

CPIP Evolving Music Ecosystem

September 9-11, 2020

Panel: The Power of Data Ownership and Analytics

Materials prepared by Serona Elton

Data analytics tools available to musicians:

Spotify for Artists: <https://artists.spotify.com/>

Apple Music for Artists: <https://artists.apple.com/>

Pandora AMP: <https://www.ampplaybook.com/>

YouTube for Artists: <https://artists.youtube.com/>

Chartmetric: <https://www.chartmetric.com/>

Soundcharts: <https://soundcharts.com/>

Next Big Sound: <https://www.nextbigsound.com/>

Articles:

YouTube Launches New Real-Time Analytics for Artists Dashboard (July 7, 2020)

<https://www.musicbusinessworldwide.com/youtube-launches-new-real-time-analytics-for-artists-dashboard/>

Spotify Invites Record Labels into Spotify for Artists, Shuttles Spotify Analytics (May 19, 2020)

<https://www.musicbusinessworldwide.com/spotify-invites-record-labels-into-spotify-for-artists-shuttles-spotify-analytics/>

Music Analytics Company Soundcharts Launches Real-Time Global Media & Web Monitoring Tool, 'Mentions' (October 23, 2019)

<https://www.musicbusinessworldwide.com/music-analytics-startup-soundcharts-launches-real-time-global-media-and-web-monitoring-tool/>

Apple Music for Artists Launches, Rivalling Spotify's Analytics Tools (August 8, 2019)

<https://www.musicbusinessworldwide.com/apple-music-for-artists-launches-rivalling-spotifys-analytics-tools-2/>

Spotify Launches Publishing Analytics Platform in Beta (November 8, 2018)

<https://www.musicbusinessworldwide.com/spotify-launches-publishing-analytics-platform-in-beta/>

Next Big Sound Opens Up its Pandora data on artists (September 27, 2018)

<https://musically.com/2018/09/27/next-big-sound-opens-up-its-pandora-data-on-artists/>

Spotify Partners with Nielsen To Provide Deeper Ad Analytics For Brands (September 11, 2018)

<https://www.musicbusinessworldwide.com/spotify-partners-with-nielsen-to-provide-deeper-ad-analytics-for-brands/>

Pandora's Artist Marketing Platform Has Now Racked Up One Billion Impressions (July 18, 2017)

<https://www.forbes.com/sites/hughmcintyre/2017/07/18/pandoras-artist-marketing-platform-has-now-racked-up-one-billion-ad-impressions/#2c2ac09648b5>