



Revolutionize the Music Industry



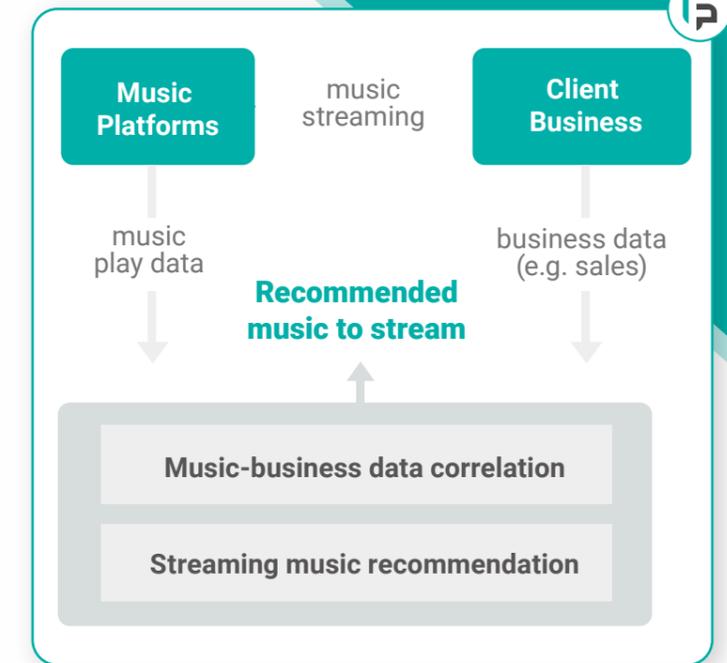
Serving the increasingly complex needs of the music ecosystem

FuturePulse project develops and pilot tests a novel, close-to-market music platform to help music companies leverage a variety of music data and content via sophisticated analytics and predictive modelling services. The latter range from broadcasters (TV, radio) and music streaming data, to sales statistics and streams of music-focused social media discussions, interactions and content. Music industry stakeholders can exploit all of them to make highly informed business decisions, to better understand their audience and the music trends of the future, and ultimately, to make music distribution more effective and profitable.

The FuturePulse platform offers these capabilities over a user-friendly, highly intuitive and visual web solution, that enables the immersion of music professionals in the realm of music data, and supports them to make highly informed and effective business decisions (e.g., artist/venue to book, marketing budget).

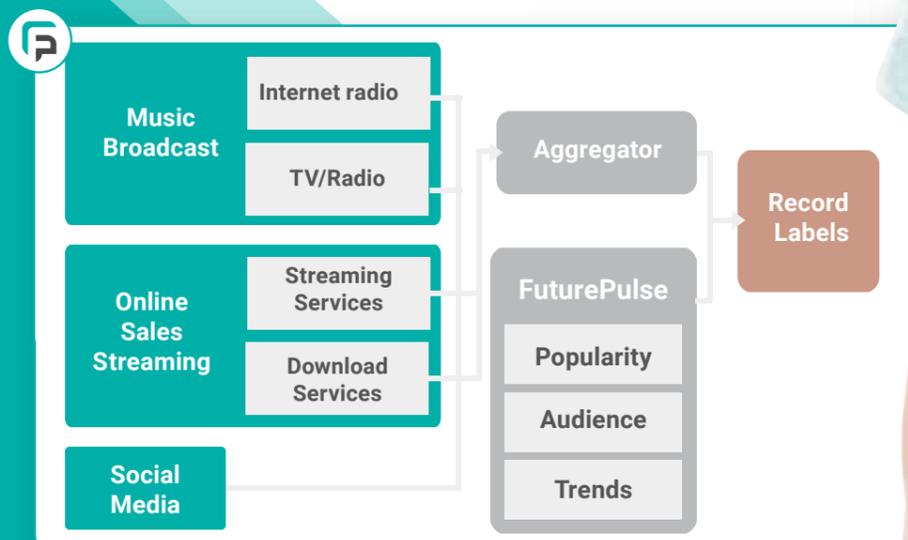
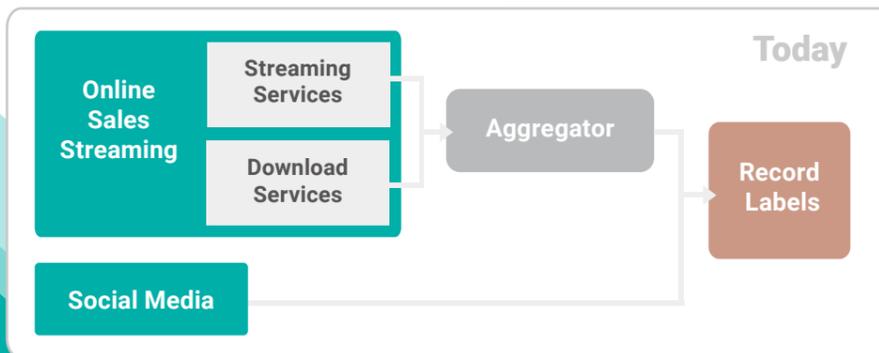
The Music Platform Use Case

