

deliverables

creator dashboard

some services out there charge artists to access rudimentary analytics, but none freely and fully unpack music data to unlock all its potential for artists. aeria will go beyond tracking followers and week-over-week growth.

- Automatically display all songs, stems, samples, loops etc spatially grouped by tempo, key, mode, and later other features.
- display content clustered by mood to foster collaboration and conversation around taste→ establish organic feedback loop between artist, supporter and algorithm

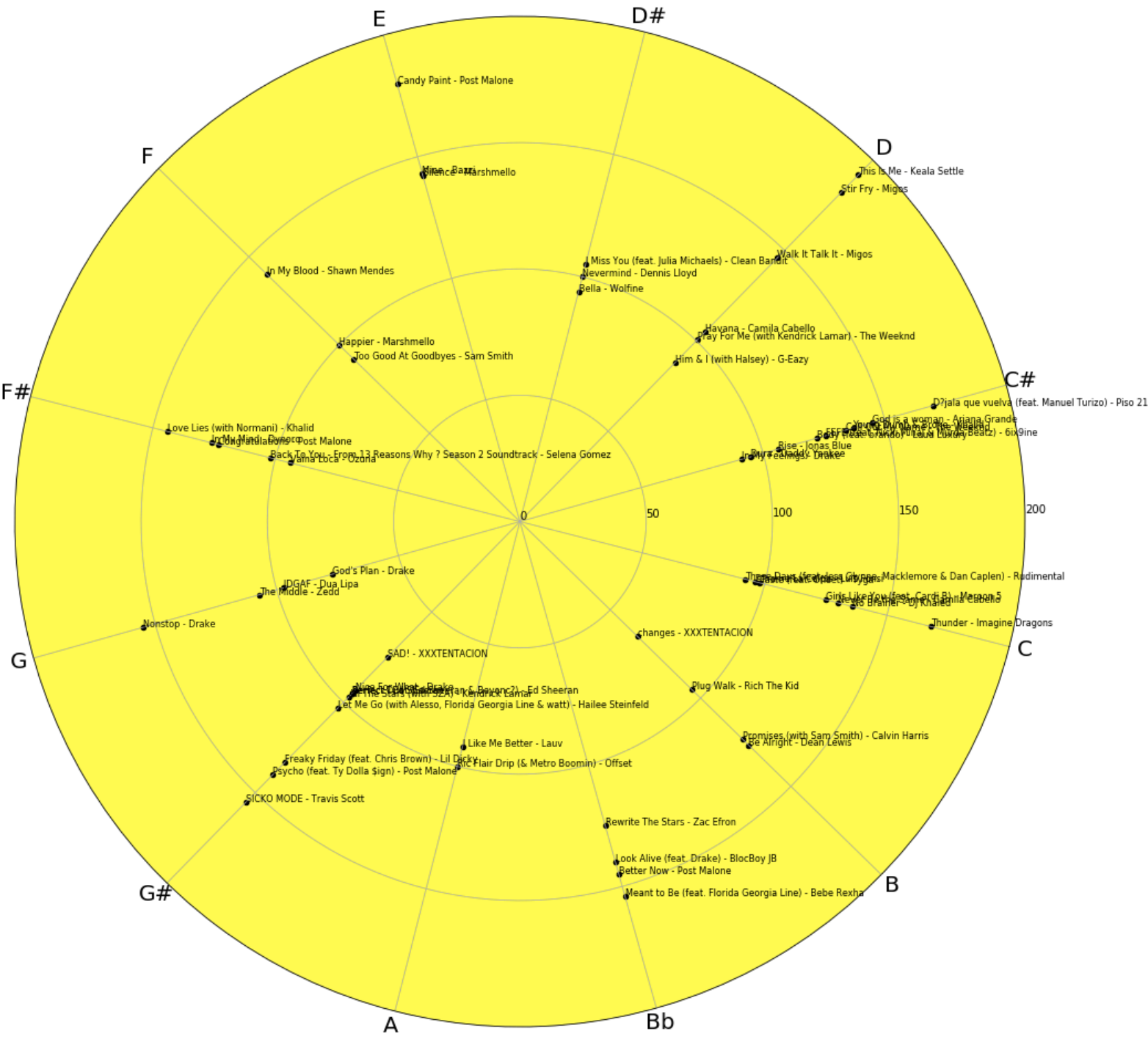
journeys

- auto-tune rapper seeking beats sees they sing most their songs in the key of A#. they dive into the A# song pool, and find a beat they think their voice fits perfectly. vocalist requests to lease beat from producer
- livestreaming vocalist wants to cover a song sung in the key of C major at 105 bpm. they find a beat the corresponding song pool to sing the cover over. this evades copyright infringement while creating opportunities for live mashups and remix.
- a producer wants to invite people to remix a track they did at 120 bpm in the key of E#. they dive into in that song pool and finds some artists they like that have multiple songs in it. he sends them a remix invite.
- a composer has written a killer baseline in C major. they want to pair some new ambient effects, so they dive into the C major pool to explore its sample and stems. They soon come up the perfect effect to complement the beat, and can now begin writing lyrics
- playlisters can visually track which songs pools their tracks belong to. as new songs enter those pools, they can easily match them to playlists while maintaining the lists overall feel and mood
- performer has completed a new album and wants to generate buzz among likely fans. He dives into the pools the album's songs fall under and generate listening party invites to fans whose favorites also fall in those moods.
- a rapper finds a beat, records over it and sends it to his engineer all over the integrated service. the engineer seeing the song pool of the original beat already know what sort of changes you can make to the mix that will still sound good

