

FEBRUARY 2025



Platformisation of Music Industry

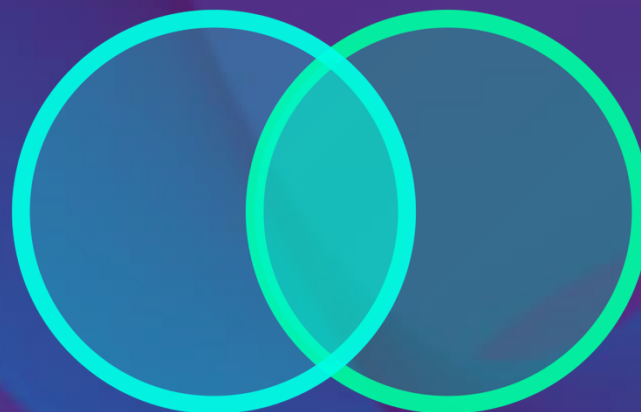
Special Focus #5

Social Media Observatory



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Data Scientists



Insight Strategists

Insight Scientists



LEVERAGING THE POWER OF THE EARLY ADOPTERS



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AI-enabled Foresight

Leveraging the Power of the Early Adopters

Unbiased Audience Insight

Our proprietary AI pinpoints **innovators** and **early adopters** on social media. This always-on, unbiased AI analysis uncovers emerging innovations before they reach the mainstream

300K+
Early Adopters

40+

Countries (at global level)

15+

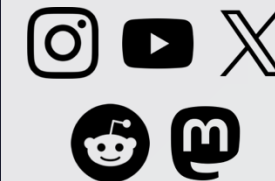
Analyzed Languages



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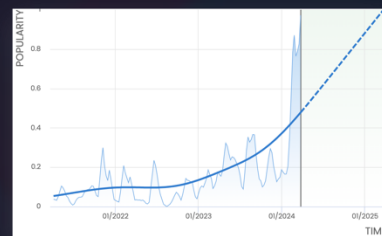
Perfect Balance of Sources

We sift through millions of social media posts across various platforms to identify potential new early adopters specific to each industry's needs.



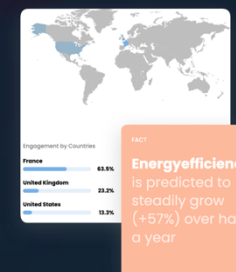
Discovering Weak Signals Before They Go Mainstream

We identify 'weak' signals of major market shifts to **uncover** untapped opportunities. We set up bespoke analysis based on advanced consumer segmentation and the use of bespoke taxonomies to **enrich research outputs**.



Always-on Predictions

We generate and constantly track future trends and behavioral shifts, delivering **short, medium and long terms predictions** which are always up to date.



Data Collection

DATA SOURCES

The data acquisition process involves retrieving information from a variety of social platforms, including YouTube, Instagram, Twitter, and Behance, **leveraging their open APIs to ensure an efficient and transparent procedure.**

Additionally, there is flexibility to incorporate new data sources in response to the dynamic nature of the social media landscape, allowing for **ongoing adaptation and enrichment of the dataset.**



YOUTUBE

- Global user base
- Video content & comments
- Cross-generational



INSTAGRAM

- Worldwide diffusion
- Highly visual
- Cross-industry consumer conversations



BEHANCE

- More than 10 million members, all pertaining the global creative community



X (FKA TWITTER)

- Worldwide diffusion
- Possibility to ask a wide variety of queries
- Embedded geo-localisation

GDPR COMPLIANCE

Nextatlas fully respects the privacy of all involved physical persons, as described in the **privacy policies** that are presented to its users, customers and stakeholders (see links below). The collected data has the purpose of enabling Nextatlas to provide its service, Nextatlas does not conduct additional investigations on the data it collects.

[Privacy Policy](#)

[Author Privacy Policy](#)

The activities of Nextatlas are fully compliant with the **Regulation (EU) 2016/679** ("GDPR", or General Data Processing Regulation):

- Measures are taken **against indiscriminate storage of unnecessary data** or **data retention for longer-than-necessity timespans** (in agreement with the data minimisation principles stated in Art. 25 of the GDPR),
- Data at rest is fully pseudonymised to **minimise leakage of Personally-Identifiable Information** in case of unwanted or malicious data leaks. **Pseudonymisation** of data at rest is achieved by always storing Personally-Identifiable Information in a pseudonymised form on the database. All machines holding the data do not know how to anonymise/denonymise, a task that is kept strictly separated on machines which do not hold the data.
- Best-practice **system security measures** and **data leak response plan** are implemented to protect the servers from undesired or malicious access.



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01 CCIs Community

Social Media Observatory

02 Music Platformisation

Special Focus #5

03 Niche Explorers

Nextatlas Trend

01

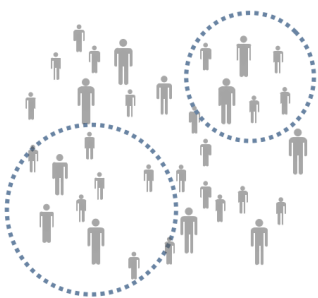
CCIs Community Social Media Observatory

Our Methodology for ekip

A. COMMUNITY CREATION

01. USER DETECTION

The community is formed by selecting pre-identified users from Nextatlas' early adopters, adding EU policy-related profiles, and then by analyzing European creatives' profiles on Behance platform.

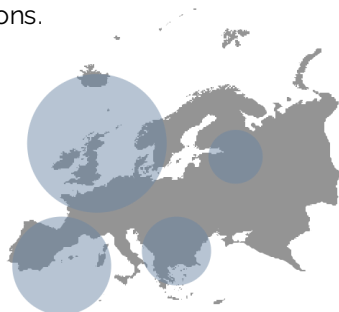


02. FILTERING PROCESS

User profiles undergo screening to ensure a higher quality of content within the community. To meet the criteria, profiles must not be spammers, should refrain from posting sponsored content, must ensure a substantial amount of content contribution to conversations, and must be located in Europe.

03. REGION ANALYSIS

Countries within Europe are segmented into the four identified macro-regions, and the presence of profiles is recalibrated to achieve a balanced representation across the different regions.



04. INDUSTRY ANALYSIS

The cultural and creative industry to which each profile belongs is determined.

05. FINE TUNING

Additional factors such as gender and the presence of voices representing macro and micro realities are evaluated to ensure diversity

B. CONTENT EXPLORATION

01. CONTENT ANALYSIS

User-generated content within the community is scrutinised employing NLP techniques alongside a proprietary Computer Vision model. This approach allows the extraction of insights from both textual and visual elements.

02. CONTENT CLUSTERING

A. Top-down clustering

In the top-down approach, predetermined areas of interest are established by associating selected keywords and grouping related content accordingly. This technique aids in exploring the community's perceptions on specific topics.

