

SoundOut Consumer Insight Report

Stanislav Lemeshkin - "Kristina"

Artist

Stanislav Lemeshkin

Track Title

Kristina

Report ID: SO5007675



(Problems with the 'play' button? Try right-clicking with your mouse and clicking "Open Weblink in Browser")

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Definitions

Stanislav Lemeshkin - "Kristina"

Market Potential (Overall)



In Genre Classification



Summary of Results

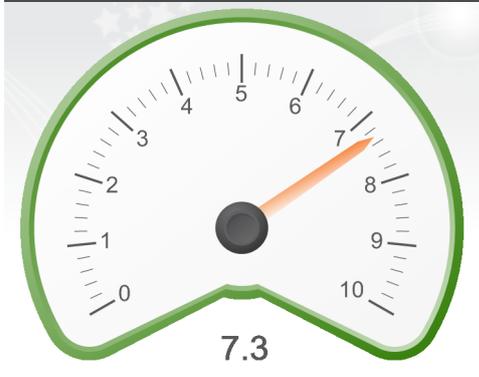
The track is a potential single for the overall market

The track was classified as "very good" within the Alternative genre with an In-Genre Market Potential of 80% indicating it is a potential single for this target market

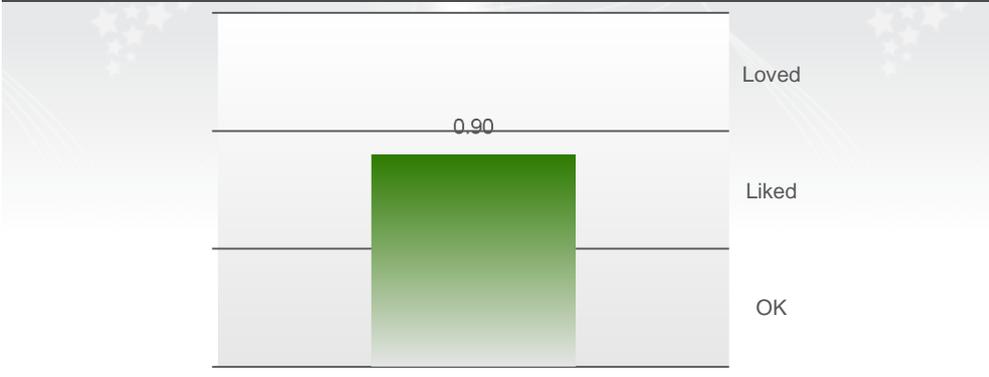
The track received a strong "Like" Rating from Females

The track received an overall Track Rating of 7.3

Track Rating



Passion Rating (Strong Rating > 1.0)

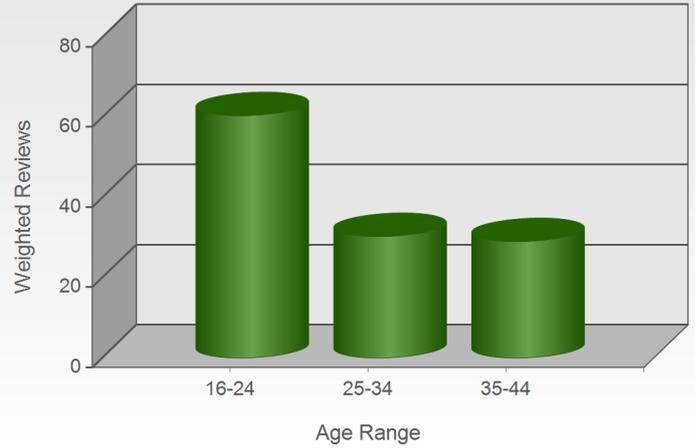
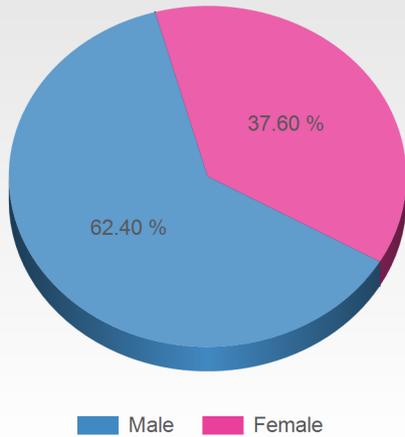


