

PREDICTING POP SUBGENRES



"Imagine you are a music artist..."

THE RESEARCH QUESTION

**Can we predict a
pop song's subgenre
using its audio
features?**

PREDICTING POP SUBGENRES



Audio Features

Top 7 (of 13)

1. Speechiness
2. Danceability
3. Acousticness
4. Energy
5. Instrumentalness
6. Valence
7. Loudness





Pop Subgenres

7

Dance-Pop

Rap-Pop

Folk-Pop

Electro-Pop

Rock-Pop

Indie-Pop

EDM-Pop



~14%

Random Chance

~56%

Our Model



Actual vs. Predicted

Actual Subgenre	Dance-Pop	Rap-Pop	Folk-Pop	Electro-Pop	Rock-Pop	Indie-Pop	EDM-Pop
	301	65	28	16	41	13	89
	60	463	6	17	4	5	26
	32	5	265	27	56	23	12
	73	40	37	92	23	33	50
	64	4	62	16	211	29	21
	46	4	39	36	74	70	29
	70	30	9	22	17	12	319
Predicted Subgenre							

Our Model in Action

Dance-Pop



"Boyfriend"

Justin Bieber



Dance-Pop

Rap-Pop



"Super Bass"

Nicki Minaj



Rap-Pop

Folk-Pop



"Simple Twist of Fate"

Bob Dylan



Folk-Pop

Electro-Pop



"We Sink"

CHVRCHES



Electro-Pop

Rock-Pop



"Sidekick"

Walk The Moon



Rock-Pop

Indie-Pop



"New Map"

M83



Indie-Pop

EDM-Pop



"City Lights"

Avicii



EDM-Pop

PREDICTING POP SUBGENRES

SO WHAT?



2000+ Subgenres (322 Pop)

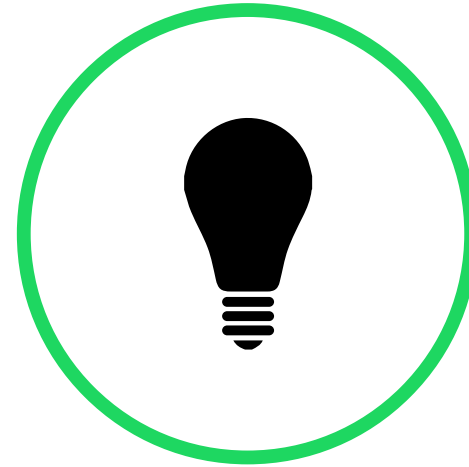


Niche Target Marketing

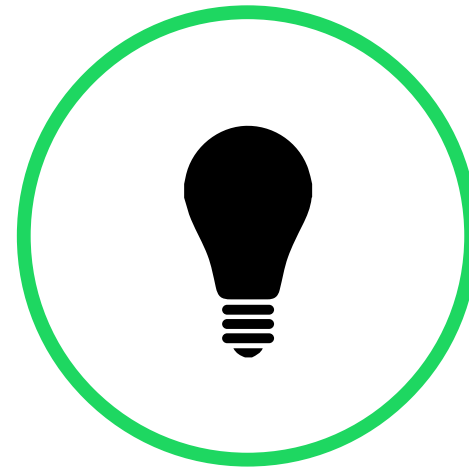


Find Real Fans

FUTURE WORK



Include More Pop Subgenres



Try With Other Parent Genres