



CHARTMETRIC

EXECUTIVE REPORT

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Music Industry's
Biggest Dilemma

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01

CHALLENGE

Music Industry's Biggest Dilemma

INTRODUCTION

The company's vision is to help artists advance their music on a global scale!

This is done by presenting stunning and intuitive data analytics that offer actionable steps for everyone in the music industry

MUSIC INDUSTRY CHALLENGE

Millions of
artists.
Competitive
environment

60,000+ new
songs uploaded
daily

Fast paced and
short release
cycles

Global outreach
with multiple
outlets

Overwhelming
amount of data

COMPETITIVE ADVANTAGE

There was no never so much data to process with so many triggers for new and existing music

Data analytics offer global comprehensive solutions to artists and industry professionals



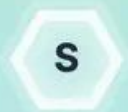
SOLUTION

We analyze and present all the information in a fashion that becomes a tremendous advantage for anyone in the music industry

**Data is thus properly
utilized to help develop
artist careers**



SWOT ANALYSIS



S

STRENGTHS

Global data consolidation and analytics



W

WEAKNESSES

Data integrity continuously has to be confirmed



O

OPPORTUNITIES

Data is pivotal in all aspects of the music industry



T

THREATS

Amidst competition become the standard for data metrics

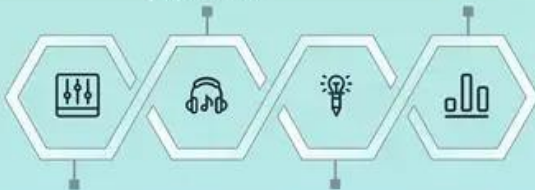
OVERVIEW

PROFILES

Millions of artists,
albums, tracks,
playlists, etc

CHARTS

Multiple charts with
filtering options



ANALYTICS

Daily collection from over
30 major sources

INSIGHTS

Reporting, ranking,
playlisting, etc.

PLANS



7-days trial basis with
limited access

FREE



Access to
one artist profile

ARTIST



Full access to all data,
charts and resources

PREMIUM

Playlist Notification for New Single

CHALLENGE

A new single was released and unaware of any support or placements

SOLUTION

View Spotify playlisting pickup from all over the world, with full detail on each playlist including country, popularity, followers, etc

RESULTS

Get notified on all playlisting and charting from one place

Profile	Track	Release Date	Country	Followers	Like this
	Unreleased - [Track Name]	Jan 10, 2020	Germany	12,000	10,000
	Unreleased - [Track Name]	Jan 10, 2020	Germany	10,000	10,000
	Unreleased - [Track Name]	Jan 10, 2020	Germany	10,000	10,000
	Unreleased - [Track Name]	Jan 10, 2020	Germany	10,000	10,000
	Unreleased - [Track Name]	Jan 10, 2020	Germany	10,000	10,000
	Unreleased - [Track Name]	Jan 10, 2020	Germany	10,000	10,000
	Unreleased - [Track Name]	Jan 10, 2020	Germany	10,000	10,000
	Unreleased - [Track Name]	Jan 10, 2020	Germany	10,000	10,000
	Unreleased - [Track Name]	Jan 10, 2020	Germany	10,000	10,000
	Unreleased - [Track Name]	Jan 10, 2020	Germany	10,000	10,000
	Unreleased - [Track Name]	Jan 10, 2020	Germany	10,000	10,000

Global Marketing Impact Measurement

CHALLENGE

Trying to setup a global campaign for a new release

SOLUTION

Analyze and review Artist's top metrics, platforms & territories. Get to compare with other similar Artists as well, to optimize ad spend and audience targeting



RESULTS

Create a detailed campaign that offers the most value and exposure for the new release, then measure their impact on various platforms as you go



Talent Discovery

CHALLENGE

Seeking to discover the next big breakthrough star that fits key select criteria

SOLUTION

Utilize the Artist List Advanced Filters and A&R discovery tool to filter by various criteria most important to your team

RESULTS

Ability to pinpoint the top unsigned artists that fit follower or consumption requirements. Analyze their current stats, streams and audience engagement