Three tracks by well known artists with a similar Market Potential to yours

| Artist Name | Track Title | |
|--------------------------|--------------------|------------------------|
| Florence And The Machine | Never Let Me Go | ▶ Play |
| Florence And The Machine | Shake It Out | ▶ Play |
| Florence And The Machine | No Light, No Light | ▶ Play |

Sample Group

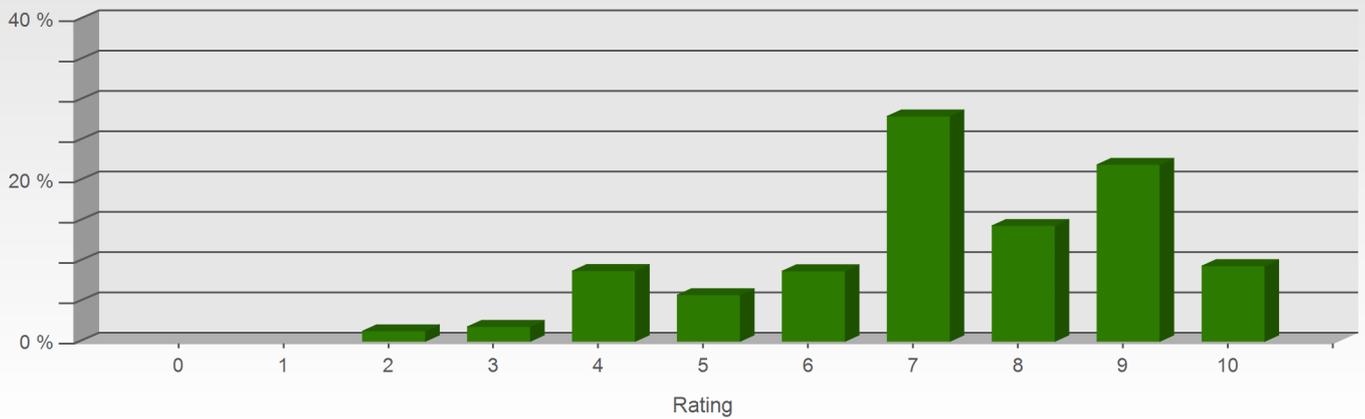
Results based on 80 original reviews (120 weighted reviews)



* Weighted reviews volume refers to the total number of reviews undertaken taking into account review weighting according to how highly the review is regarded

