

I BELONG TO THE TOP

I BELONG TO THE ZOO: The next big OPM band

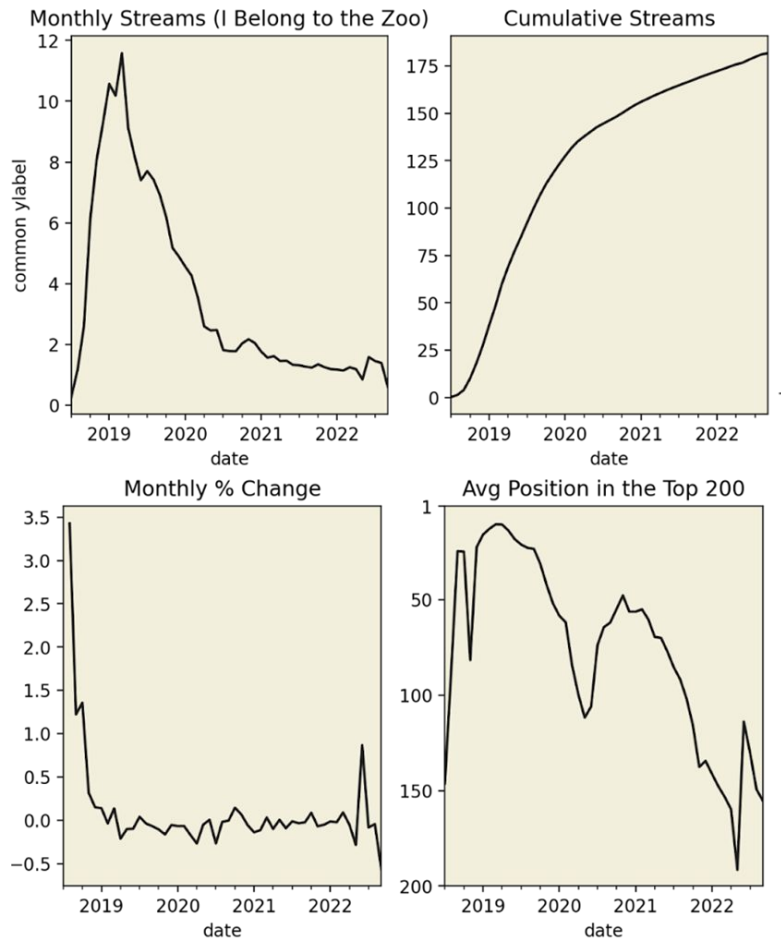
Andre D. | Andre P. | Enrico | Iggy | Karla | Mike



I BELONG TO THE ZOO

- Filipino indie pop rock band that became active on 2014
- Became a five piece band after their first album *I Belong to the Zoo*
- Became popular, mainly because of their hits *Sana* on June 2018 and *Balang Araw* on October 2018 (4th Wish 107.5 Music Awards)





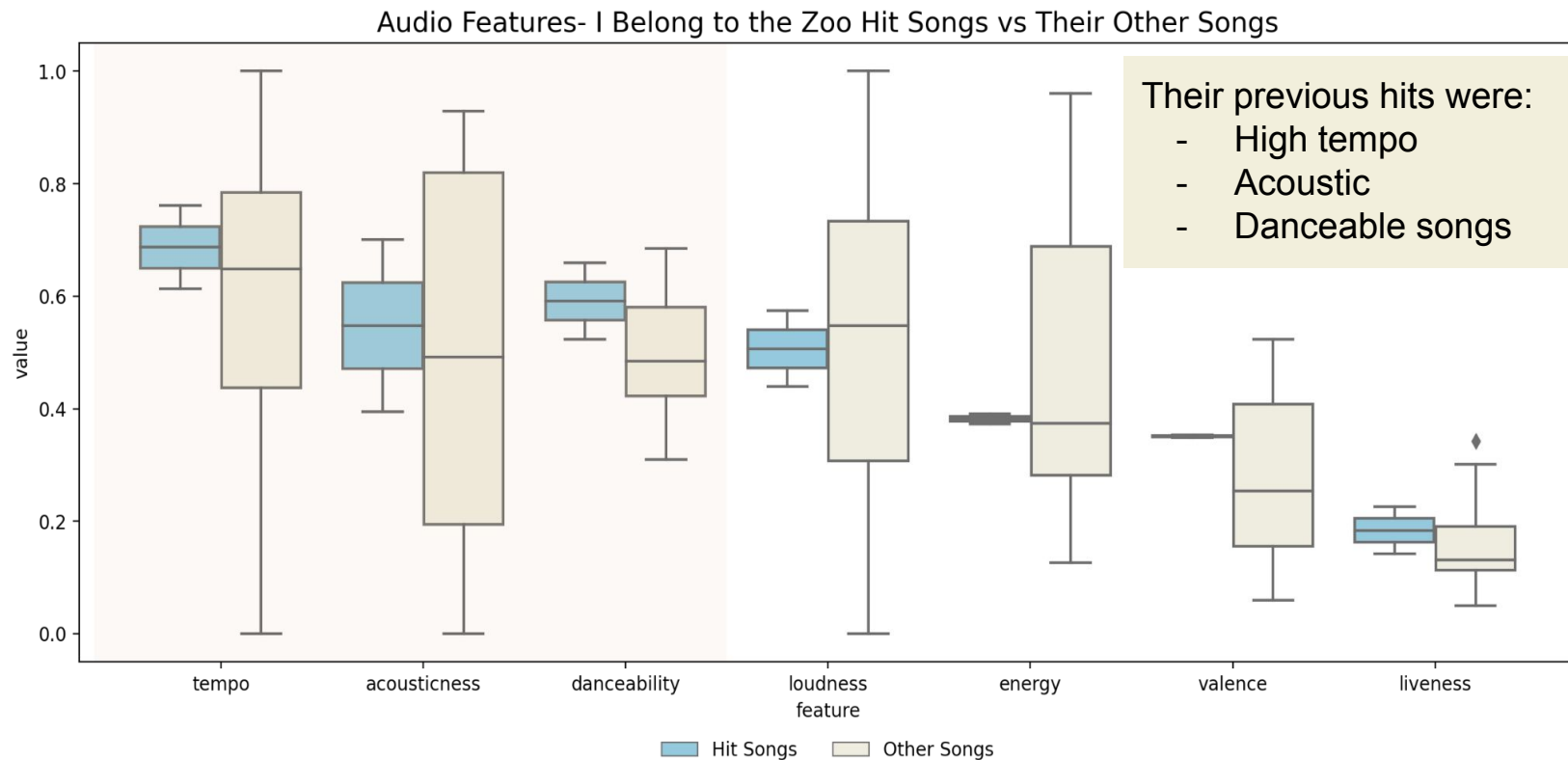
Recent Struggles after their Initial Hits

