



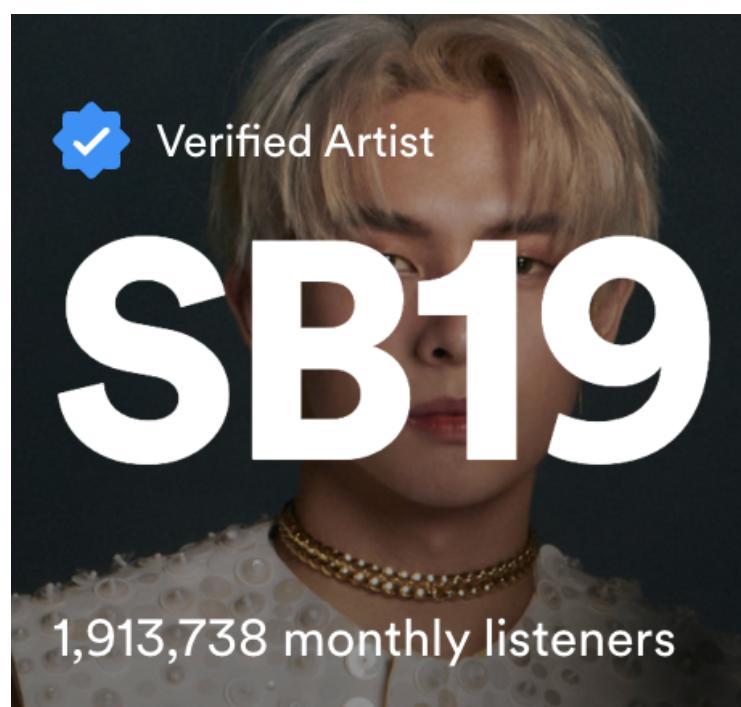
# SB19

**Bringing Pinoy Pop to the World**

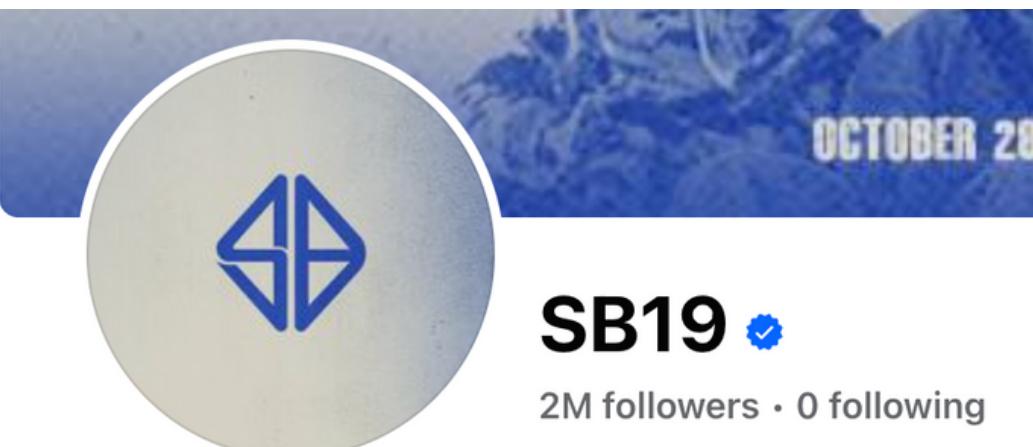
Group 4 - Netflix & Lift  
Carangan, Chua, Montejo, Relucio, Reguyal

# ABOUT SB19: FOLLOWERS

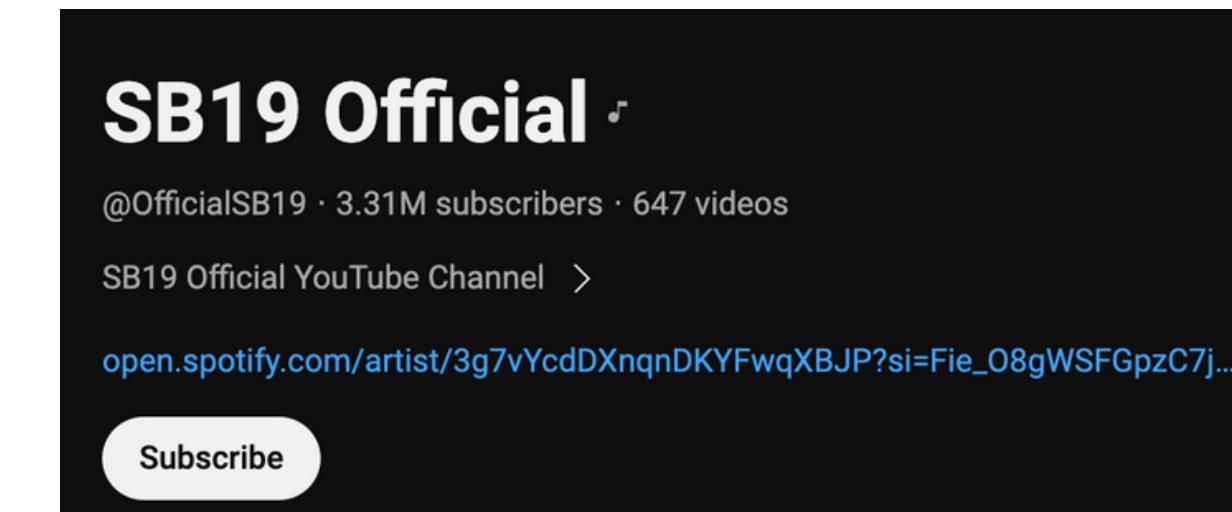
**Spotify 1.91M**



**Facebook 2.0M**



**Youtube/YT Music 3.31M**



**Instagram 819K**



**TikTok 3.0M**



7 Following 3M Followers 58.1M Likes

Official TikTok of SB19 • Filipino Boy Group • Pablo, Josh, Stell, Ken, Justin

[push.fm/ps/sb19-pagtataag](https://push.fm/ps/sb19-pagtataag)

# TOP TRACKS

## Spotify

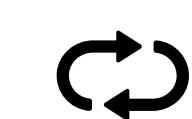
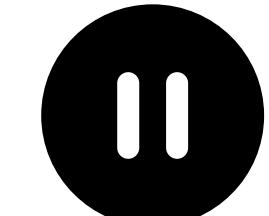
### Popular

1		GENTO	26,974,891
2		I WANT YOU	9,249,145
3		golden hour - SB19 Remix	7,847,566
4		MAPA	49,505,614
5		CRIMZONE	5,025,619

## Youtube/YT Music

### Songs

	GENTO
	MAPA
	I WANT YOU
	golden hour (SB19 Remix)
	Bazinga



# MENTIONS

“Go Up” dance video started upward trend.