Overall Ratings

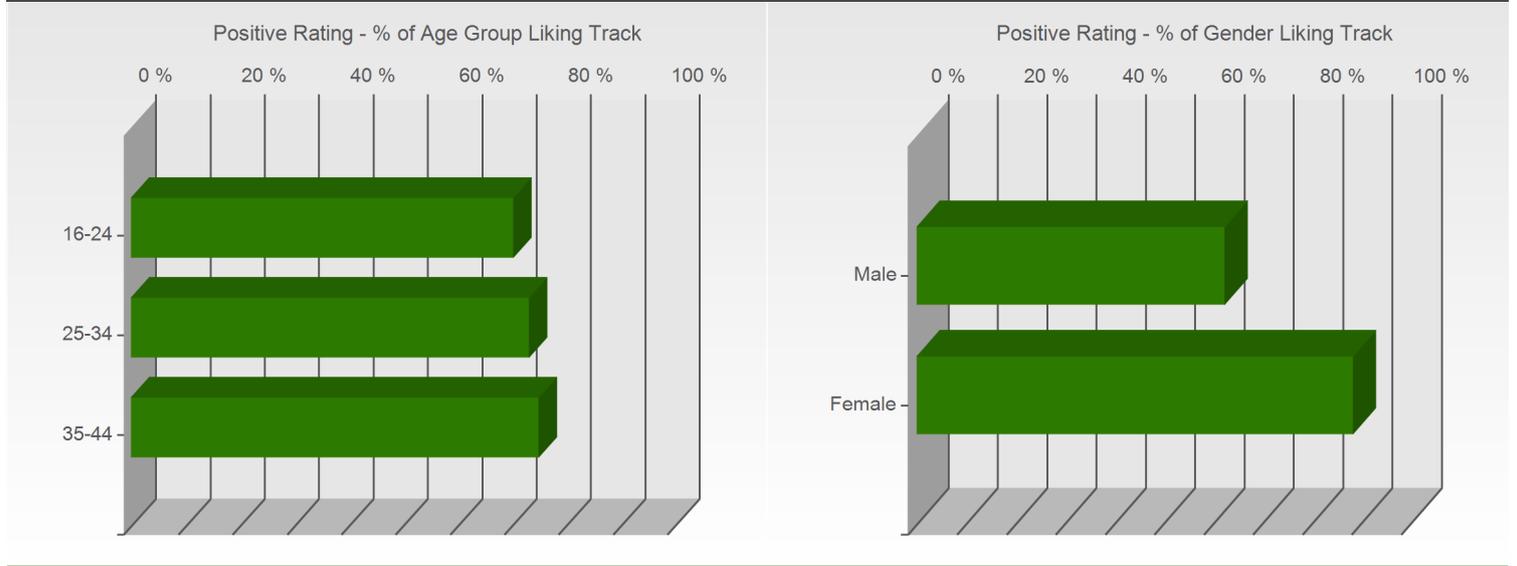
Overall Distribution of Ratings



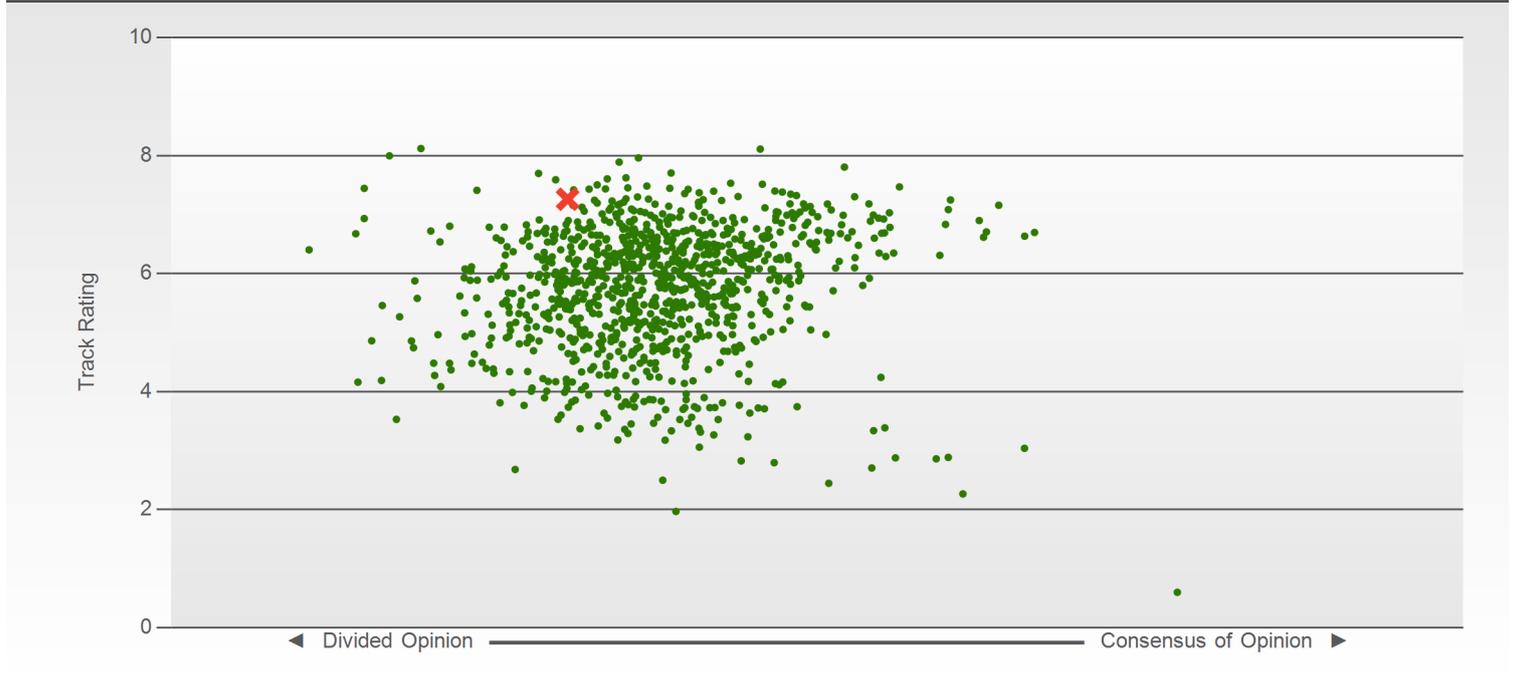
Although ratings are spread across a wide range, many reviewers agreed on the quality of this track.