- Streams peaked in 2019
- Only 2 songs charted
 - *Sana*
 - *Balang Araw*
- Sharp decrease in monthly streams and average position



HOW CAN WE HELP I BELONG
TO THE ZOO REACH THE TOP
OF THE CHARTS AGAIN?

How Did they Come up with Hits Before?



BUT DOES THIS FORMULA STILL WORK IN TODAY'S MARKET?

- What type of OPM music do people listen to these days?
- Which artists are dominating today's charts?

OPM MAINSTAY ARTISTS

- Artists with the most mainstay tracks
- Mainstay tracks:
 - Top 15th percentile of appearances in Top 200
 - Average position is in the top 25% of the Top 200



Zack Tabudlo



Adie



Arthur Nery

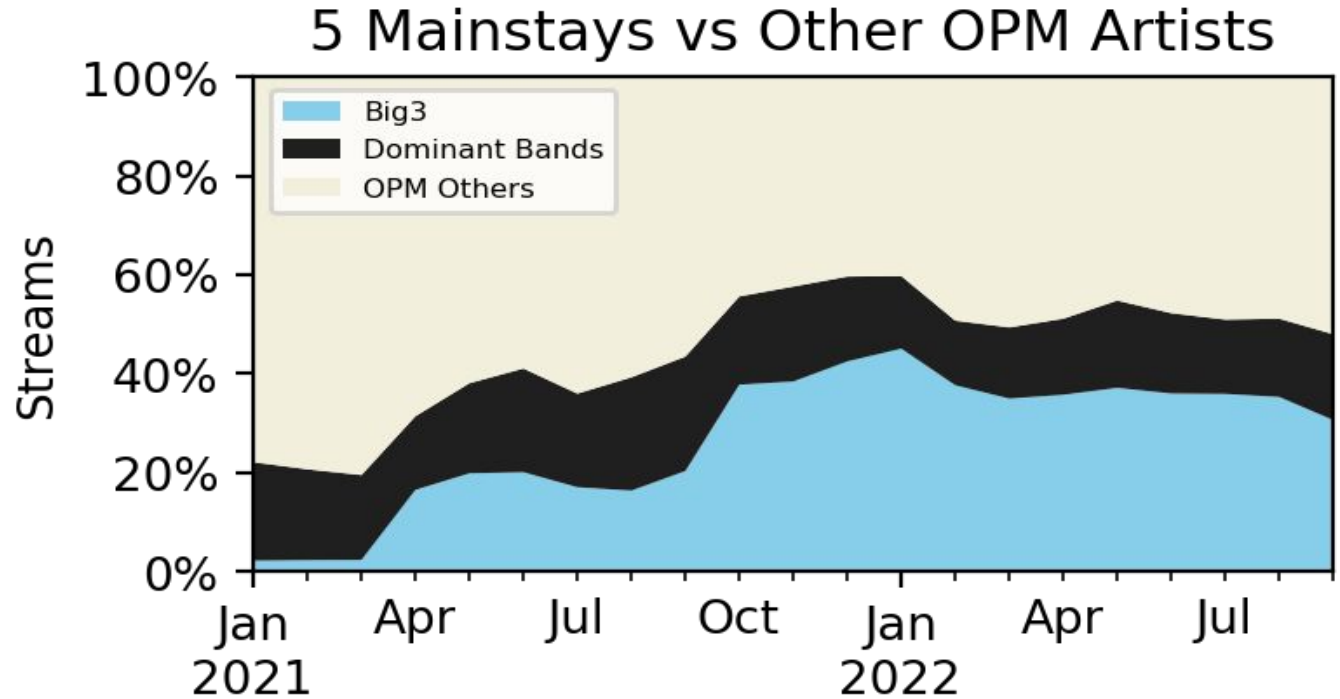


Nobita



Ben & Ben

OPM Artists Stream Chart



-Mainstay artists take up about 50% of the total streams

WHAT CAN WE LEARN FROM THESE MAINSTAY ARTISTS?



