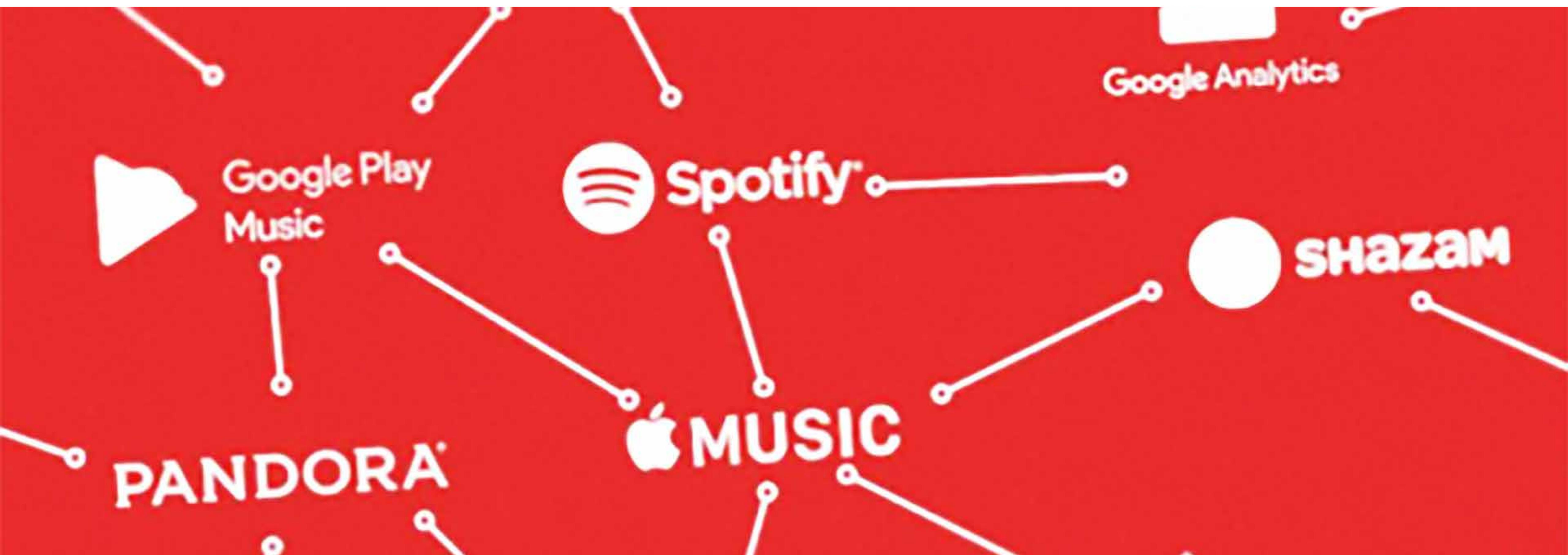
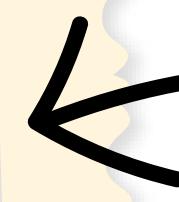