Detailed Feedback (Overall)

Like Rating by Age Group and Gender (High Rating $\geq 80\%$)

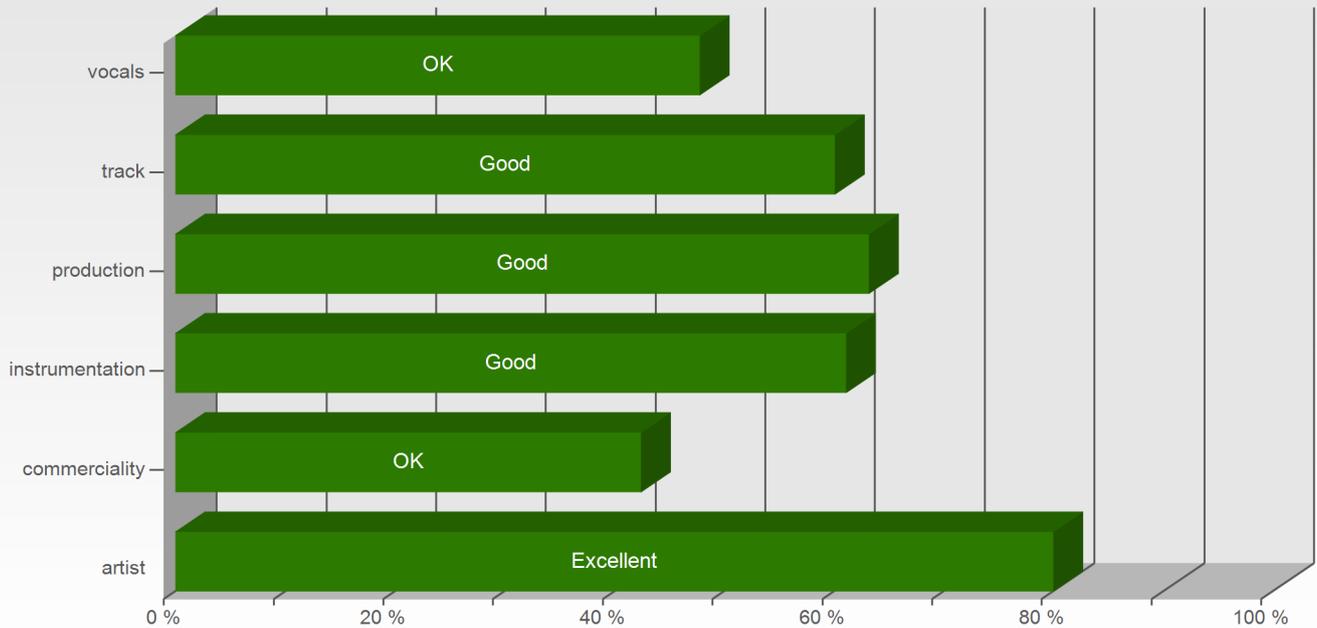


Track Positioning Against 1,000 other tracks in the Alternative Genre



Song Analysis

How Talked About Elements Of Your Track Rate



Word Cloud

amazing amazingly appealing arrangement backing beat beautiful beginning boring builds calming changes chords classic classical composition different dynamic easy effects emotional enjoyable fantastic feeling flow flute general gentle guitar harmony high instrumental instruments interesting intro love lovely lyrics melody middle mood movie musical nicely notes original perfect performance pianist piano picture player potential powerful pretty quality radio relaxing rhythm romantic senses simple singer slow smooth soft soothing soundtrack string strings style tempo touchy variety