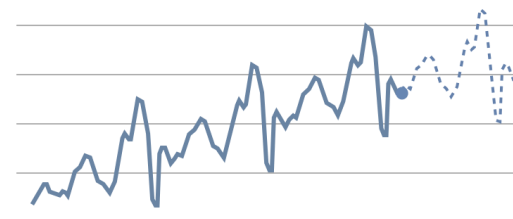
B. Bottom-up clustering

The bottom-up approach automatically groups content with similar keywords or shared topics, revealing spontaneously emerging themes from user conversations.

C. EMERGING THEMES

01. THEME ANALYSIS

Upon identifying emerging themes, an in-depth analysis is conducted to pinpoint the key elements of conversations related to the analyzed topics. This includes identifying the regions and industries most engaged with these topics.



02. INSIGHT GENERATION

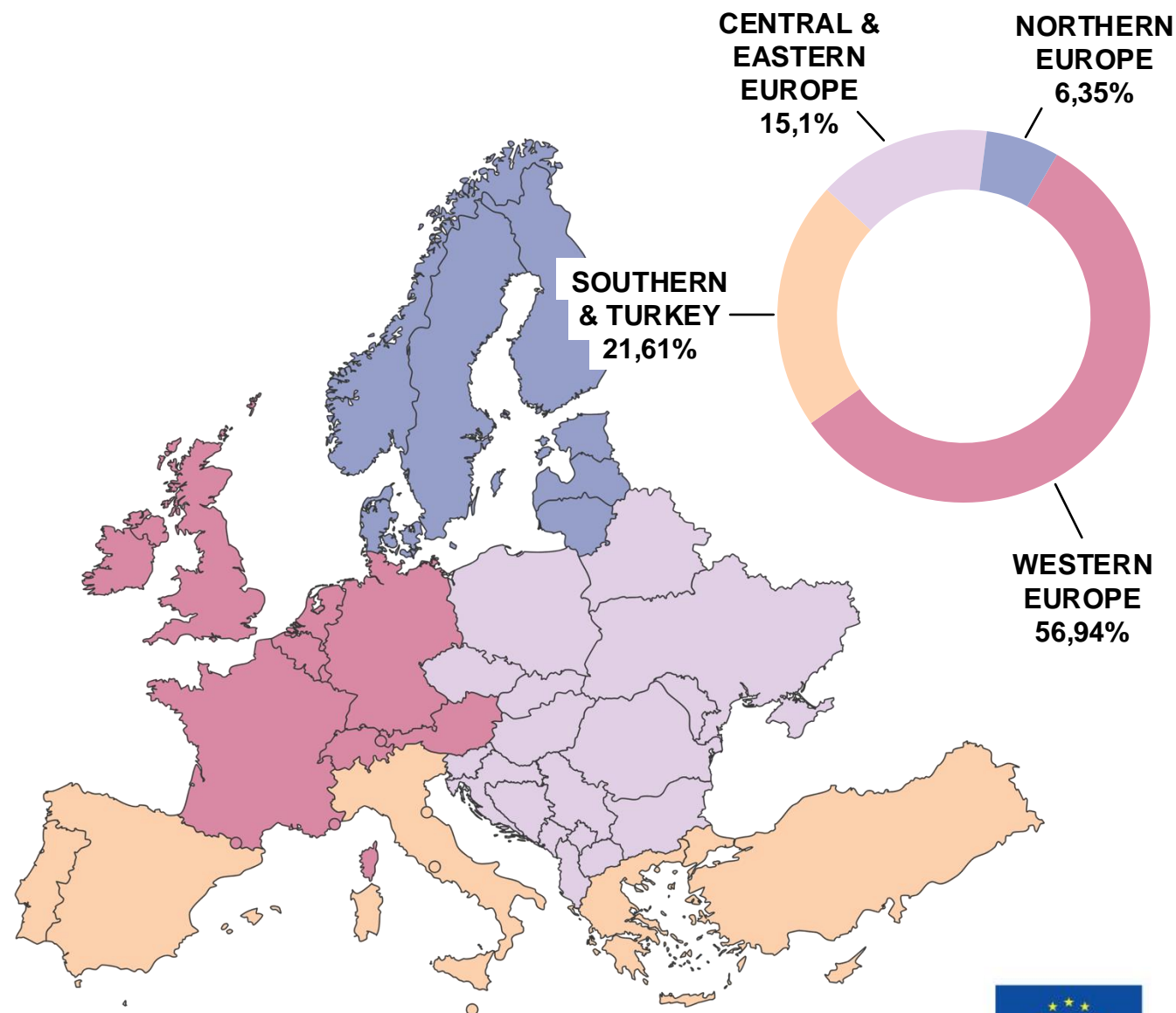
Different kinds of information are gathered and subjected to human-curated analysis to unearth meaningful insights and identify compelling directions for further exploration.



