Creative Intelligence Framework (CIF) — Executive Summary (v1.2)

Purpose (what this is): A clear way to **measure a song** and give **practical next steps**. CIF outputs one number called the **Hit Confidence Index (HCI)** and a short checklist of fixes that help a track land better.

WHO is this for?

Songwriters, producers, artists, A&R, and music teams who want **objective feedback** plus **actionable guidance** (not guesswork).

WHAT does it do?

- **Measures** a song's fit against **long-run hit patterns** and **current platform norms**.
- Gives a single score (**HCI**) and **lane-specific checklists** (Radio and Spotify) with plain next steps.
- Keeps advice **separate from scoring** so the number stays fair and consistent.

HOW does it work (in 6 steps)?

1. **Extract** basic info from your audio (tempo, key, structure, loudness, lyrics when available).
2. **Measure (Audio Engine)**: six easy-to-understand audio axes roll up into **AER**.
3. **(Lyric Engine)**: runs for insight today; it **does not** change the score yet.
4. **Score**: the **Host** applies guardrails and computes **HCI** using **Radio US** rules (our stable baseline).
5. **Advise**: the Host shows **Radio** and **Spotify** checklists (duplicates hidden). **Advice never changes HCI**.
6. **Prove**: confidence bands, independence checks, and a fail-log keep things reliable and auditable.

WHERE does the data come from?

- A **40-year reference set** of hits ("Top 40 of 40 years") for stable comparisons.
- A **Trend Snapshot** that captures **current platform norms** (Radio US is the canonical lane; Spotify is advisory).
- **Your track's audio and metadata** via the extractor.

WHY do creatives need this?

- Turns vague notes into **specific, ranked fixes** (e.g., "bring the chorus earlier," "add 1–2 dB of chorus lift").
- Keeps decisions **consistent over time** while still reflecting what's happening now.
- Makes collaboration faster: one score, one set of receipts, one action plan.

WHEN is it most useful?

Pre-release shaping, A/B versioning, pitch prep, roster triage, and post-mortems.

Key terms (plain language)

- **KPI**: a **Key Performance Indicator**—a single, primary number used to judge success. Here it's **HCI**.
- **HCI (Hit Confidence Index)**: the **main score** (0–1) showing how well a song fits proven patterns; today it uses **audio** only.
- **Audio Engine (AEE)**: measures the song's audio on **six axes** (e.g., structure timing, loudness moves, historical echo).
- **Lyric Engine (LEE)**: analyzes lyrics for insight **only** today; later it will contribute to HCI.
- **Radio US (canonical lane)**: the stable rule set used to **compute HCI**.
- **Spotify (advisory lane)**: used to **shape advice**, not the score.
- **TTC (Time-to-Chorus)**: seconds until the first chorus shows up.

- **LUFS / Chorus-lift**: loudness and how much the chorus **pops** compared to the verse.
- **Trend Snapshot**: a dated set of **current norms** (e.g., TTC/runtimes) that feeds advice only.

Guardrails (trust & fairness)

- **Advice is Host-only and post-score**; it never changes the number.
- **Radio US** is the default scoring lane; **Spotify** is shown for forward-looking suggestions.
- Confidence intervals, independence checks, and a fail-log make results **reliable and reviewable**.

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