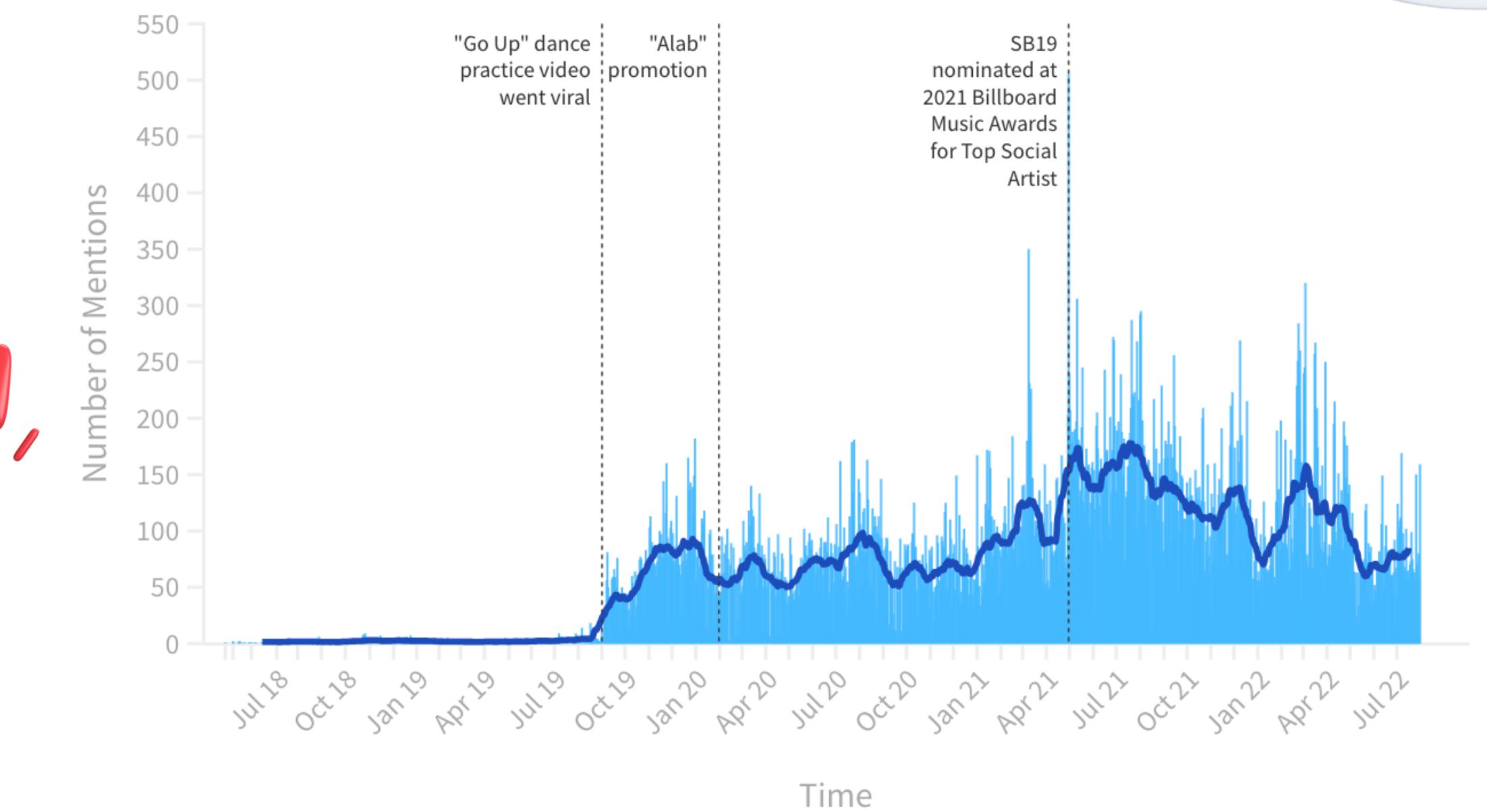
2021 Billboard Music Awards propelled popularity higher.



## Number of SB19 mentions on Facebook

The following shows the number of Facebook posts mentioning the group SB19. The data consist of a sample of 100,000 posts written between April 29, 2018 and July 31, 2022. The bars show the actual number of posts, while the line shows the 30-day moving average of the number of posts.

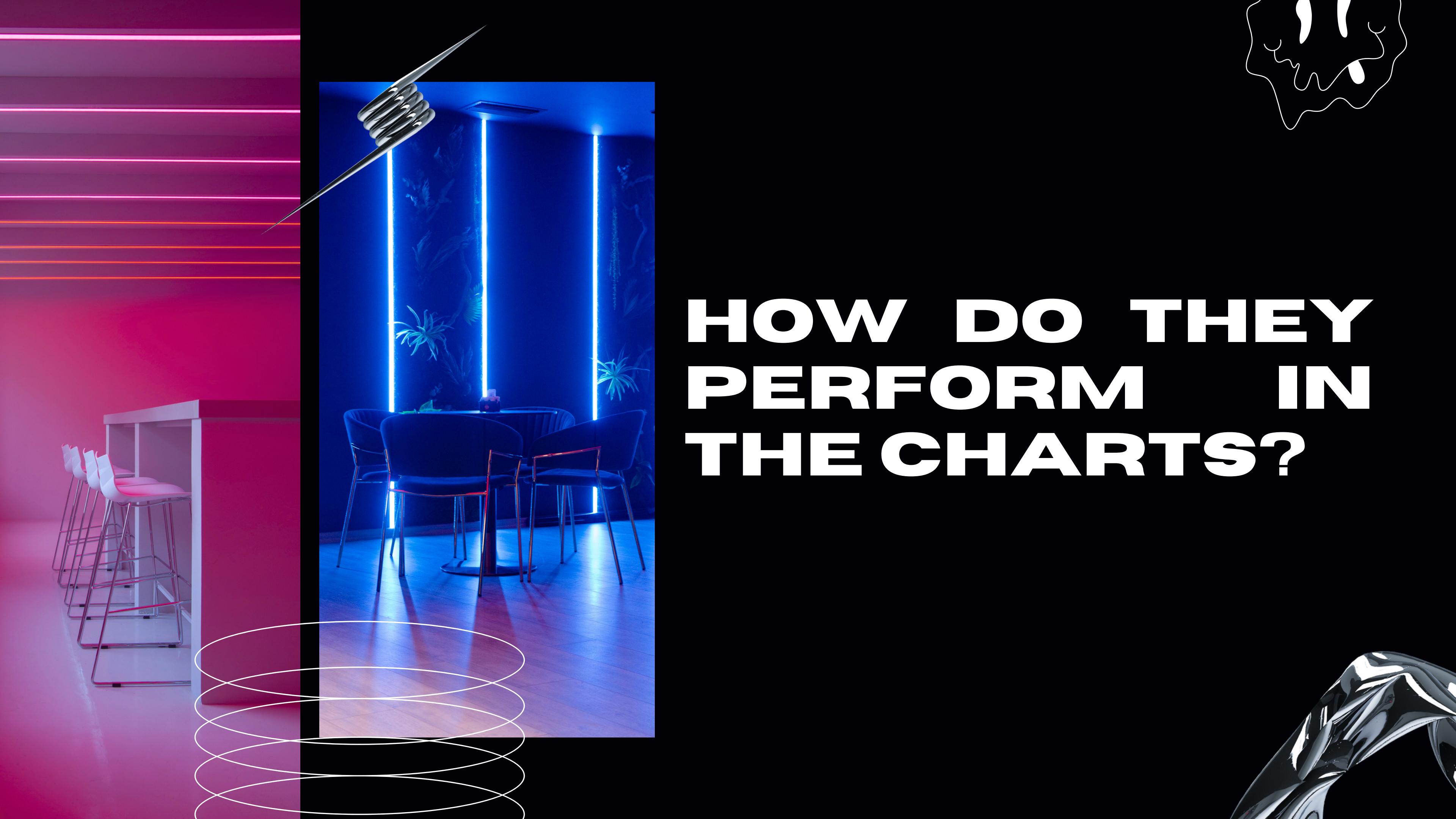
■ Number of Mentions (30-day Ave) ■ Number of Mentions



