

Radio Consulting

Based On **Spotify** Trends



About Us

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

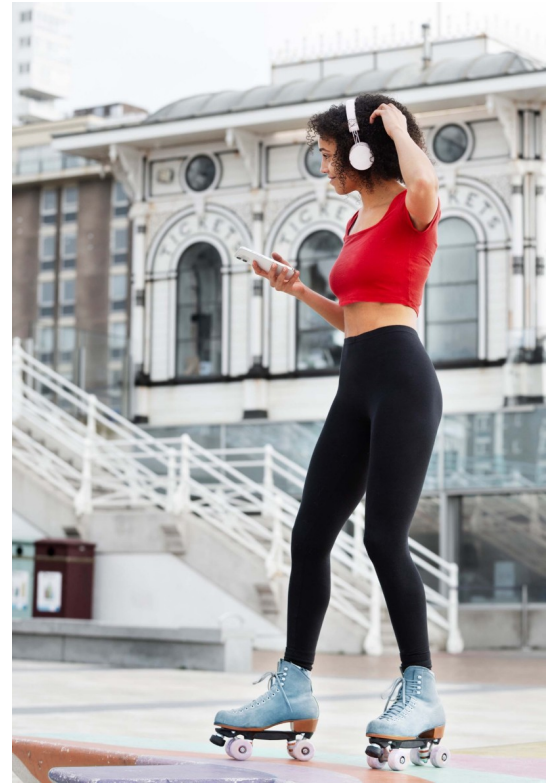
We are a team of two with background in Mathematics:



Avramidis Theofilos



Korolis Alexandros



The Basis



Popularity

Song Plays by
release date



Song Duration

How duration
changed through the
Years



Top Genres

By decade

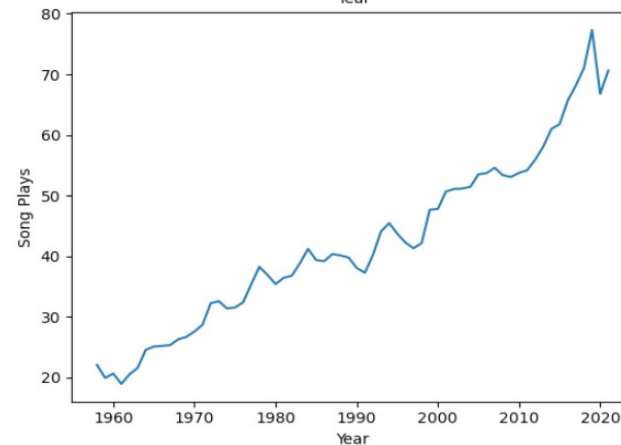
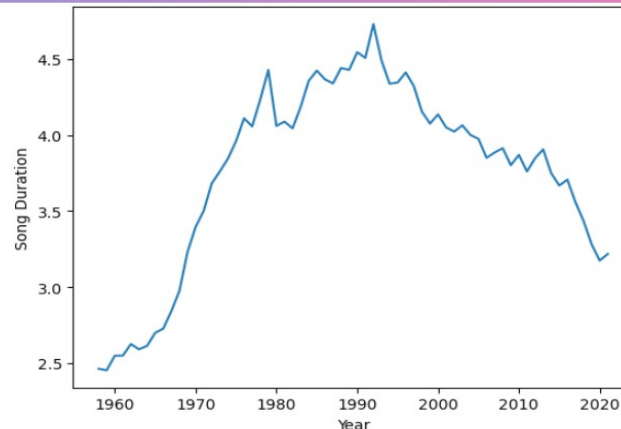
Song Duration

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

Nowadays songs tend to be shorter.