#	Artist	Monthly Streams	7-day growth %	30-day growth %	90-day growth %
1	Marina Diamantis	8,208,710	1,818,848 (+22%)	6,202,974 (+75%)	8,038,912 (+97%)
2	Reginae	6,692,026	2,193,941 (+33%)	1,987,270 (+30%)	8,892,076 (+144%)
3	Margherita Bernasconi	4,223,014	1,626,441 (+39%)	1,941,057 (+46%)	4,228,874 (+100%)
4	Viktor Mikulov	3,627,884	946,780 (+26%)	2,220,569 (+61%)	3,570,281 (+82%)
5	Mari	2,925,468	422,456 (+14%)	1,944,603 (+67%)	3,323,947 (+133%)



03

MARKET

Size and Competition



02

PRODUCT

Data That Provides Insights
and Solutions

\$21.6 Billion

**2020 GLOBAL MUSIC
REVENUES**

**2020 growth 7.4% overall
18.5% in paid streaming services
443m paid users**

(Source IFPI)

MARKET SIZE

By 
Configuration



Key Customer Groups

Name	# Employees / People	Total 2020 Revenue	Notes
Major Labels	25,000	\$18 billion	Record Label and Publishing
Indie Sector	5,000-10,000	\$5 billion	Record Labels, Publishing, Societies, etc.
Live Sector	100,000	\$20 billion	Agents, Promoters, Venues
Artists	5,000,000	\$2 billion	Indie, Unsigned, Management
Non-music sector	> 1,000,000	\$300 billion	Digital music streaming, Social Media, Gaming, etc.

Market segmentation and sizing

Global Market Size for Chartmetric

Exponential increases in data availability for identifying talent and growing an audience has created an approximately \$5 billion market for data and analytics services within the music industry.

Market segment	Size (\$USD bn)	Budget for data & analytics services (% and \$USD)	
Global major labels (A&R + Marketing budget <i>only</i>)	\$6	10-15%	\$600 - \$900mm
Global indie labels (A&R + Marketing budget <i>only</i>)	\$2	10-15%	\$200 - \$300mm
Artists and managers	\$2	10-15%	\$200 - \$300mm
Global live music	\$20	5-10%	\$500mm - \$1bn
Non-music sector	\$300	<1%	\$100-500mm

TAM

**\$1.5 - \$3
billion**

Verticals and Motivations

A&R

Goal: Minimize revenue loss by making data-driven bets on artists

Use cases:

- Scout talent based on quantitative predictors of growth potential
- Screen and prioritize 40k new tracks uploaded to DSP's each day
- Monitor and predict growth based on act consistency and cross-platform performance

Marketing and promo

Goal: Drive topline by optimizing reach and amplification

Use cases:

- Track and mine the 20k + data points per year generated by the average music listener
- Connect with with an ever expanding global audience base on various platforms
- Attribute engagement and revenue across a rapidly growing number of platforms and channels

Indie creators

Goal: Maximize limited budget with an analytics solution that replaces the need for a label

Use cases:

- Monitor project performance across charts, playlists, and social media channels
- Identify and leverage most efficient channels for engagement and promotion
- Uncover audience insights by region and consumption channel

Live music

Goal: Optimize pricing and maximize attendance

Use cases:

- Ticket pricing analytics
- Build event rosters to optimize for audience overlap and cross-promotion
- Plan tour routes using geographic listenership data
- Identify optimal digital channels for promoting an event based on event genre and location

Risks & Mitigants

Risk	Mitigation
• Slower than forecasted streaming growth	Digital streaming has seen recession-resistant growth over the last several years; significant headroom for adoption of paid streaming in developing markets
• Apathy & Overwhelm	Content owners not realizing the full potential of data analysis to make it a necessary tool for addressing multiple areas of music advancement
• Piracy and streaming piracy	The convenience of digital streaming is driving conversion away from piracy; music saw the largest decline in piracy of any other content type in 2018
• COVID-19 and a second pandemic wave	Recorded and publishing markets proved to be recession-resistant during 2020; advances in vaccinations and rapid testing would enable in-person live events to continue
• Competitive product created by major labels	Chartmetric is the current go-to analytics solution for all of the major labels, who would be more likely to acquire an existing data analytics company than to develop a competing product from scratch
• Data source risk	Suppliers of data would be unlikely to end a relationship with Chartmetric as they also rely on Chartmetric's uniquely comprehensive mix of available industry data in their market analysis



