VIRALVISION

Predicting Hits

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MARKET DEVELOPMENT
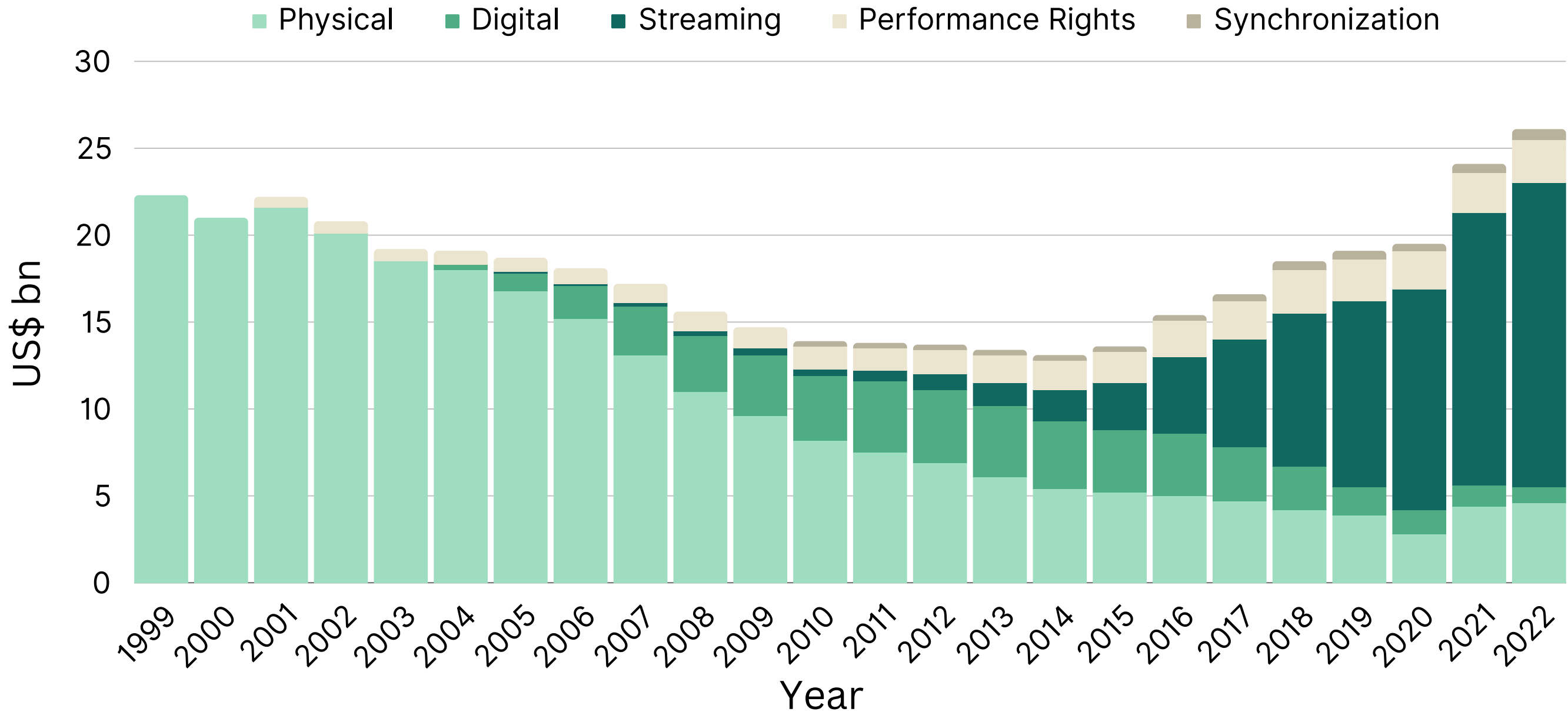
Digital and streaming revolutions have reshaped the music industry, revealing a swift transition from physical to digital and underscoring the sector's adaptability to tech trends and consumer shifts.

