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MUSIC TECH STARTUP HYPERLIVE DEVELOPS ALGORITHM
THAT PREDICTS A SONG'S HIT POTENTIAL FROM ITS AUDIO SIGNATURE

- Science-driven algorithm models large-scale musical engagement.
- Predicts song performance/hit potential with over 80% accuracy.
- Reveals industry leaving millions on table by releasing sub-optimal combination of songs.
- Industry-wide applications.

Jyväskylä, Finland, 29 January 2018. Music tech startup Hyperlive has developed an algorithm that accurately predicts a song's hit potential from its audio signature. Unlike other approaches to hit prediction that focus on similarity with past hits, or that measure co-varying factors such as social media activity or play counts, Hyperlive instead models a range of neurobiobehavioural responses to music as well as the psychological processes that underpin them. This allows prediction of large-scale musical engagement — and the musical features that motivate it — with unmatched levels of precision.

To demonstrate the effectiveness of the algorithm, Hyperlive predicted the performance of all singles released by 10 of the worlds biggest artists[1] of the 21st Century. The tacks analysed — from the likes of Taylor Swift, Rihanna, Ed Sheeran, and Bruno Mars — have accrued the equivalent of 180+ Billion streams/1.2+ Billion single sales since their release,[2] grossing in excess of a Billion dollars in the process. By analysing nothing more than each track's audio signature, Hyperlive predicted the number of streams and sales it was likely to have accrued, and on the basis of this classified it as having been a Hit Song, a Major Hit Song or a Cultural Phenomenon.[3] Predictions were then compared with actual performance.

Hyperlive's algorithm predicted actual performance with 84% accuracy overall, and correctly identified every single track defined as a Cultural Phenomenon. Moreover, for tracks incorrectly classified, predicted streams/sales nonetheless fell within an average of +/- 25% of the actual range.

"The major benefit of our algorithm lies in how accurately it forecasts a song's hit potential prior to it being exposed to a wider audience," says Hyperlive CEO, Geoff Luck. "As such, our algorithm can be used to create an optimal single release strategy, or even to select tracks for inclusion on an album in the first place, helping minimise risk and maximise return on what's often a substantial investment. In terms of value creation, our analysis of the hit potential of tracks that have gone unreleased as singles suggests that the industry is leaving millions of dollars on the table every year by releasing a sub-optimal combination of songs. What's more, from artists, publishers and labels to music repositories, streaming platforms and music tech companies, we envision a whole host of value-creation possibilities enabled by an algorithm that's able to predict a track's potential for success. Considering the many factors likely to affect how successful a song becomes, that so much of that success can be traced back to the song itself is both quite remarkable and, from a creative point of view, immensely encouraging."

About Hyperlive. Music isn't something we just listen to — music is something we experience with our heart and soul. Hyperlive captures this experience by modelling a range of neurobiobehavioural responses to music as well as the psychological processes that underpin them. This gives us a deep understanding of what drives musical engagement on a fundamental level, allowing us to quantify, model and predict that engagement — and the musical features that motivate it — with unmatched levels of precision.

To request more information, schedule an interview, or apply to submit songs for analysis, contact:

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[1] Adele, Ariana Grande, Beyoncé, Bruno Mars, Drake, Ed Sheeran, Katy Perry, Justin Bieber, Rihanna, and Taylor Swift.
[2] Combined Spotify and YouTube streams plus single sales. Album sales are not included since purchase motivation cannot be reliably attributed to any particular song.
[3] Hit Song = up to 1.5 Billion streams/10 Million sales; Major Hit Song = 1.5-3 Billion streams/10-20 Million sales; Cultural Phenomenon = 3+ Billion streams/20+ Million sales.