

**USE CASE:
THE RECORD LABEL**



FuturePulse Use Cases and Business Scenarios

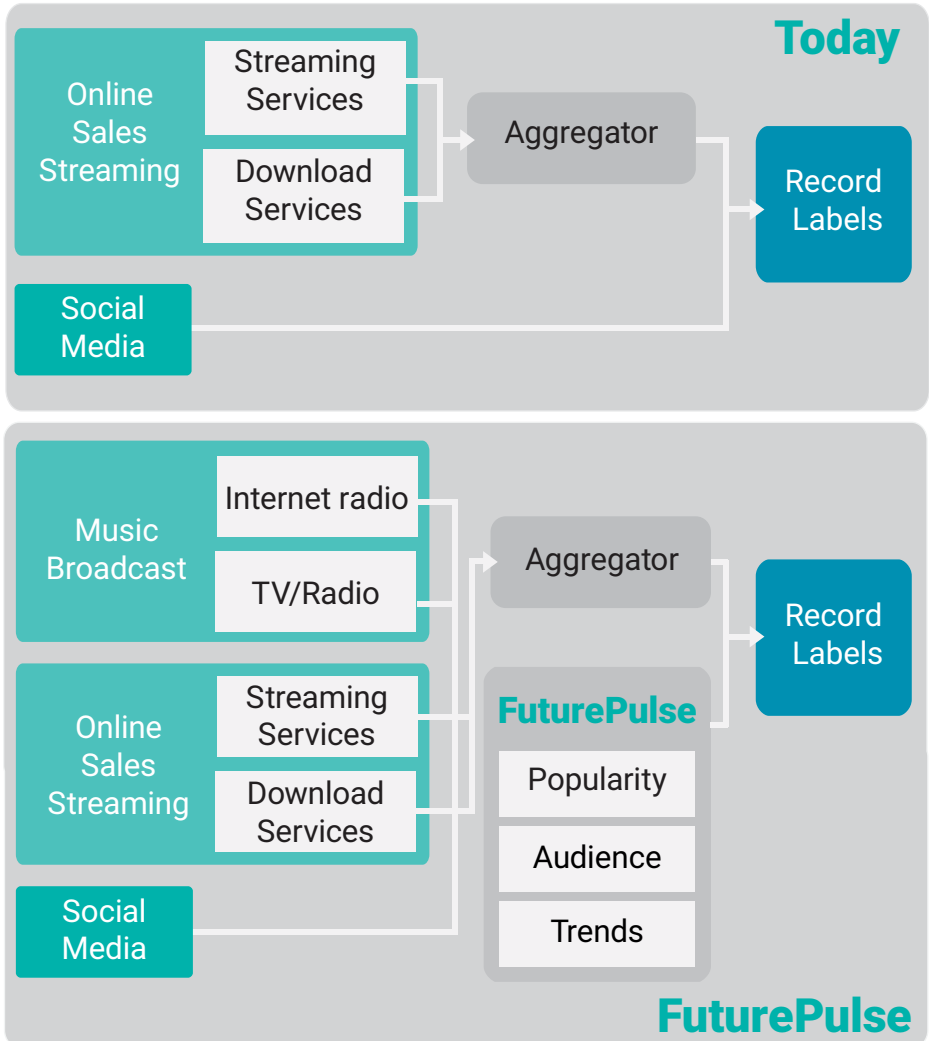
To serve the increasingly complex needs of the music ecosystem, **FuturePulse** will develop and pilot test a **novel close-to-market music platform in three high-impact use cases** that will help music companies leverage a **variety of music data and content**, ranging from broadcasters (TV, radio) and music streaming data, to sales statistics and streams of music-focused social media discussions, interactions and content, through **sophisticated analytics and predictive modelling services** 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.



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

The Record Label use case

FuturePulse platform will help music professionals 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.





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