HOW DATA SCIENCE HAS CHANGED THE MUSIC INDUSTRY





*Me, at 17,
aspiring to be
a rock star.*



*Halsey at 17...
college dropout,
homeless and
suicidal.*

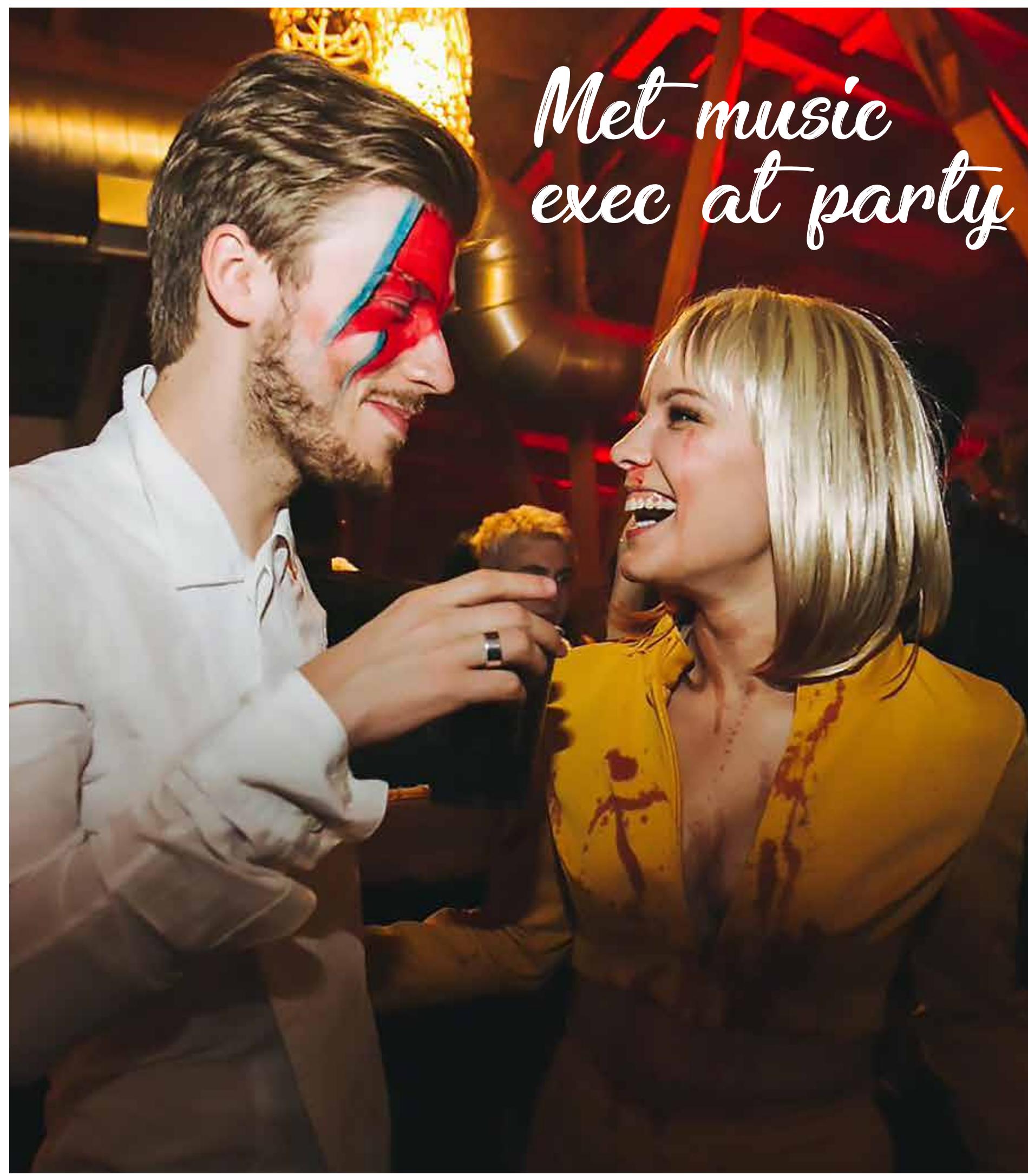


*write songs,
post to →*



YouTube
tumblr

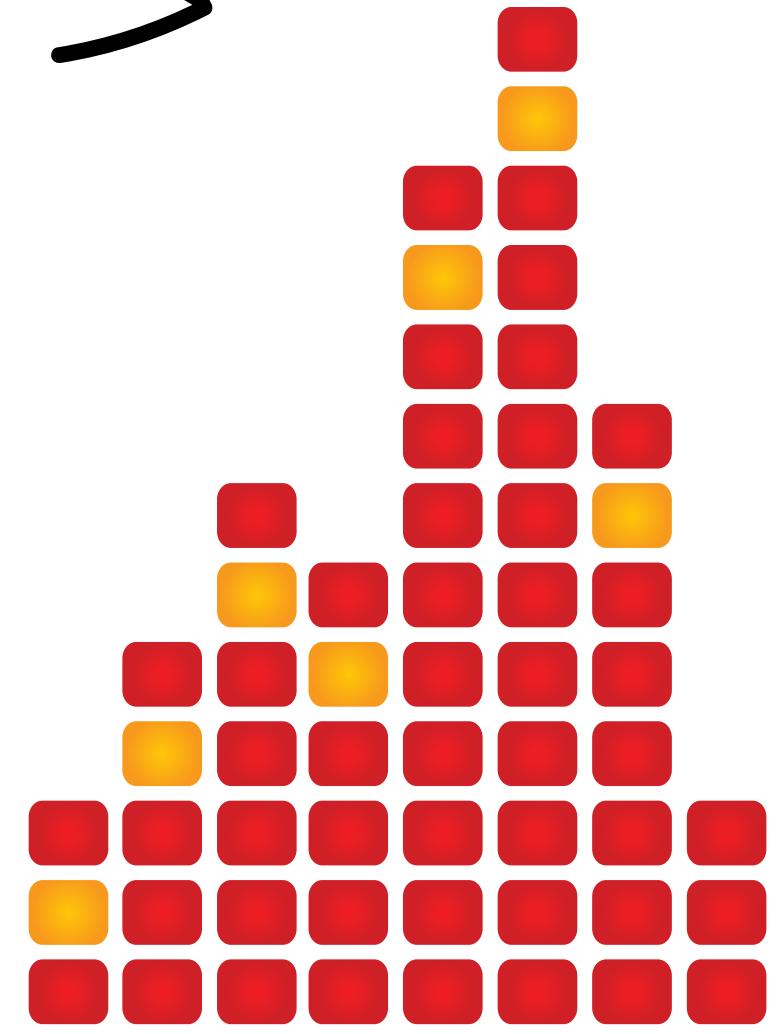
kik.



