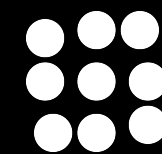
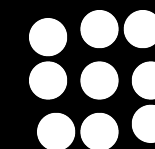
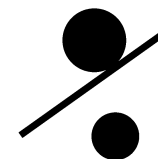
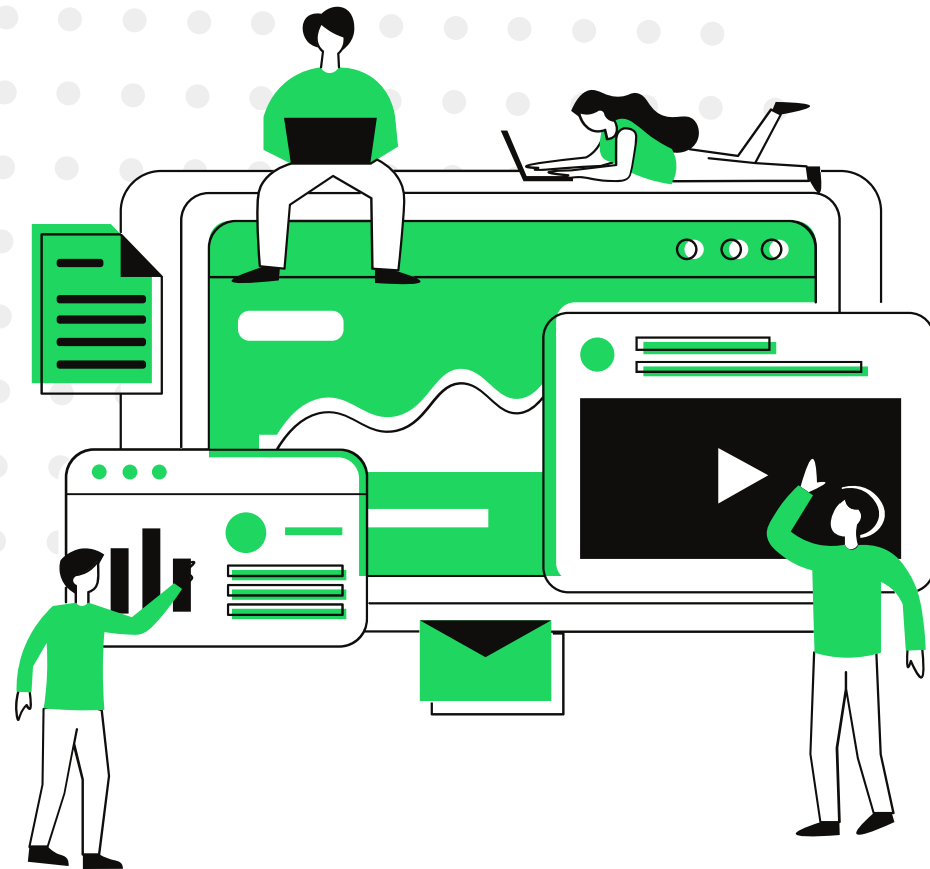
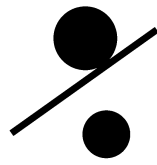


Elston Bell, Jr.



The Future of Music





Research Goal

Spotify has revolutionized the way we consume and listen to music. So how can they continue to influence and shape the future of music?

Audience

1

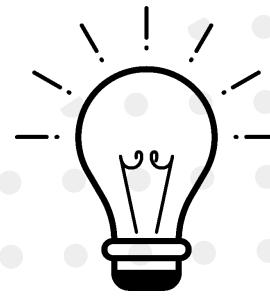
Artists

2

A&R's

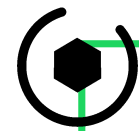
3

Record Labels



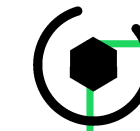
Insights

The data from this report can:



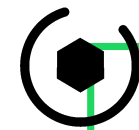
Help an artist
select a successful
single