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Regional Distribution

10K+ profiles observed
across various platforms

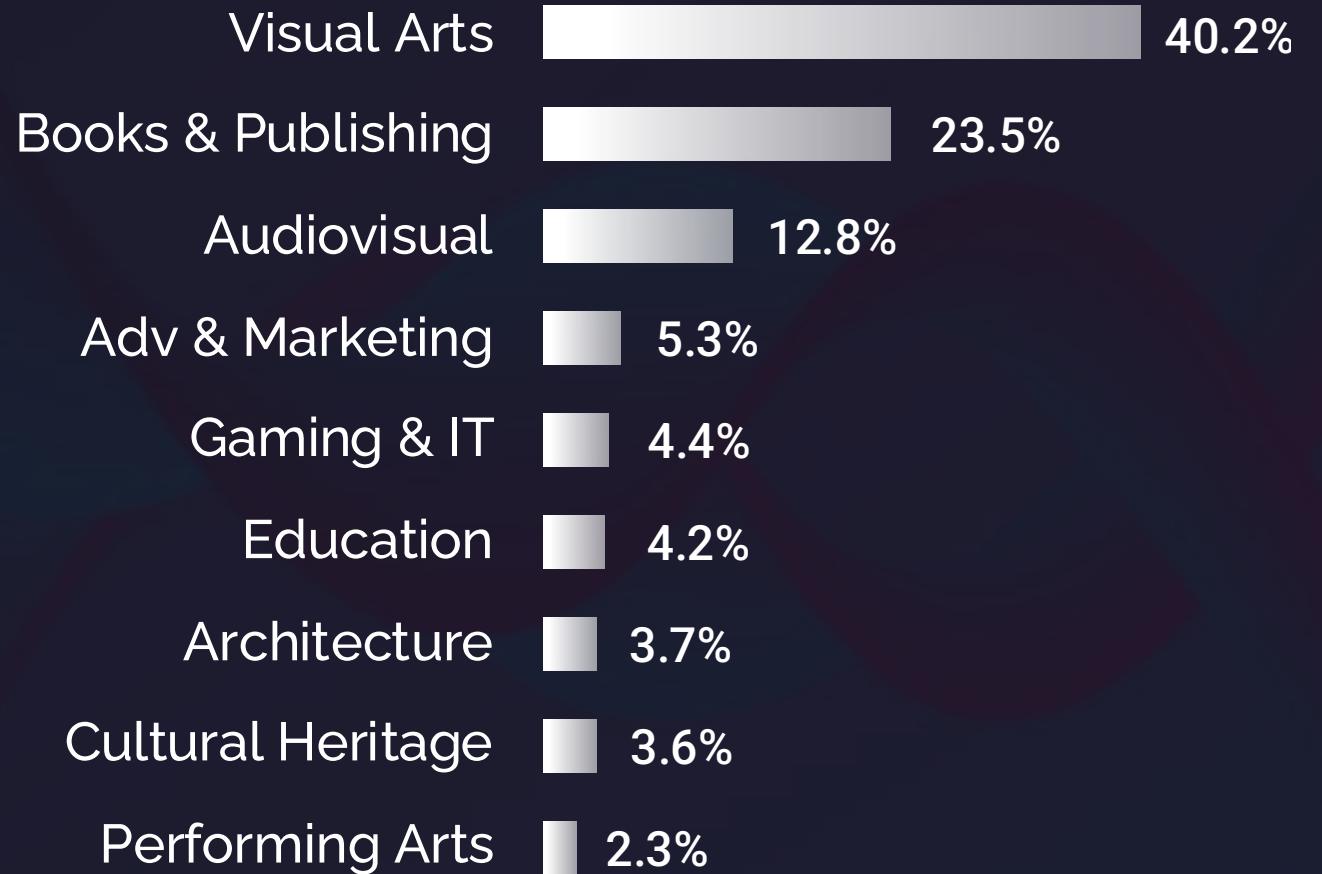


The "**Regional Distribution**" pertains to the profiles within the established creative community



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Creative & Cultural Industries



The “*Industry Distribution*” pertains to the profiles within the established creative community



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Region X CCI

REGIONAL DISTRIBUTION

Northern

6,35%

Western

56,94%

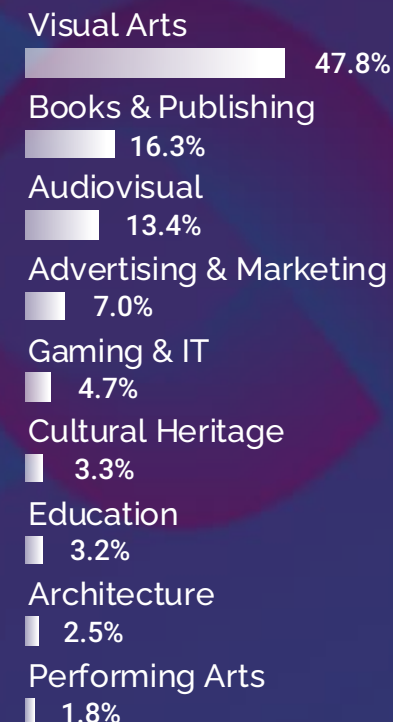
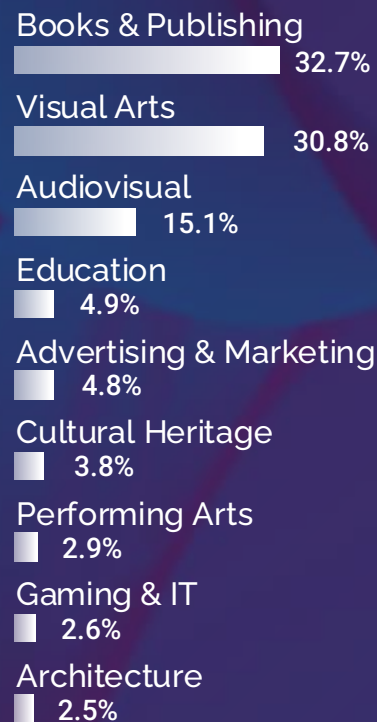
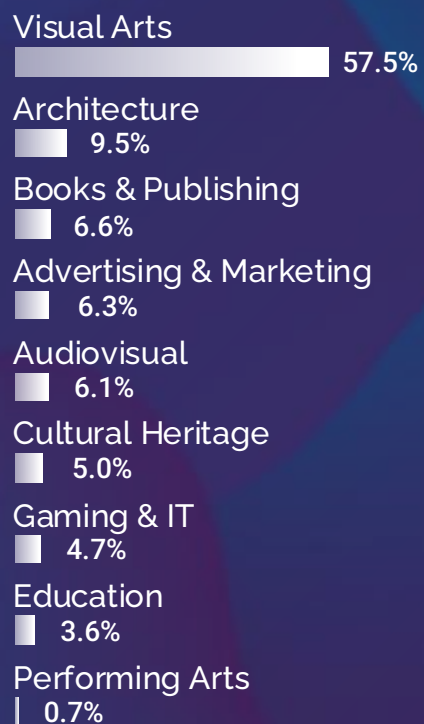
Central & Eastern

15,1%

Southern & Turkey

21,61%

TOP INDUSTRIES



The "**Regional Distribution**" and "**Top Industries**" data pertains to the profiles within the established creative community



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02

Platformisation of the Music Industry

Special Focus #5

Music Platformisation



Music Platformisation

Unsigned Own sound

Independent Music

Indie Artist Struggling

Self Releasing

Local Music Self Recording
Bedroom Producer

Streaming Economy

Algorithmic Digital Music

Music Royalties

License Property Rights

Revenue Sharing

Visibility

Business Model Nft

Empowerment

Decentralised Discoverability

Open Platform

Crowdsourcing

Audience

Education Experimentation

Collaboration

Mentors Communities

Partnership Networking

Cross sector

Music Platformisation

Cluster A
**Independent
Artists**

Unsigned Own sound
Indie Artist Struggling
Self Releasing
Local Music Self Recording
Bedroom Producer

Cluster B
**Platform
Economy**

Streaming Economy
Algorithmic Digital Music
Music Royalties
License Creative Rights
Revenue Sharing

Cluster C
**Inclusive
Business**

Visibility
Business Model Nft
Empowerment
Decentralised Discoverability
Open Platform
Crowdsourcing

Cluster D
**European Music
Ecosystem**

Audience
Education Experimentation
Collaboration
Partnership Networking
Cross sector



Cluster A Independent Artists



The breakthrough of AI in the creative industry has sparked significant debate and transformation. While generative AI raises concerns about intellectual property rights and artistic ownership, it also offers valuable opportunities—particularly for independent artists. Without the backing of major labels or management teams, unsigned musicians must juggle creative production with **essential tasks like marketing, communication, and promotion**. **AI-powered tools could help streamline these processes** by automating market analysis, optimizing promotional strategies, and reducing the time spent on administrative work.