+9.0%
GLOBAL REVENUE GROWTH

8TH
CONSECUTIVE YEAR OF GROWTH

Legend: ■ Physical ■ Digital ■ Streaming ■ Performance Rights ■ Synchronization

Y-axis: US$ bn (0 to 30)
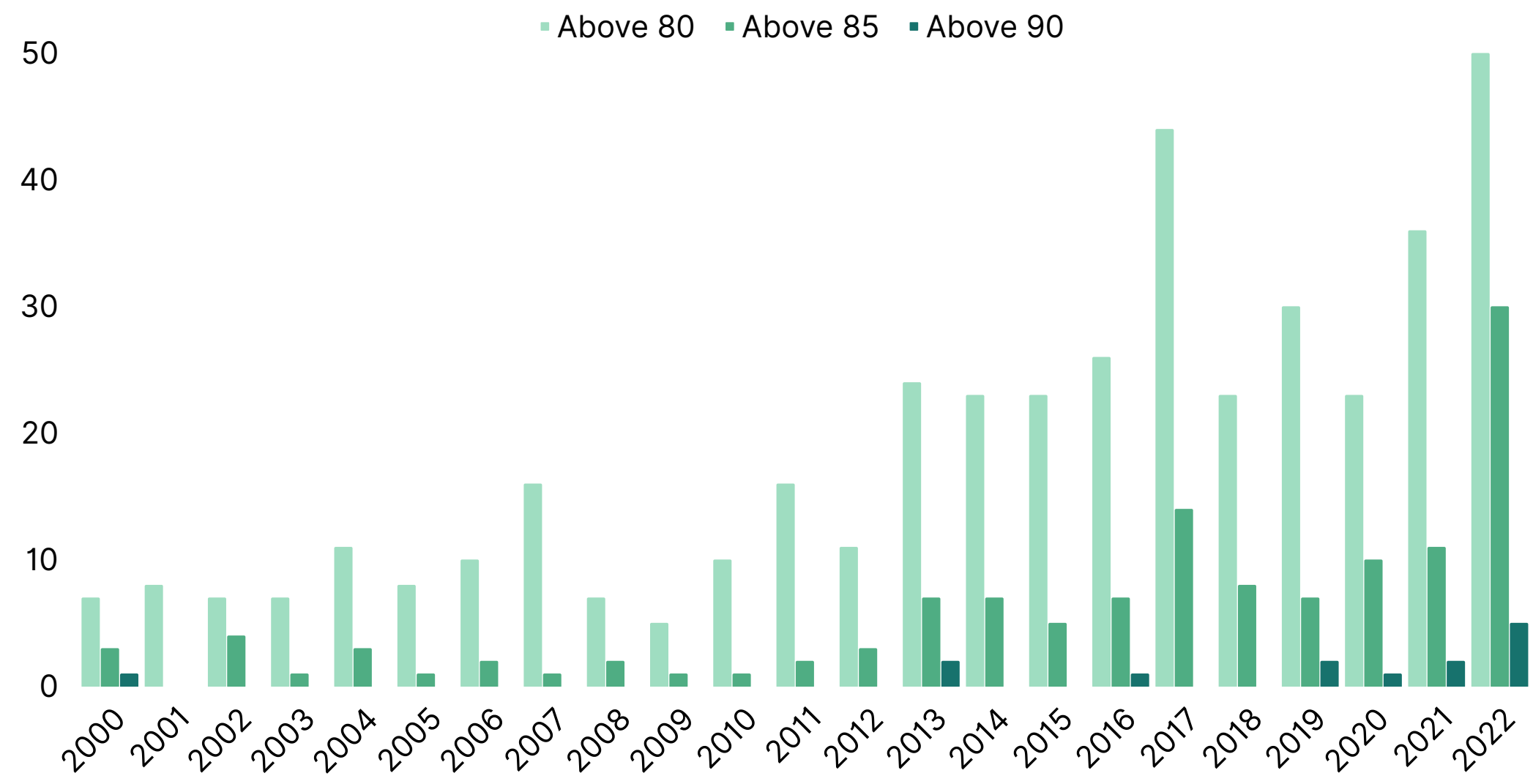
X-axis: Year (1999–2022)