Help A&R's
decide which
talent to
discover & sign



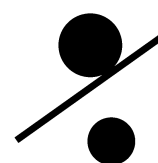
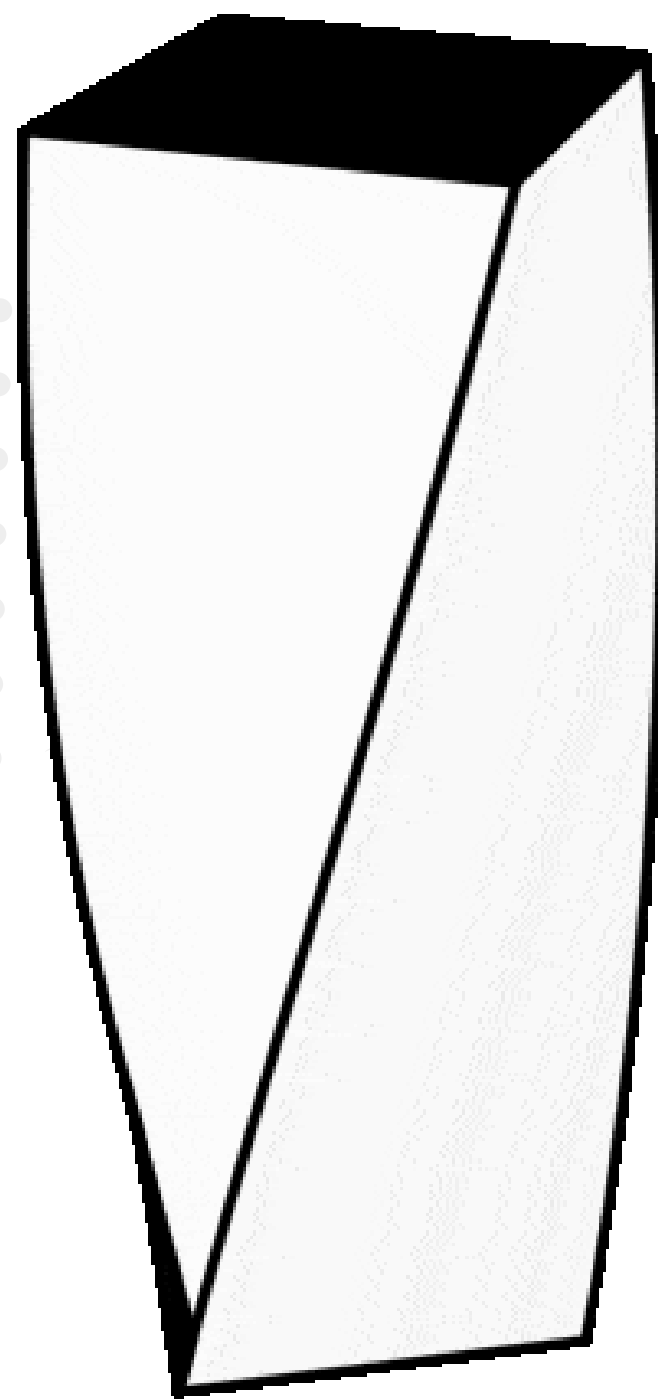
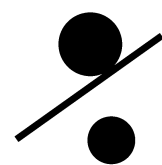
Assist labels in
deciding allotment
of money for
promo

Aid in determining
beneficial features,
collaborations, etc.