A Selection of Reviews

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|  <p>Age: 35-44</p> | <p>27-Feb-2012 17:51</p> <p>This is a boring song. There probably should have been a vocalist. I do like the extra instruments in the middle but overall this is not a good song. The artist did Ok I think, it's just not my style.</p> |
|  <p>Age: 35-44</p> | <p>27-Feb-2012 17:51</p> <p>This piano at the beginning of the song is very lovely. This is a solid instrumental track that has strikes several emotional chords in the listener. I would expect to hear this beautiful melody on any smooth jazz or contemporary instrumental radio station. This song has a haunting harmony and full, well played notes.</p> |
|  <p>Age: 35-44</p> | <p>27-Feb-2012 17:53</p> <p>The artist demonstrates some very sad piano melody, its moving and sounds like evening entertainment at the royal albert hall. Reserved and meloncholy it does have a very depressing feel to it, still amazing in composition though.</p> |
|  <p>Age: 35-44</p> | <p>27-Feb-2012 17:54</p> <p>The track starts gently with a soft and elegant piano with nice arpeggios and chord progression. Some light strings in the background and acoustic guitar provide good accompaniment. The woodwind instruments add good melody. The track is an instrumental and fans of instrumentals and soundtrack music would enjoy this. I enjoyed listening and reviewing.</p> |
|  <p>Age: 35-44</p> | <p>27-Feb-2012 17:57</p> <p>The classical piece is beautifully started off and flows right into the rest of the track with such grace and pretty harmonies. There is not much to think as far as the tempo, other than it is a well orchestrated melody with the best being low keyed as far as classical music goes. It just sounds like the traditional development of the right kind of chords and mannerisms in which this genre of music is normally played.</p> |
|  <p>Age: 35-44</p> | <p>27-Feb-2012 17:59</p> <p>Piano is beautiful at the beginning. It has nice rhythm and a nice build up. The synthesizing of the keyboard is a nice touch to it. The piccilo is awesome. I am a huge fan of instruments that are allowed to hear each other in the song and combine and not overpower each other. I think this has great hit potential and would be great to hear in a concert.</p> |
|  <p>Age: 35-44</p> | <p>27-Feb-2012 18:08</p> <p>Lovely song with the soft gentle piano and when the pipes play it is so soothing. This is a great what feels like classical piece of music. Its a shame there were no vocals.</p> |
|  <p>Age: 35-44</p> | <p>27-Feb-2012 18:12</p> <p>I like this beautiful piano piece. It is very expressively played. The build and the arrangement with the other instruments is cool, but I am not sure about the "sexy sax" part in the middle it kinda seems out of place. Other than that the track is cool. I don't think this track has a high level of commercial hit potential, but I think you probably already know that. It does however have good sound quality and good musicianship going for it.</p> |