FuturePulse provides a platform for joint analysis of music play data coming from the music streaming platform and data coming from the client business (e.g. sales data) where music is played. This will allow the end user to uncover valuable correlations and recommend music to stream to optimize business goals.



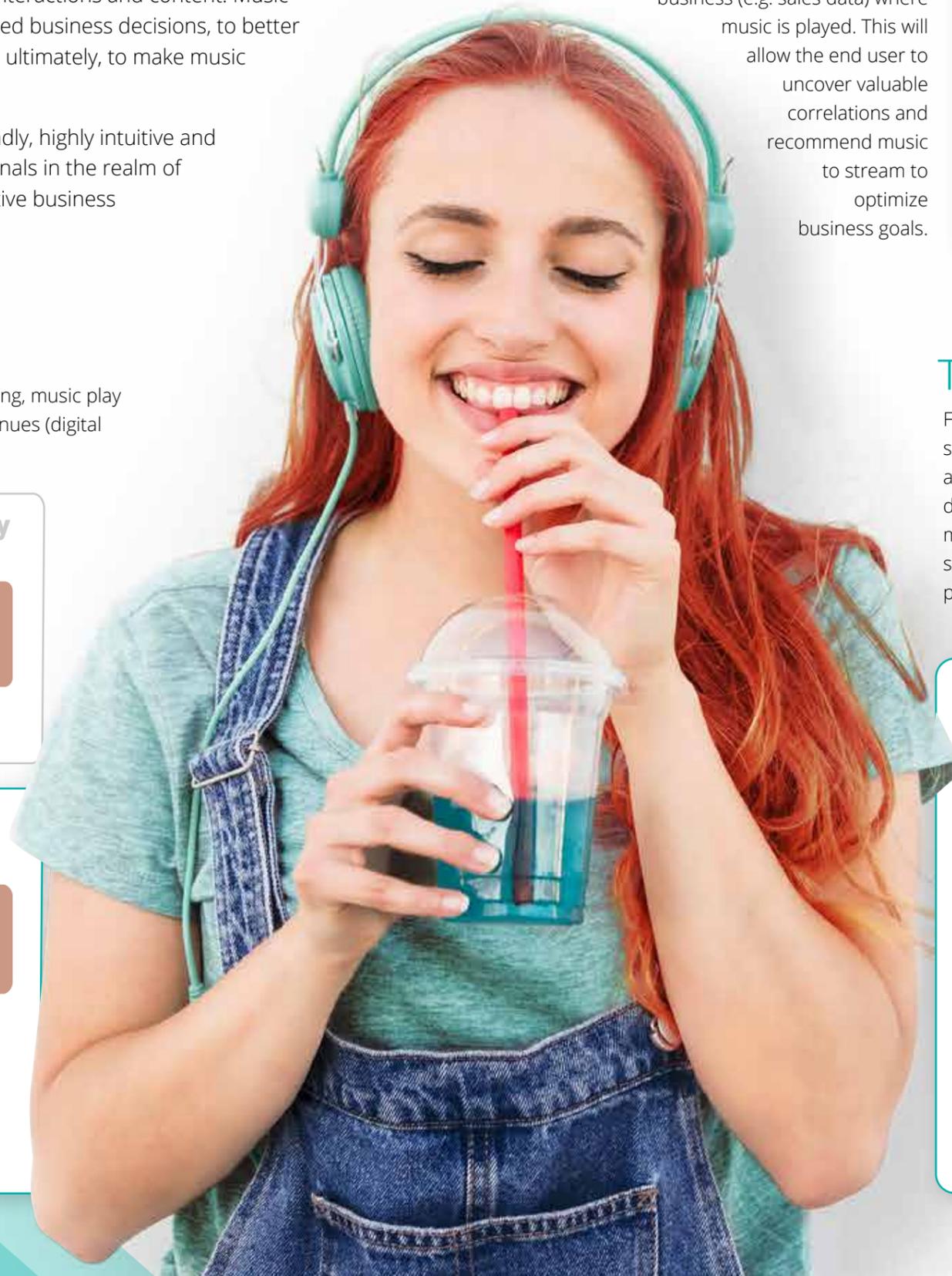
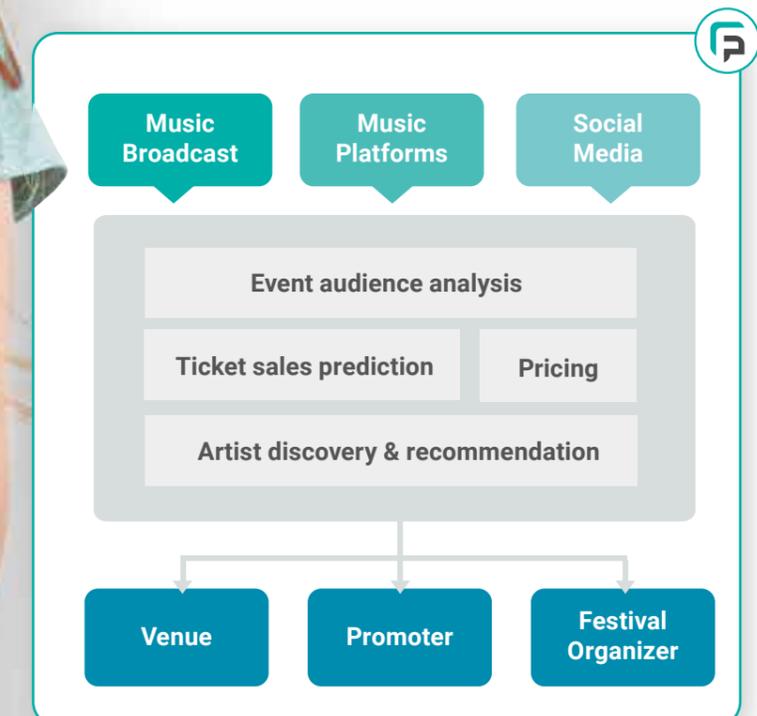
The Record Label Use Case

Music professionals can grasp how all the different signals (music streaming, music play in radio/TV, social media sharing) translate to future music sales and revenues (digital sales/streaming/ads), and what are the best strategies to optimize them.



The Live Music Case

FuturePulse platform collects and analyzes data from multiple sources around artists in order to predict the ticket sales that an artist would bring for a particular venue, the audience demographics (e.g. age composition), discovers and recommends artists that will be a good match for a venue, and supports the event organizers in choosing the appropriate price to pay to artists for live events.





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