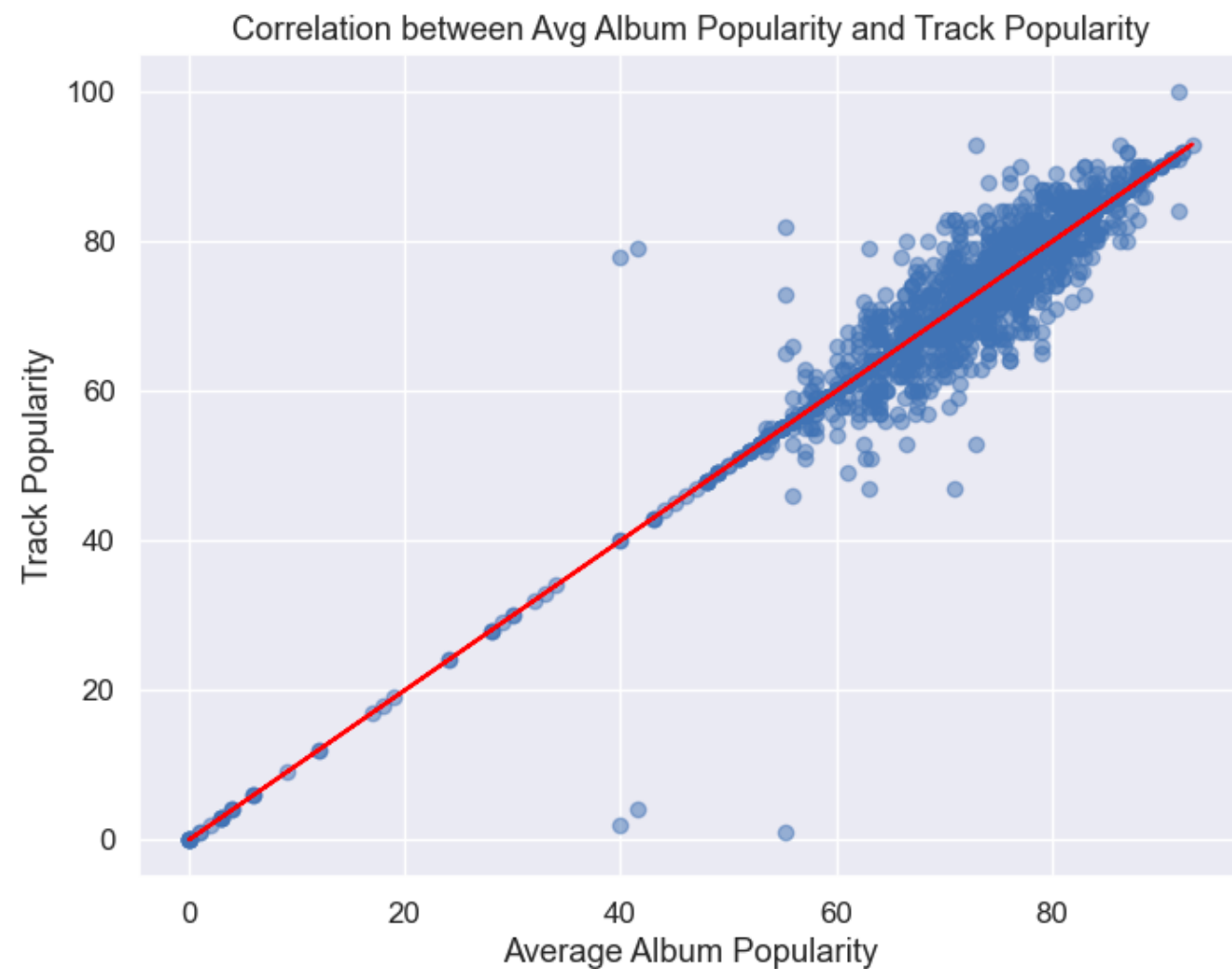# EVOLUTION OF HIGH POPULARITY SONGS (2000-2022)

SONG POPULARITY ABOVE 80

There are more successful songs then ever before.