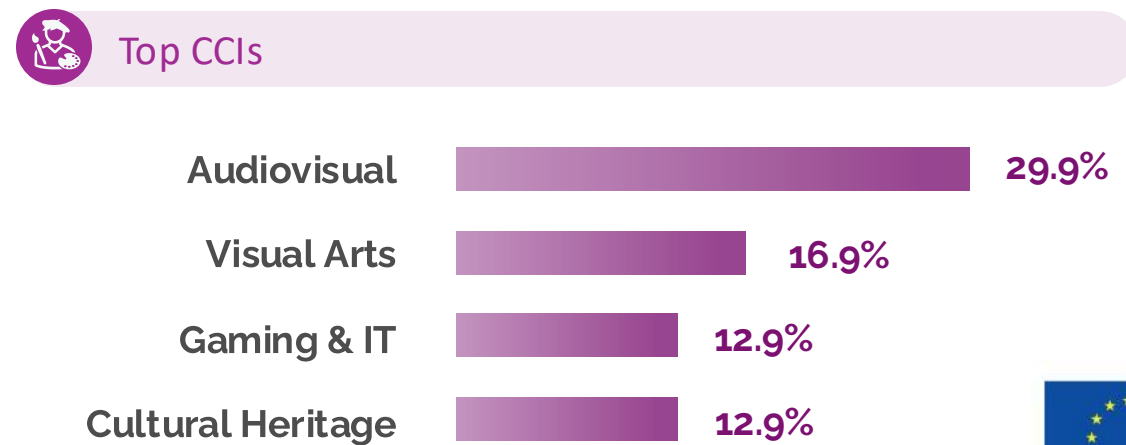
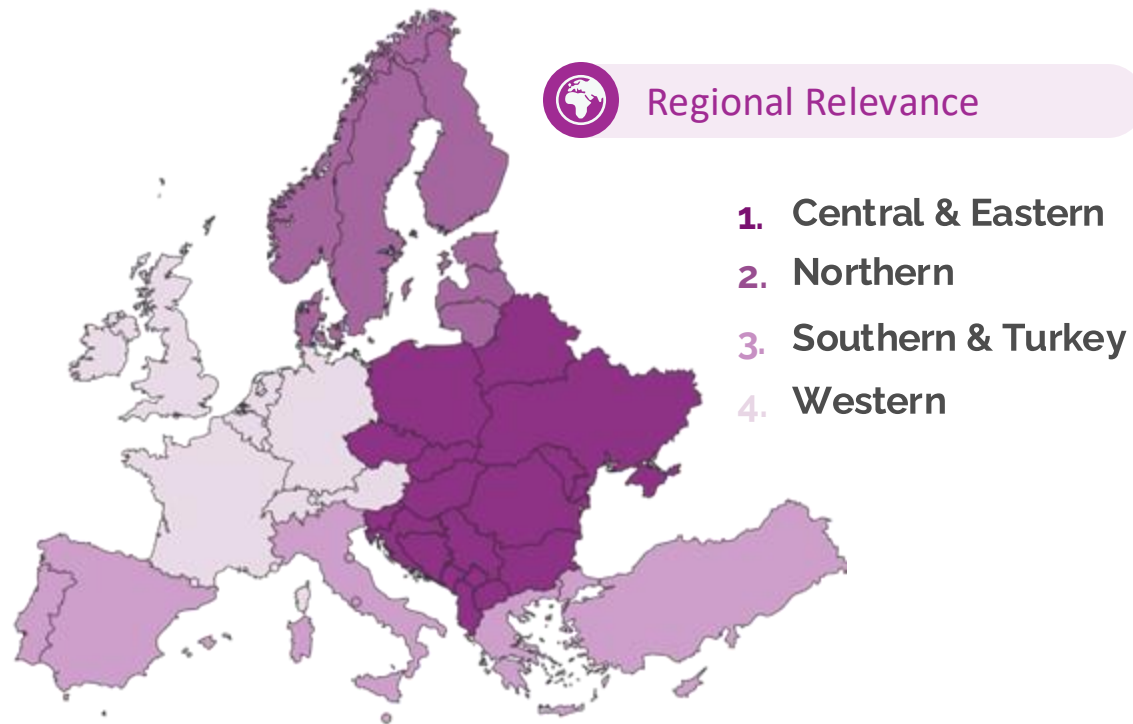
The **audiovisual** industry—encompassing music and media—has taken the lead in shaping discussions around independent artists.

Geographically, **Central** and **Northern European** countries are at the forefront of these conversations



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Cluster A Independent Artists



The **Regional Relevance** showcases the most to least associated regions to the examined conversation cluster, determined by the origin of analysed profile. **Top CCIs** reflects the industry distribution of contributing profiles, displayed as percentages across the considered industries.



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Cluster A

AI tools can empower unsigned artists by enhancing promotion and other aspects traditionally handled by managers



Key Concept & Tags

Remain Independent

Self Promotion

Struggling

Original Music

AI tools

🧠 Posts' Sentiment



Negative

Neutral

Positive

💬 Emerging Conversations

“ As an independent artist I always **struggle with promotion** even if I find my work worth

SINGER-COMPOSER, SOUTHERN & TURKEY

“ You don't need a label to succeed. [Music Artist Manager AI] helps independent artists **plan, market** and **monetise** their careers – without giving up creative control

SOFTWARE COMPANY, WESTERN

“ I'm gonna need a team From my music promotion, to hyping... to creating the best cover art. **Independent artist have to do all of these alone and it's hectic**

SINGER AND SONGWRITER, NORTHERN

Key Concepts & Tags are the significant keywords and concepts which occur in the posts related to this cluster of conversation. The texts of the relevant posts are analyzed to measure how positive or negative the **Sentiment** of the post is. The chart shows the average sentiment of the relevant posts.



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Cluster B Platform Economy



As awareness grows that streaming is now the primary way music is promoted and consumed, interest in **alternative models offering fairer treatment and transparent policies** is expanding. For many artists, choosing a platform involves **balancing its popularity with the financial terms** it imposes, such as payment structures and royalty distribution. While major platforms continue to dominate and set industry standards, an increasing number of **bottom-up solutions** are emerging, challenging traditional models and advocating for more equitable revenue sharing.

