



CHARTCIPHER

POWERED BY MYPART & HIT SONGS DECONSTRUCTED

# Unleash the Power of AI-Driven Song Analytics



Featured In:

**billboard**  
music:)ally

*VARIETY*



**Matan Kollnescher, CTO**

Decorated Intelligence Agency Major, 20 years of experience with Computer and Electrical Engineering, with a focus on artificial intelligence, award-winning songwriter



**Yael Penn, CEO**

Co-Founder, Hit Songs Deconstructed, Founder, Imagine 360 Marketing, Former Director of Marketing and Circulation, Dow Jones Financial Information Services



**David Penn, CIO**

Co-Founder, Hit Songs Deconstructed, Former Executive VP, Research & Business Intelligence, Lucky International, songwriting coach



**Ronny Vance, President**

Former President of Interscope Music and Geffen Music, seasoned Music Publishing executive



**Steve Lewis, Advisory Board Member**

Former Managing Director of Virgin Records



**Howard Appelbaum, Advisor**

Former President of Nielsen Entertainment and Billboard

ChartCipher is a joint-venture between MyPart and Hit Songs Deconstructed.

It fuses MyPart's award-winning AI-powered analysis of the compositional, lyrical, and sonic qualities of songs with the song analysis methodologies and analytics delivery platform developed by Hit Songs Deconstructed.

# A Joint Venture Between

**MY**  **PART**

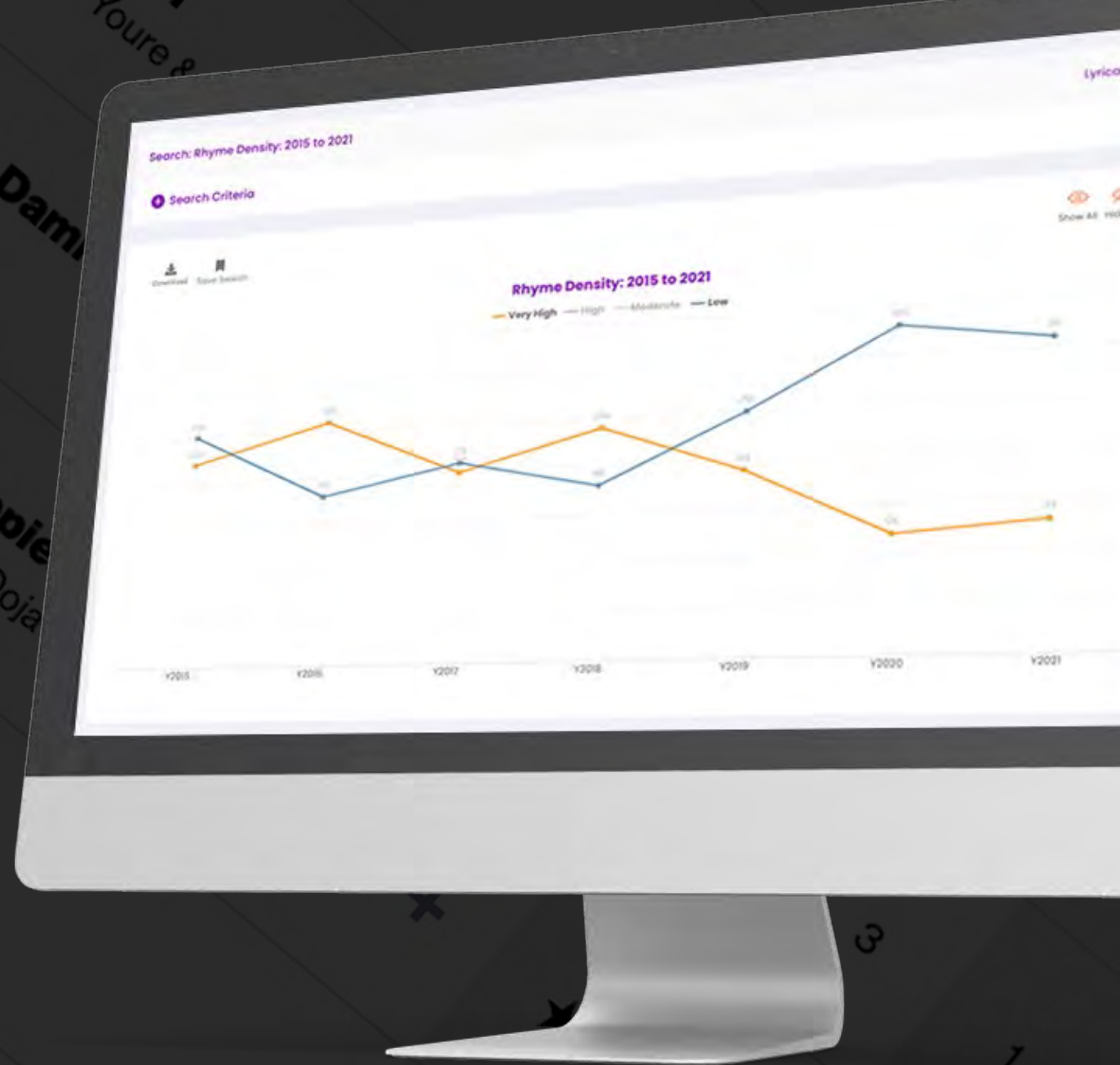
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**HIT SONGS DECONSTRUCTED**