Source: CrowdTangle

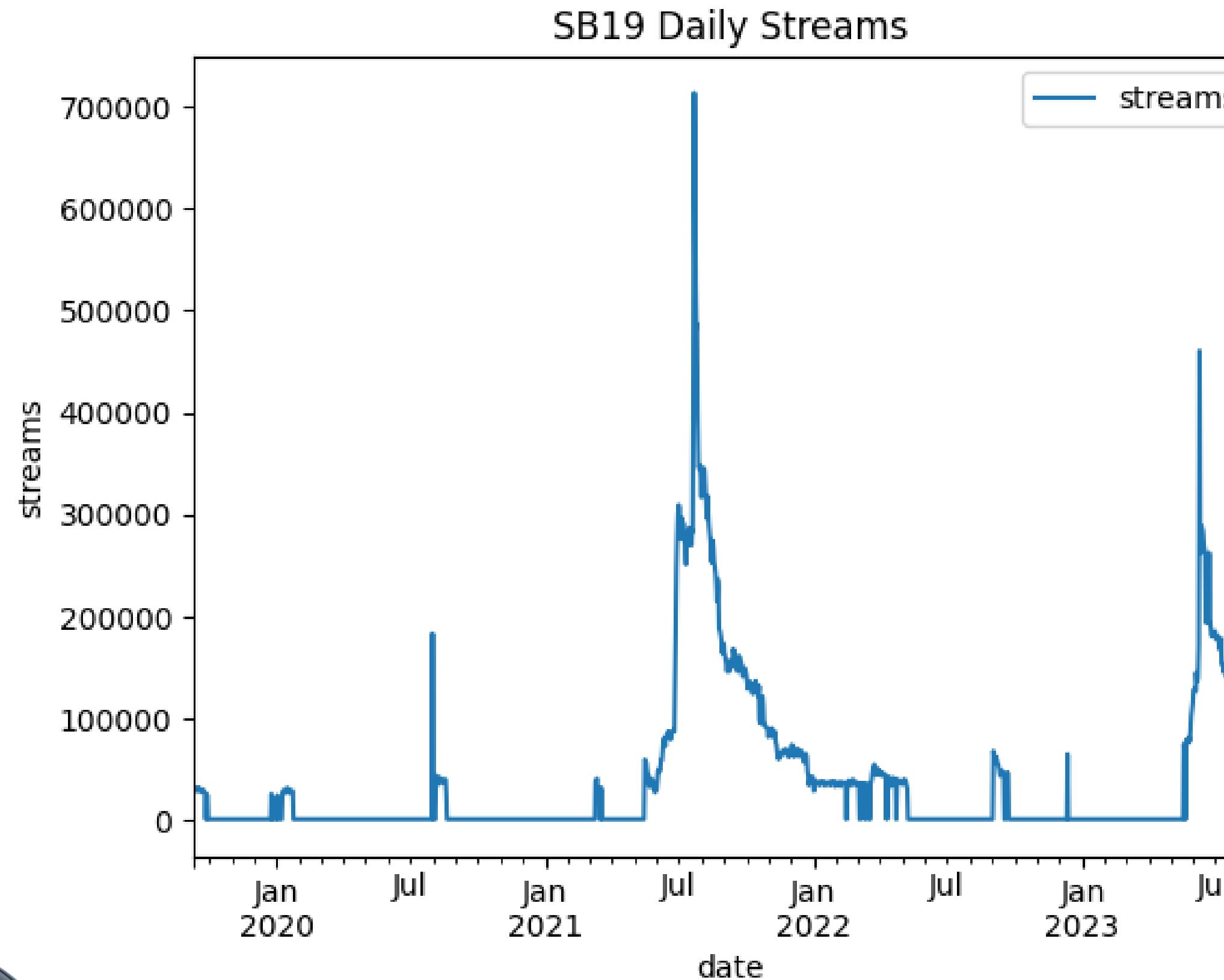
<https://www.rappler.com/entertainment/music/data-sb19-popularity-records-fans-through-years/#:~:text=As%20of%20writing%2C%20they%20now,posts%20and%20tweets%20mentioning%20SB19>





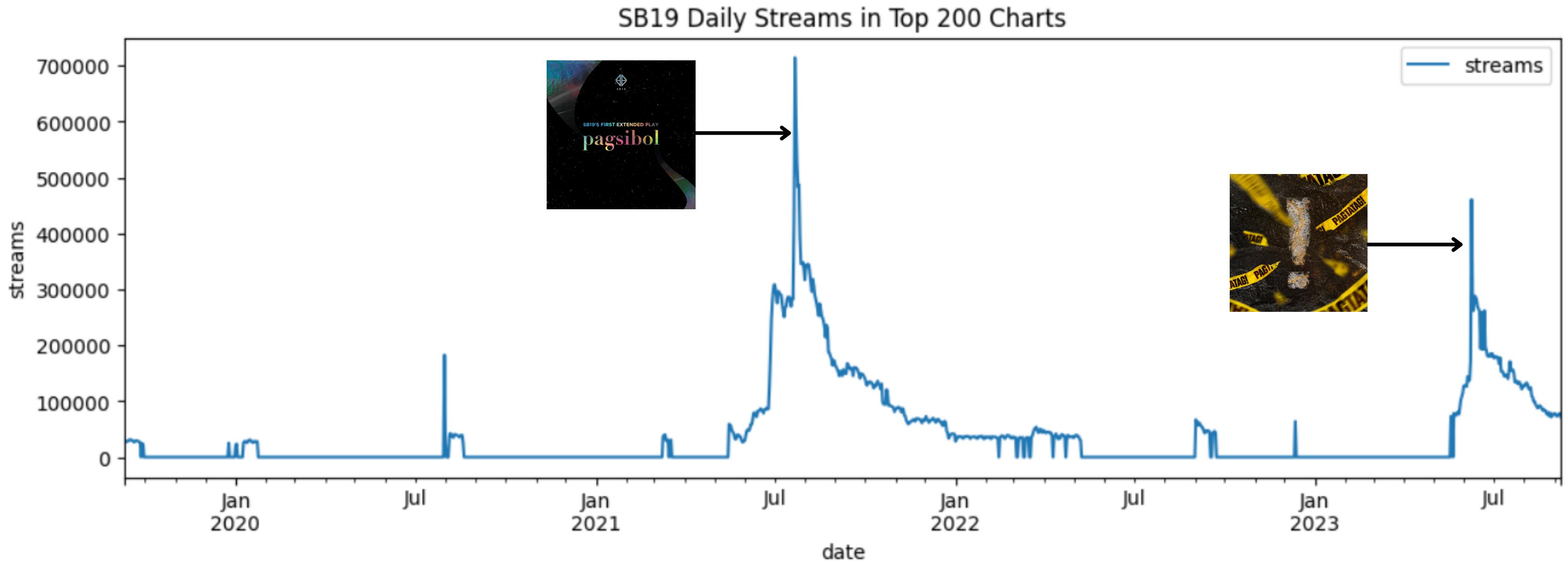
**HOW DO THEY  
PERFORM IN  
THE CHARTS?**