04

BUSINESS MODEL

Opportunities and Growth

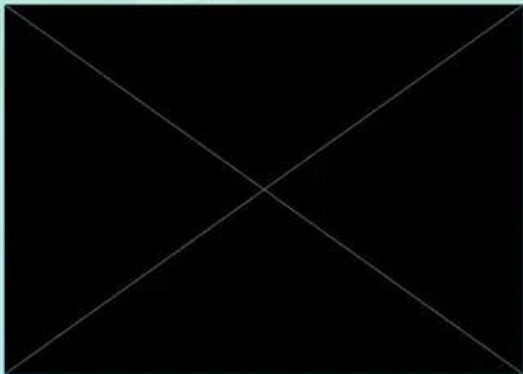
BUSINESS MODEL



Current Key Users



TRACTION TO DATE



2021 Projections



In 2020



In 2019



Users in LTM



YoR ARR Growth

EXPANDED TARGET AUDIENCE



MAJOR LABELS

Marketing, A&R, Finance,
Executives, etc

OTHER

Publishers, Societies,
PROs, etc

INDIES

Emerging Markets,
Smaller Indies

LIVE SECTOR

Agents, Promoters,
Venues

ARTISTS

Signed and Unsigned
Artists, Managers

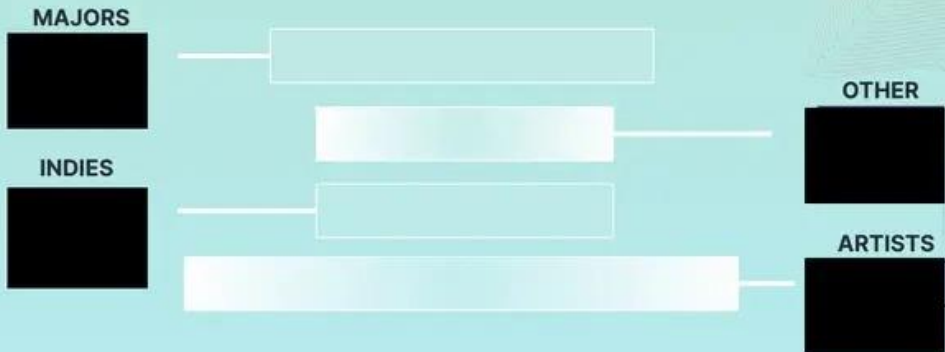
MARKET CAPTURE

Potential User Capture Share

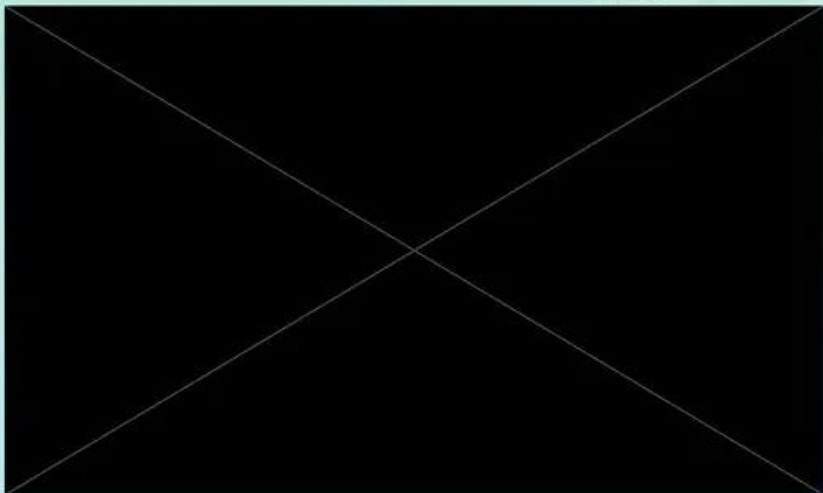


PROJECTED GROWTH

By Segment

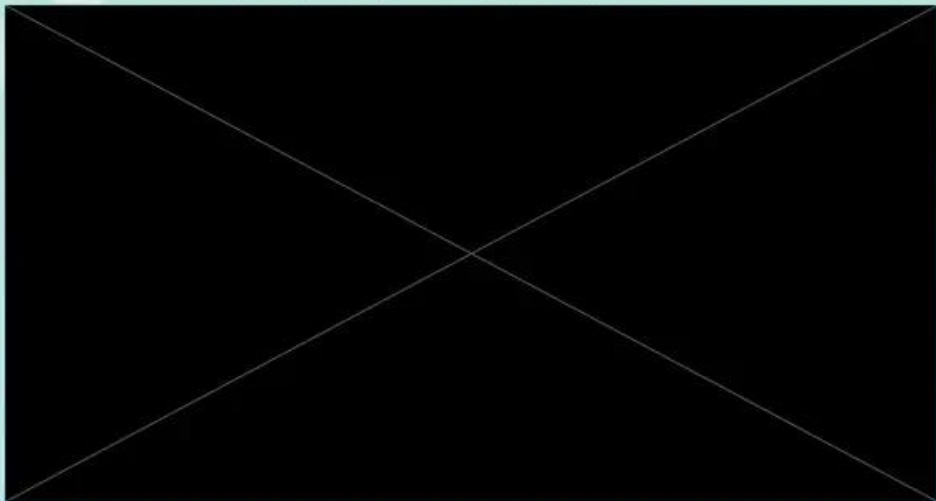


PROJECTED ANNUAL REVENUE



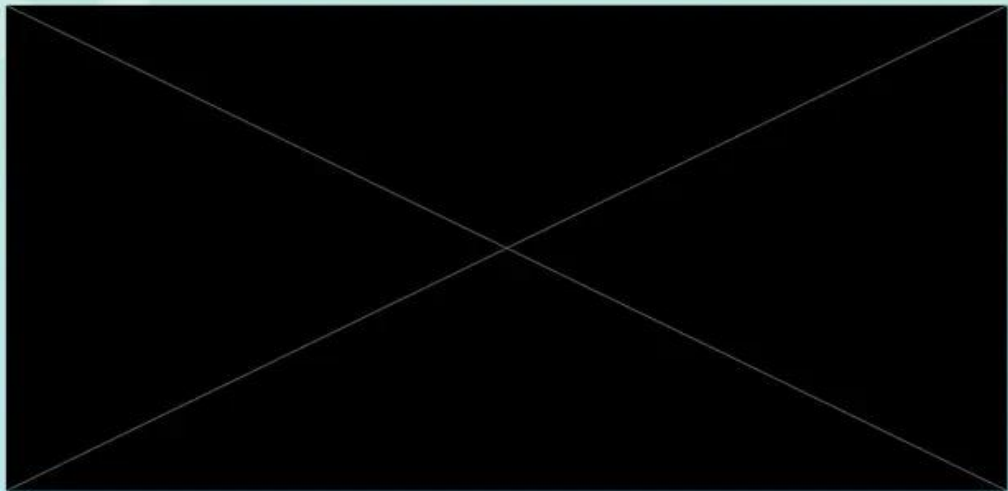
COMPLEMENTS

Enhanced Areas For Additional Growth



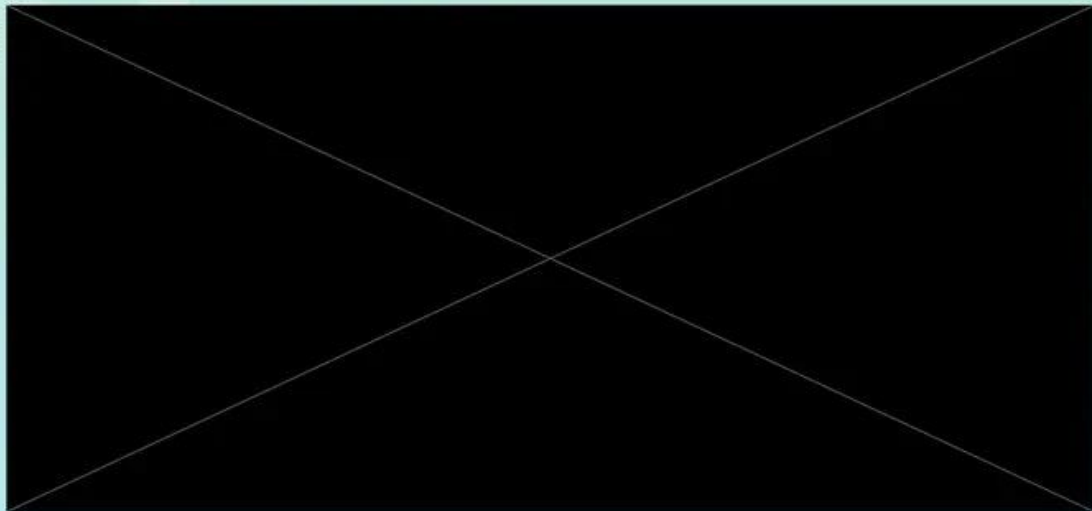
COMPLEMENTS

Enhanced Areas For Additional Growth



COMPLEMENTS

Enhanced Areas For Additional Growth



An abstract graphic in the top-left corner of the slide, rendered in a light teal color. It depicts a hand holding a pen, with the lines of the hand and pen created through a series of fine, overlapping, wavy lines that give it a sense of motion and depth.