wrote song
together



minor hit



i

Signed to
Universal
Music Group



Music & Data Science



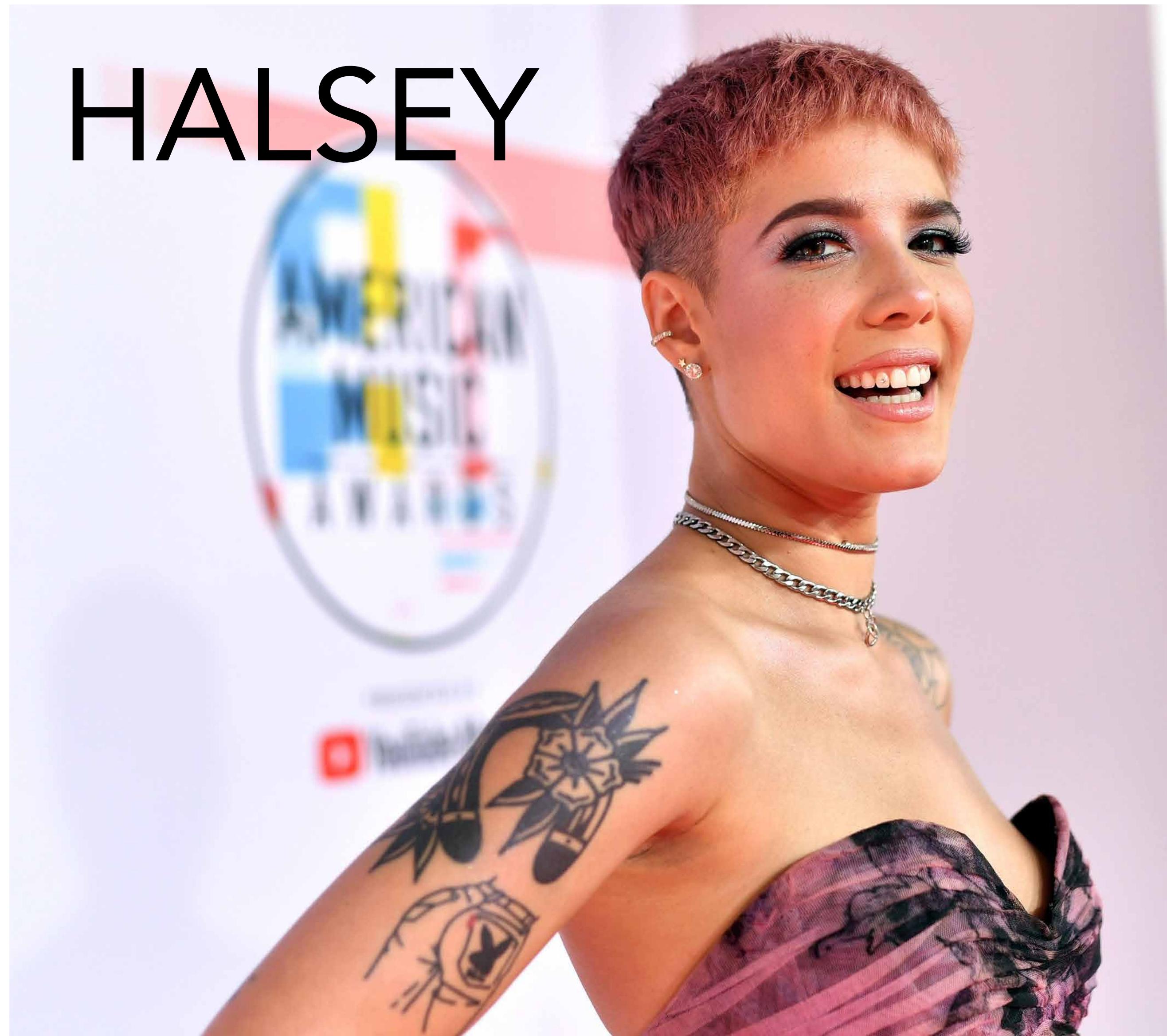


*Played >1,000 gigs
for 6 years before
being famous.*

THE BEATLES



HALSEY



*Achieved fame
and success
relatively fast*

CASE STUDY #01



Apple MUSIC



Spotify®



billboard

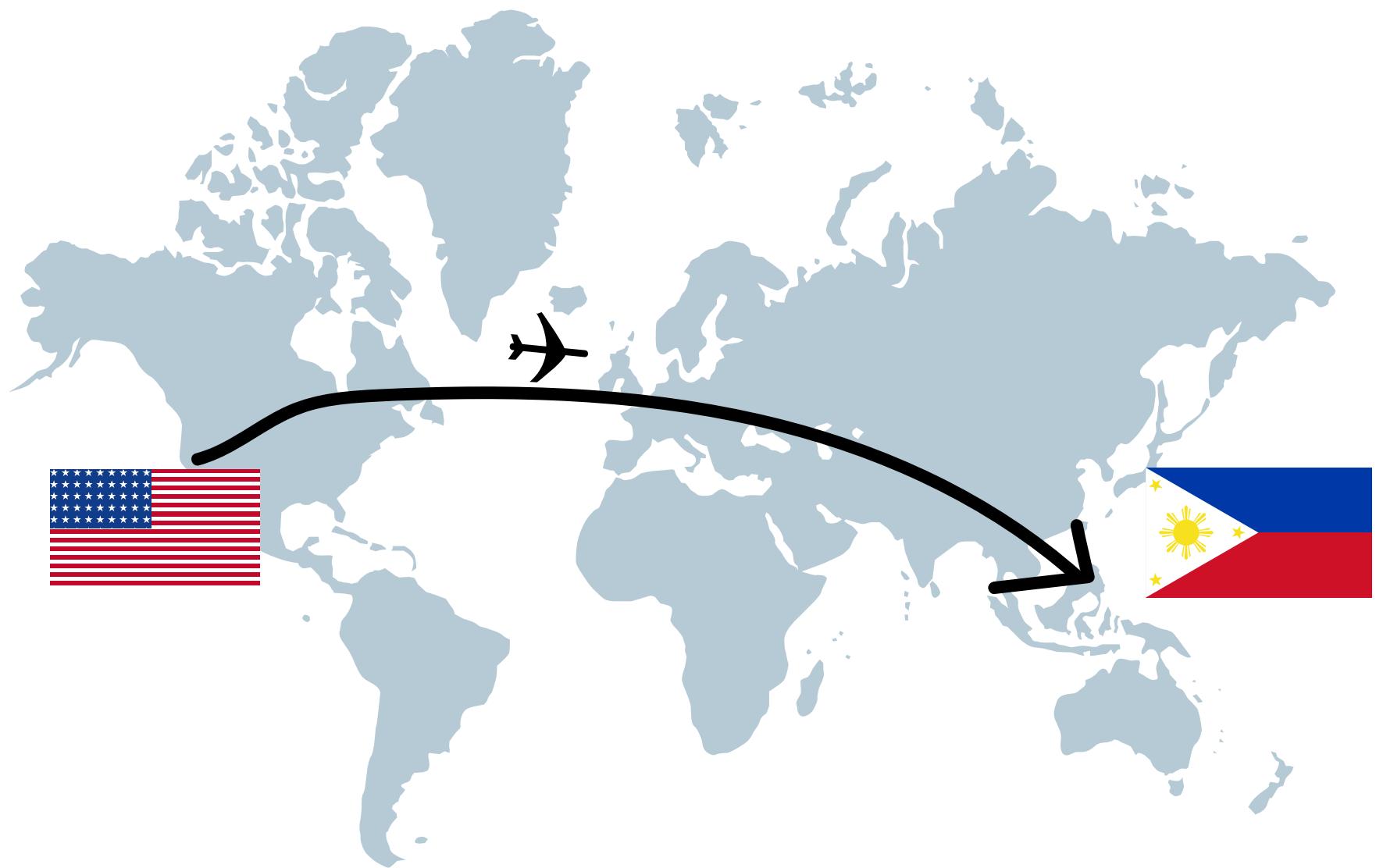


Data manipulation



| billboard THE HOT 100 | | |
|--------------------------|--|-----|
| @MusicDailyWorld | | |
| 1 | Ariana Grande - Thank U, Next | New |
| 2 | Maroon 5 (ft. Cardi B) - Girls Like You | -1 |
| 3 | Travis Scott - SICKO MODE | -1 |
| 4 | Marshmello & Bastille - Happier | -1 |
| 5 | Juice WRLD - Lucid Dreams | -1 |
| 6 | Halsey - New Americana | +3 |
| 7 | Post Malone - Better Now | -2 |
| 8 | Kodak Black (ft. Travis Scott & Offset) - ZEZE | -2 |
| 9 | Sheck Wes - Mo Bamba | +1 |
| 10 | Lil Baby & Gunna - Drip Too Hard | -2 |