The trend indicates a rise in songs with popularity rates above 80, but a more selective increase for those surpassing 90.
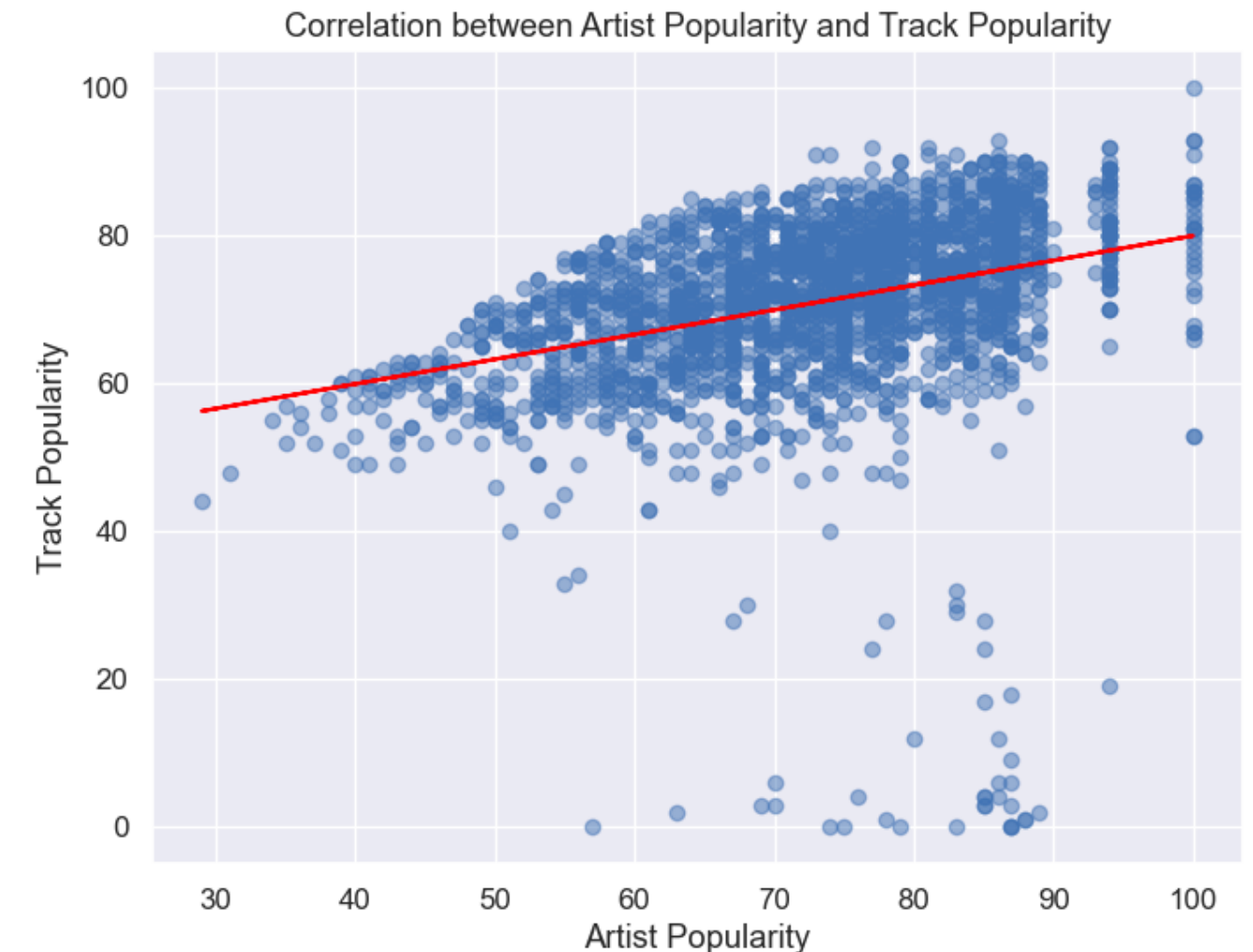
Above 80   Above 85   Above 90

There are correlations between track sucess and other factors

Correlation between Avg Album Popularity and Track Popularity

Correlation between Artist Popularity and Track Popularity

Positive Correlation of 0.95

As the average album popularity increases, the track popularity tends to increase as well.

Positive Correlation of 0.33

The correlation is not very strong, suggesting that other factors besides artist popularity may have a significant influence on track popularity.

CASE STUDY: Guns N' Roses

EXPECTATION

'Chinese Democracy' was projected to mark the triumphant return of Guns N' Roses to the music scene.

