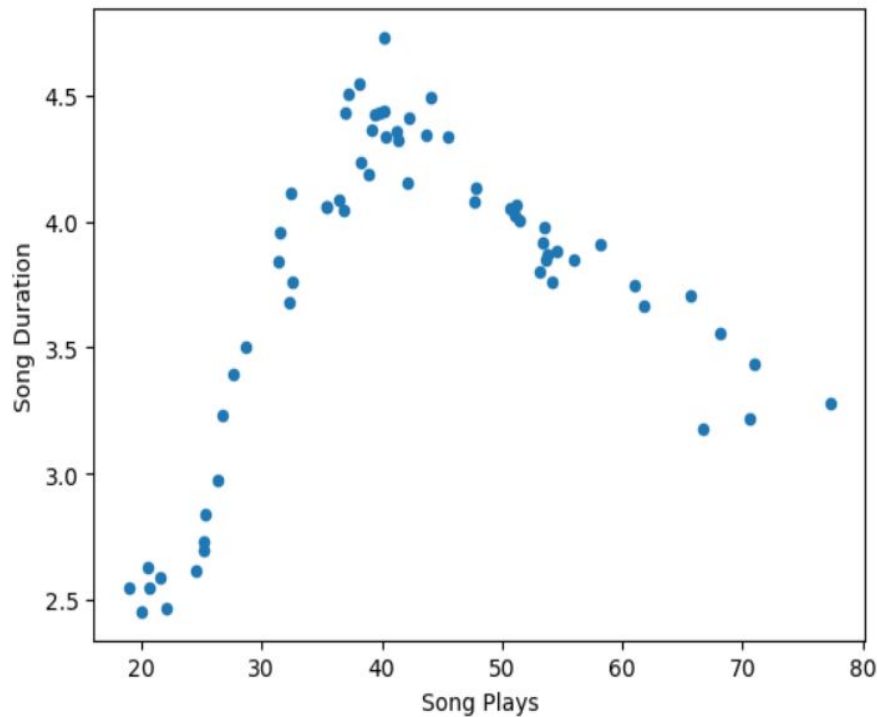


Popularity

New Songs tend to be more popular.

Duration VS Popularity

- Strong correlation between Duration and Popularity.
- More popular songs have shorter durations.
- Songs in the middle of the graph represent more like the 80s/90s era.





What makes a radio program great?

Does **hip hop** music fit in a **60s** radio program?

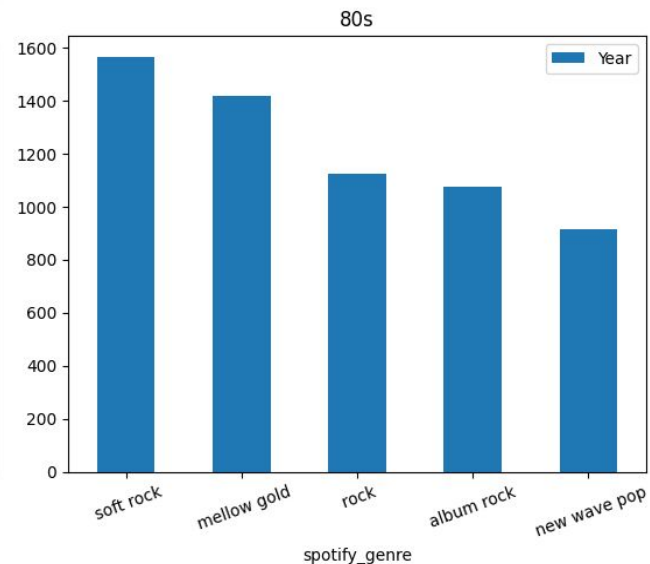
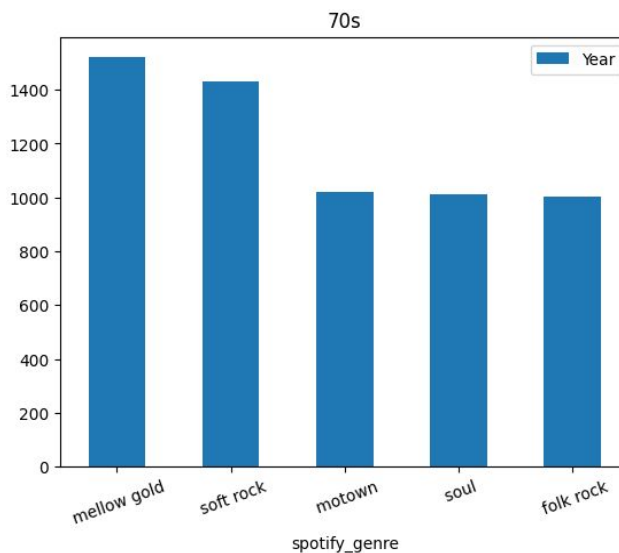
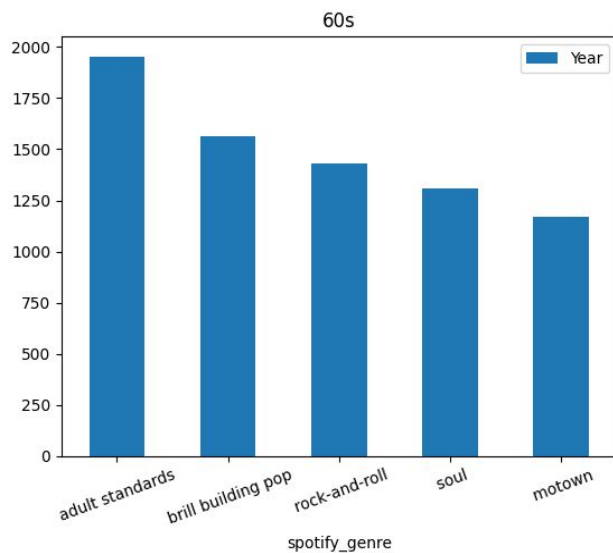
Is **Metallica** a famous choice for a **90s** theme?