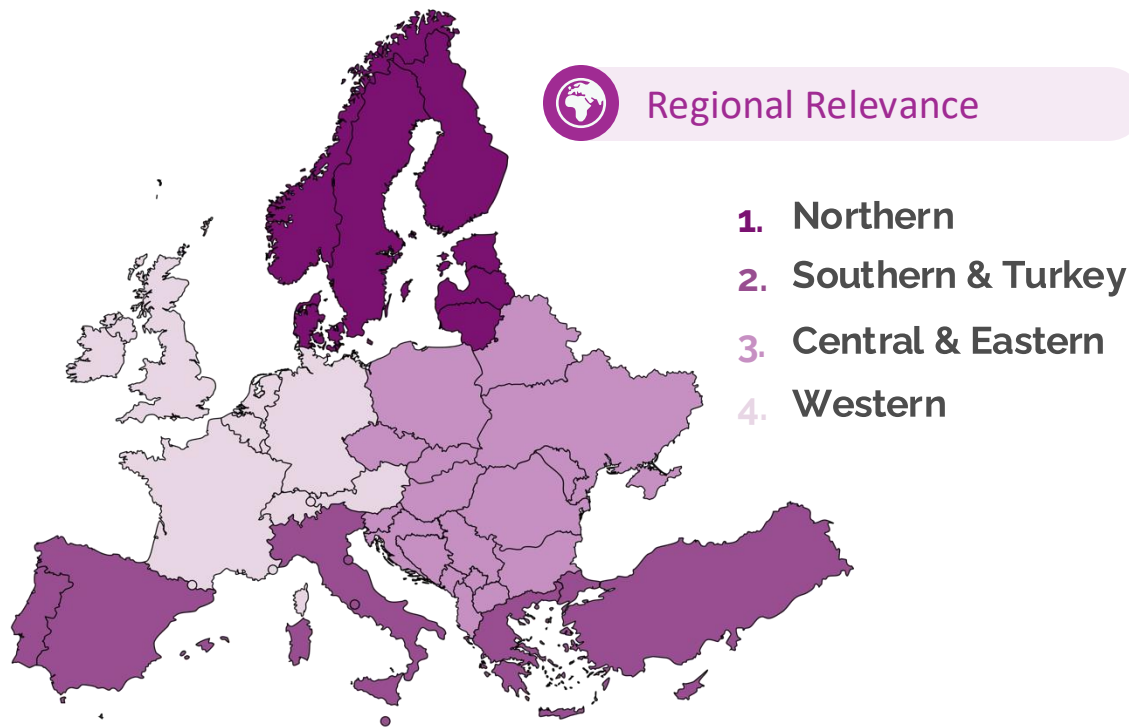
Beyond the music world, this shift is also sparking significant interest in the **Advertising & Marketing** sectors

Northern European countries are at the forefront of these discussions, driving conversations about fairness and transparency in the platform economy.



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Cluster B Platform Economy



 Top CCI



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Cluster B

As the streaming economy matures, emerging models promise fairer treatment for artists



Key Concept & Tags

Major Streaming Platforms

Digital Platforms

Distribution

Micro Payments

Weekly Streams



Posts' Sentiment



Negative

Neutral

Positive



Emerging Conversations

“ [...] The easiest answer (that will never happen) is artists refuse to put their music out on streaming services and force consumers to purchase their music. But, **streaming is THE way to go to get you music out there** in the modern age

RECORD LABEL, NORTHERN

“ HIO doesn't do pennies-per-stream. Instead, it runs on a **per-user engagement model**. That means if you listen to ONE artist all month, they get 100% of YOUR subscription fee. Fair and transparent.

MUSIC WRITER, SOUTHERN & TURKEY

“ I'm now switching to YouTube Music, where **sound quality** is better & **micro payments** are still paid. I'm a full time professional not a hobbyist.

SINGER-SONGWRITER, WESTERN



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Key Concepts & Tags are the significant keywords and concepts which occur in the posts related to this cluster of conversation. The texts of the relevant posts are analyzed to measure how positive or negative the **Sentiment** of the post is. The chart shows the average sentiment of the relevant posts.

Cluster C Inclusive Business



Social media and streaming platforms have democratised visibility for independent artists, providing them with opportunities to reach new audiences. However, these platforms operate on **algorithm-driven mechanisms that often lack transparency** in content distribution and promotion. The unpredictable nature of virality—where sudden spikes in popularity can be as challenging as complete invisibility—creates an **unstable environment for artists** trying to build sustainable careers. As a result, many musicians are seeking tools and frameworks that **support organic growth**, ensuring more **consistent and reliable long-term success**.

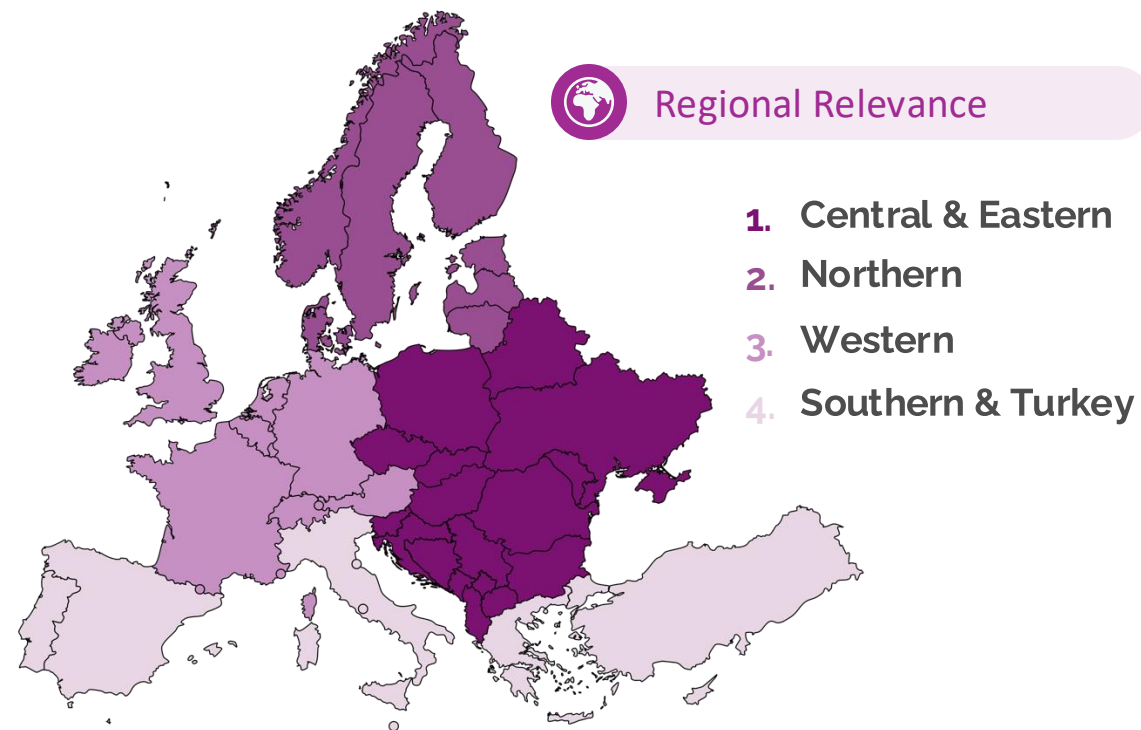
The **audiovisual** and **visual arts** industries are among the most affected by these challenges, as creators across these fields increasingly rely on digital platforms for exposure and monetisation.

Central and Northern European countries are leading the conversation.