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|  <p>Age: 35-44</p> | <p>27-Feb-2012 18:30</p> <p>A lovely opening piano chord progression gives this song a pleasing easy listening style and the low level strings are a good addition. Guitars comes in and are joined by a piccolo and it is off on a new journey. The same chords but warm, laid back melody is interwoven with sax snippets. Lie back and enjoy this relaxing track with your headphones on. well produced and nicely played but may only appeal to a certain type of listener who enjoys this type of grown up chill out music.</p> |
|  <p>Age: 35-44</p> | <p>27-Feb-2012 18:31</p> <p>I really enjoyed the piano instrumentals in this song. They were so beautifully done. Also, I found this song to be extremely relaxing. This would be an excellent song to listen to in order to help me fall asleep easier at night.</p> |
|  <p>Age: 35-44</p> | <p>27-Feb-2012 18:49</p> <p>Some very beautiful piano playing to start the track, with a relaxed feeling for the listener the result. The other instruments are blended in nicely. There are no lyrics. May be marketable for its niche.</p> |
|  <p>Age: 35-44</p> | <p>27-Feb-2012 18:50</p> <p>This is just marvellous piece. I love classical. The notes are fabulous, that piece is so sentimental. The phrasing is melodious. I loved it. what key was that? Mozart would have been proud. the music interpretation is fascinating</p> |
|  <p>Age: 35-44</p> | <p>27-Feb-2012 18:52</p> <p>This piece begins like a Classically-flavoured soundtrack theme, it's very romantic, and melancholy, slightly European or rather French in flavour. It's melodically and structurally complex, and very lovely indeed as such. Would be wonderful in a romantic movie.</p> |
|  <p>Age: 35-44</p> | <p>27-Feb-2012 18:57</p> <p>A piano and guitar instrumental lullaby would be an accurate description of this song. Simple true are the emotions this song evokes with little or no effort. It speaks to my sleepy inner child desperate to take nap. Songs of this nature make great background music and/or "ambient" music. If that was the intention then great job.</p> |
|  <p>Age: 25-34</p> | <p>27-Feb-2012 17:53</p> <p>The piano keys were really nicely played and timed just right. I thought the song was really soothing and anybody could listen to the song with some ease i think. I thought the song in itself told a story and if you were to have vocals then they would need to be subtle and start from the beginning of the song. If they don't have any lyrical content then the song risks sounding very basic indeed.</p> |
|  <p>Age: 25-34</p> | <p>27-Feb-2012 17:56</p> <p>I like the opening with the piano. It sounds very calm and a bit sad. The bowed string instruments in the back are barely noticeable. The flute later sounds very calm as well. I think all instruments really blend together and make the song easy to listen to. I like this song, it makes me feel very calm. A good song to play in the background as well.</p> |

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|  <p>Age: 25-34</p> | <p>27-Feb-2012 17:59</p> <p>This song has a lovely quality to it. It makes me feel at piece, and sort of drains the stress away from me. However, it doesn't sound very original. I have heard similar music from a pianist at Nordstrom's.</p> |
|  <p>Age: 25-34</p> | <p>27-Feb-2012 18:01</p> <p>I like the melody of this music. It is very soothing and original. It has a very professional touch to it. It just flows together effortlessly. I did not hear any lyrics though and I wonder if my judgement would have been different if I did.</p> |
|  <p>Age: 25-34</p> | <p>27-Feb-2012 18:04</p> <p>interesting use of repeated cords--a nice consistent melody. although a little over done. 1 2 3, 1 2 3. I feel that part could have been shorter and the flute brought in a little sooner and given a stronger role in the over all song. I pictured someone dancing in front of me and at moments crying. I feel the song could have invoke a little more emotion...if that's what the composer was going for in the first place.</p> |
|  <p>Age: 25-34</p> | <p>27-Feb-2012 18:05</p> <p>The piano was like a twilit sonata or a dreamy reverie that takes place just on the edge of waking. It was, simply put, stunning and undeniably transportive. The musicianship was stellar and wholly mesmerizing. I definitely felt ensconced in the music, and it was a real delight to listen to. I really loved the subtle touches of string and what I believe was woodwind throughout the song -- they really conferred dimension to the track. This is the sort of music that you'd love to swaddle yourself in and just melt into. It was beautifully done and elegantly executed.</p> |
|  <p>Age: 25-34</p> | <p>27-Feb-2012 18:15</p> <p>beautiful haunting melody, reminiscent of a classic playstation one era RPGs, ala final fantasy 7. feels a bit short for the style, although i guess that's a testament to it being a good song.</p> |
|  <p>Age: 25-34</p> | <p>27-Feb-2012 18:16</p> <p>this is a nice softly played piano track. the person who is playing the song is very gifted as the song has a great rhythm going for it that is almost upbeat so far as piano tracks go. i do get a bit of feeling from this track but it never really seems to go anywhere throughout the course of the song</p> |
|  <p>Age: 25-34</p> | <p>27-Feb-2012 18:18</p> <p>Classic track with piano arrangement. The melody and composition sounds not very original. The playing of the piano sounds not great, but too generic. The players should play with more feeling and work the dynamics better.</p> |
|  <p>Age: 25-34</p> | <p>27-Feb-2012 18:18</p> <p>simple but relaxing piano music, adds in a bit of string and soft flute it sounds like.</p> <p>great music to set a laid back mood to some coffee tea or wine with a small group of people.</p> |