REALITY

The song and overall album was a failure compared to its predicted impact.
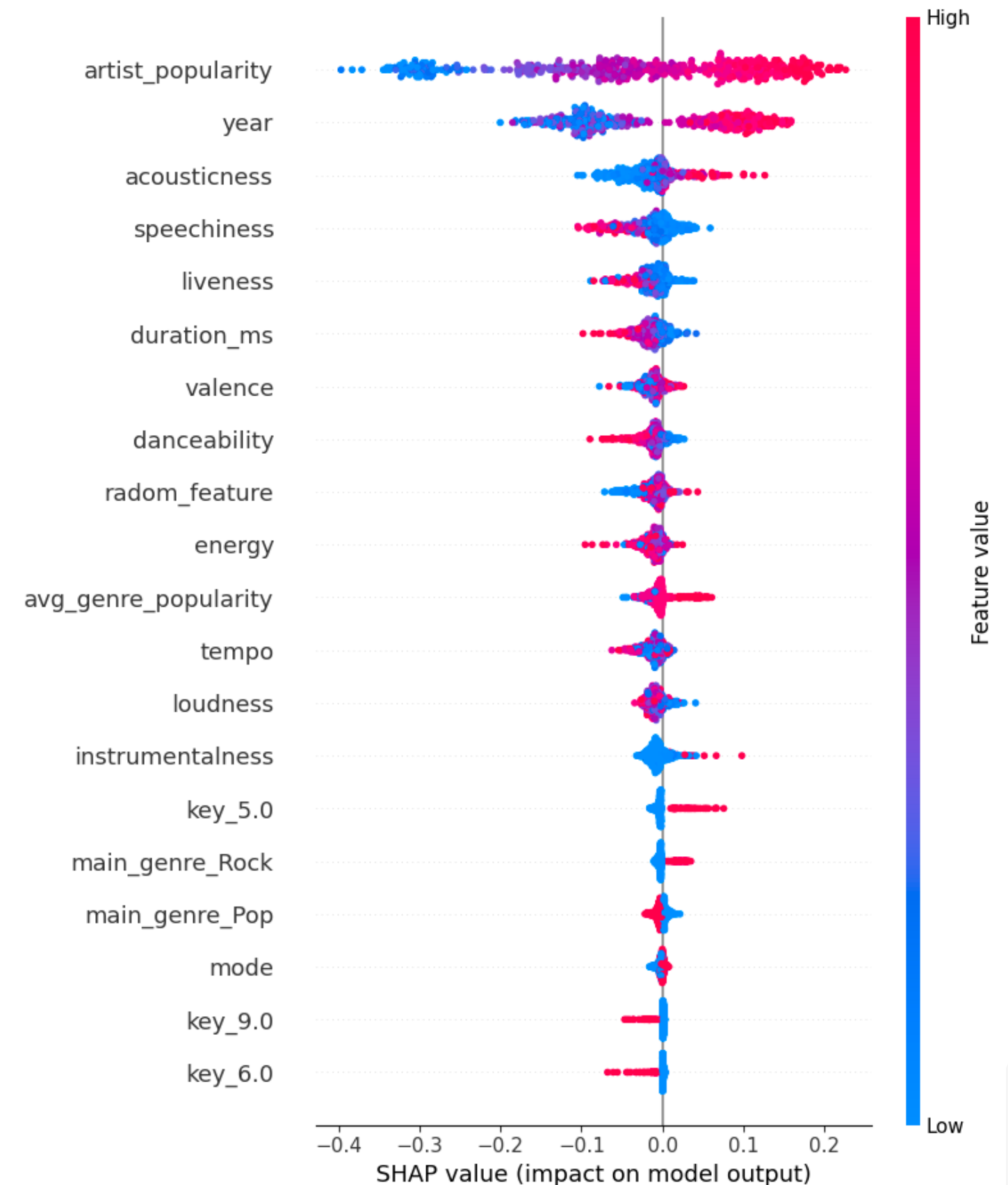
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A highly tunned decision tree based Boosting algorithm.

2023 Prediction

Relevant Features: Artist Popularity, Acousticness, Speechiness, Liveness, Duration, Valence and Danceability.