Support artists
with a creative
strategy for
marketing

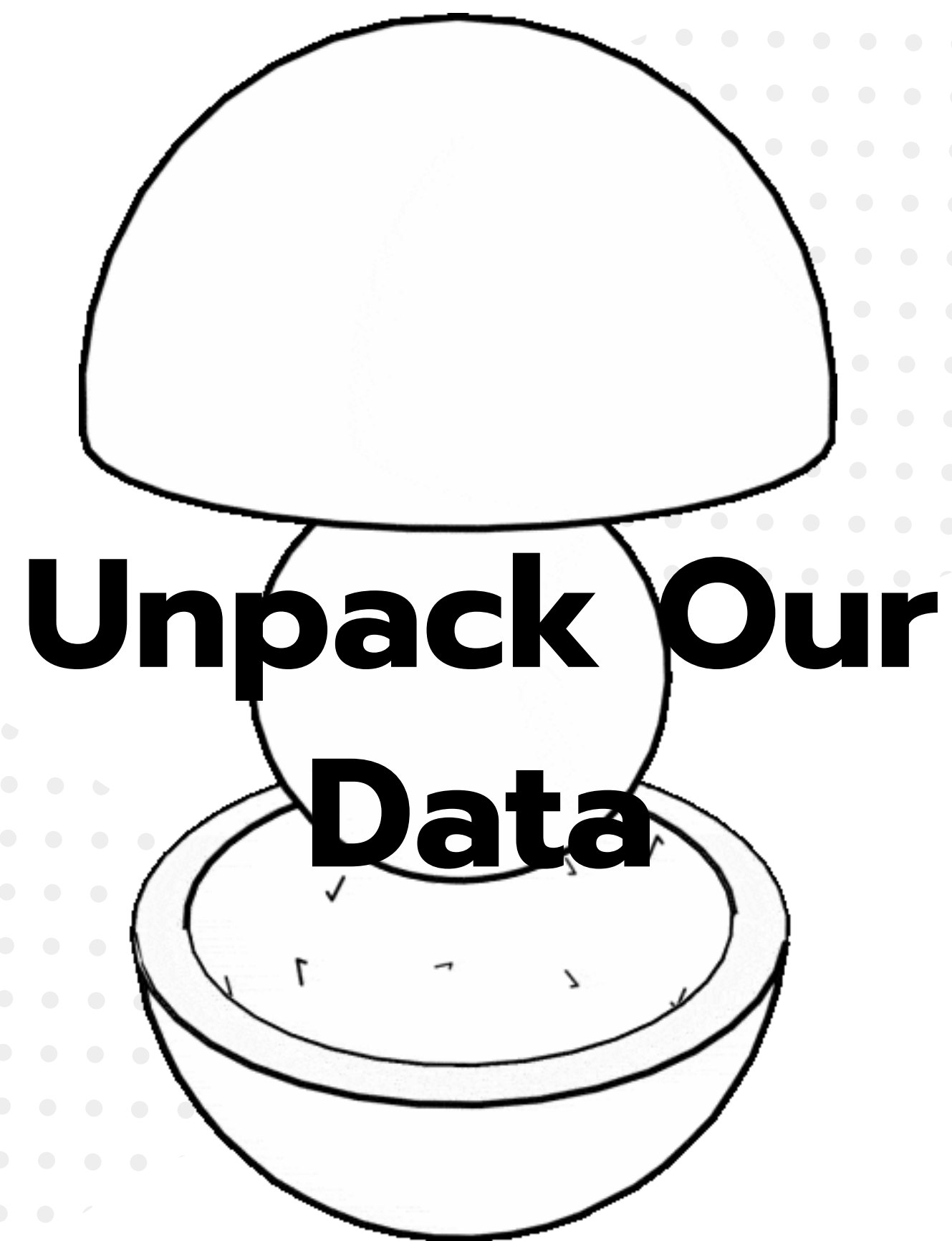
Give labels an
understanding of
how product will
perform