APPENDIX

APP IMAGES

Artist Page

The most visited pages on Chartmetric, where users centralize the entire artist industry footprint



APP IMAGES

Audience Analysis

Understanding the finer demographics and interests of an artist's fanbase.



APP IMAGES

Platform Charts

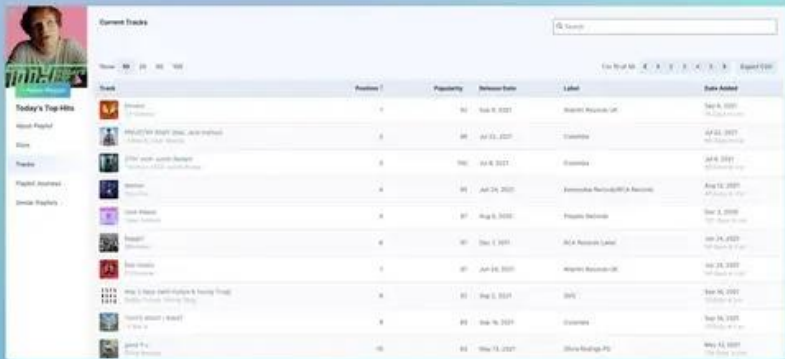
Charts from all the major platforms in one place, both historical and current, and enriched by our Chart Summaries tables.



APP IMAGES

Playlist Page

Know when curators update their playlists, and explore historical relationships with our Playlist Journeys tool.



The screenshot shows a Spotify playlist page titled "Current Tracks". On the left, there is a sidebar with a profile picture of a woman and a list of playlist categories: "Today's Top Hits", "Most Played", "New", "Tracks", "Playlist Journeys", and "Recent Playlists". The main area displays a table of tracks. At the top right of the main area, there is a search bar and a "Show" dropdown menu set to "All". Below the table, there are navigation controls for the playlist, including "Go to start", "Previous", "Next", "Go to end", and "Repeat On/Off".

