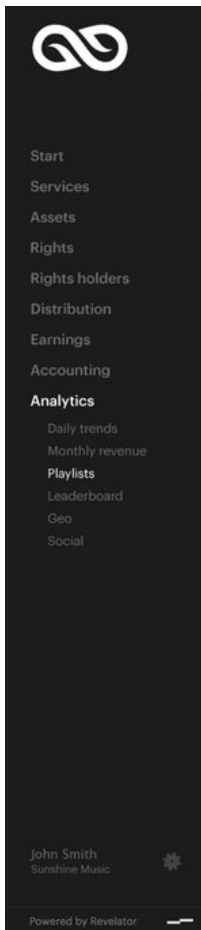# Introducing Playlist Analytics

Another music industry first for Revelator

To demo at MidemLab final

Israel, May 17th 2016 – Pioneering music tech platform Revelator announced its new **Playlist Analytics** offering today. After the recent launch of its music industry first Mobile Analytics App, it is another breakthrough first to market for Israel-based Revelator, the leading cloud-based provider of end-to-end sales and marketing intelligence for the music industry. Revelator is set to demonstrate its Playlist Analytics and Mobile Analytics App at **Music Biz** in Nashville this week and at the prestigious final of this year's MidemLab - the music startup showcase at Midem in Cannes, France from 3rd-6th June 2016. Revelator has developed a uniquely advanced data management platform, with a dashboard to monitor individual or multiple tracks and artist playlist performance over time and across countries and cities. The new Playlist Analytics function is available on Revelator's web interface and is designed to track playlist activity on both Spotify and Apple Music, with other digital music services to follow. Revelator has delivered an unprecedented breakthrough with its Playlist Analytics that will prove invaluable for rightsholders - not only is it the first of its kind, it is the first time that both Spotify and Apple Music playlist data has been collected and analysed side by side. Revelator's cloud-based software tools crunch playlist data to illustrate performance on Revelator's elegant dashboard, across all playlists, both curated and third party. The playlist dashboard features the same industry leading analytics that Revelator has developed to provide unprecedented power, flexibility and ease of use to query and visualize data in any number of ways.
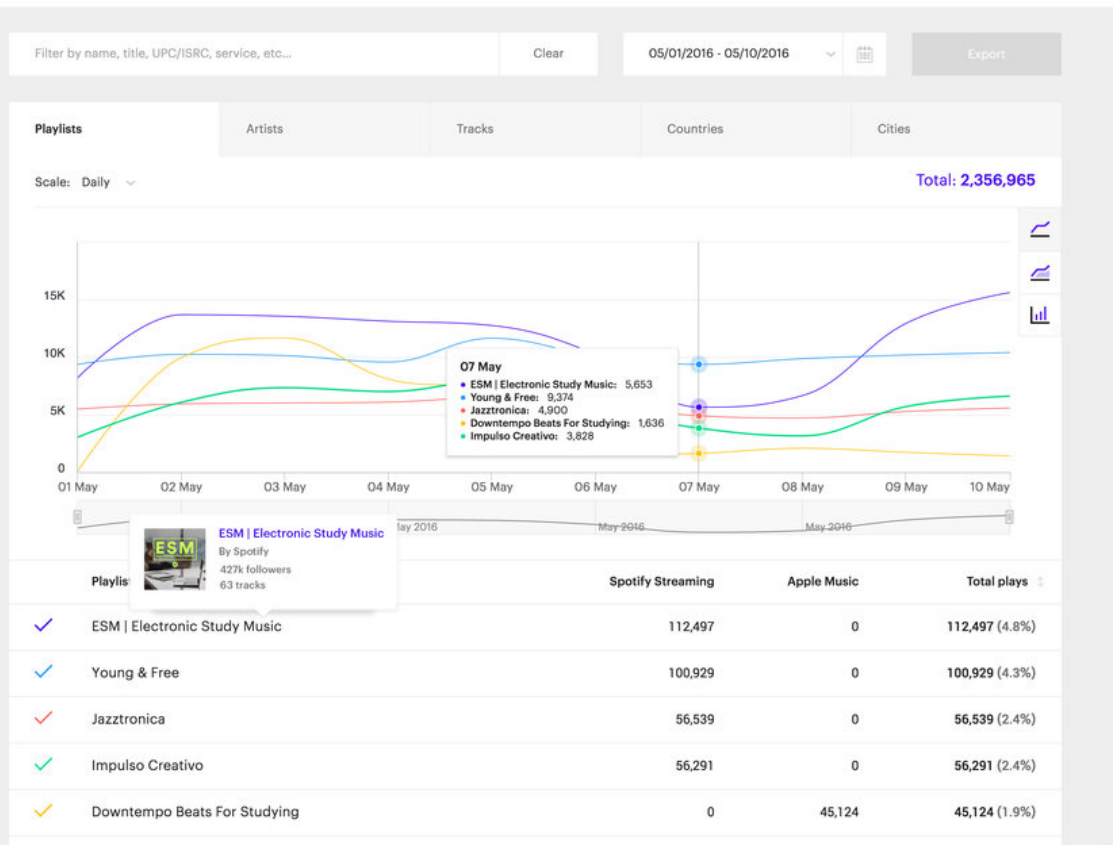
"We are delighted to deliver another first to market with our Playlist Analytics offering, and honored to be among the twenty finalists at this year's MidemLab. Playlists are without doubt an essential marketing tool for rights holders and successful playlist performance has become one of the key influencers of a track's chart position and revenue-earning potential. The numbers of playlists are rapidly increasing and robust analysis of that data has been limited - until now. The amount of playlist data that rights holders need to analyze is increasingly problematic to manage, we plan to change all that." said Bruno Guez, Founder and CEO of Revelator "With more sophisticated analytics in the areas of postal code, audience and social media intelligence being developed, we plan even more music industry firsts this summer. We aim to offer further breakthroughs to our growing client base, delivering deeper insights so they can see the immediate impact of their efforts on the consumption of their music."

— Bruno Guez, Founder & CEO Revelator

Key features of Revelator's Playlist Analytics:

Rights holders can now make informed decisions about play listing strategy across the different platforms.

Labels, artists and managers can now better understand where discovery takes place, how users are interacting with their artists or tracks, which playlists have the most growth and traction based on followers and plays.

Revelator's analytics dashboard makes it simple to see how single/multiple tracks or artists are performing across both Spotify and Apple music playlists side by side, in say 3 countries together, right down to the city level.

The user interface makes it easier to identify playlist creators who can be targeted for additional playlist-pitching.

Revelator's Playlist Analytics is available now on the web interface, availability on the Mobile Analytics App to follow in June. This initial release of Playlist Analytics will be followed up with additional features such as source of stream and play duration.
The analytics are available now to all distributors, record labels, managers and artists as a branded or 'white label' solution.

Revelatornewsroom