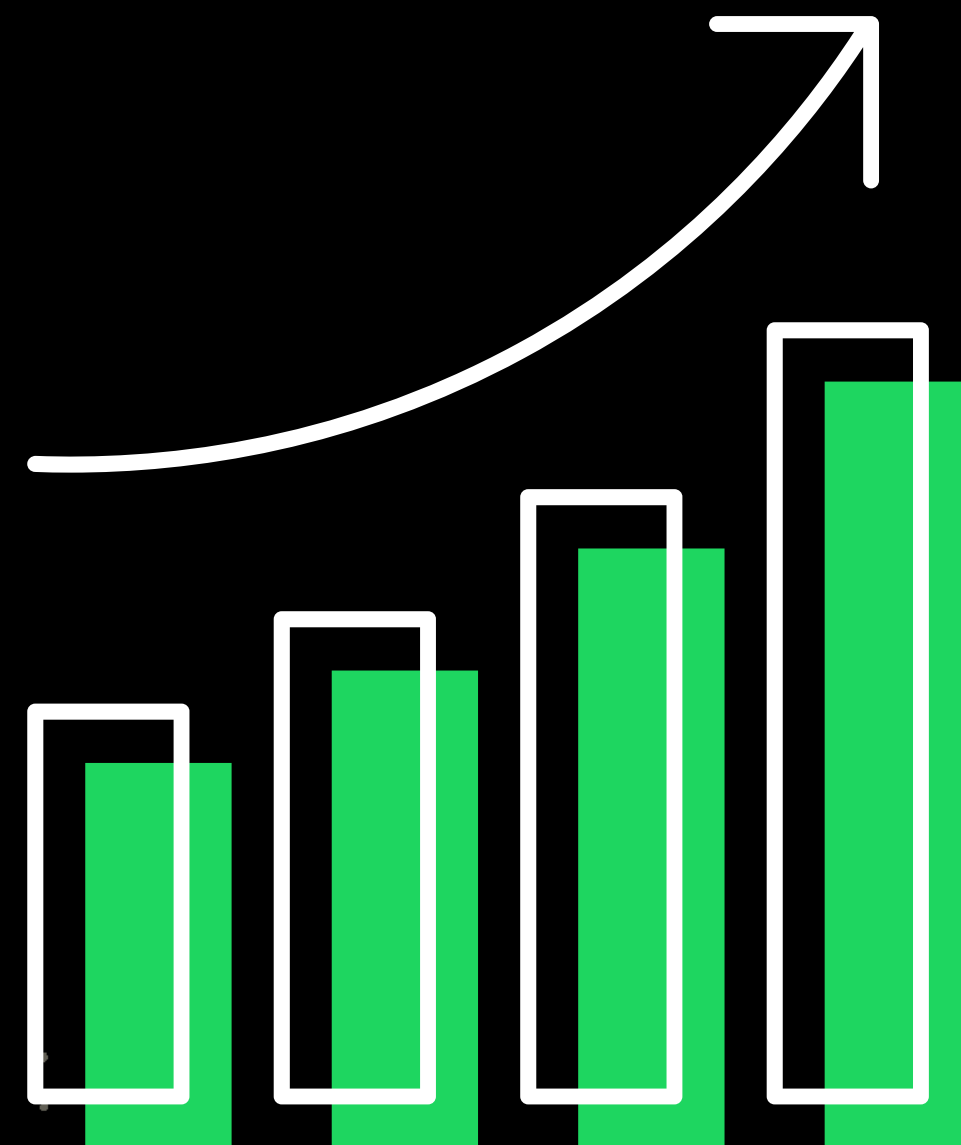
Quotes

"The internet has also changed the way A&R departments scout promising new artists. Data metrics and analytics now play a significant role in driving decisions. A&R reps are increasingly relying on data to measure an artists' potential more than traditional methods"

"All our business units must now leverage data and analytics in innovative ways to dig deeper than ever for new talent. The modern-day talent-spotter must have both an artistic ear and analytical eyes."



Jupyter Notebook





A Look at Our Competitors

billboard

**UnitedMasters Raises
\$50M in Series B
Investment Round Led
by Apple**



billboard

**Square Is Acquiring a
Majority Stake in Tidal
for \$297M**



Spotify x Masterclass



The Evolution of Big Data at Spotify

Josh Baer (jbaer@spotify.com)



Spotify x Genuis: "Story Behind The Numbers"



Artists are invited to talk about their relationship with numbers both personally and professionally, play trivia games to learn about their data analytics in real time.