# SB19 DAILY STREAMS



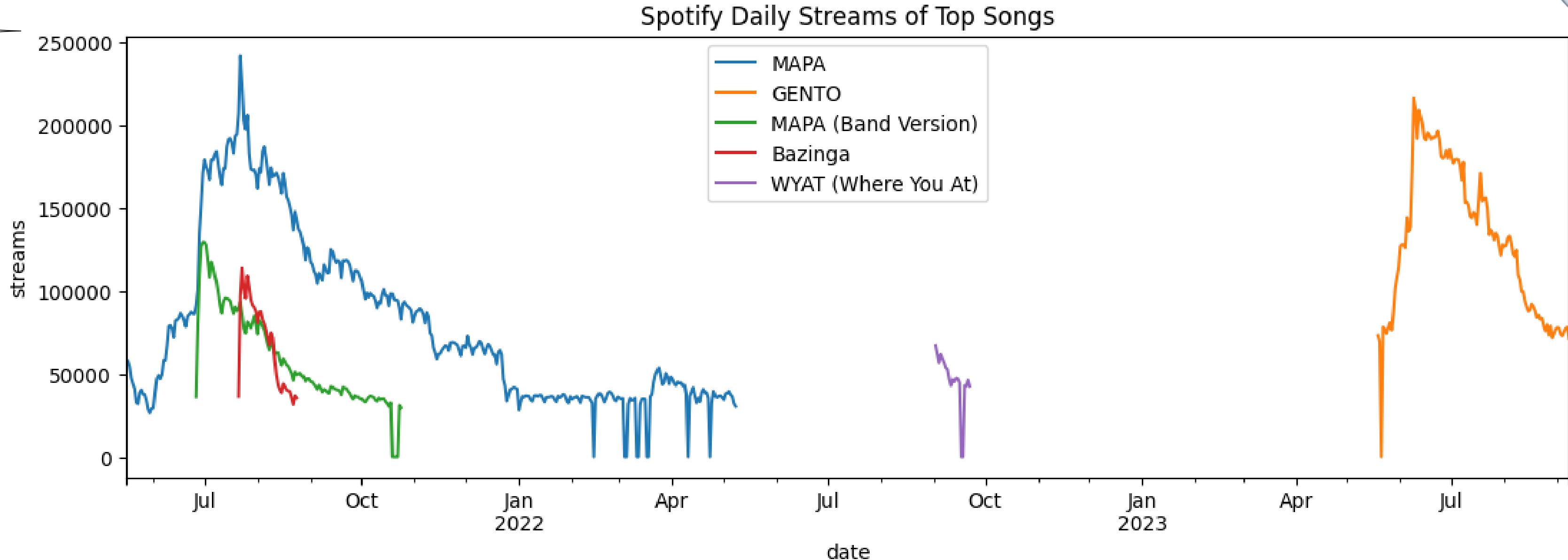
Type: **Viral**  
Peak daily  
streams: **7.1M** on  
**July 22, 2021**  
upon release of  
**Pagsibol (EP)**

# SB19 RELEASE DATES



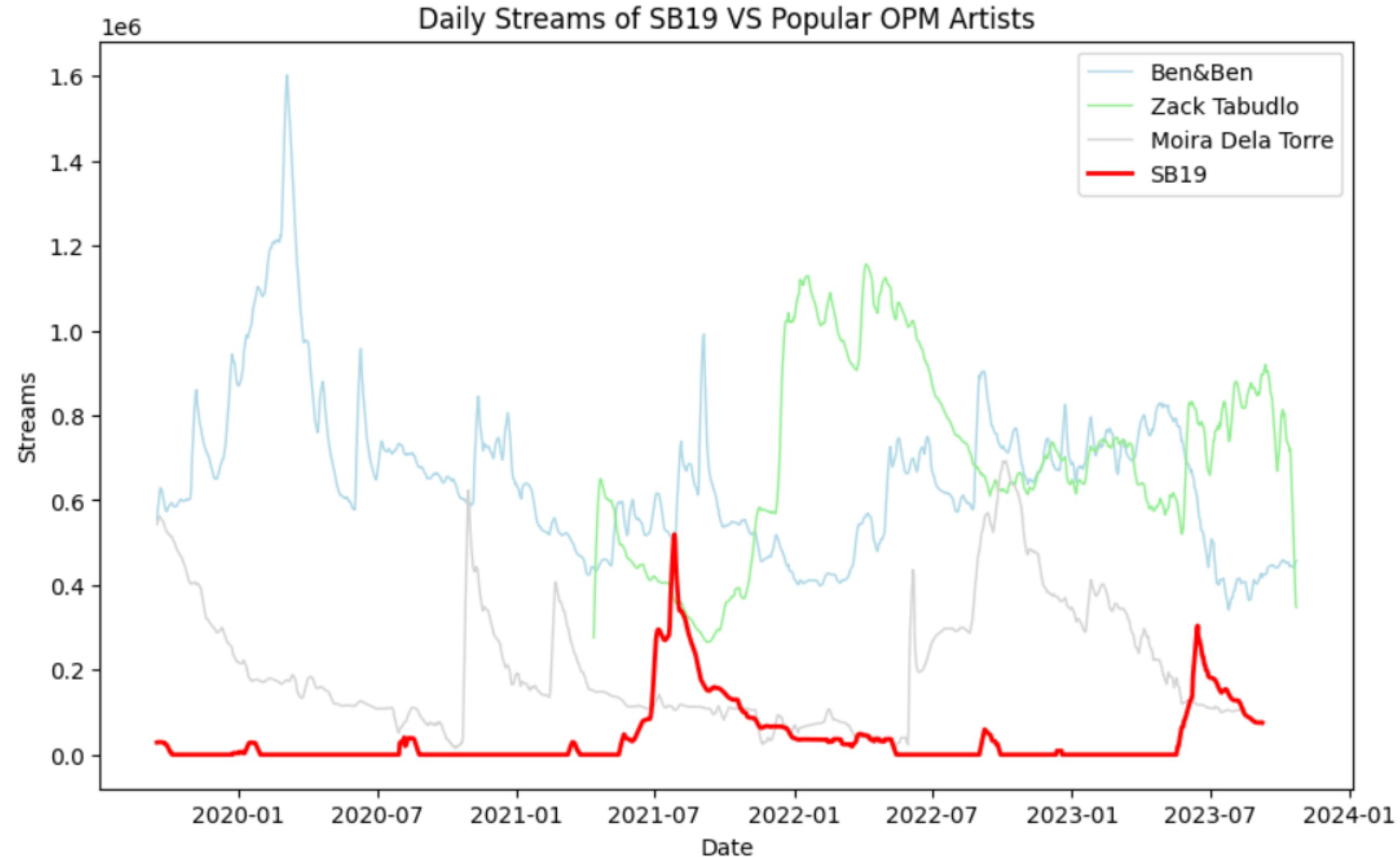
SB19 do not have a lot of streams in between  
album releases

# TOP STREAMED SONGS



**MAPA** is their most streamed song reaching  
a peak daily stream of ~250,000

# SB19 VS POPULAR OPM ARTISTS



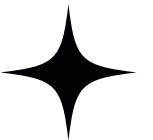
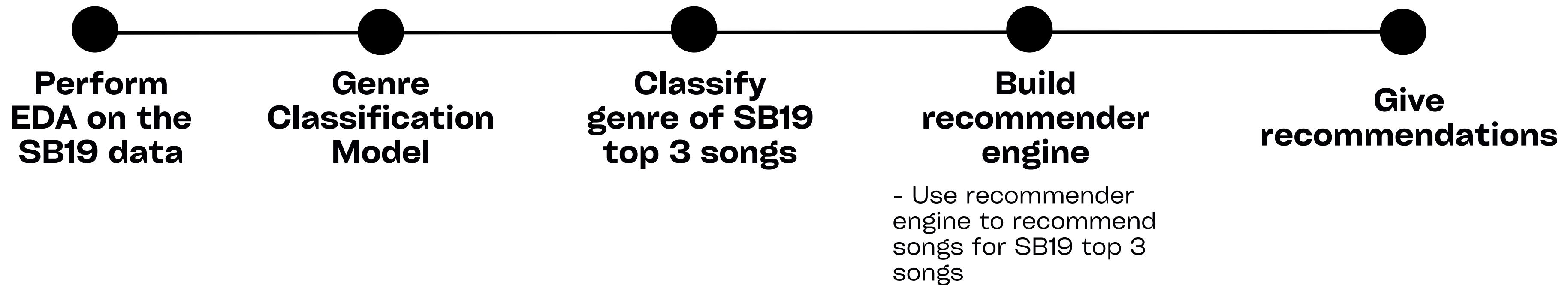
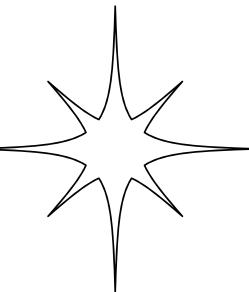
SB19 is lacking in terms of streams consistency compared with other popular OPM artists

