

**USE CASE:
THE LIVE MUSIC**



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.



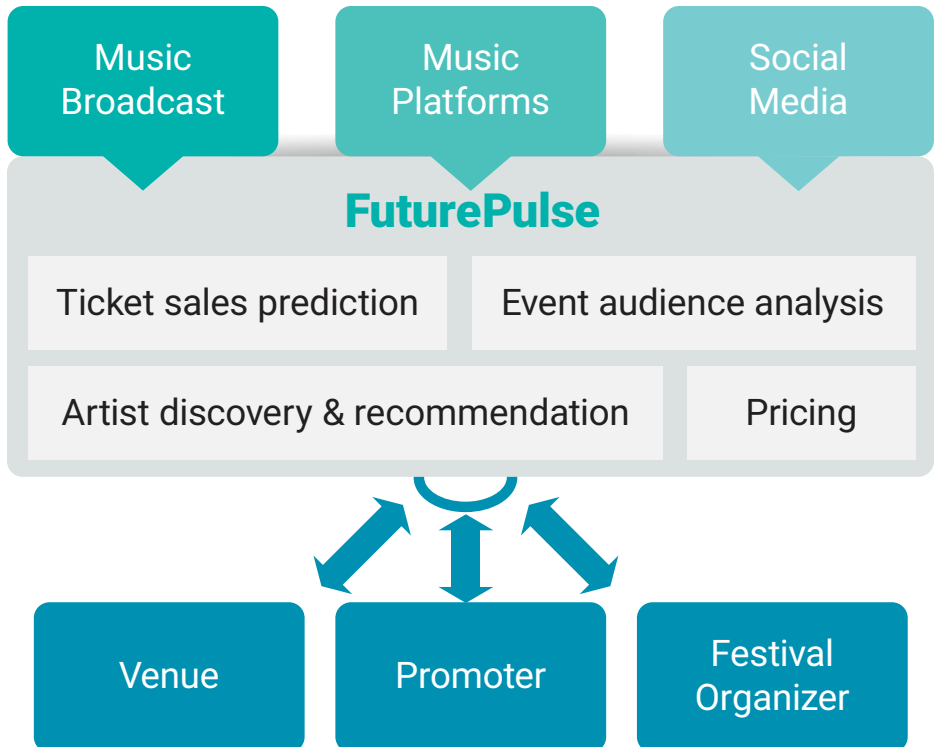
FuturePulse will offer these capabilities over a user-friendly, **highly intuitive and visual** web solution that will enable the immersion of music professionals in the realm of music data, and will support them to make highly informed and effective business decisions (e.g., artist/venue to book, marketing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

The Live Music use case

FuturePulse platform will collect and analyze 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), discover and recommend artists that will be a good match for a venue, and support the end users in pricing the artists for live events.

FuturePulse will make the results of this analysis accessible to the main live music industry stakeholders:

- a) Venues,
- b) Promoters, and
- c) Festival Organizers.





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This project is co-funded by the Horizon 2020 Framework programme of the European Union
Project Number: 761634 - FuturePulse - H2020-ICT-2016