Let us examine :

- **Decade thematics(60s,70s..)**
- **Top Genres**
- **Top Performers**



Decade Thematicals



Top Performers

- The Beatles
- Beach Boys
- Sam Cooke

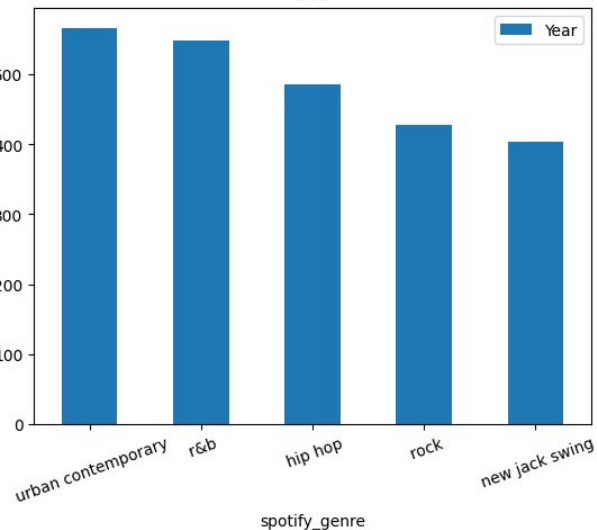
- Elton John
- Bee Gees
- Carpenters

- Madonna
- Billy Joel
- Journey

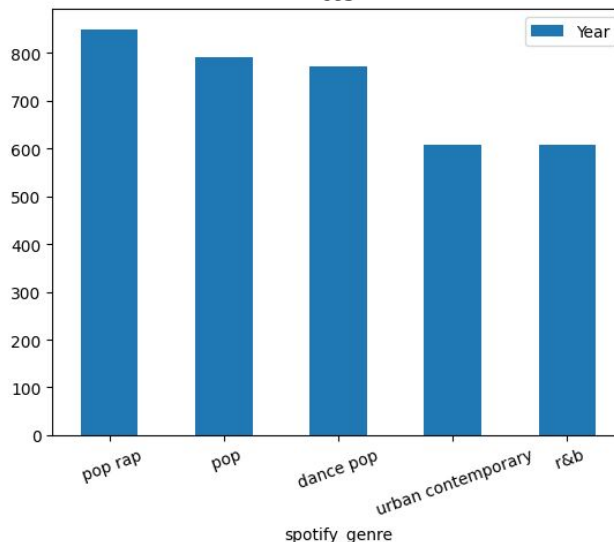


Decade Thematicals

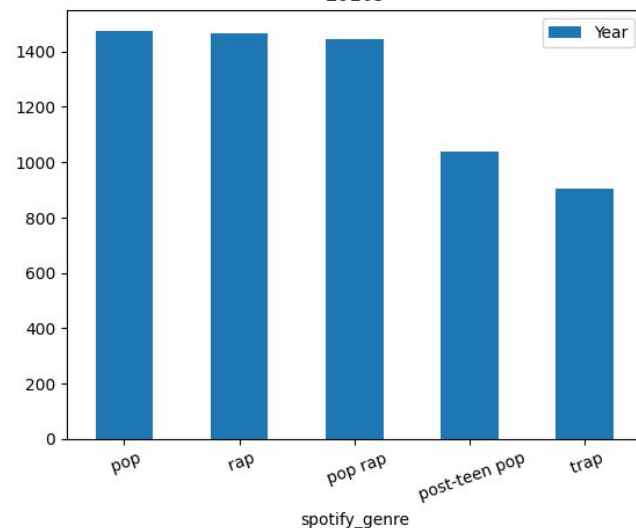
90s



00s



2010s



Top Performers

- Madonna
- Mariah Carey
- Celine Dion

- Rascal Flatts
- Toby Keith
- Glee Cast

- Glee Cast
- Drake
- Taylor Swift

Genre Thematicals

Another aspect of building up your radio show is based on **Genre**. Many people listen to a specific type of music hence genre based radio shows are a good alternative.

For this purpose it seems appropriate to pick up top performers of each genre.

ex.Top5 performers for some genres

- Rock : The Rolling Stones, U2, Bon Jovi, Aerosmith, Billy Joel
- Mellow Gold : Elton John, Neil Diamond, Chicago, Fleetwood Mac, Bruce Springsteen
- Metal : Van Halen, Kiss, Alice Cooper, Metallica, Rush
- Hip Hop : Drake, Eminem, Lil Wayne, J. Cole, Future



Conclusion

- **Recent and shorter in duration** songs tend to be more popular
- Choose from **top performers** based on **popularity**
- Select **decade theme** related to the **genre**
- Pick **top performers** for each **genre**