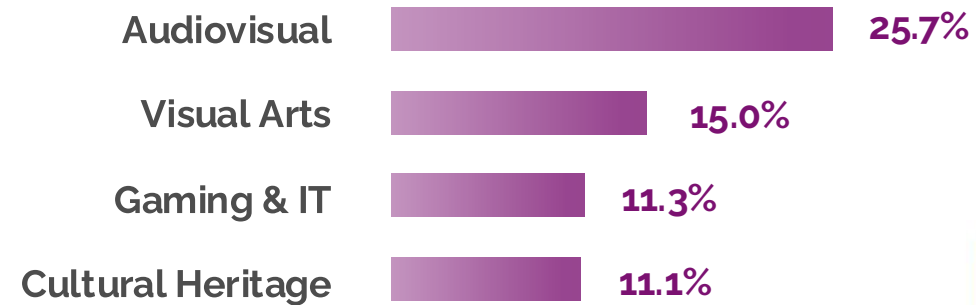


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Cluster C Inclusive Business



 **Top CCI**s



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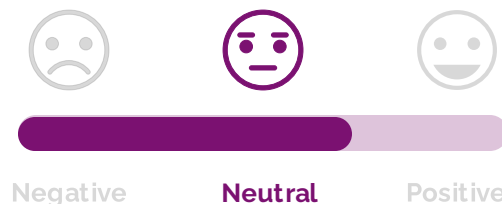
Cluster C
Music creators are seeking for tools that help them build solid and reliable growth against a hype-driven market



Key Concept & Tags

Social Media
Audience Rating
Music Discovery
Empowerment
Compensation

🧠 Posts' Sentiment



💬 Emerging Conversations

“ The explosive growth of platforms like TikTok has helped to kickstart the careers of quite a few 'bedroom artists'. With anybody able to post their music, **there's no telling who will be the next to blow up**. Some become overnight superstars, while others burn out and fade away.

ARTIST, WESTERN

“ Independent music is in a war of attrition against pay to play algorithms. [...] **we can't let fire emojis be the measure of our worth** and we absolutely have to build our own communities.

RECORDING ARTIST, CENTRAL & EASTERN

“ A new free app wants **to break through the noise of algorithm-driven music discovery platforms**.

MUSIC MAGAZINE, WESTERN

Key Concepts & Tags are the significant keywords and concepts which occur in the posts related to this cluster of conversation. The texts of the relevant posts are analyzed to measure how positive or negative the *Sentiment* of the post is. The chart shows the average sentiment of the relevant posts.



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Cluster D Collaborative Networks



The independent music industry thrives on **strong collaboration among all stakeholders**. While empowering independent artists is essential, equally important is **educating** and **supporting the various professionals** within the ecosystem. Building a sustainable and fair environment requires prioritizing core values and protecting music rights, ensuring that all contributors—artists, managers, producers, and other industry players—have the **tools** and **knowledge** to navigate the evolving landscape.

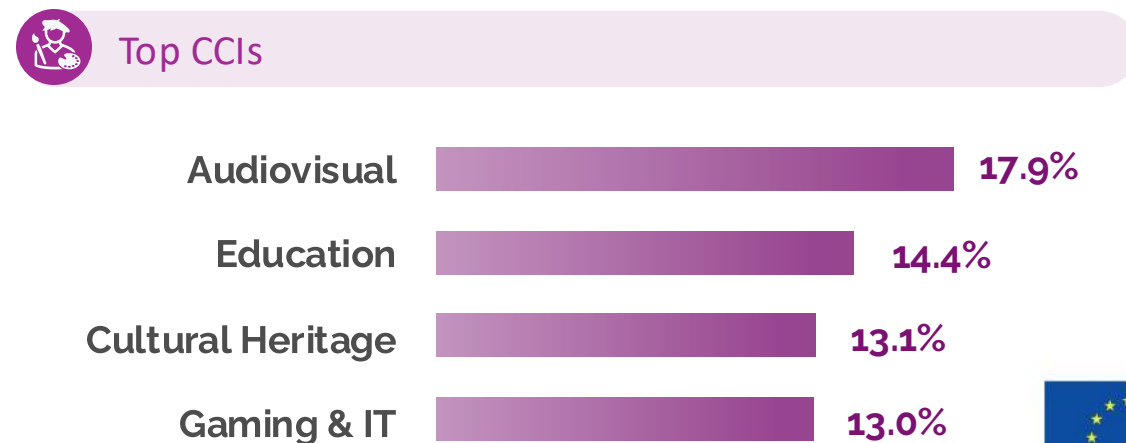
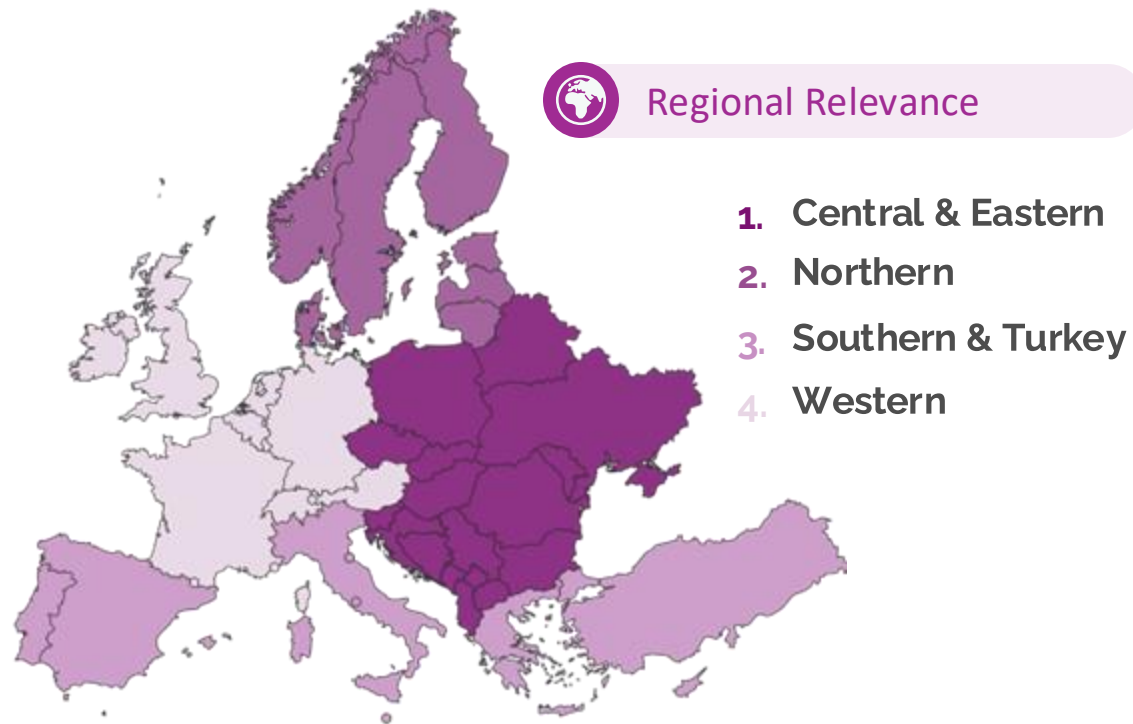
Beyond the music industry itself, this conversation extends to **education** and **cultural heritage**, both of which are deeply influenced by shifts in the sector.