Track	Position	Popularity	Release Date	Label	Date Added
 [Track Name] [Artist Name]	1	80	Feb 9, 2021	Atlantic Records UK	Jan 6, 2021 [Link to Playlist Journey]
 [Track Name] [Artist Name]	2	88	Jul 22, 2021	Columbia	Apr 22, 2021 [Link to Playlist Journey]
 [Track Name] [Artist Name]	3	100	Jul 6, 2021	Columbia	Jul 6, 2021 [Link to Playlist Journey]
 [Track Name] [Artist Name]	4	85	Jul 24, 2021	Interscope Records/UMcA Records	Aug 12, 2021 [Link to Playlist Journey]
 [Track Name] [Artist Name]	5	87	Aug 6, 2020	Republic Records	Dec 3, 2020 [Link to Playlist Journey]
 [Track Name] [Artist Name]	6	80	Dec 1, 2021	Atlantic Records Label	Jan 24, 2022 [Link to Playlist Journey]
 [Track Name] [Artist Name]	7	80	Jun 24, 2021	Atlantic Records UK	Jan 28, 2022 [Link to Playlist Journey]
 [Track Name] [Artist Name]	8	80	Feb 5, 2021	BMG	Dec 10, 2021 [Link to Playlist Journey]
 [Track Name] [Artist Name]	9	80	Jun 16, 2021	Columbia	Jan 16, 2022 [Link to Playlist Journey]
 [Track Name] [Artist Name]	10	84	Nov 12, 2021	Shore Records/PG	May 11, 2022 [Link to Playlist Journey]