The #1 Source for Hit Songwriting Analysis and Trends

# ChartCipher Song Analytics

ChartCipher delivers granular analytics for the compositional, lyrical and sonic qualities of hit songs.



# Billboard Charts

Make better informed decisions  
with analytics for today's most  
successful songs.

ChartCipher has partnered with  
Billboard to provide song analytics  
for 10 of Billboard's most popular  
charts, *going back to the beginning  
of the century.*



# Song Analytics

## The Missing Link



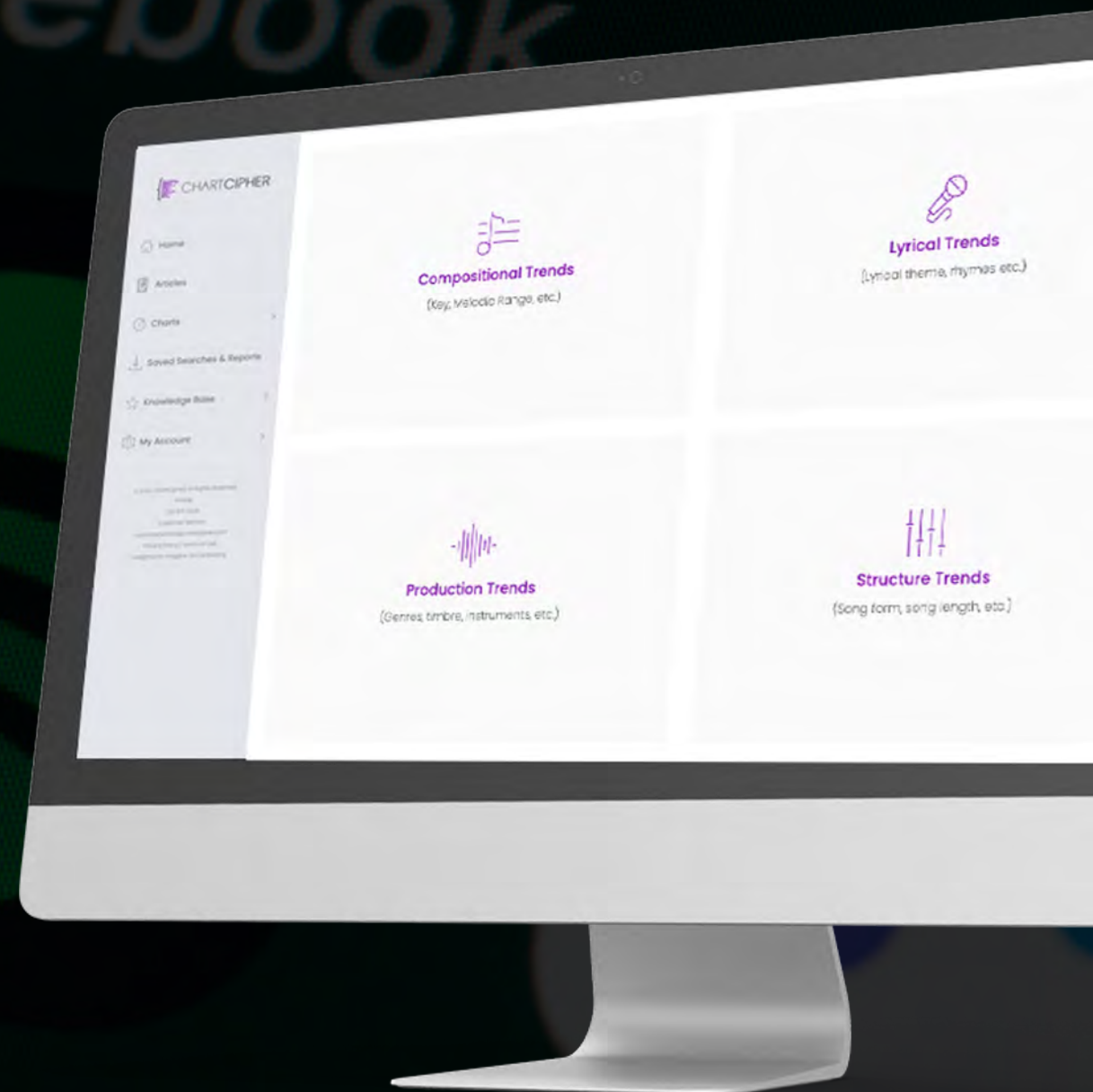
### **BUSINESS ANALYTICS**

Only tell part of the story.