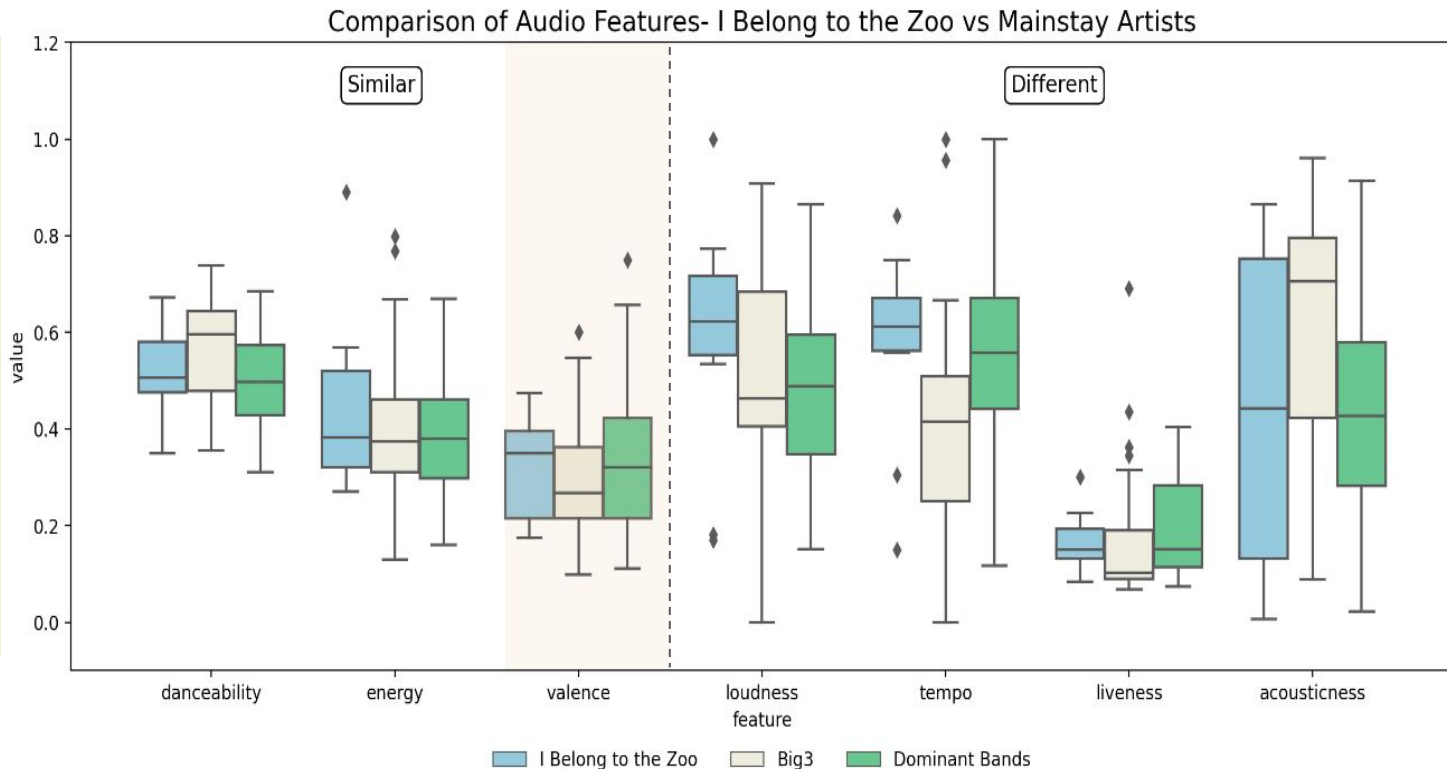
SONG COMPOSITION

Song Composition- Comparison of Audio Features

-Valence distribution is similar to mainstay artists

-This remains an effective approach to get streams

-I Belong to the Zoo is doing the right things in terms of composing lyrics and creating sad content for their songs.