CASE STUDY #02



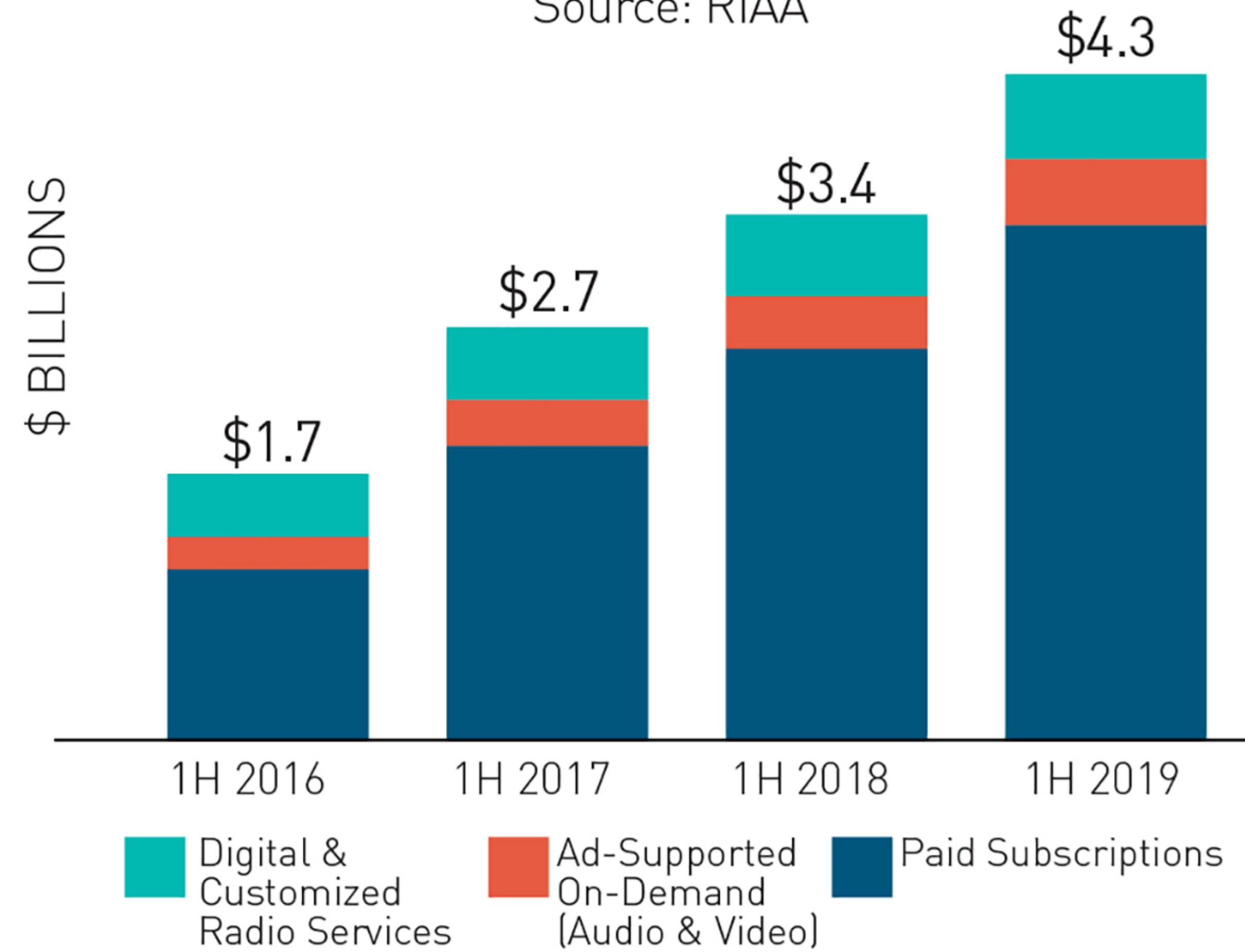
#1 in Philippines
 Spotify®