### **SONG ANALYTICS**

Provide insight into the songs themselves.



# Song Analytics provides a new layer of factual data.

Song analytics can help you quantify gut feelings and provides you with a new layer of data that can be referenced when making important decisions.



# The Platform



# A database of songwriting and production decisions.



## Structure Trends

- Average Song Length
- Song Length Range
- First Section Type
- Last Section Type
- Chorus Count



## Production Trends

- Genres
- Influences
- Production Mood
- Prominent Instruments
- Tempo Range
- Timbre



## Compositional Trends

- Key (Major vs. Minor)
- Key (Major, Minor, Major Mode, Minor Mode)
- Main Melodic Range
- Melodic Interval
- Melodic Themes
- Chord Repetition
- Use of 7<sup>th</sup> Chords
- Use of Inverted Chords
- Diatonic Chords
- Chord Degree



## Lyrical Trends

- Lyrical Themes
- Lyrical Moods
- Song Title Word Count
- Internal Rhymes
- Midline Rhymes
- Rhyme Density Range
- End Of Line Rhymes
- Slang
- Profanity
- Person References
- Location References
- Use of Common Words

# ■ Trend Reports

Curated reports to help you understand the hit song landscape.

## Most Popular Characteristics:

- Compositional Spotlight
- Lyrical Spotlight
- Production Spotlight
- Structure Spotlight

## Quarterly Snapshots:

- Multi-Quarter Upward Trends
- Multi-Quarter Downward Trends
- Highest Levels in 4+ Quarters
- Lowest Levels in 4+ Quarters

## Yearly Snapshots:

- Multi-Year Upward Trends
- Multi-Year Downward Trends
- Highest Levels in 3+ Years
- Lowest Levels in 3+ Years

# Benchmark Reports

Slice and dice today's charts for deeper insight.

Compare subsets of individual charts to gain unique insight into:

- The qualities that differentiate songs at the top of the charts from those at the bottom
- How new songs compare to those that carried over from the previous quarter
- What songs with staying power have in common
- And much more



# ■ Cross-Chart Comparisons

What makes each chart unique?

ChartCipher gives you the ability to compare multiple charts, helping you pinpoint commonalities as well as the qualities that are unique to each chart.

For example, compare Streaming vs. Radio or Hot Country vs. Country Airplay.