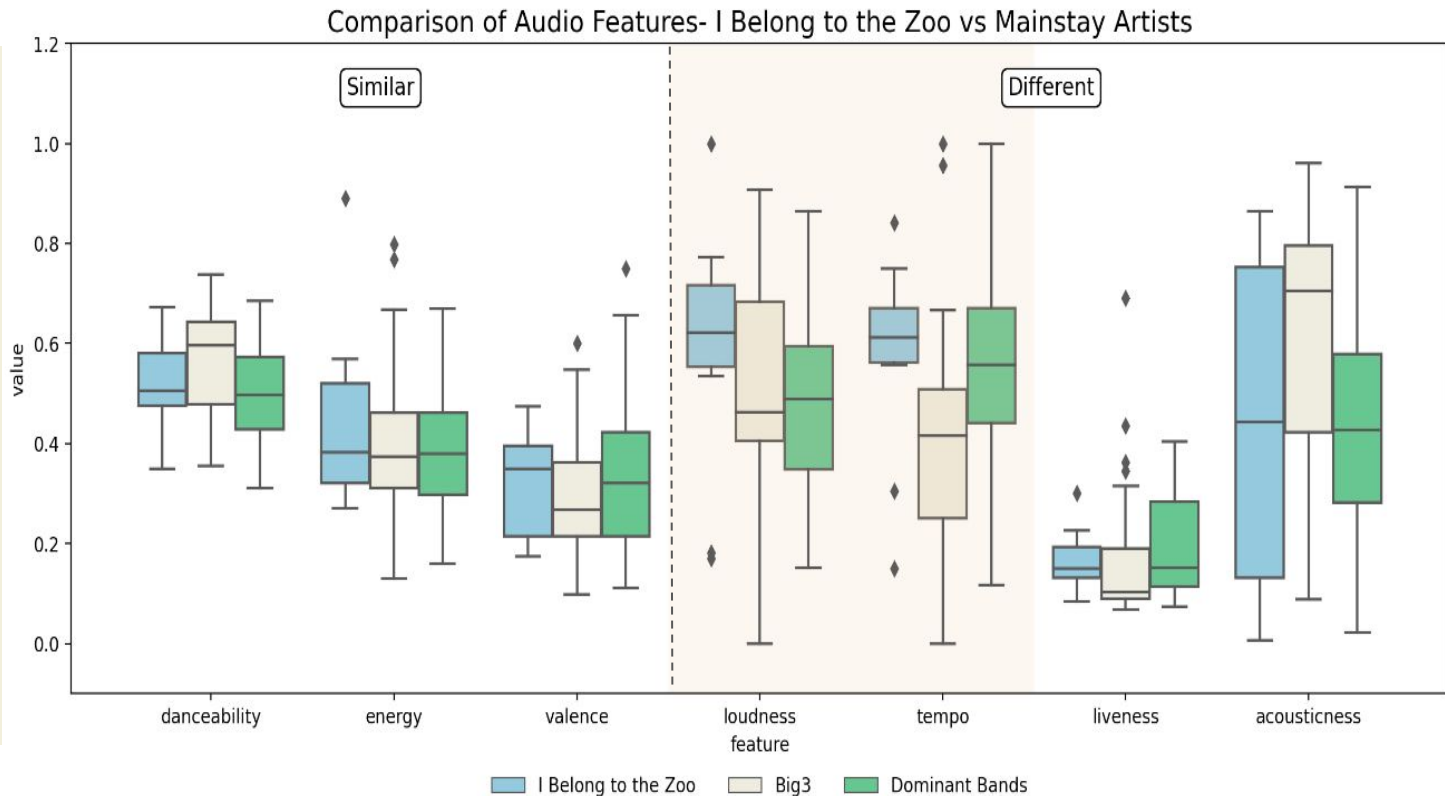


Song Composition- Comparison of Audio Features

-Improvements can be made with how they deliver the message

-Current Tracks of I Belong to the Zoo are louder have faster tempos

-Try releasing tracks that are slower and more “quiet” since these could be more effective in evoking the listeners’ emotions

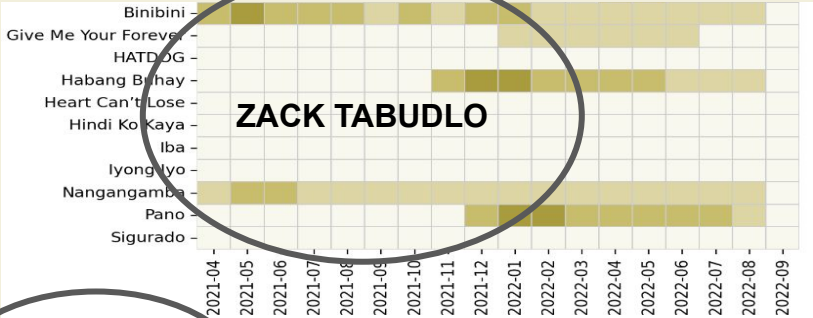
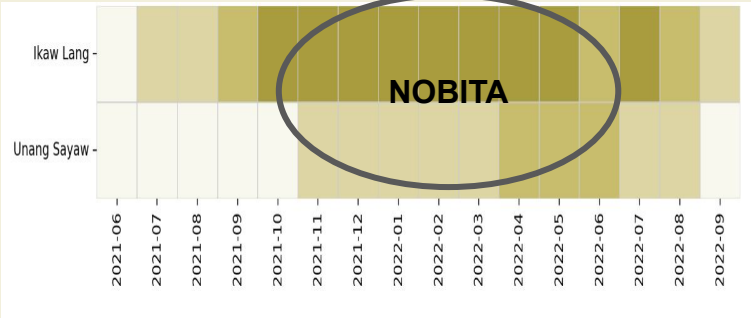
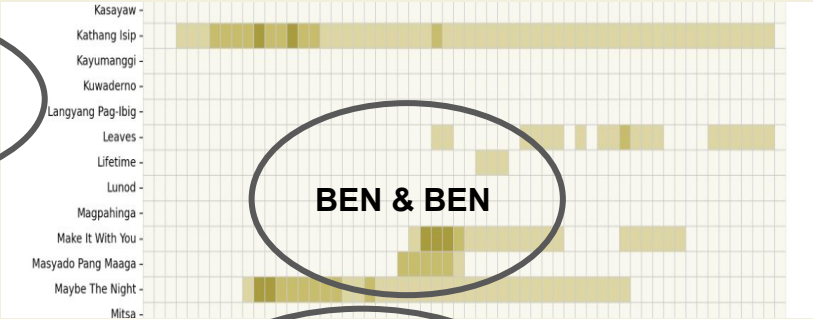
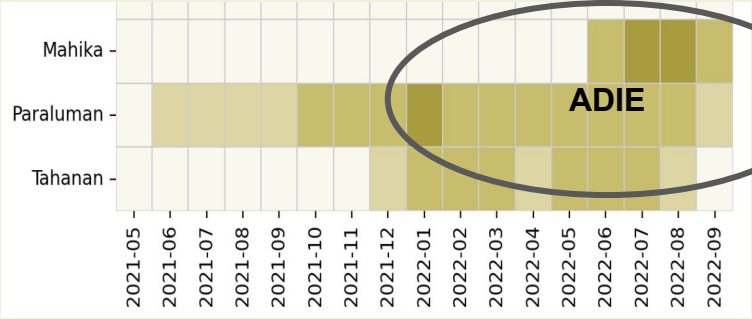


WHAT CAN WE LEARN FROM THESE MAINSTAY ARTISTS?