In **Central** and **Eastern European** countries, industry professionals are playing a key role in driving these discussions



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Cluster D Collaborative Networks



The **Regional Relevance** showcases the most to least associated regions to the examined conversation cluster, determined by the origin of analysed profile. **Top CCIs** reflects the industry distribution of contributing profiles, displayed as percentages across the considered industries.



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Cluster D

Fostering a thriving music ecosystem means educating and supporting diverse stakeholders within the industry



Key Concept & Tags

Education Development

Support Program

Music Rights

Financial Support

Network Marketing



Posts' Sentiment



Negative



Neutral



Positive



Emerging Conversations

“ The BPI launched the BRITs Apprentice Scheme, providing support for **individuals of all background** to undertake a paid placement with an independent record label or music company

MUSIC PROMOTER, WESTERN

“ [the organisation] **supports AI developers and investors** who respect music rights and work with the independent music community to create mutual growth and success

NON-PROFIT TRADE BODY, WESTERN

“ We are thrilled to announce the expansion of our partnership with youtubemusic. Benefitting 2,000+ **music managers** across Europe, this collaboration aims to boost **professional development**, **provide expert-led training**, and **foster networks**

MUSIC ALLIANCE, EUROPE

Key Concepts & Tags are the significant keywords and concepts which occur in the posts related to this cluster of conversation. The texts of the relevant posts are analyzed to measure how positive or negative the **Sentiment** of the post is. The chart shows the average sentiment of the relevant posts.



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03

Niche Explorers

Nextatlas Trend

Niche Explorers

Consumers are increasingly gravitating towards niche offerings across various sectors, seeking experiences that provide depth, authenticity, and a sense of belonging.



INSIGHT

Rising interest in niche internet experiences reflects a shift away from mainstream conformity



+83%

**Alternative
Platforms**

in Media &
Entertainment

+65%

**Community
Driven**

in Media &
Entertainment

INSIGHT

Consumers are increasingly seeking “hidden gems” in products and experiences, shifting toward the lesser-known and underappreciated

INSIGHT

Audiences increasingly seek in-depth, authentic content, driving a resurgence in long-form media

INSIGHT

Serendipity is becoming a sought-after element in an era overwhelmed by algorithms and predictability



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The highlighted percentages represent the year-over-year growth in mentions on social media for the indicated concepts and tags

KEY TAKEAWAYS

Niche Explorers

01.

Less-mainstream content serves as a refreshing alternative to the bite-sized, algorithm-driven material that has come to dominate the digital landscape.

02.

There is a growing interest in exploring specific subcultures and lesser-known narratives, indicating a desire for diversity and richness in cultural experiences

03.

People actively seek out personal micro-communities, whether through intentional exploration to uncover hidden gems or by embracing the randomness of discovery



Key Concept & Tags

Niche Content

Micro Communities

Finding Hidden Gems

Longer Format

Resonate Deeply



Top Industries

Art & Design

Media & Entertainment

Travel



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TIMELINE

Niche Explorers



+12%

OF PREDICTED
GROWTH OVER THE
NEXT 12 MONTHS

2022

2023

2024

2025



The "*Timeline*" graph shows the relative interest in this topic in Nextatlas' community posts



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CASE STUDY

Spotify Introduces Podcast Comments to Boost Listener Engagement

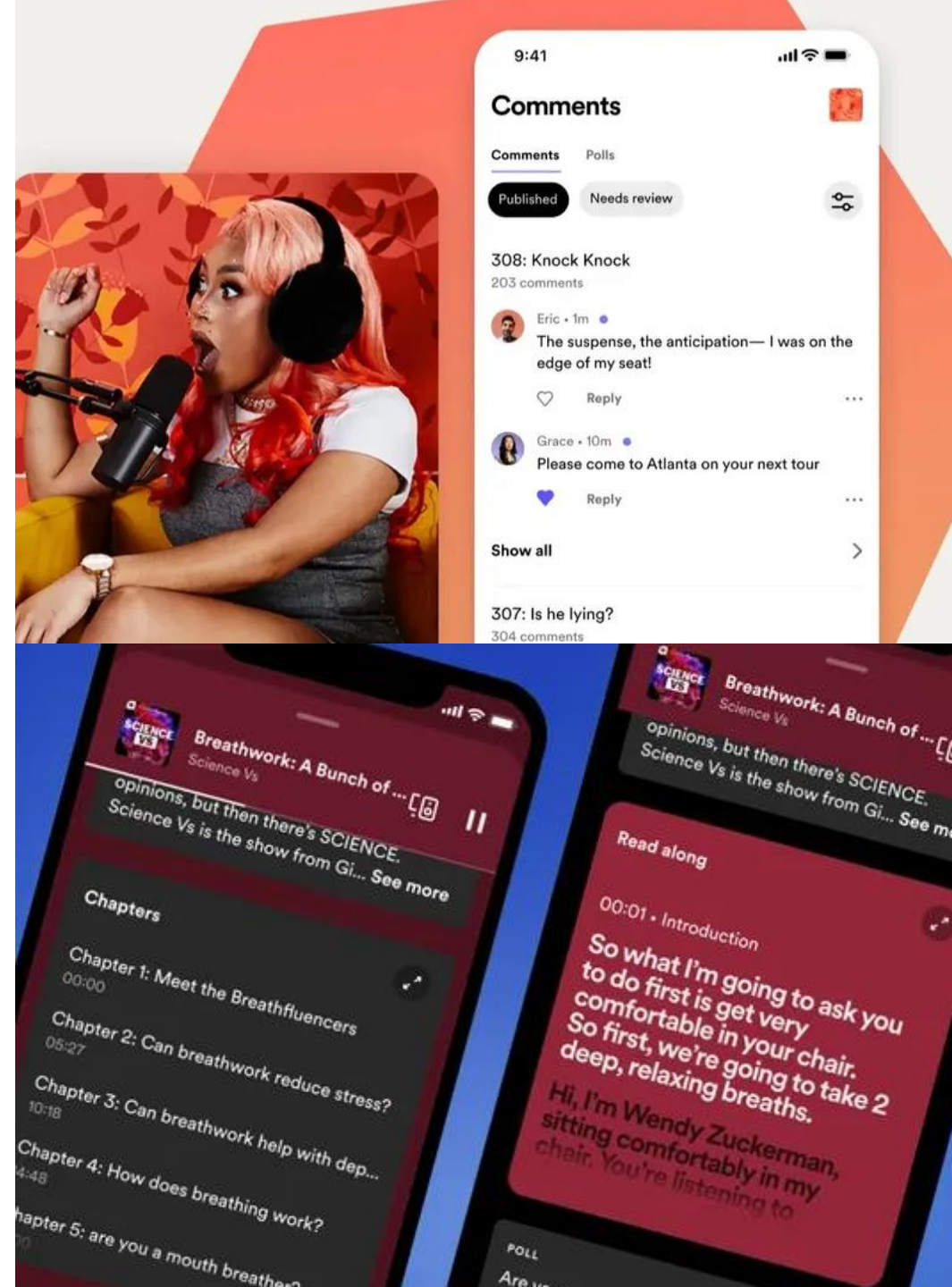
Spotify is enhancing podcast interactivity with the **introduction of a new podcast comments feature**. This update allows listeners to leave comments on episode pages, fostering a stronger sense of community. Creators can like and respond to comments while maintaining control over which ones are visible.

