



DOMPALOOZA

# POWER OF THE PLATFORM





**UNIVERSAL MUSIC GROUP NASHVILLE**  
**GOING BEYOND NO. 1**



# WHO ARE WE?

Welcome to Country Music. Universal Nashville is Universal Music Groups’ country music subsidiary. Thirty five + of country music’s top selling & streaming artists.







WE ARE FANS.  
WE ARE LISTENERS.  
WE ARE ADVOCATES.  
WE ARE HEALERS THROUGH MUSIC.

Understanding and knowing the importance and responsibility of heightening an artist's mastered craft to reach its full potential by monitoring the relevancy of full market infiltration, KPI benchmarks, release flow strategies, predictive modeling analytics to supplement marketing efforts for greatest impact as the music industry continues to evolve.

# KACEY MUSGRAVES

SPOTIFY FORECAST This Quarter, by Day ▾

Filters (2)

ADD FILTER

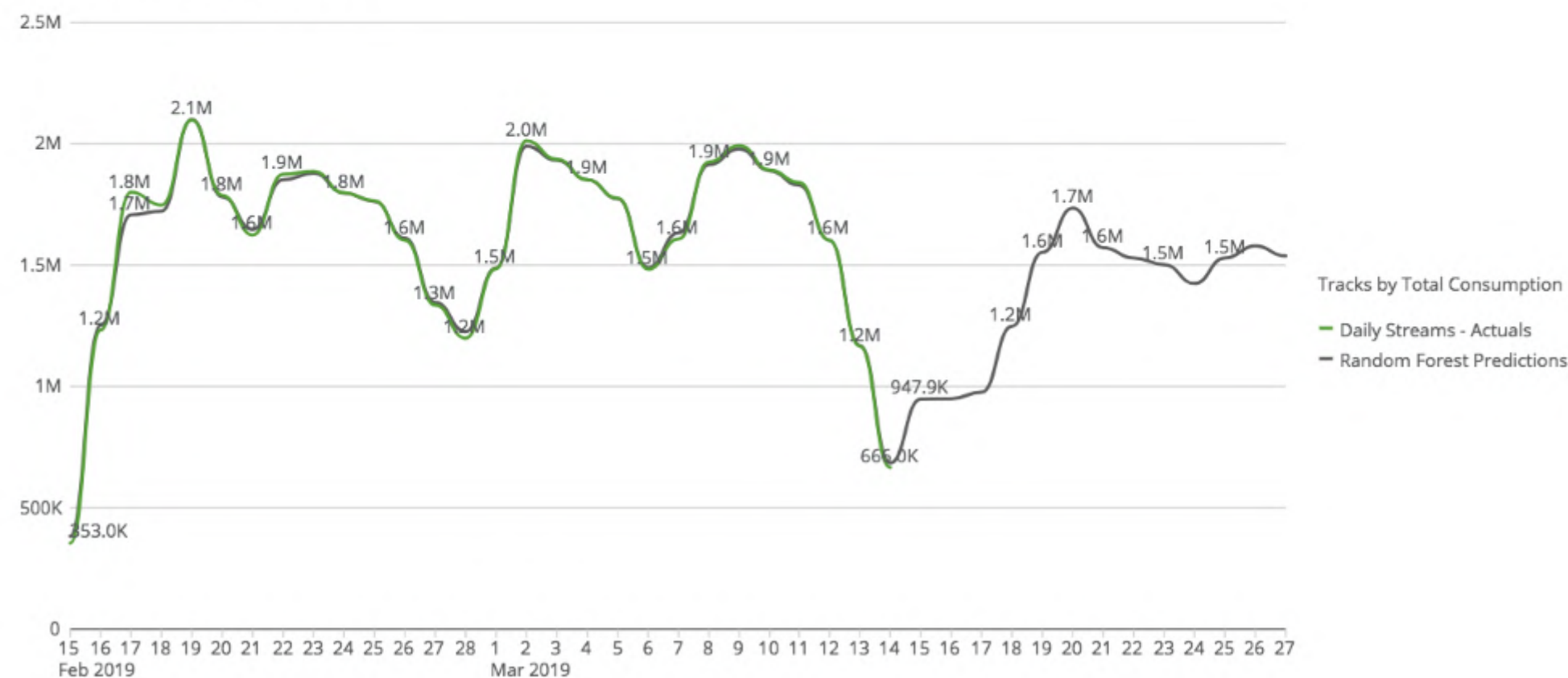
Master Artist is KACEY MUSGRAVES ▾

Master Track is RAINBOW ▾

**Current: 665.99k**

**10-Days: 1.53m**

**Delta: 56.46%**



APPLE FORECAST This Quarter, by Day ▾

Filters (2)