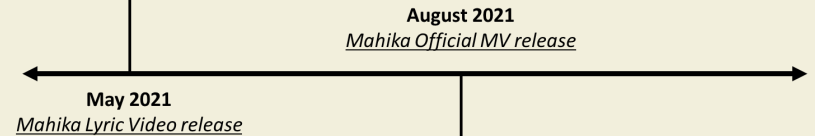
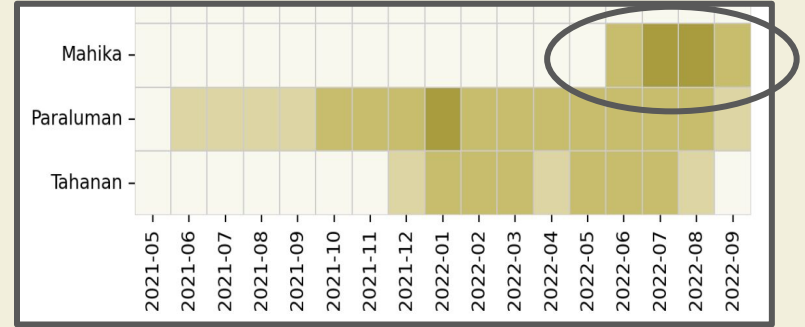
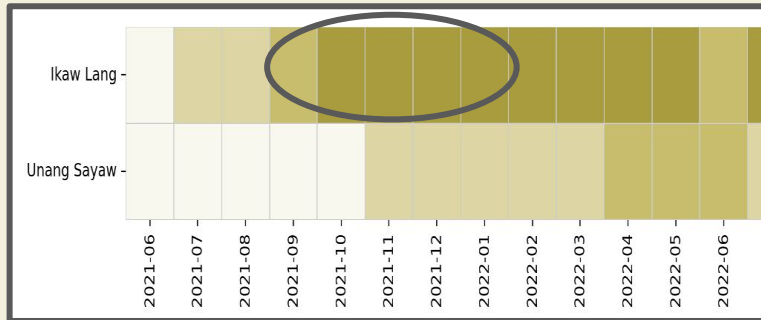
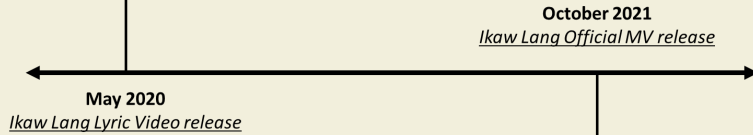


PROMOTIONAL/MARKETING STRATEGIES

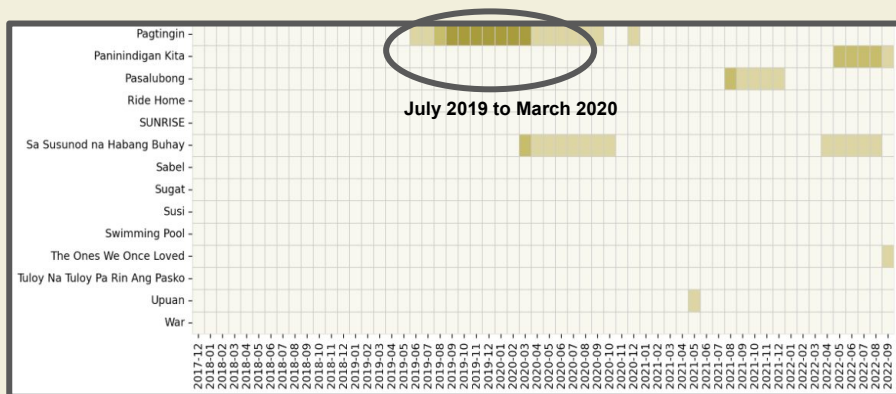
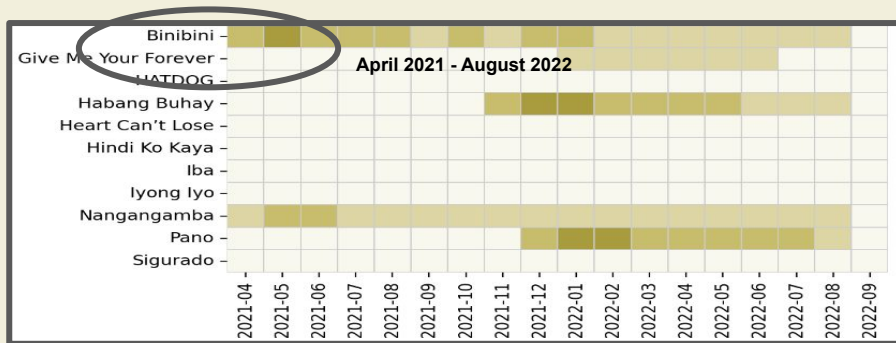
Marketing Strategies of Mainstay Artists