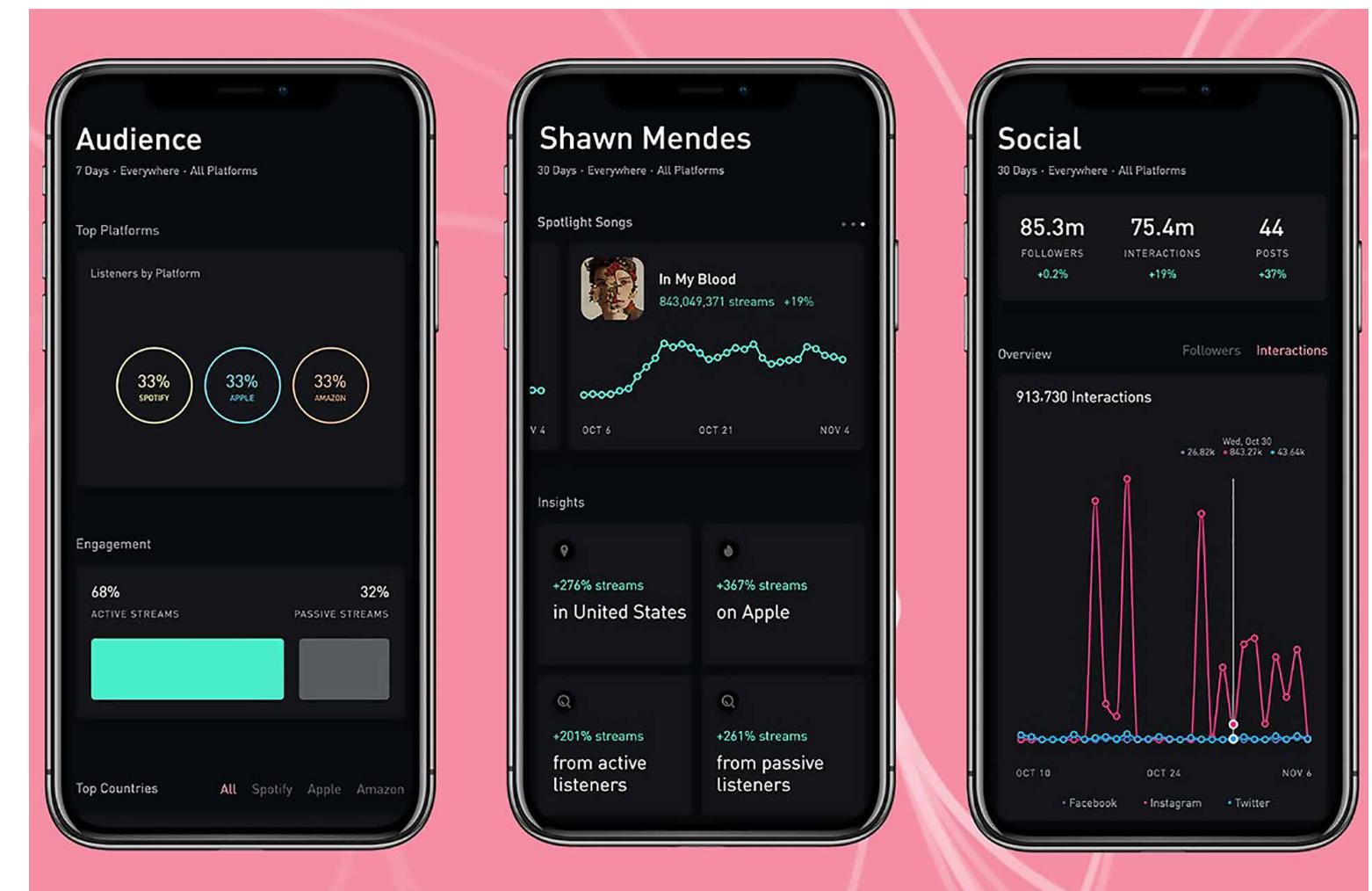
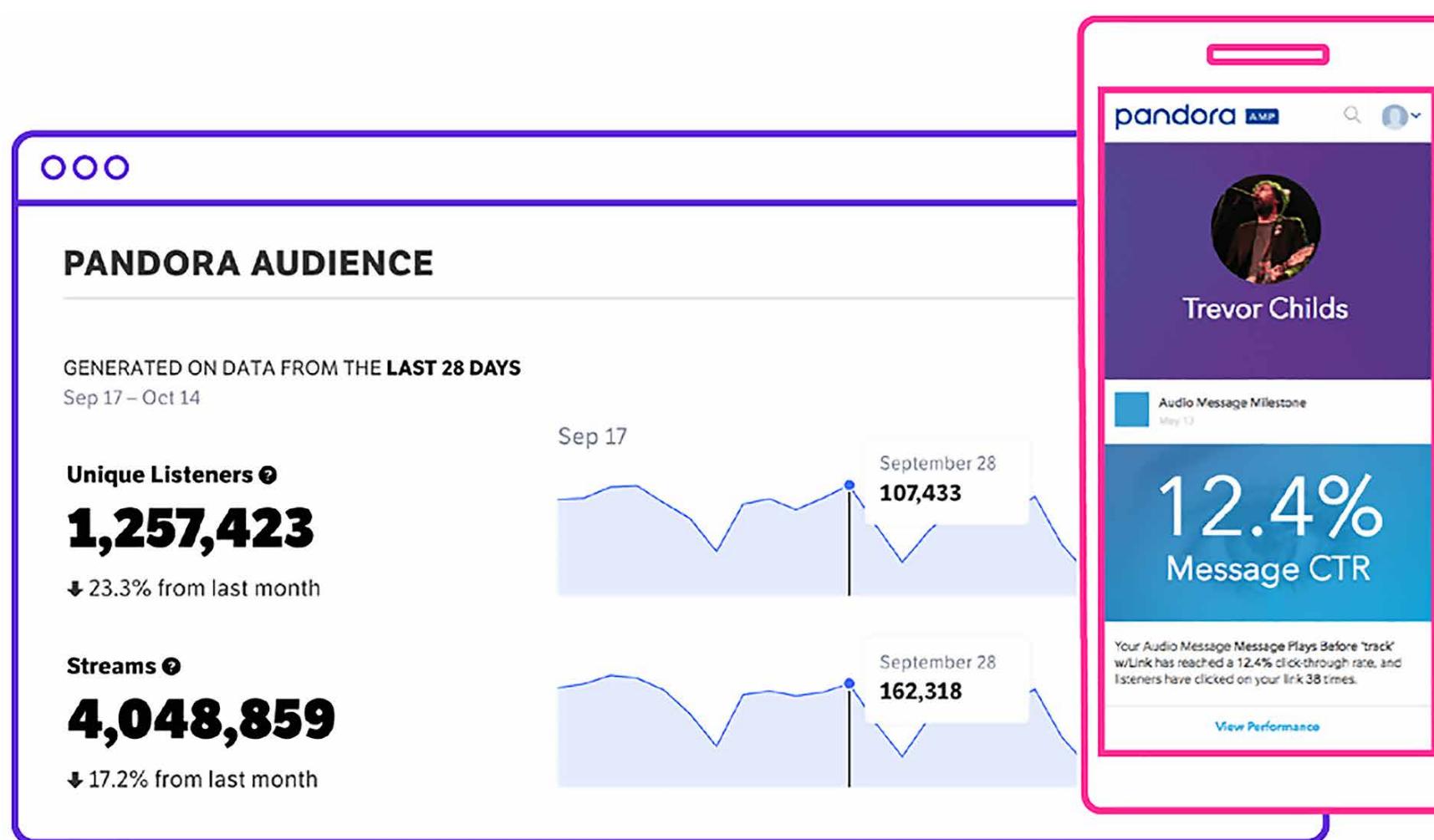
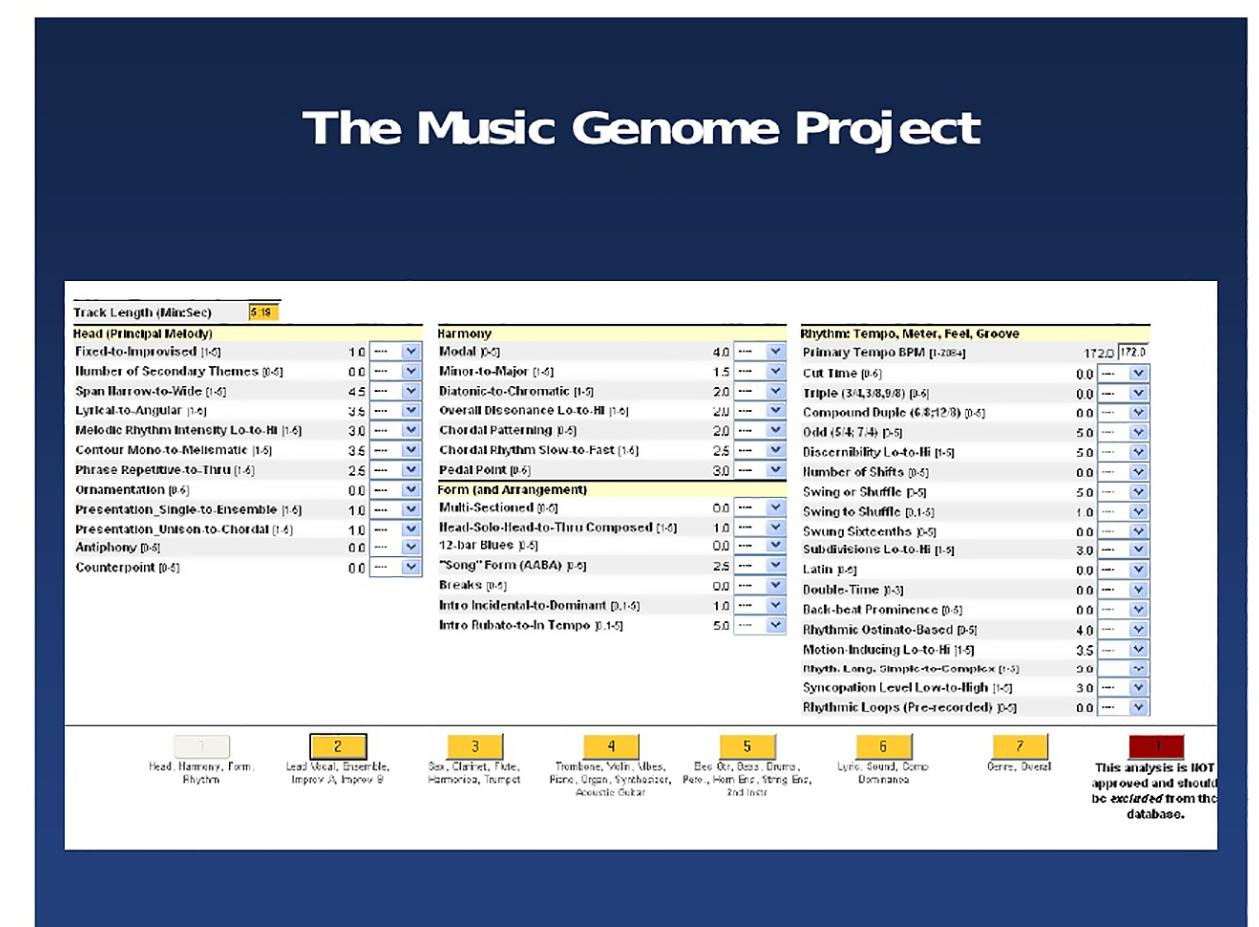