# OBJECTIVES

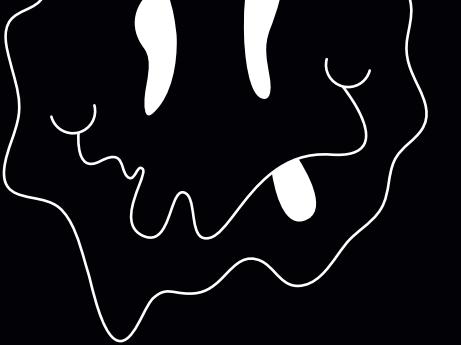
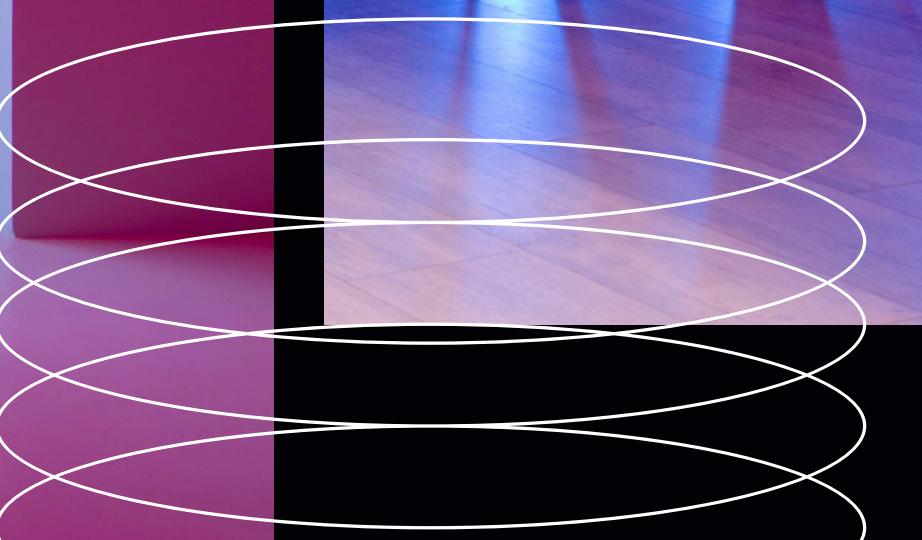
- To discover strategies and ideas to make SB19 songs more consistent in their stream numbers, and increase overall stream volume
- Find artists that SB19 can collaborate with in the future to increase their presence in between album releases
- Encourage more listeners to discover SB19 sounds



# METHODOLOGY



# GENRE CLASSIFICATION



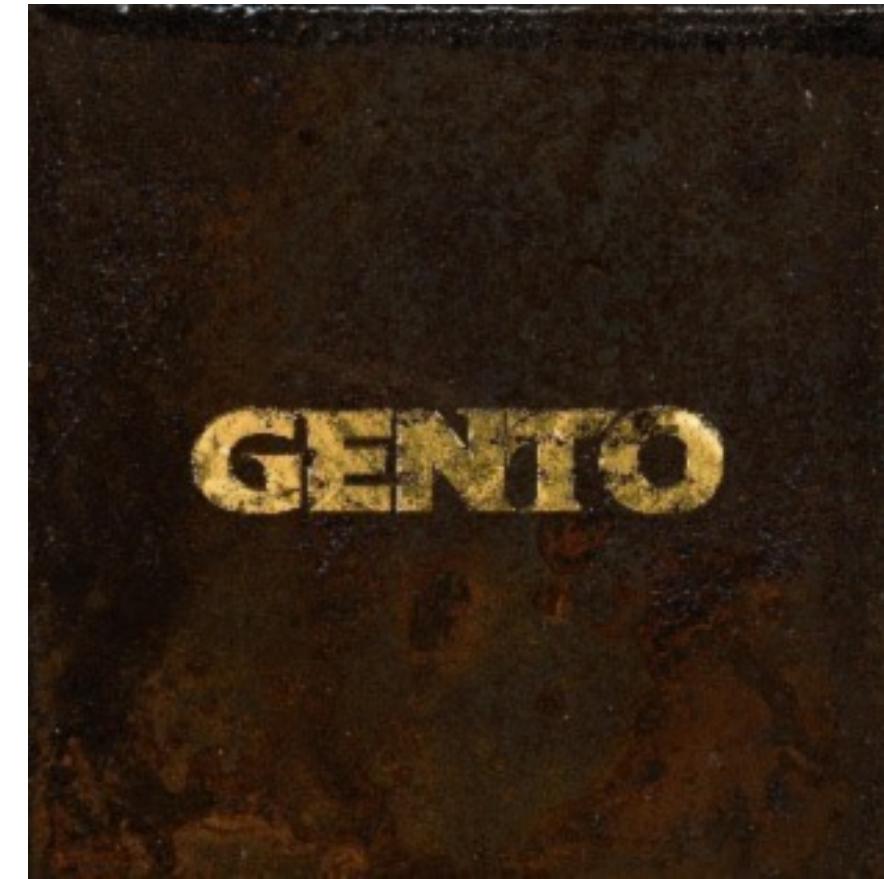
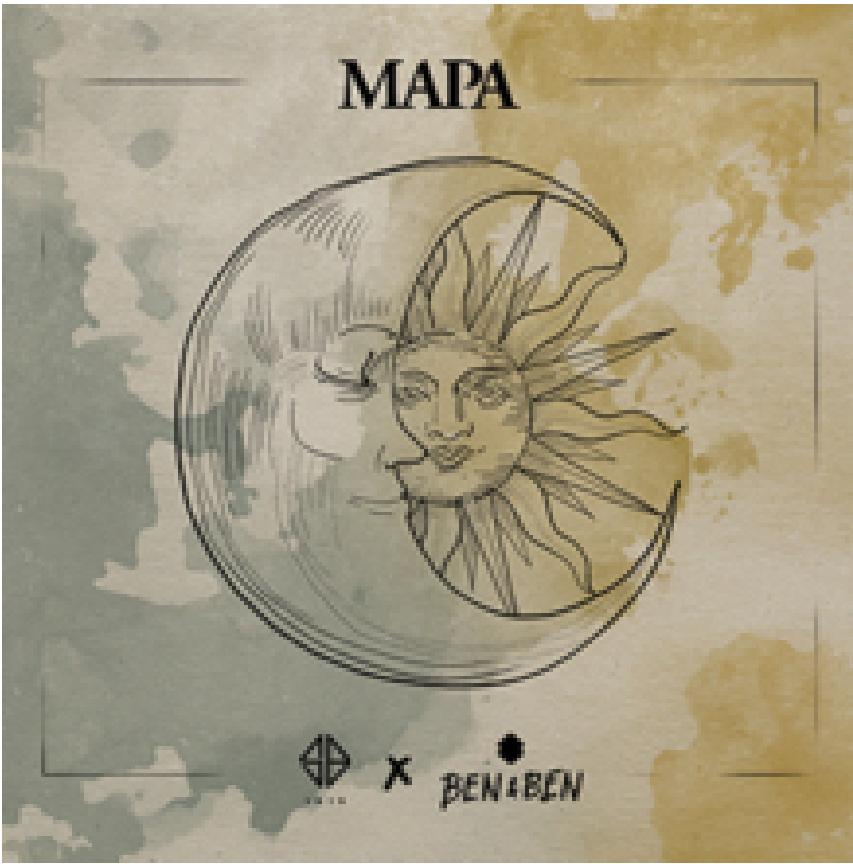
# RANDOM FOREST

5 Genres: R&B, Electronic, Jazz, Rap, Rock

Top 15 most followed playlists per genre

- Best hyperparameters: `max_depth: 15,`  
`n_estimators: 100`
- Train best score: 74.30%
- Train best score std: 1.70%
- Test best score: 72.65%

# **SB19 TOP 3 SONGS GENRE CLASSIFICATION**



**MAPA**

Jazz &  
Rock (Ben&Ben version)