APP IMAGES

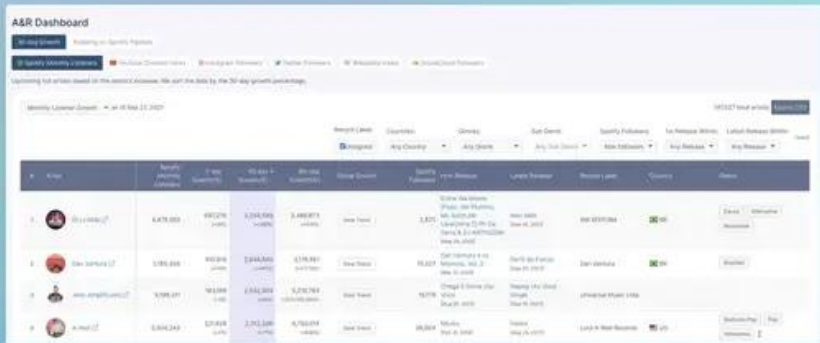
Cross-Platform Performance Ranking

Can't track 20+ digital platforms? Simplify popularity by using our CPP ranking system, updating daily.



Artist List

[illegible]



APP IMAGES

Custom reports

Select artists, tracks and albums and export specific timeframes for the stats, charts and playlist updates to share.

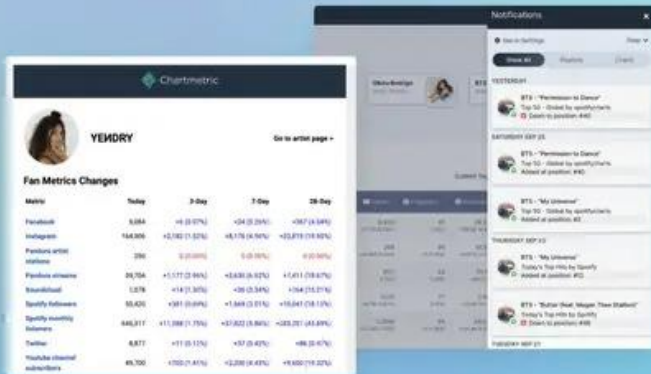
The screenshot displays a Spotify analytics interface. At the top, there are filters for 'Time Horizon' (Current Period) and 'Threshold' (Minimum Spotify Playlist Followers). Below these, there are buttons for 'Data Report', 'Download Report', 'Download CSV', and 'CSV Template'. A message states: 'Select your tags in the Settings page to link to the PDF Report'. On the right, there are buttons for 'PDF Report', 'Download', and 'Download HTML'. The main section is titled 'SPOTIFY NEW PLAYLISTS (1,000)'. It includes a table with columns: TRACK, ALBUM NAME, POSITION, FOLLOWERS, COUNTRY, 28-DAY CHANGEST, and + MORE. The table lists three tracks: 'The Sound of Silence', 'Hotel California', and 'Billie Jean'. Each track entry includes a Spotify link icon and a date.

TRACK	ALBUM NAME	POSITION	FOLLOWERS	COUNTRY	28-DAY CHANGEST	+ MORE
The Sound of Silence	The Sound of Silence	95,146	1,136,881	USA	0.0	2021-04-27
Hotel California	Hotel California	95,150	1,274,237	USA	0.0	2021-04-27
Billie Jean	Billie Jean	11,214	11,214	USA	1.0	2021-04-27

APP IMAGES

Timely Notifications

Get email notifications from Chartmetric when your artist hits the playlists and charts you want, as well as regular daily or weekly overall updates.



APP IMAGES

Exportable charts

Export PDF, JPEG, CSV, XLS and other file formats for Chartmetric charts, ready to share



✓ Following Artist

Mr. Carmack

About Artist

Stats

Stats

YouTube Channel Views

650

Last updated yesterday

7 day change: 0.00

Zoom 1m 3m 6m 1y All

From Jun '26

View in full screen

Print chart

Download PNG image

Download JPEG image

Download PDF document

Download SVG vector image

Download CSV

Download XLS

View data table

MOBILE APP IMAGES

Available on iOS and Android, continue your Chartmetric experience on the go, whether you're at a show, conference or on holiday