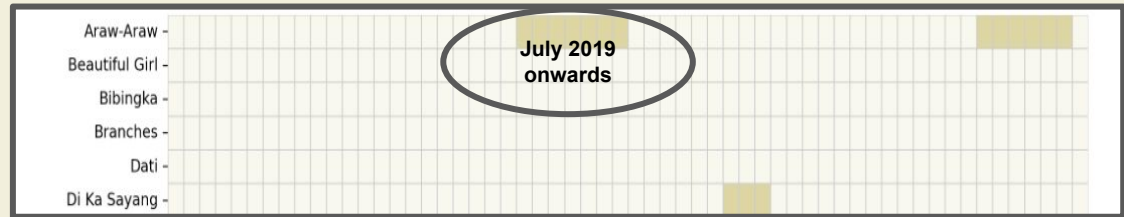
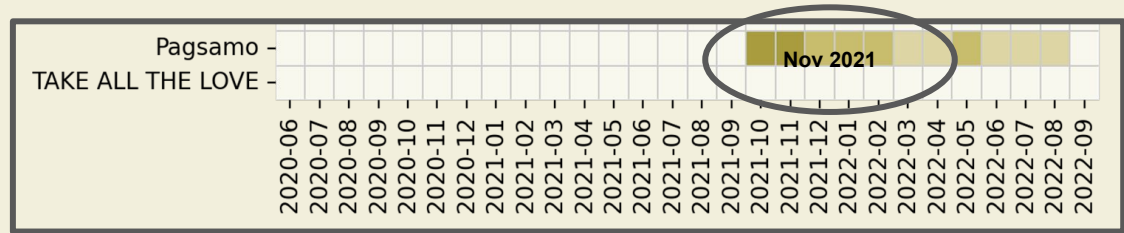
Marketing Strategies of Mainstay Artists: Strategic Release/Timing of Music Videos



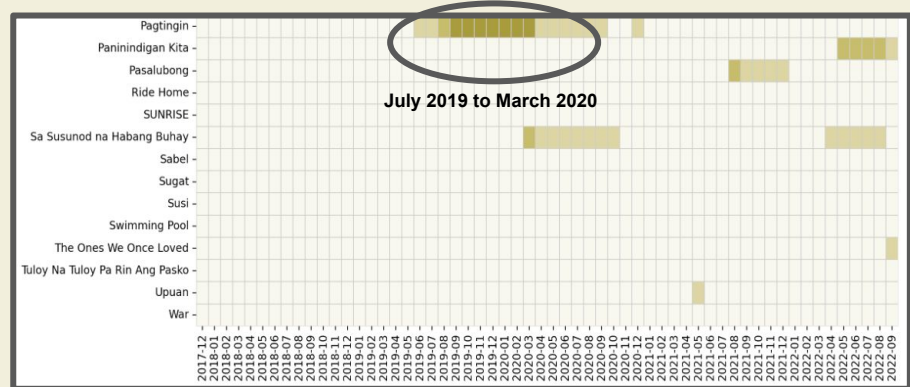
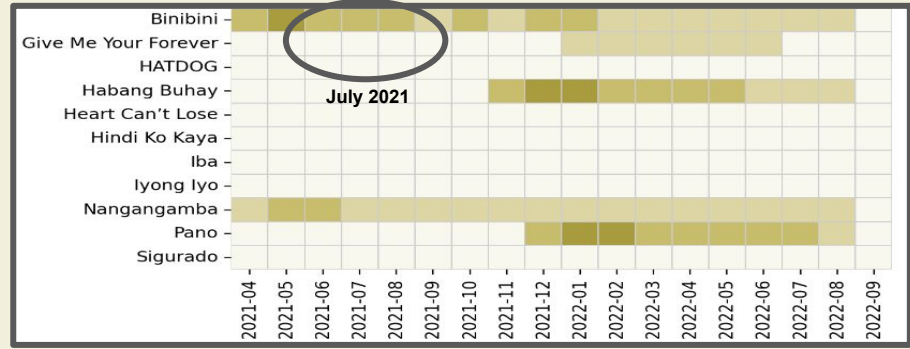
Marketing Strategies of Mainstay Artists: Collaboration with famous actresses/actors in music videos



Marketing Strategies of Mainstay Artists: Movie/Teleserye Soundtracks



Marketing Strategies of Mainstay Artists: Live Performances/Exposure in Important Events