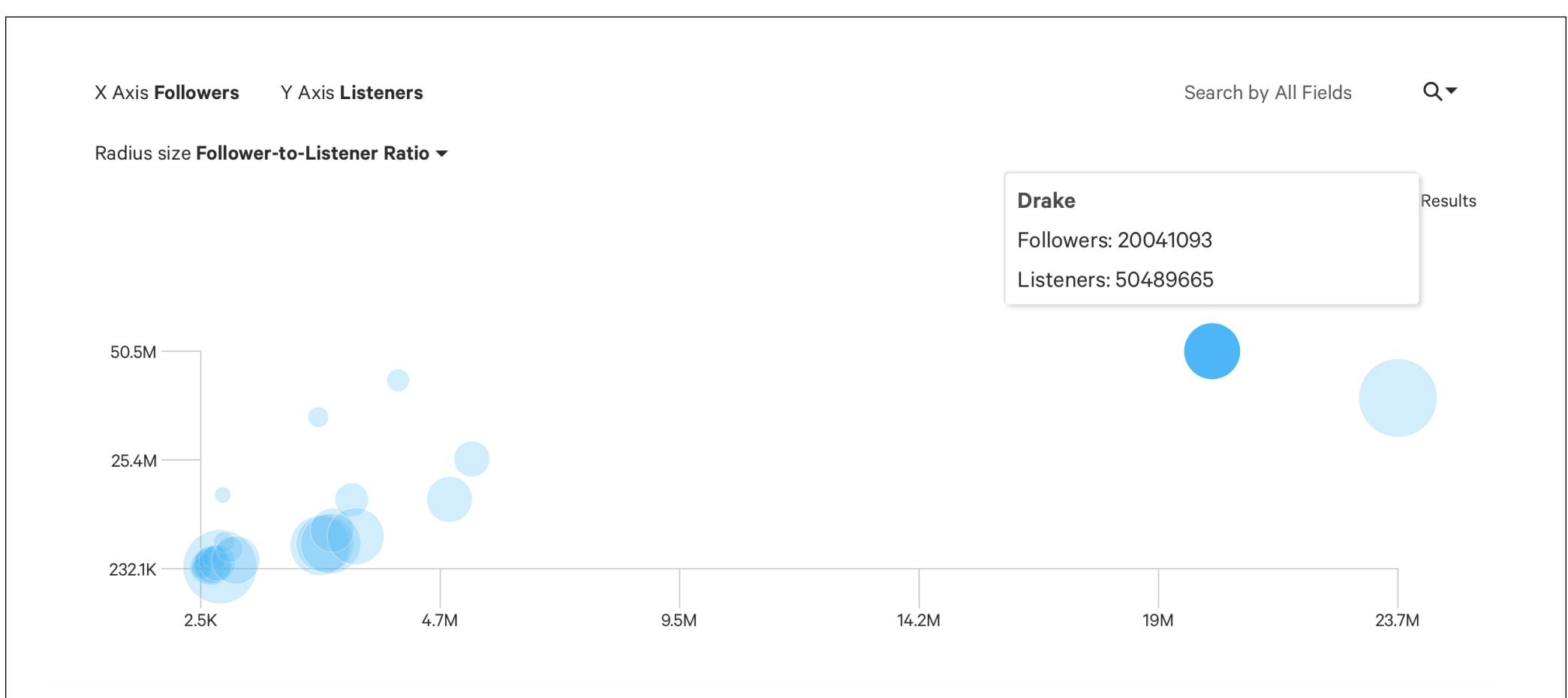
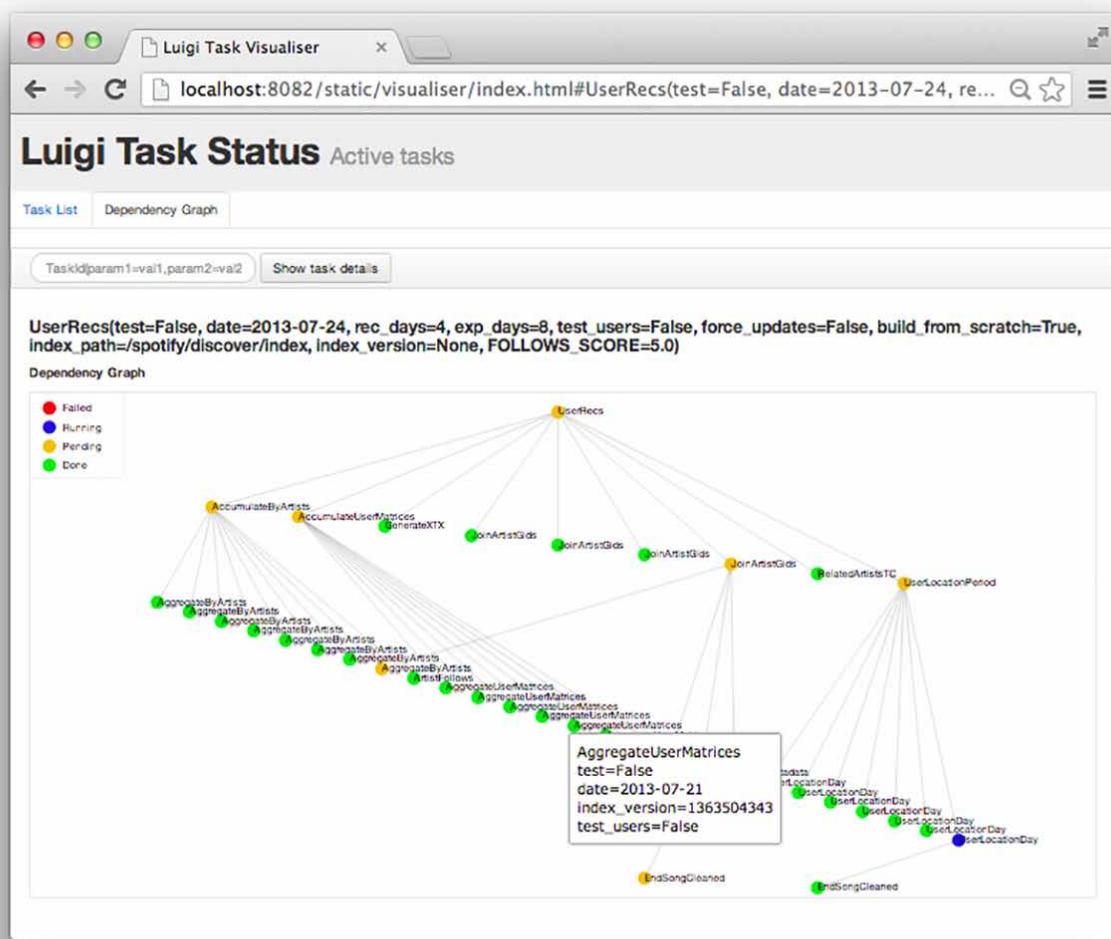
All About the Data