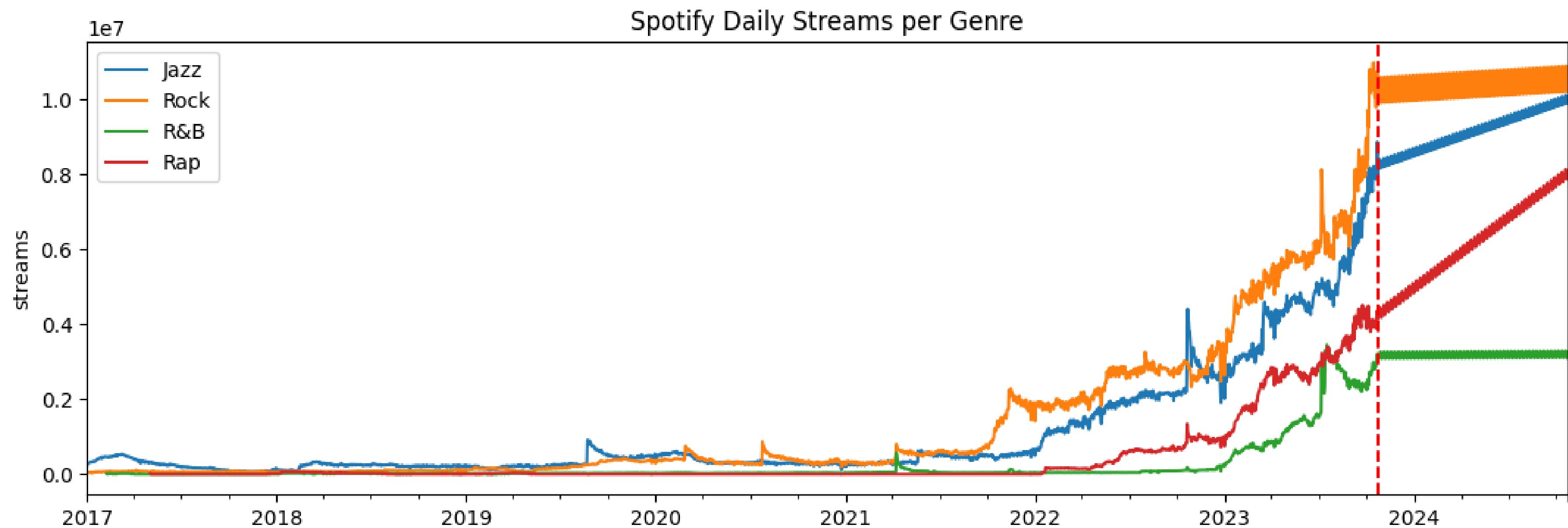
**GENTO**

Rap

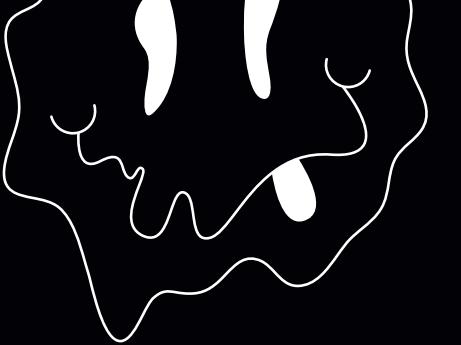
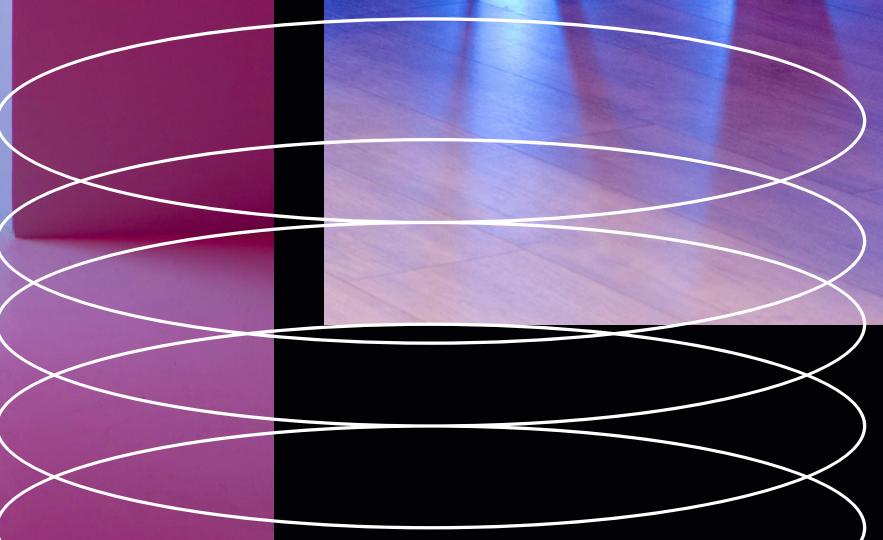
**BAZINGA!**

R&B

# TIME SERIES FORECASTING



# RECOMMENDER ENGINE



# RECOMMENDER ENGINE BUILD



Summarized and divided results into two categories:  
**OPM and International**



Find a **similar-sounding song** that has enjoyed mainstream success as a **blueprint for SB19's next track**

- Seed pool: top 3 songs (“Mapa”, “Gento”, “Bazinga”)
- Recommendation pool: top 200 daily charting songs
- Audio Features only
- Euclidean, Manhattan, and Cosine Distance used



# “Mapa”

28,411,613 streams

Pred Genre: Jazz

- “Impure” audio features
- Similar to R&B, Rock, Rap, Jazz
- Mostly featured international artists

Artist	Track	Genre	Streams
--------	-------	-------	---------

Shehyee	Trip Lang	R&B	33,147
---------	-----------	-----	--------

Yeng Constantino	Paasa - T.A.N.G.A.	Rap	2,441,352
------------------	--------------------	-----	-----------

OPM Tracks

Artist
--------

Kygo
------

NF
----

Ava Max
---------

The Weeknd
------------

Track
-------

Kids in Love (feat. The Night Game), Kids in Love
---

Let You Down
--------------

So Am I
---------

Call Out My Name
------------------

Never Be the Same - Radio Edit
--------------------------------

Genre
-------

Rock
------

Rock
------

Rap
-----

Jazz
------

R&B
-----

111,190 369,224
--------------------

14,802,500
------------

2,575,610
-----------

4,823,253
-----------

102,441
---------

**“Gento”**  
**14,703,248 streams**  
**Pred Genre: Rap**

### International Tracks

- Similar to R&B
- No local artist
- Mostly featured international artists

Artist	Track	Genre	Streams
Daddy Yankee	Dura	Jazz	504,471
Vanessa Carlton	A Thousand Miles	Rock	12,277,513
Stormzy	Own It (feat. Ed Sheeran & Burna Boy)	R&B	53,430
BTS	Dynamite - Midnight Remix	R&B	35,634
Justin Bieber	Sorry	R&B	547,041