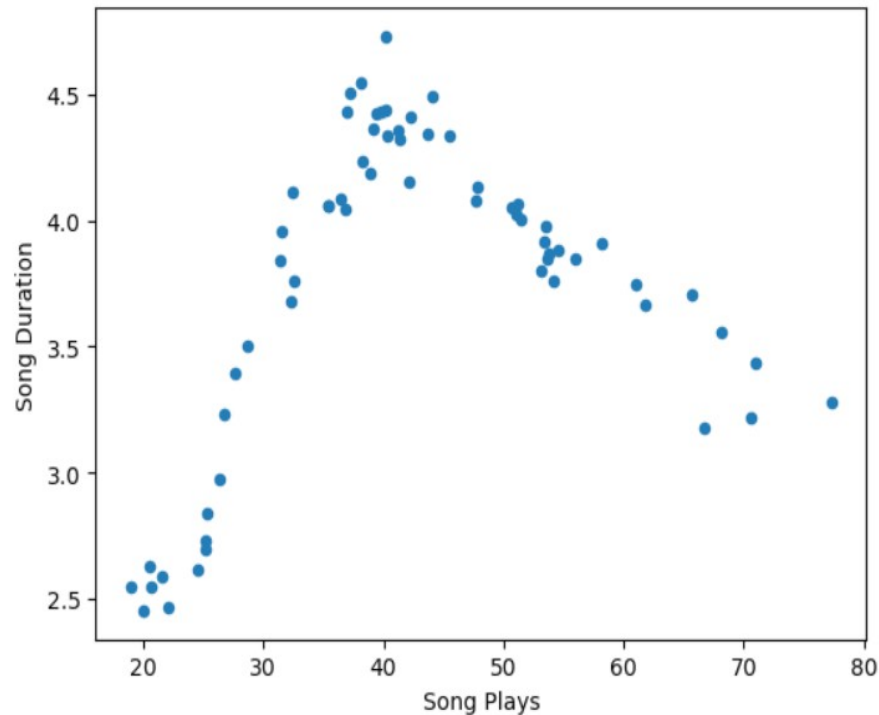
Popularity

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?

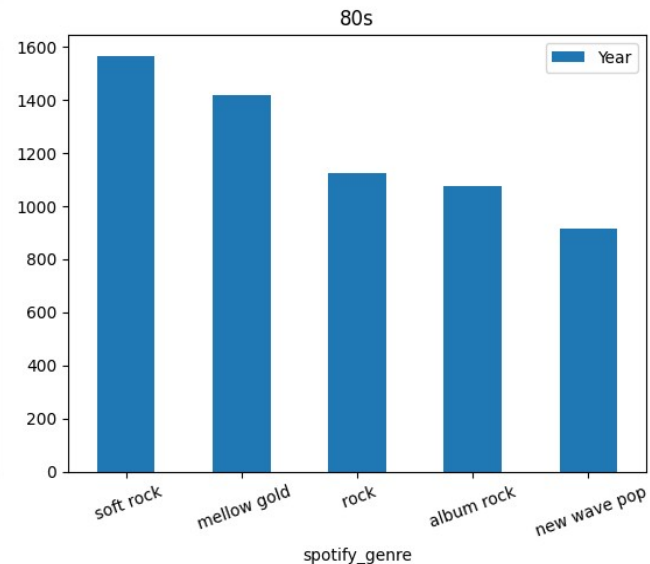
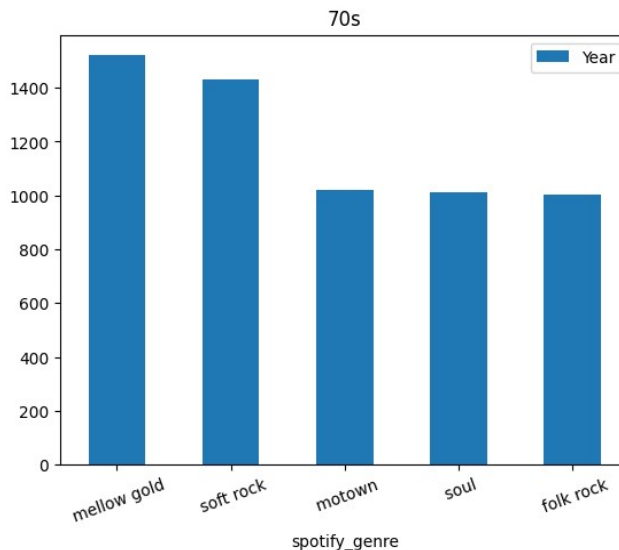
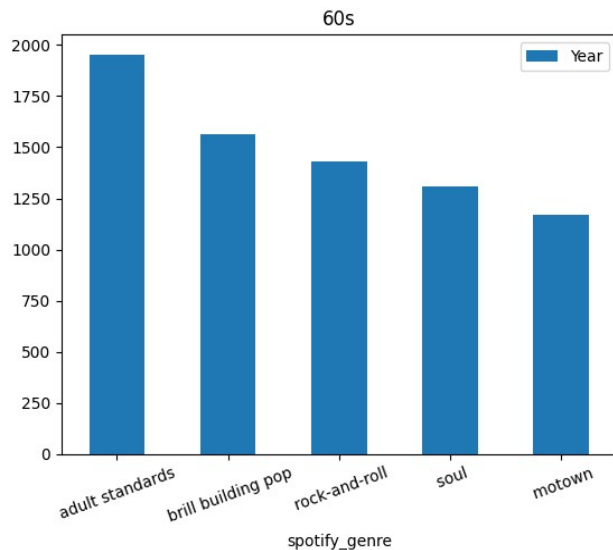
Does **hip hop** music fit in a **60s** radio program?