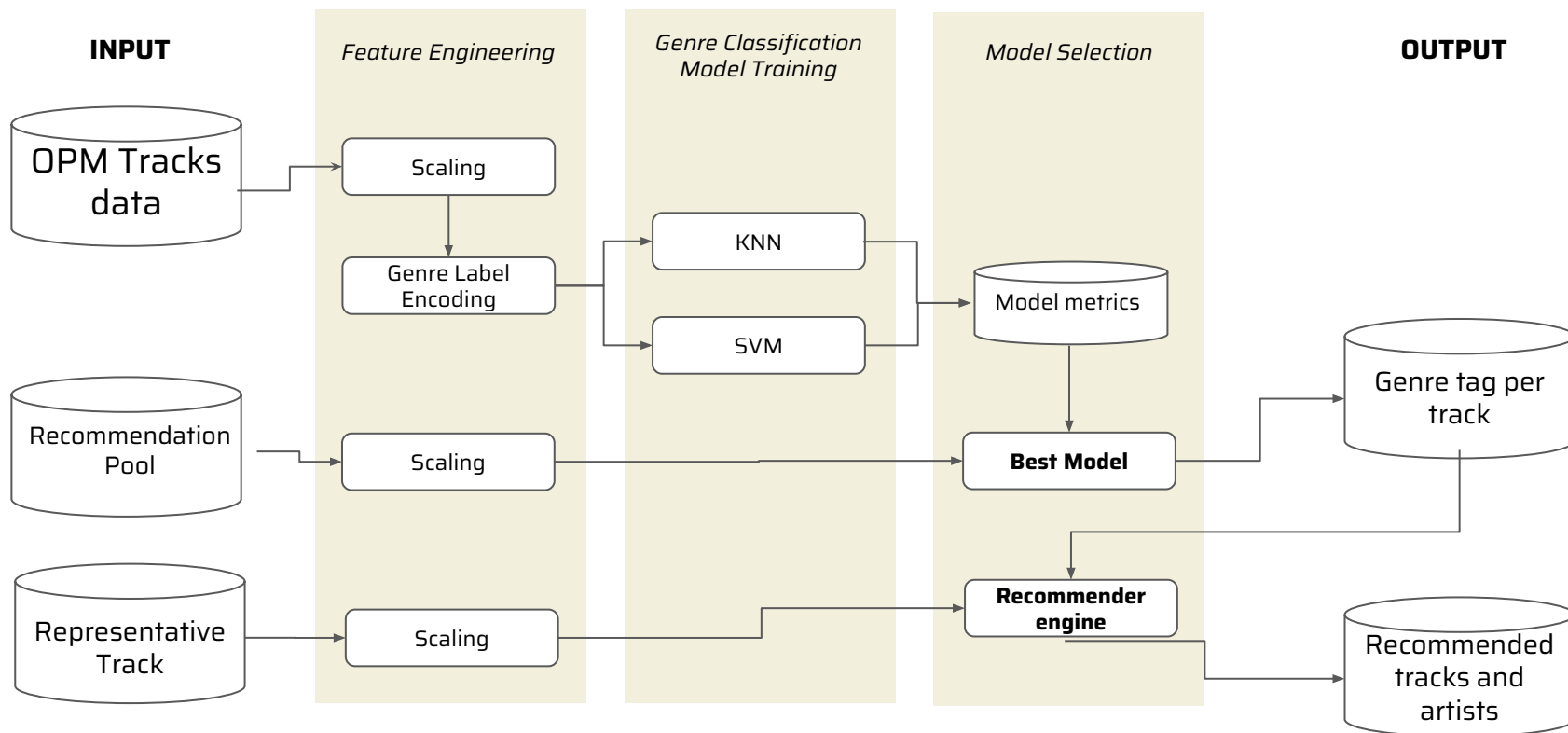


Who else belongs to the zoo?



Collaboration with other OPM artists

ML data pipeline for genre classification and recommender engine playlist generation



Build a genre classification model

Tested Models

Genre: OPM Dance, OPM Acoustic, OPM Jazz, OPM Rock]

Features: danceability, energy, acousticness, valence

Best model: SVM (radial, C=10, gamma=1)
accuracy: 68%

Genre: OPM Acoustic, OPM Indie, OPM Rock, OPM Reggae, OPM Rap

Features: danceability, energy, acousticness, valence, speechiness

Best Model: SVM (polynomial kernel, C=1000, gamma=1)
Accuracy: 55%

Genre: OPM Dance, OPM Acoustic, OPM Jazz, OPM Rock

Features: danceability, energy, acousticness, valence

Best model: SVM (radial, C=10, gamma=1) accuracy: 68%

Genre: OPM Acoustic, OPM Indie, OPM Rock, OPM Reggae, OPM Rap

Features: danceability, energy, acousticness, valence, speechiness

Best Model: SVM (polynomial kernel, C=1000, gamma=1)
Accuracy: 55%

Classified OPM sub-genres: Rock, Rap, Reggae, Jazz, Dance, Acoustic

Audio features: Danceability, energy, acousticness, valence, speechiness

SVM Radial Kernel was selected as the best model with highest accuracy rate.

KNN (K
Neighbors = 42)

57%

SVM (Linear
Kernel)

60%

SVM
(Polynomial
Kernel)

61%

**SVM (Radial
Kernel)**

63%

Build a genre classification model

Chosen model:

OPM Genres:

- Rock, Rap, Reggae, Jazz, Dance, Acoustic

Audio features as basis for training:

- Danceability, energy, acousticness, valence, speechiness

Support Vector Machine (SVM) Algorithm

- Parameters: Radial kernel, gamma = 1
- 63% Accuracy



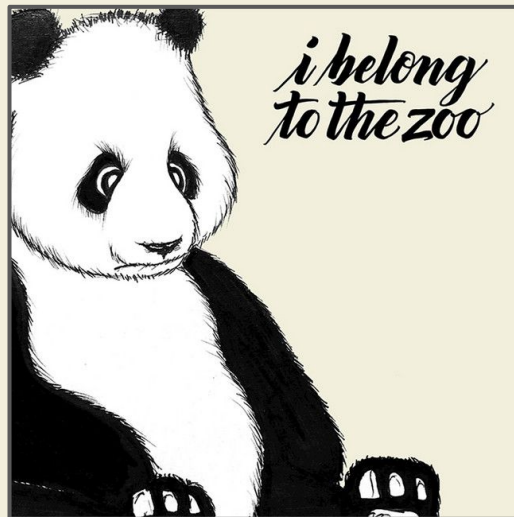
Create representative track

Representative track is the median of a playlist containing audio features of top songs by **OPM Mainstay artists** and **I Belong To The Zoo**