## OPM Tracks

**“Bazinga”**

**7,146,034 streams**

**Pred Genre: R&B**

**Artist**

**Track**

**Genre**

**Streams**

Gabriel  
Valenciano

Ang Presidente Bise  
Presidente

R&B

762,534

- Similar to R&B

- Mostly  
featured

international  
artists

## International Tracks

**Artist**

**Track**

**Genre**

**Streams**

IZ\*ONE

La Vie en Rose

R&B

1,344,032

TWICE

FANCY

Rock

13,995,489

SEVENTEEN

Diamond Days

R&B

87,760

Martin Jensen

Solo Dance

R&B

5,777,723

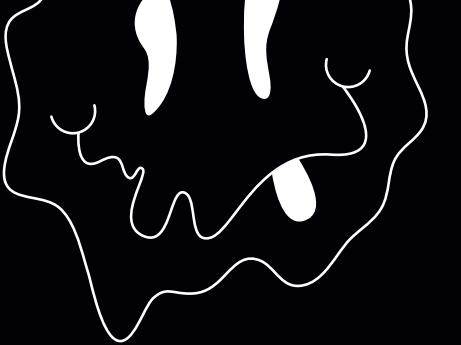
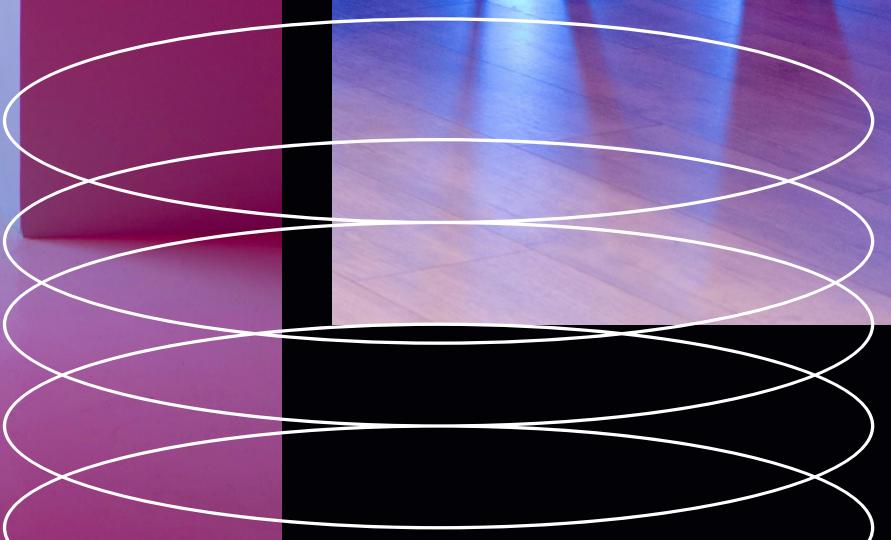
BTS

Dynamite - Retro Remix

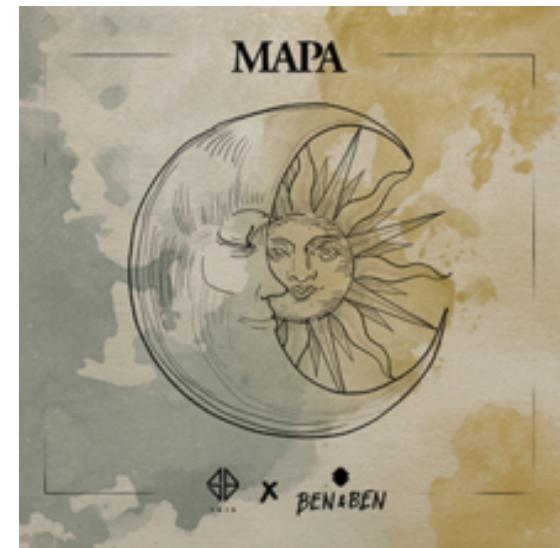
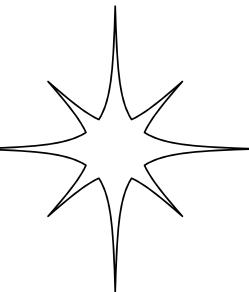
R&B

31,988

# RECOMMENDATIONS

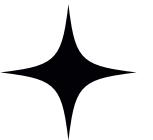


# RECOMMENDER ENGINE

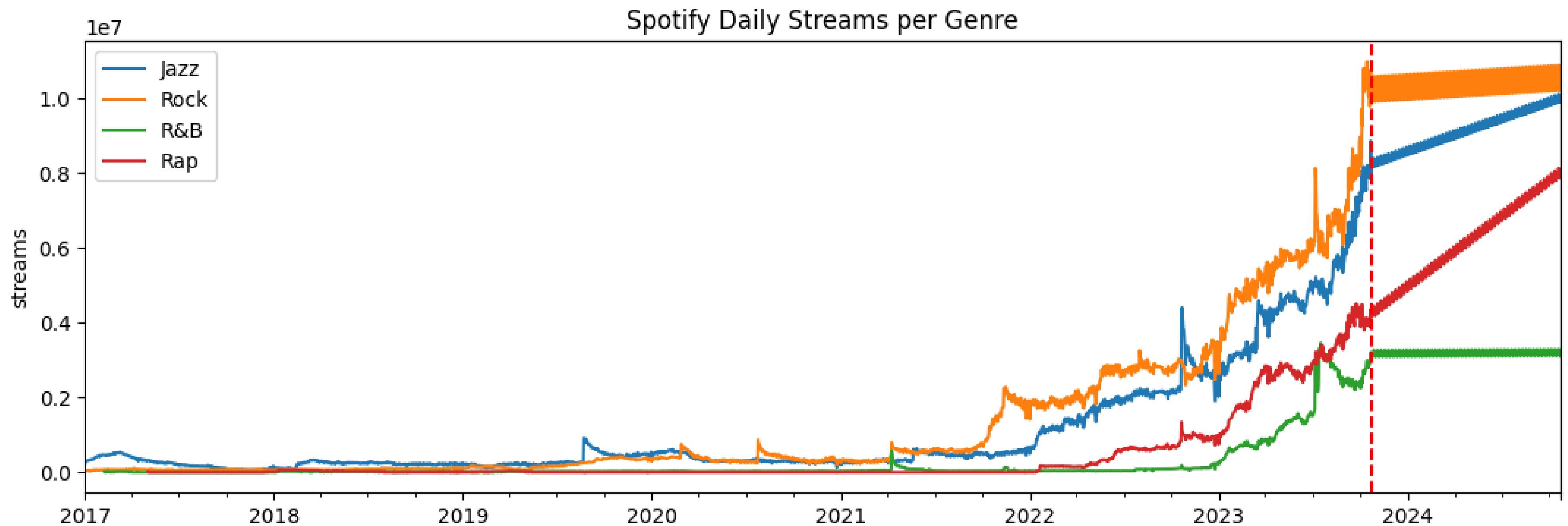


To increase  
**"Impureness"** of songs  
to replicate success of  
**"Mapa"**.

Collaborate with International  
artists (**mostly American and  
Korean artists**) to take  
advantage of popularity to  
listeners in the Philippines.



# ROCK & JAZZ FOCUS



# COLLABORATE & ELEVATE



- **MAPA Band Version (2021)**
  - Ben & Ben
- **Kapangyarihan (2021)**
  - Ben & Ben
- **Love Yours (2021)**
  - OhWon Lee
- **Kabataang Pinoy (2022)**
  - BINI