U.S. MUSIC INDUSTRY STREAMING REVENUES

Source: RIAA





{ Data Analytics Tools }

BENEFITS

HOW DID

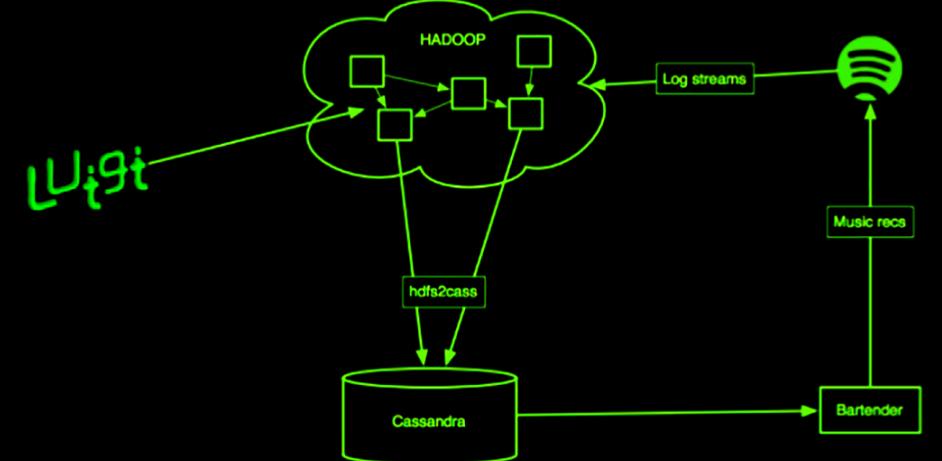


PREDICT THE
GRAMMY AWARDS ?



GRAMMY
AWARDS

The Discover page



Okay, but how do we come up with recommendations?
Collaborative filtering!

How Data Is Making Hits and Changing the Music Industry



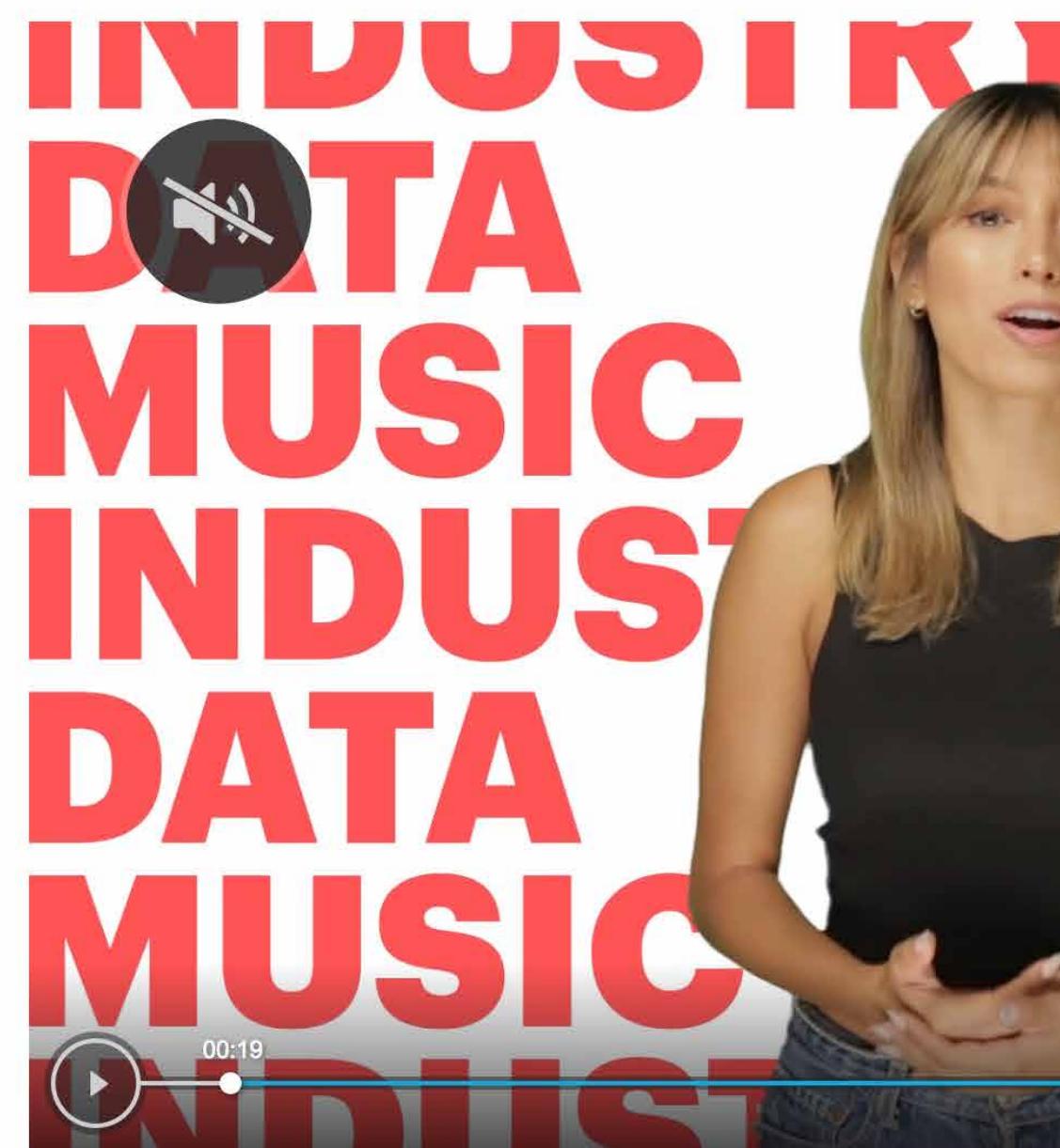
Listen to this article



BY SHAWN SETARO

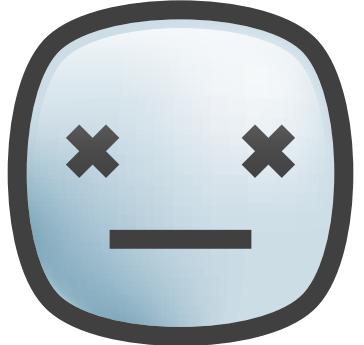
Shawn is an Associate Editor at Complex and the writer and reporter of *Infamous: The Tekashi 6ix9ine Story*, a Complex/Spotify podcast about t...
Shawn is also the former editor-in-chief of Rap Genius and the creator and host of *The Cipher*, a critically acclaimed hip-hop podcast. He has wr...

Sep 06, 2019



PITFALLS

Many music
today sounds
similar



Why Does Every Song Sound The Same?