Similarity with other OPM charting songs using cosine distance of **audio features and predicted genre probabilities.**

Cosine distance range (Distance):
[0.00771-0.01844]

OPM MAINSTAY
ARTISTS

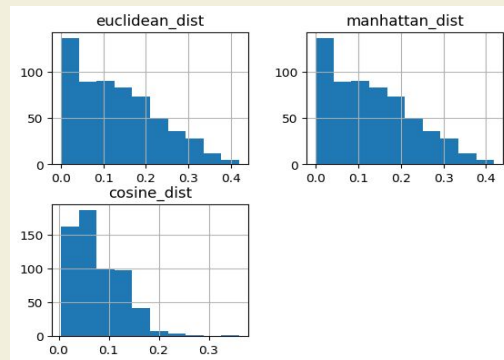


Find similar songs

Tested approaches

Explored similarity measures:

- Euclidean
- Manhattan
- **Cosine** - Most points with smallest distance



Modified similarity criteria:

- Audio features and with same predicted genre
- Predicted genre probabilities
- Audio features and predicted genre probabilities

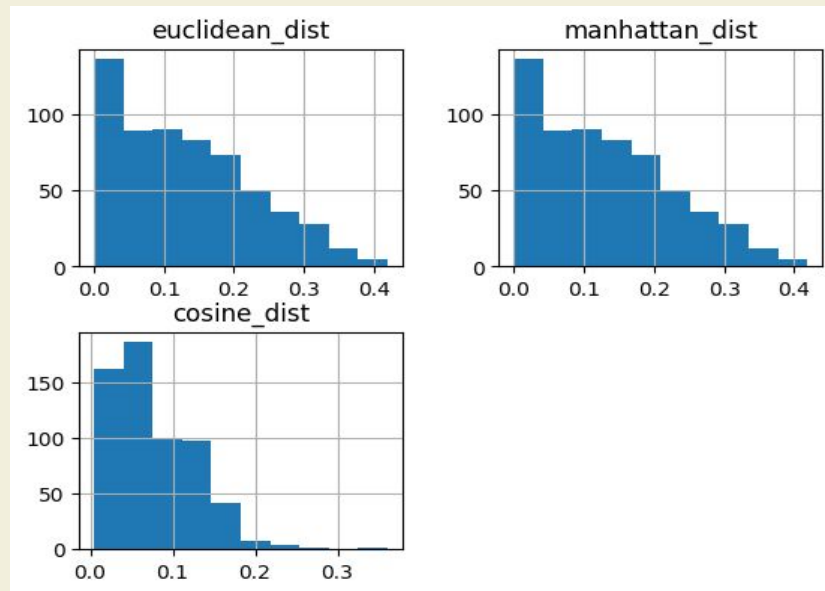
| track_name | artist_name | cosine_dist_mod2 | predicted_genre | danceab |
|--------------------|------------------|------------------|-----------------|---------|
| Buwan | juan karlos | 0.007719 | opm acoustic | |
| We Can't Be | Krissy | 0.009060 | opm acoustic | |
| We Can't Be | Krissy | 0.009060 | opm acoustic | |
| Dating Tayo | TJ Monterde | 0.009688 | opm acoustic | |
| Sana Ngayong Pasko | Silent Sanctuary | 0.009811 | opm acoustic | |
| Mahika | TJ Monterde | 0.010268 | opm acoustic | |

Find similar songs

Similarity Criteria: audio features and predicted genre probabilities

Similarity measures:

- Euclidean
- Manhattan
- **Cosine** - Songs with closest distance



We found three recurring genres with greatest similarity.

Acoustic



Jazz



Rock



Recommended Artists (Acoustic)

Juan Karlos



Distance: 0.00771872

Krissy



Distance: 0.009060213

TJ Monterde



Distance: 0.009688

Silent Sanctuary



Distance: 0.009811

Recommended Artists (Jazz)

Skusta Clee



Distance: 0.018834

Belle Mariano



Distance: 0.018834

John Roa



Distance: 0.029866

MYMP



Distance: 0.037652

Moira Dela Torre



Distance: 0.019004

Recommended Artists (Rock)

Callalily



Distance: 0.018834

IV of Spades



Distance: 0.019697

Michael Dutchi Libranda



Distance: 0.021880

Sarah Geronimo



Distance: 0.025097

Jem Macatuno



Distance: 0.026377

Conclusion

Key Findings:

- Similar to those from mainstay artists, I Belong to the Zoo's songs generally have sad, mellow tones.
- Their songs are faster and louder than those from mainstay artists.

Recommendations:

Improve song composition based on current trends

- Compose sad, slower, and more silent songs.

Improve Marketing strategies

- Strategically plan release of music videos
- Collaborate with famous actresses/actors in music videos
- Partner with producers for movie/teleserye soundtrack
- Make use of popular events to promote music

Collaborate with compatible artists: Acoustic, Jazz, Rock

Thank you!

Spotify Playlist QR Code