June 27

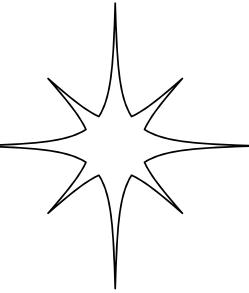
August 29

December 22

March 18

<https://www.ppopprofiles.com/copy-of-sb19-discography>

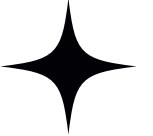
# MIMIC MAINSTREAM HITS



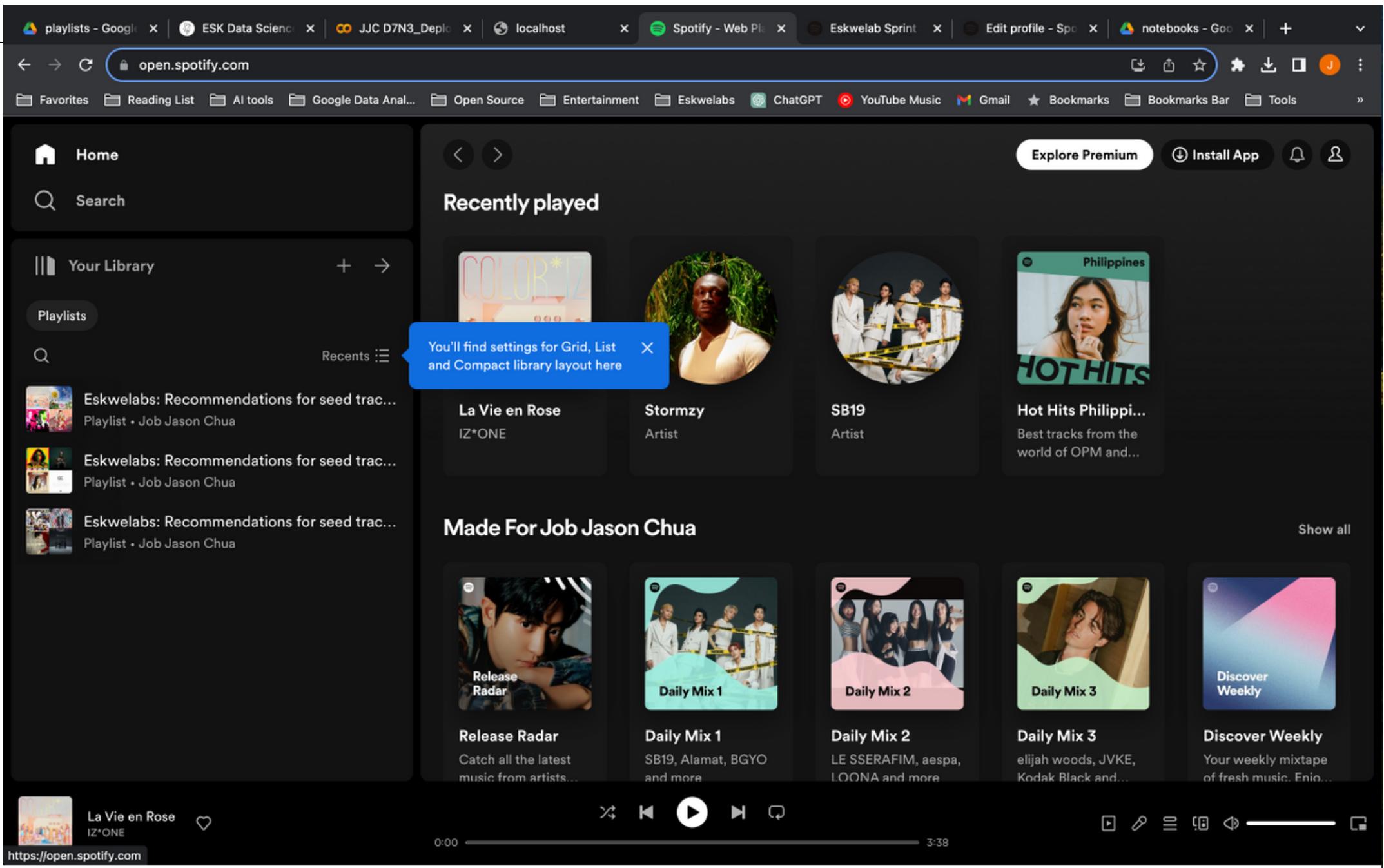
NF - Let You Down



TWICE - FANCY



# DEPLOY PLAYLIST TO SPOTIFY



Mapa



Gento



Bazinga



# **BOOST SB19 VISIBILITY using *STREAMLIT***

QR Code:





# Spotify®

## Spotify Recommender Engine for SB19 Songs

Input SB19 Song to get recommendations from:

MAPA

	track_name	artist_name
0	Kids in Love	Kygo
1	Kids in Love (feat. The Night Game)	Kygo
2	Ghost	Justin Bieber
3	Paasa - T.A.N.G.A.	Yeng Constantino
4	Hard 2 Face Reality	Poo Bear
5	Call Out My Name	The Weeknd
6	Let You Down	NF
7	Raincoat (feat. Shy Martin)	Timeflies
8	Ain't That Why	R3HAB
9	He Like That	Fifth Harmony

## RECOMMEND TOP 200 SONGS FOR SB19 SONG



# Spotify®

## Spotify Recommender Engine for Top 200 Songs

Input Top 200 song to get SB19 song recommendations from:

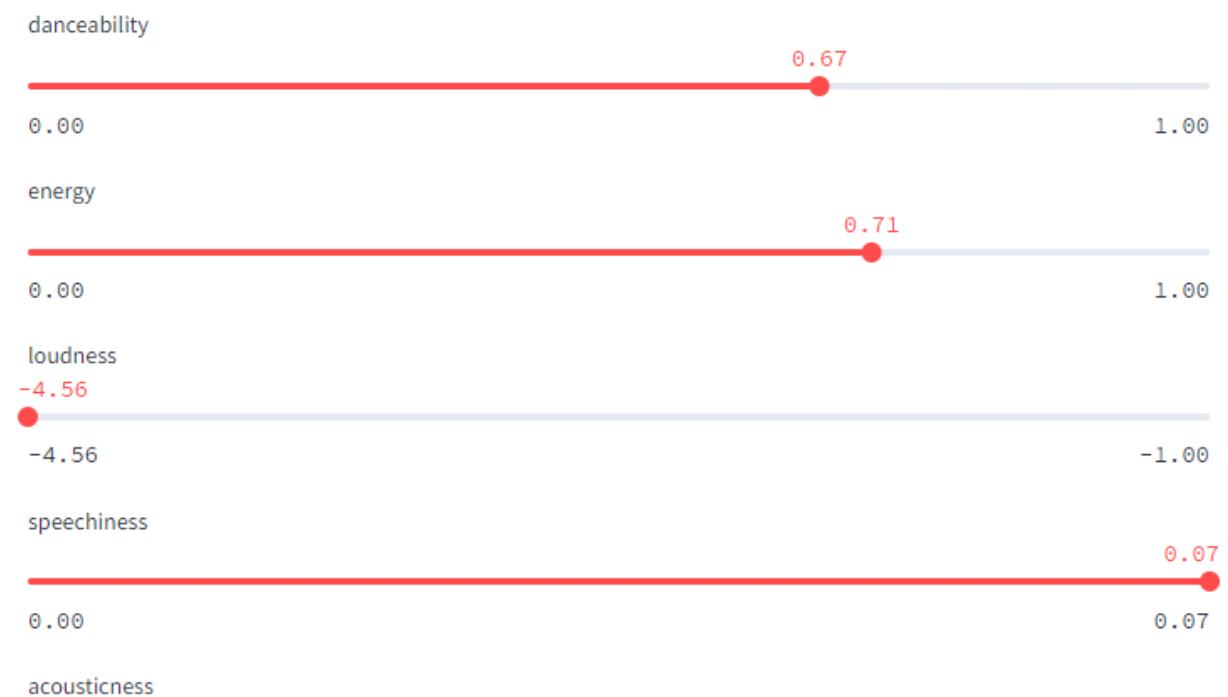
Versace on the Floor

	track_name	artist_name
0	MAPA	SB19
1	Hanggang Sa Huli	SB19
2	GENTO	SB19
3	Nyebe	SB19
4	What?	SB19
5	I WANT YOU	SB19
6	ILAW	SB19
7	SLMT	SB19
8	WYAT (Where You At)	SB19
9	Love Goes - EDM Version	SB19

## RECOMMEND SB19 SONGS FOR TOP 200 SONG



## Spotify Recommender Engine - Audio Features to SB19



Generate Recommendations

	track_name	artist_name
0	MAPA	SB19
1	What?	SB19
2	GENTO	SB19
3	Nyebe	SB19
4	WYAT (Where You At)	SB19

**RECOMMEND  
SB19 SONGS  
BASED ON AUDIO  
FEATURES**



# **APPENDIX**

# **RECOMMENDATIONS FOR FUTURE STUDY**

- Automate genre combination used in model creation to get best score
- Use regional charts data instead of just using local charts data
- Create a mainstay criteria to filter mainstay songs to use for recommendation
-