The odd story of notes, chords, and keys explain why every song on the radio sounds like the one that played before it.

by Michael A. Lanier | Oct 25, 2016

Columbia International University

891 views

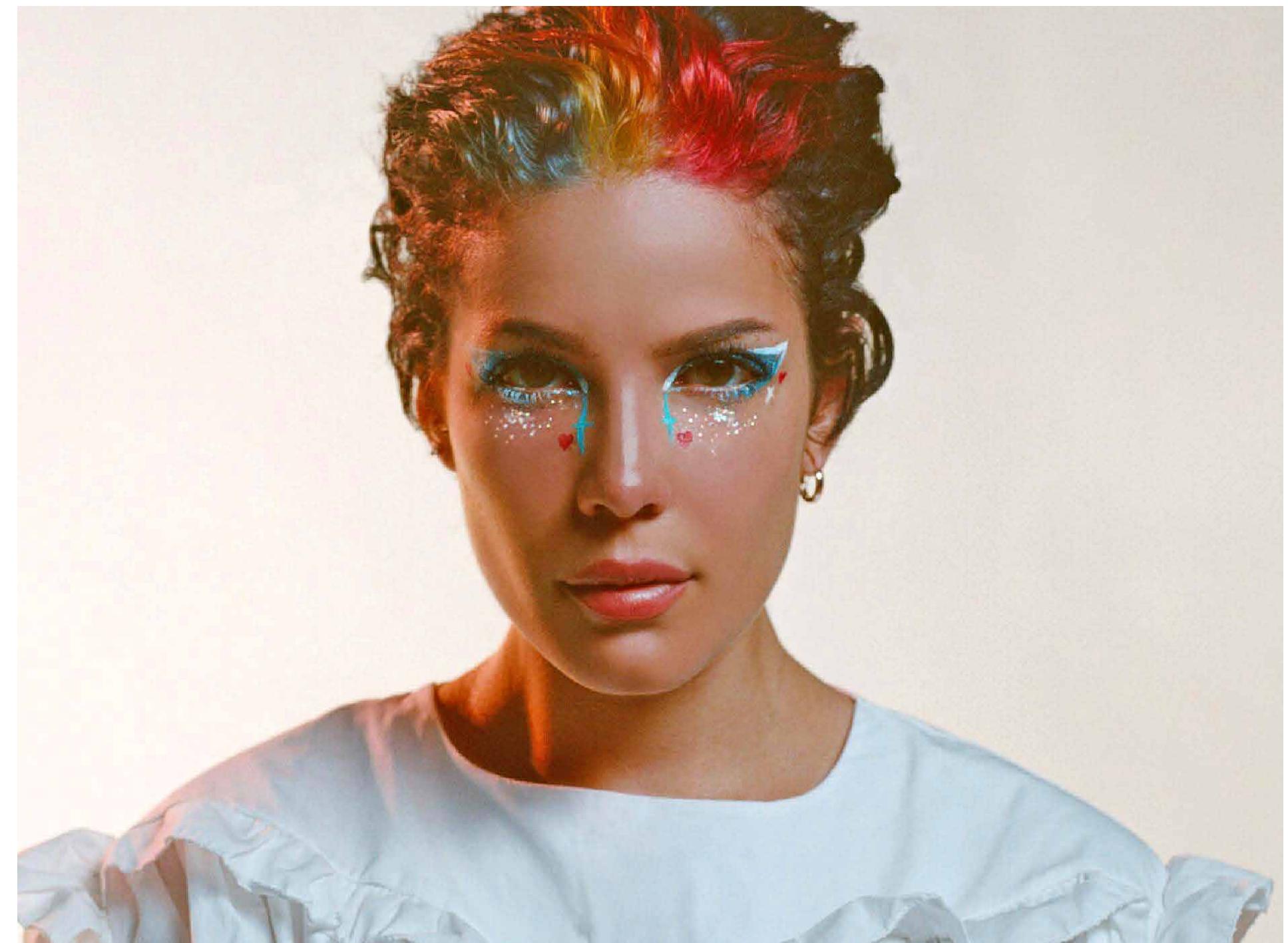


Pop Daily

Ads by Kiosked

Outro





vs



Data-tailored music or old-fashioned songs?

How Data Science Has Changed the Music Industry

When I was 17 years old, I wanted to be a rock star. So I played at all my friends' and relatives' weddings, dodgy bars and any other stage I can perform on, with the hope that I would one day be rich and famous.

Fast-forward to today, and as you can tell... I didn't make it and am instead giving you a presentation on Data Analytics via Zoom.

When Ashley Frangipane, better known by her stage name, Halsey, was 17, she dropped out of college, got kicked out by her parents and attempted suicide.

During then, she started writing music and posted them onto YouTube, Tumblr (which is a blogging site) and Kik (which is a messaging app similar to WhatsApp).

In 2014, Halsey met a music producer at a party and together, they collaborated on a song called "Ghost" and it became pretty popular on YouTube and SoundCloud.

Because of that, Halsey got signed by Astralwerks which is owned by Universal Music Group, the world's second biggest record company.

MUSIC & DATA SCIENCE

Now in the old days, you would have to play lots of gigs in bars and concerts to build up your fan base.

Before The Beatles became the biggest band in the world, they had played over a thousand gigs for six years before getting their big break.

Halsey, on the other hand, had a much easier route. Her record company, Astralwerks, heavily uses data analytics to promote her. Here's how:

CASE STUDY #01

When one of Halsey's songs, New Americana, was doing well on Apple Music, but not that well on Spotify and the Billboard charts, the bosses at Astralwerks started promoting Halsey to radio stations around the country, touting her as a beautiful, bisexual and outspoken artist.

By manipulating the data and seeing patterns and movements on how Halsey's song is doing, the record company surgically pinpointed where, how, and whom to promote.

As a result, the song hit Top 30 in the Billboard charts.

CASE STUDY #02

Similarly, when American songwriter, Luh Kel, discovered that his song "Leave Me Alone" was doing well in the Philippines, his record company used data analytics to find out why. They found two Filipino YouTubers making it popular on their channel. So Luh Kel and his team quickly promoted the song in the country and the song went number 1 on Spotify Philippines.

ALL ABOUT THE DATA

Most people now listen to music via Spotify, Apple Music or YouTube.

In the last four years, revenue from music streaming has more than doubled from \$1.7 billion to \$4.3 billion (see chart), with paid subscription being the biggest source of revenue.

Artist managers and record companies say that data analytics are essential to their business. More and more data experts are hired to keep tabs on streaming figures and markets.

Data Analytics tools such as Spotify's Luigi, Chartmetrics and Pandora's Music Genome Project are used prevalently to carve an edge. In short, data is like the "currency" for the music industry.

BENEFITS

Because of big data, Spotify can now predict the winners of the Grammy Awards simply by breaking down people's music listening habits. Their predictions have about a 30% accuracy, but I believe it will be better in the near future.

With data analytics, musicians can now know where they should be playing; which social media to promote on; and learn what kind of music is trending at different regions and countries.

PITFALLS

At the same time, it is advisable to input music in the data AFTER it is made. If not, all the songs will sound

pretty much the same, based on what is trending, and be carbon-copies of each other.

In fact, this is already happening to a certain extent as many songs on the radio sound similar today.

OUTRO

So to recap... Data Analytics can help musicians make smart decisions to increase their chances of success. No longer, do talented artists need to rely on luck. But for listeners and audience, the proverbial question is:

Do you like data-tailored music or do you like finding an artist the old fashion way?

Noel Rodrigues

Mob: 9451 4921

Email noel.mr@gmail.com

SOURCES:

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- <https://www.prnewswire.com/news-releases/astralwerks-announces-groundbreaking-partnership-with-ninja-the-worlds-biggest-gamer-300738562.html>
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