ADD FILTER

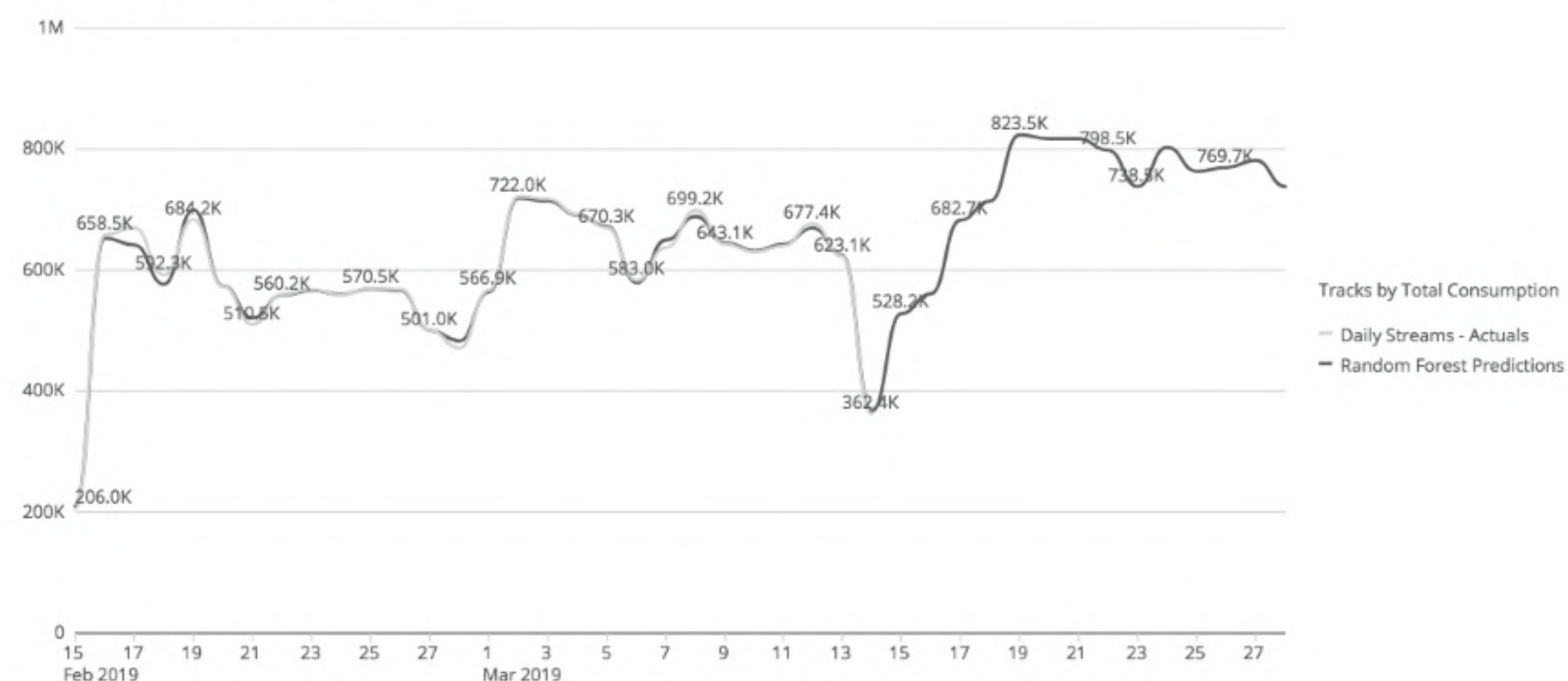
Master Artist is KACEY MUSGRAVES ▾

Master Track is RAINBOW ▾

**Current: 362.37k**

**10-Days: 763.39k**

**Delta: 52.53%**



# PREDICTIVE MODELING

EXAMPLE

## STREAMING TRACK TRENDS TRACK FORECASTING DETERMINES



Peak Consumption  
Release Strategy  
Assists in Playlist Pitching  
and Placement

We have developed a predictive analysis to projects a track's streams by account to determine future consumption and forecast peak.

This affects our play-listing strategies that determines which playlist and track position of the playlist to pitch for, as well as awareness to the descent of consumption to release a new track to maintain artist marketplace consistency.





# TAKEAWAYS

## PART01

The importance of determining KPIs that make sense for your company and industry through predictive modeling.

## PART02

The desire to push the envelope in your current role and push the boundaries in your industry.

## PART03

Creating an atmosphere that leaves no efforts wasted and every action strategic.

# THANK YOU



QUESTIONS?  
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**THANK YOU**