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

Let us examine :

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

Decade Thematicals



Top Performers

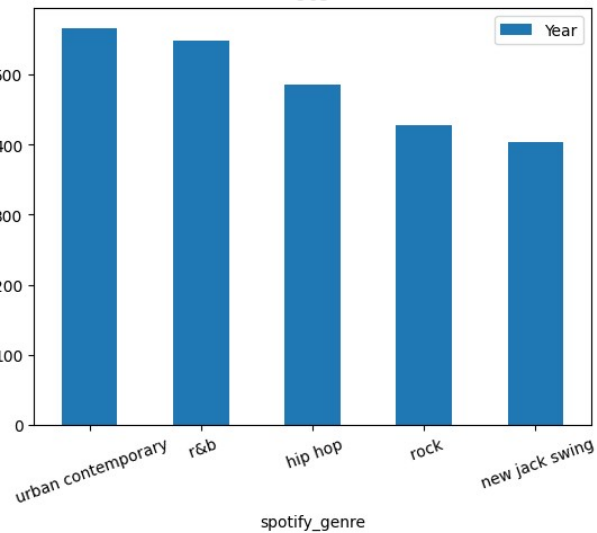
- The Beatles
- Beach Boys
- Sam Cooke

- Elton John
- Bee Gees
- Carpenters

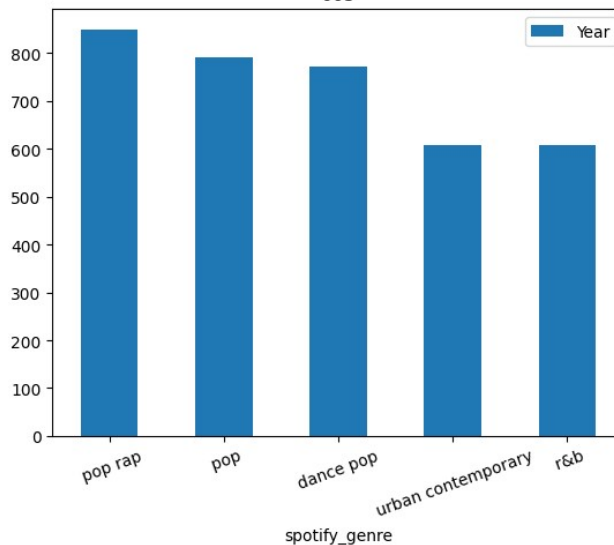
- Madonna
- Billy Joel
- Journey

Decade Thematicals

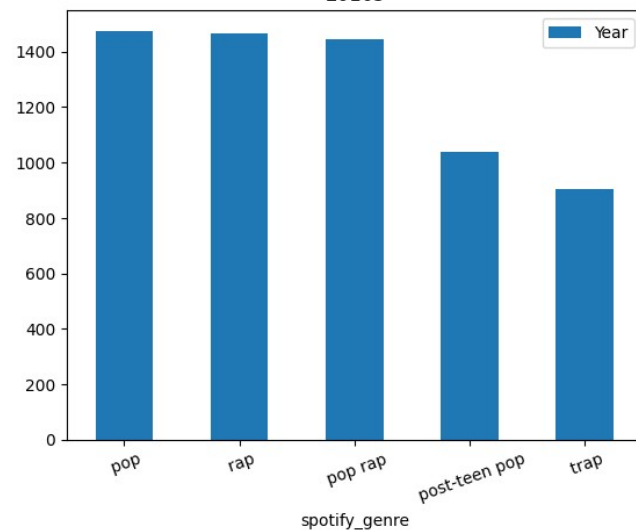
90s



00s



2010s



Top Performers

- Madonna
- Mariah Carey
- Celine Dion

- Rascal Flatts
- Toby Keith
- Glee Cast

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- Drake
- Taylor Swift

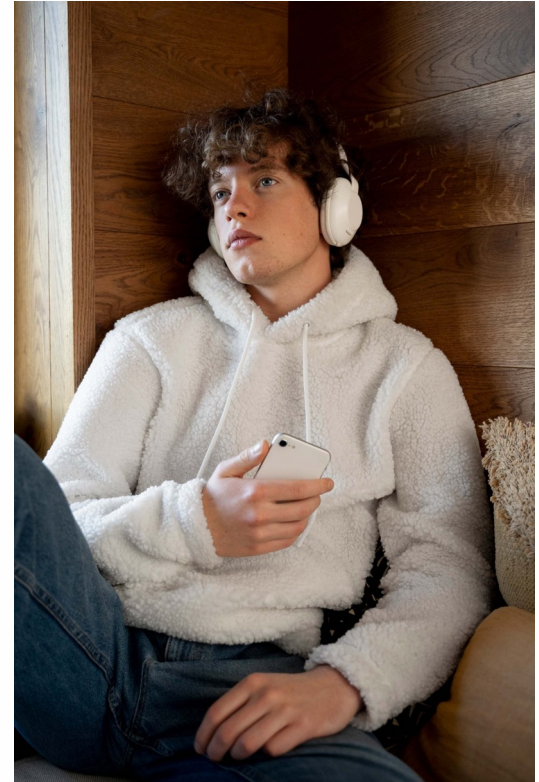
Genre Thematicals

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**