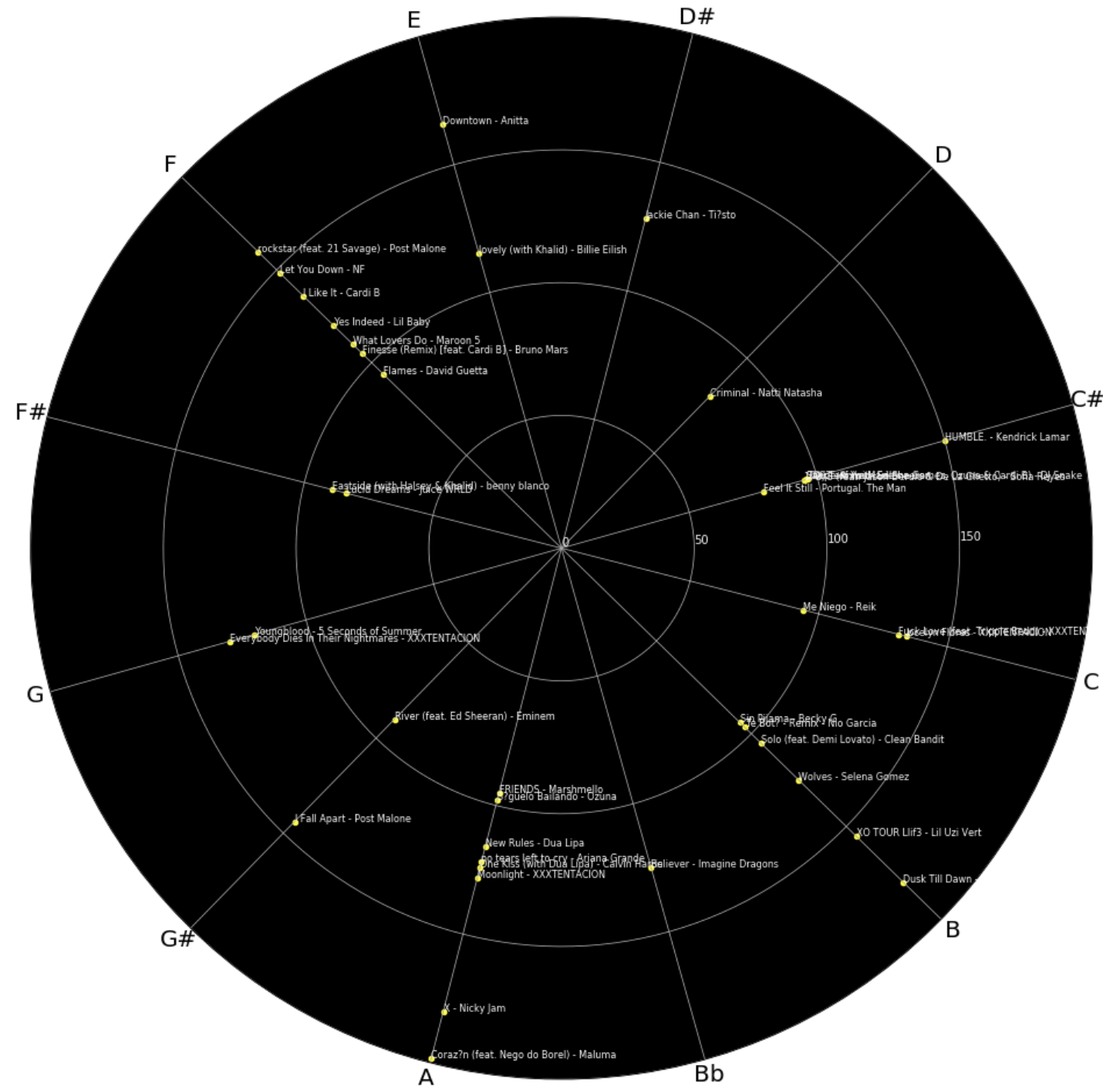
Media Navigation Guide

next-generation media explorer for the integrated service catalog. displays content clustered by important features, eg tempo and key. rather than scroll through songs in a feed, explore an immersive, interactive visualization that places content in musical feature space to convey their interrelationship. Retro-future iTunes to the integrated service' Apple Music