HIT SONG

- High Artist Popularity
- High Acousticness
- Low Speechiness
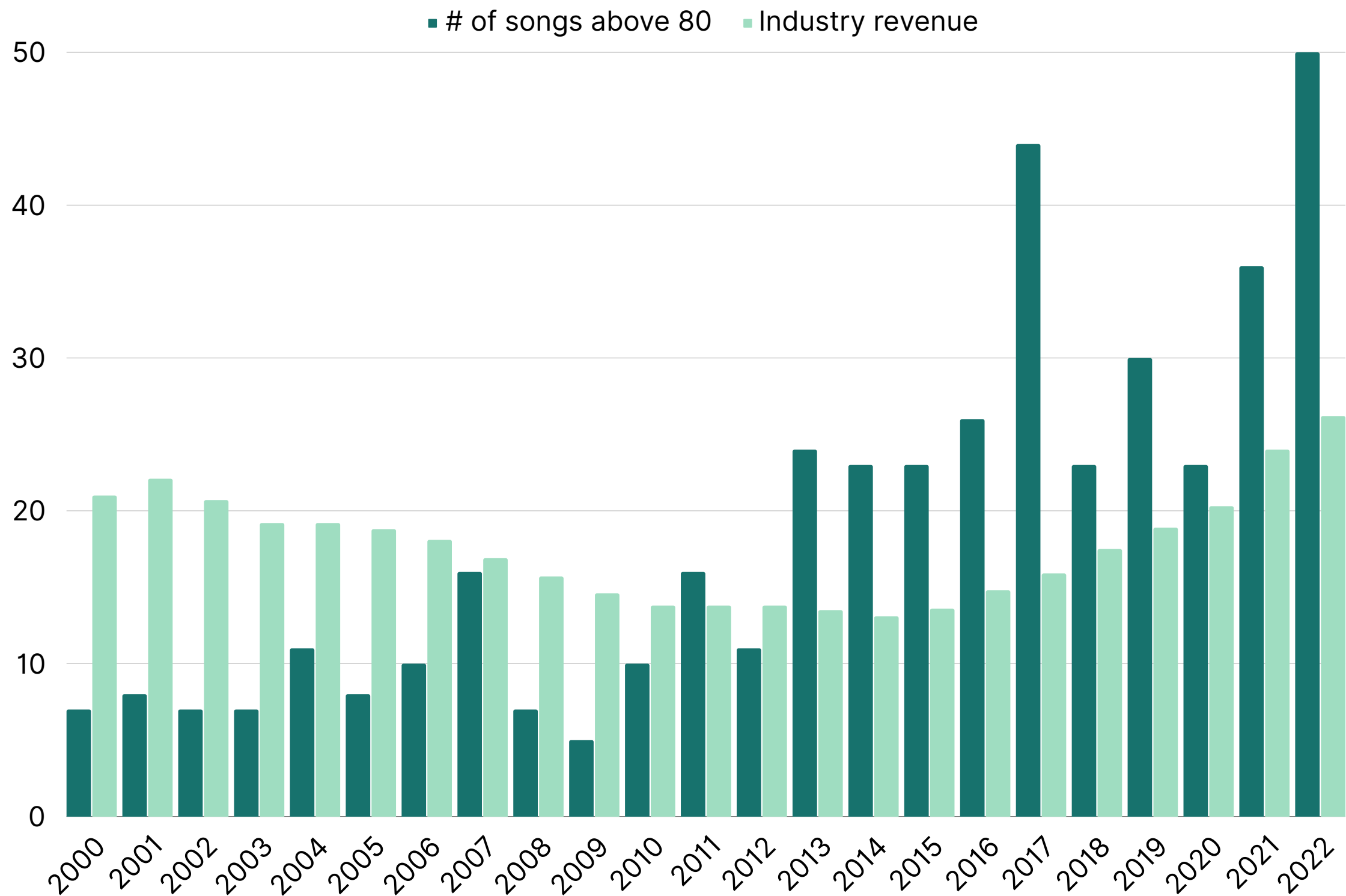- Low Liveness
- Short Duration

WHY DO YOU NEED VIRALVISION?

More Hits, Less Gold

Competition is fierce, the reward pool is crowded. How do you find your next smash hit?

Benefits of VIRALVISION

Increased ROI on Marketing and Promotion

Strategic Artist Development

Enhanced Production Decisions

Risk Mitigation

Catalog Optimisation

VIRAL VISION

Model Accuracy

78%

Potential ROI

↑ *30-50%*

Decision-Making Time

↑ *15-35%*

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● PREDICTING HITS