Spotify's internal data shows that users who engage with interactive features are four times more likely to return to a show within 30 days and listen to twice as many podcasts as those who don't. With **over 70% of podcast listeners expressing interest in more engagement options**, comments could further boost retention and content consumption. However, the feature remains optional for hosts, ensuring flexibility in content management.

<https://techcrunch.com/2024/07/09/chasing-youtube-spotify-adds-comments-to-podcasts/>



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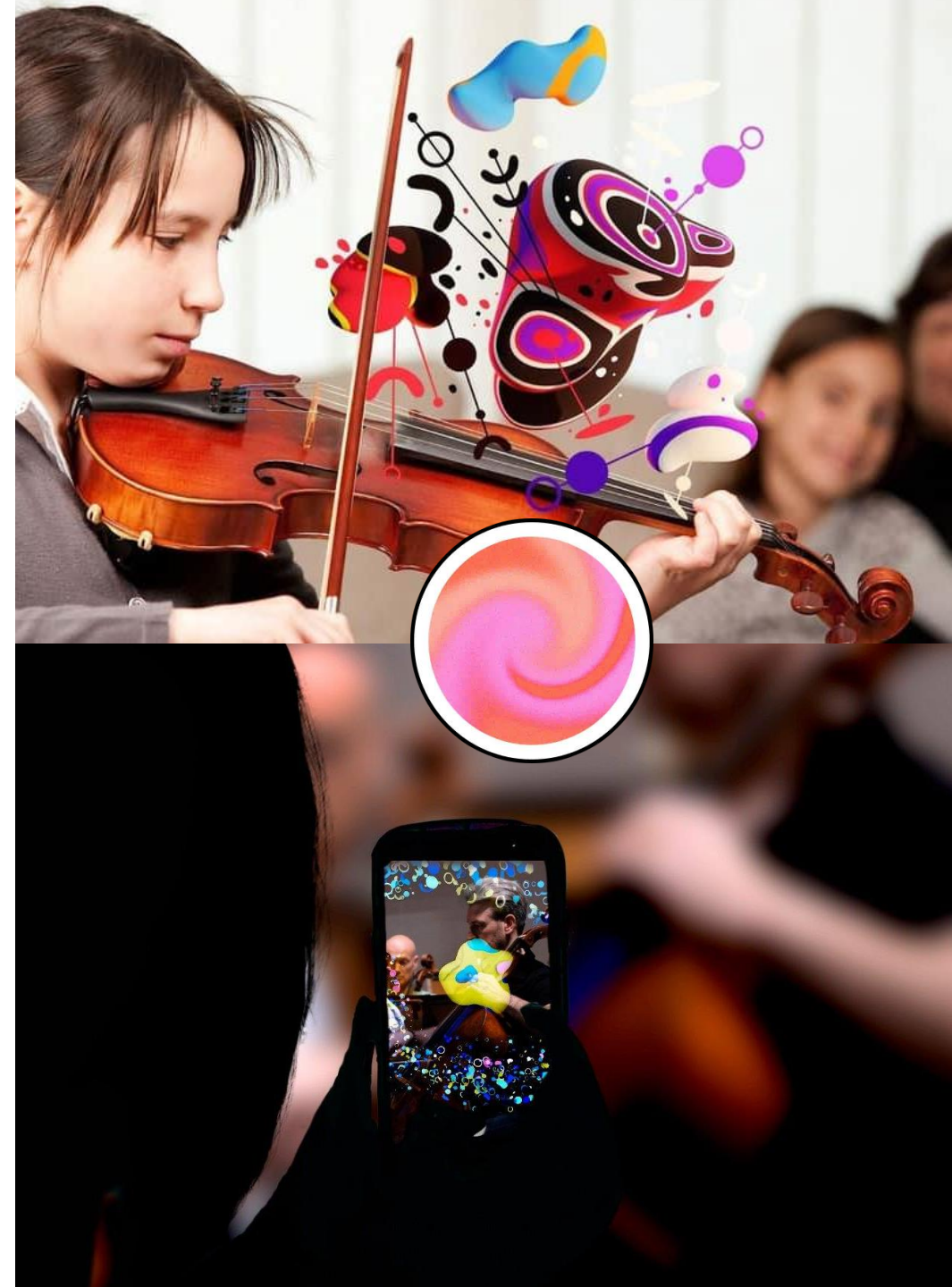
CASE STUDY

Snapchat and Royal Philharmonic Orchestra Partner for AR Music Experience

Snapchat has partnered with the Royal Philharmonic Orchestra (RPO) to launch '**Colours of Music**', an augmented reality (AR) lens designed to make **classical music more engaging for younger audiences**. Inspired by chromesthesia—a neurological condition where sound is experienced as colors and shapes—the **lens transforms musical notes into vibrant visuals when users scan an instrument**.

By merging music with immersive AR technology, Snapchat and the RPO create a more interactive experience that encourages active participation and discovery, whether at home, in classrooms, or during music lessons.

<https://musically.com/2025/01/29/chromesthesia-is-the-key-to-snapchats-latest-music-partnership/>



CASE STUDY

Hangout Connects Users Through the Discovery and Curation of Music

Hangout by Turntable Labs has launched as a **virtual listening community** that connects users through **music discovery and social interaction**. Announced at Web Summit, the platform offers access to over 100 million licensed tracks from major music labels, including Sony Music, Universal Music Group, Warner Music Group, and Merlin.

Hangout aims to be a **social media alternative centered on music**, allowing users to create avatars, host virtual listening rooms ("Hangouts"), and take turns DJing with friends. The platform enhances fan engagement through interactive features like a virtual dancefloor and chat, fostering community-building and real-time music curation.

<https://www.businesswire.com/news/home/2024113087137/en/Hangout-Launches-Today-New-Social-Platform-Connects-Users-Through-the-Discovery-and-Curation-of-Music>



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WHAT'S NEXT?

Niche Explorers



01. Fragmented music discovery

The rise of genre-specific and niche streaming services is both a blessing and a challenge. While these platforms cater to specific cultural and musical communities, they risk fragmenting the music landscape, making it harder for artists to gain broad exposure.

02. Social Media & Music Platform Synergies

Social media platforms are playing a pivotal role in shaping music consumption, blurring the lines between mainstream trends and personalised content bubbles. As algorithm-driven feeds dominate discovery, strategic partnerships between social media and streaming services are becoming essential.

03. Creator-Fan Interactions

The growing trend of direct artist-to-fan engagement creates exciting opportunities but also raises concerns around online safety, mental health, and content moderation. Platforms must find the right balance between free speech and protection.



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Thank you



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