Tempo vs. Key (Mode: Major)



Tempo vs. Key (Mode: Minor)



crude still mockup sketching a layout for a music dashboard / visual explorer. songs are plotted by key and tempo, separated into two charts for major and minor modes. each song marker is annotated with the song name and artist. the live product would naturally be cleaner and interactive. for instance, this mockup shows annotations for all the songs plotted. the live display could only show annotations for certain representative songs to orient the viewer of the location of different song pools, until you hover over or expand a song or song pool at which point it pops up more details.

user stories

- listeners have the option of multiple interface modalities. they can
 - type into a search box for a specific song or artist. this filters the display down to the song itself, the most closely related songs they haven't heard, and the most closely related songs they have heard. the display differentiates the three delineations by color, so the listener knows that, say, green songs they haven't heard before. they can choose a new song to play that fits the mood of a song they already enjoy.
 - log in with soundcloud, itunes, apple music, spotify, youtube etc linking personal library to the integrated service through aera. instantly see their whole music collection pooled by mood, along with other songs in the database falling into those same pools. easily dive deeper into pools with songs you like but many you haven't listened to.

- download from / upload to the integrated service directly to / from local memory through explorer. automatically find out what pool your favorite song falls into, and listen to every song we have in the same pool.

listener immediately sees their songs in visual explorer → gamification of the integrated service's content traffic, catalog expansion

- aeria-powered “Most Common Moods” a la “Most Used Tags” visualizes song pools the artist's songs most fall into. click on a particular mood pool visualization to transport to associated content space
- aeria-powered “related artists” section a la soundcloud's “similar artists” visualizes content from artists with the most of their work in the same song pools. artists can remove selections from this list to self-determine who they associate their brand and identity with
- listeners add tags, and, later, comments to songs under the prompt, “how does this song make you feel”. we aggregate the comments under songs in the same pools to generate and display word clouds, with which the listener can in term search for music based on smart user-generated tags.

creator tools: audio/visual workstation

user stories

- artists want to easily get visuals to accompany their livestreams. our visualization service gives them light shows for free: it lights up the songs in the visualization corresponding to the songs in the setlist, strobing the light on the current song playing at the same rate as its bpm. this product acts as a layer that visual DJs can work into more bespoke light shows.
 - synchronize lights and change color based on extracted midi information from isolated instrument tracks.
- since time, artists have applied technological advances to expand the forms of their expression. aeria lends itself to continuing this tradition with web-based tools for creative expression, eg applications for
 - synthesizers
 - auto-generated novel synths learned from the timbres in your favorite songs
 - synth store: craft intelligent markets for human and ai-generated audio synthesis blocks for customizing functionality of an FPGA-based synth device
 - loops
 - music palettes: smart blend loops in kindred mood pools into novel musical “colors”

A (De)central Nervous System

aeria as the brain of the integrated service and the greater music ecosystem. leverage smart services to automate the strategic side of music. artists retain more of their profits, and focus on their art instead of how to sell it.

- smart a&r: prioritize courting artists to join the integrated service by traffic we predict them to drive per time / dollar spend. based on these predictions, take actions like
 - scheduling artist for twitch takeovers
 - deciding which artists to shout out on social media
- DJs want to optimize the WOW factor for livestreams. aeria surfaces the songs to work into your set your audience hasn't heard yet but will love based on their collective taste, for maximum face melting
- reach a wider audience without excessive marketing budgets. identify influencers in target audience sharing splits with them to share work. In the long run, the knowledge network and infra necessary to unbundle label function and vertically integrate them with the storefront

record label function	unbundled service
● promotion: playlisting, radio plugging, global markets ● partnership: sync, brand ● publicity: newspapers, interviews, blogs	social network visualization service that - spatially represents the music ecosystem in its social, cultural, and emotional context, by clustering profiles in a hierarchy of communities, ranging from cultures at the highest level, to subcultures, scenes, niches, down to cliques and collectives - quickly identifies what roles people play within the ecosystem by represents different kinds of profiles with differently shaped icons, eg megaphone for promoter, parchment for newspaper, etc - conveys each person's relevance or importance to their respective community by sizing these icons proportionally to their associated profiles' influence metric - coaches artists in how to network with these influencers by highlighting shortest connected path between any two profiles
marketing: tv, billboard, digital	radically advance the precision of targeted marketing by segmenting markets based on their social interconnections rather than isolated individual data like demographics

Artist-Ambassador Program

all musical artists in future modern would act as ambassadors for the integrated service. this capacity would entail actions as

- uploading their entire catalog and all future releases to the integrated service. these collectively account for many tens of millions of plays across the major streaming platforms

- communicating about their releases and activity on the integrated service to their social media followings
- doing twitch takeovers for the integrated service
- performing at the integrated service's livestream events
- dogfooding the app, testing it, providing feedback, and contributing goodwill to the cultivation of the integrated service's community