

**USE CASE:
THE MUSIC PLATFORM**



FuturePulse Use Cases and Business Scenarios

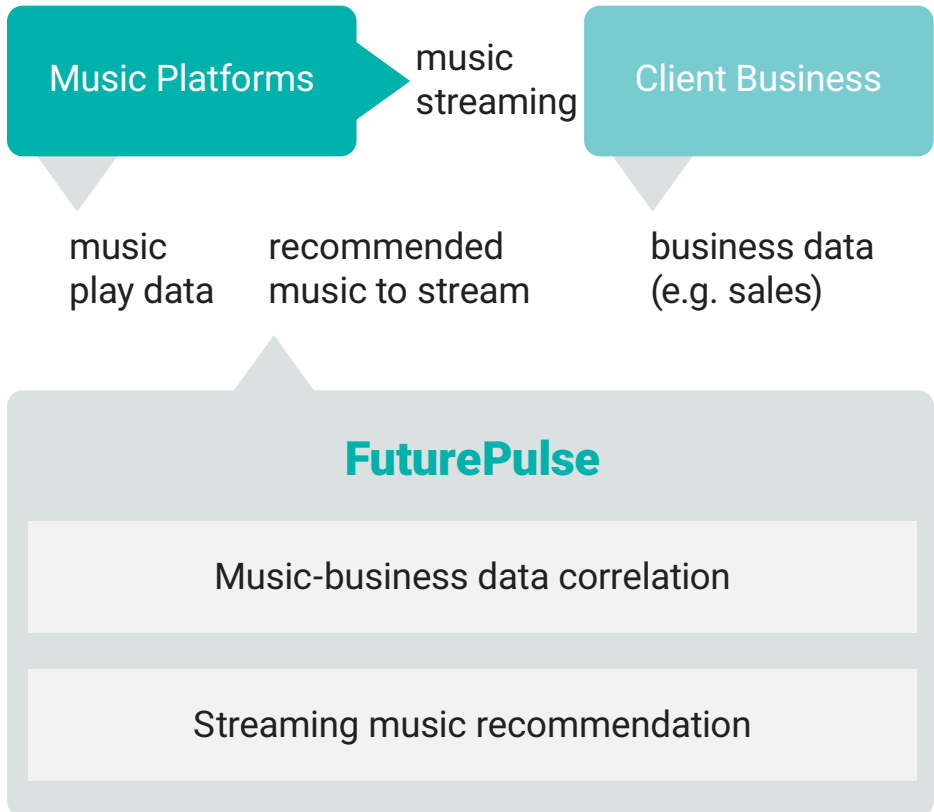
To serve the increasingly complex needs of the music ecosystem, **FuturePulse** will develop and pilot test a **novel close-to-market music platform in three high-impact use cases** that will help music companies leverage a **variety of music data and content**, ranging from broadcasters (TV, radio) 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 Music Platform use case

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





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