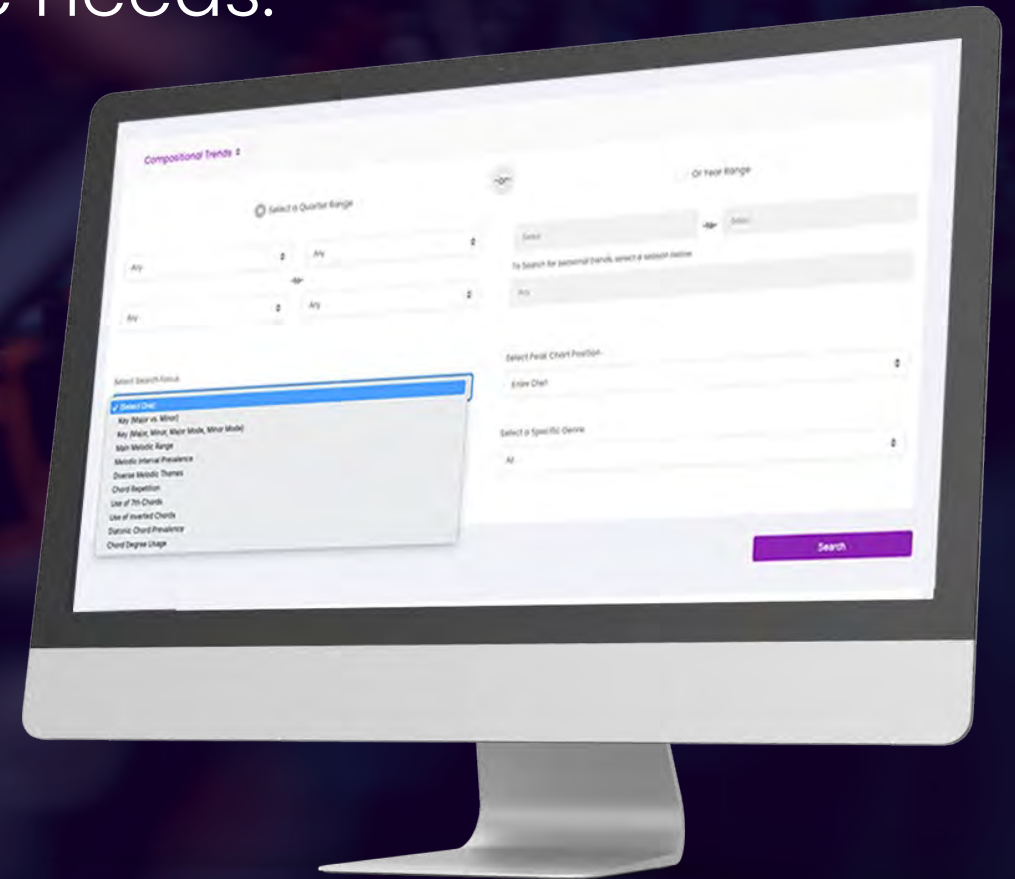


# Custom Trend Searches

# Tailor your searches to your specific needs.

ChartCipher offers highly customized, interactive searches across hundreds of compositional, lyrical, structural, and production criteria.

Further fine-tune your searches with filters including quarterly and yearly date ranges, peak chart position, number of weeks on the chart, genres, and other criteria.



# Custom Services



# Benchmarking Services

Learn how your songs/catalogs fit into the “hit song” landscape.

## Song Benchmarks:

ChartCipher will analyze your song and provide you with a report detailing which charts and artists it has the most in common with, specific commonalities within charts, and more.

## Catalog Benchmarks:

ChartCipher can analyze your catalogs and provide you with a list of songs that possess commonalities with today’s charts. In addition, you’ll learn which specific charts and artists they have the most in common with.

# ■ Custom Reports

Insights tailored to your specific needs delivered to your inbox.

Are there specific insights you'd like to get regular updates for?

ChartCipher can provide you with customized reports and deliver them on a weekly, monthly or quarterly basis.

Based on your individual needs, ChartCipher will design your report and deliver the data and analysis you require, directly to your inbox .

One-off reports are also available.

# ■ **Actively Mine Your Catalog**

Easily find songs in your catalog that match specific lyrical, compositional or production criteria.

Need to find songs in your catalog that match a creative brief?

Or find songs using a reference track? No problem!

We'll analyze your catalog and provide you with a dedicated private account for your songs. There you can search for songs in your own catalog based on what your project calls for.

With the click of a button, you'll find all the songs that match your search. Fine-tune your search using granular lyrical, compositional and production parameters.

The background of the slide is a dark, textured surface covered with a repeating pattern of vinyl records. The records are shown from a top-down perspective, with their grooves and central labels visible. The colors of the records are muted, including shades of brown, grey, and dark blue, creating a subtle, artistic backdrop for the text.

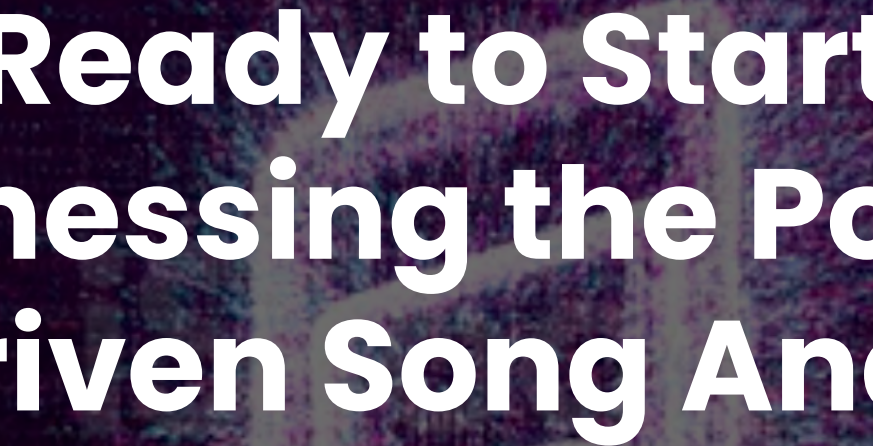
# ■ Catalog Monitoring

Get notified when songs in your catalog have commonalities with today's hits.

*(Coming Soon)*

Mine your catalog without lifting a finger!

ChartCipher will send you alerts on a continuous basis when songs in your catalogue align with current trends, charts and charting artists.



# **Ready to Start Harnessing the Power of AI-Driven Song Analytics?**

Drop us a line at [beta@chartcipher.com](mailto:beta@chartcipher.com)