

**NEXT
BIG
SOUND**





Actionable Intelligence for the Music Industry

Track how millions of fans interact with online music everyday. [Learn more >>](#)

Top iTunes Albums



MGMT



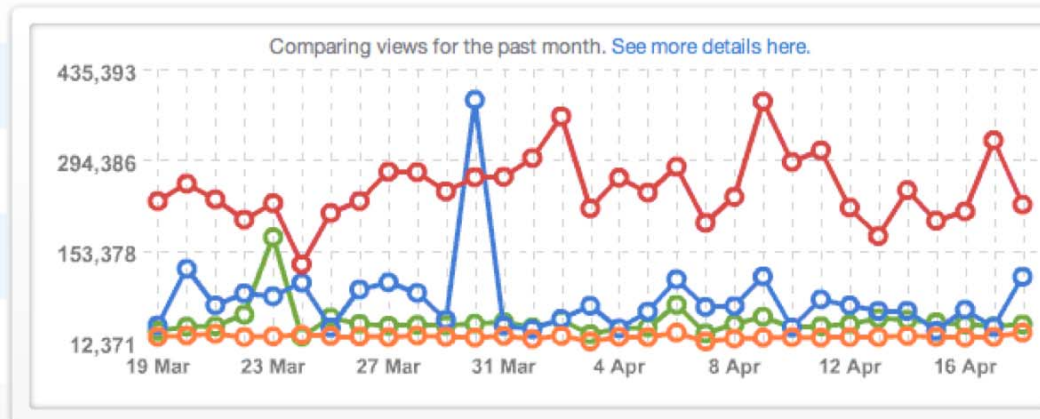
Ke\$ha



Lady Antebellum



Justin Bieber



Help

Tracking 1,261,931,443 fan interactions across 712,122 artist profiles.

We track plays, comments, views, fans, downloads, & likes from MySpace, Last.fm, YouTube, and more! [Learn more >>](#)

Next Big Sound

Actionable Intelligence for the Music Industry

Next Big Sound is the next generation decision making platform that integrates aggregated social music metrics with traditional sales and radio data to create a powerful, merged data analytics platform. We help you measure the results of specific actions to inform future decision making.

(1) Actions & Events

Explicit actions and third party events that drive artist awareness, fan engagement and revenue.

- Marketing
- Communication
- Promotions
- New Content

(2) Results Measurement

Use data to evaluate the effectiveness of actions and events.

- 15+ Data Sources
- Plays, Fans, Views, Comments
- Import Data including Google Analytics & Sales Numbers
- Measure ROI

(3) Decisions/Opportunities

Use results to inform future explicit actions.

- Defined by goals for artist or project
- Comparable artist insights



Search for any artist

Switch Artist

Overview

Graphs

Geo

Account



Ke\$ha

Set-up Emails

Set-up Alerts

Export PDF/CSV

Edit Profile URLs

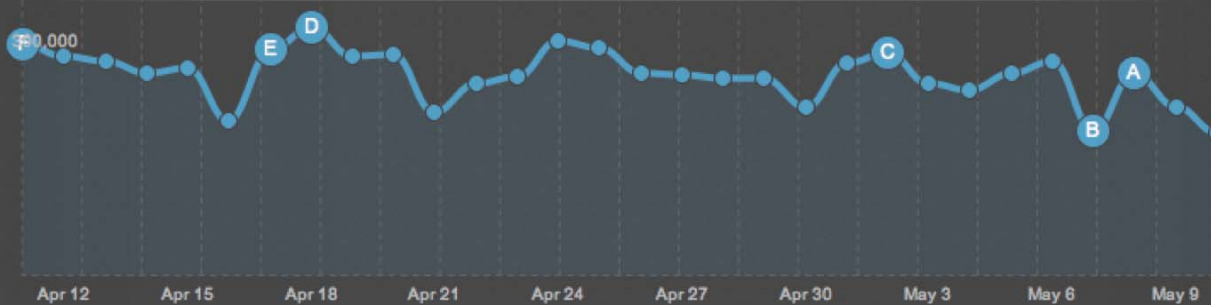
Plays

All Networks

Benchmarks

Overlays

Apr 11 - May 10



Add any artist to compare

Ke\$ha

The Saturdays

Jordin Sparks

Ashley Tisdale

NEW FANS

379,904

prev: 327,908 15.9%

NEW PLAYS

8,078,265

prev: 9,502,392 -15%

NEW VIEWS

2,128,664

prev: 3,050,679 -30.2%

NEW COMMENTS

3,630

prev: 5,889 -38.4%

New Plays by Source

New Plays by Date

Source	% Change	# New Plays	% Of New Plays
MySpace	-15%	6,644,315	82% <div style="width: 82%;"></div>
Last.fm	-7.4%	1,433,950	18% <div style="width: 18%;"></div>

Everything

2 days ago

- 2 blog mentions
- 1 chart appearance

May 8, 2010

- 8 blog mentions
- 1 chart appearance

May 7, 2010

- 13 blog mentions
- 2 news mentions

May 6, 2010

- 2 news mentions
- 1 chart appearance

May 5, 2010

- 3 news mentions

May 4, 2010

- 2 news mentions

May 3, 2010

- 4 news mentions

May 2, 2010

- 1 news mentions
- 1 chart appearance

focus!

S P E E D

VALUABLE CO

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VALUATION

1. estimating worth or

2. act of estimating th

VALUE

worth of all the

thing that will be give

**NEXT
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SOUND**

nextbigsound.com/narm