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|  <p>Age: 25-34</p> | <p>27-Feb-2012 18:29</p> <p>this is smooth flow of the piano strong waves easy to feel emotional this is what you need on a quite day easy to take the tension away the piano sound very beautiful, this is classic track which soothes you the piano conceatto smoothed your brain away the composition is priceless the sound quality is perfect</p> |
|  <p>Age: 25-34</p> | <p>27-Feb-2012 18:41</p> <p>The track has a smooth sound. I like the piano play. It is real nice and simple. Track has a lot of nice in it. There is good quality flow to it.</p> |
|  <p>Age: 25-34</p> | <p>27-Feb-2012 18:45</p> <p>Inspirational instrumental introduction of the song from the piano player, the musician seems really motivated and it's obvious that he plays from the heart. There is some variety of different music instruments that sound perfectly balance, they complement each other in creating this fantastic instrumental performance. I have only compliments for this song.</p> |
|  <p>Age: 25-34</p> | <p>27-Feb-2012 18:47</p> <p>It has a touching atmosphere. If you are not moved by this then probably you are made of stone. There were also sounds that I can't say of what instrument they were coming and that added an interesting touch in the middle of the song. Soft and melancholic.</p> |
|  <p>Age: 16-24</p> | <p>27-Feb-2012 17:48</p> <p>I am a piano player myself and I was really impressed with the way the pianist was able to play a variety of notes with such a consistent beat. It was beautiful to listen to, something people would listen to to relax and forget the troubles of our daily lives. The addition of the sounds from other instruments bended in well with the sound of the piano</p> |
|  <p>Age: 16-24</p> | <p>27-Feb-2012 17:50</p> <p>The piano in the intro is very eary feeling and kind of gives off a mixed feel. The pianist has a good skill but this song does not really stand lout what so ever. Also there are no lyrics and there are no other instrumentals in the song which really drag this song down, I suggest that you add lyrics or other instruments. This song will not make the radio and it needs a lot of work before it can be used. Maybe in a cheap production movie this song will work.</p> |
|  <p>Age: 16-24</p> | <p>27-Feb-2012 17:51</p> <p>I like this, I dont know why but I like it, this sound, harmony and speed of music is really my taste, respect for the artist. I could see me hearing this while learning, its so relaxing.</p> |
|  <p>Age: 16-24</p> | <p>27-Feb-2012 17:52</p> <p>A very well done classic song. I liked this song very much.I am usually not a huge fan of classical music but this music just got me. The piano player is simply an amazing pianist. I would definitely consider buying this song.</p> |

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|  <p>Age: 16-24</p> | <p>27-Feb-2012 17:52</p> <p>This song is very slowly, romantic and really interesting. This track is for relax and rest. The melody is simple but it is fine. This track is without vocal and lyrics...so only instrumental. The music is atmospheric and inspiring.</p> |
|  <p>Age: 16-24</p> | <p>27-Feb-2012 17:53</p> <p>The piano melody is stunning and composed to a very high standard. The performance of the composition shows skill in the pianist as they are able to use a range of tempos and volume while still holding together the main arrangement and melody. The accompaniment of guitar and computer effects fit well against the piano score and most definitely enhance the piece. Overall a track produced to a very high standard that was an absolute pleasure to listen to . . . ten out of ten!</p> |
|  <p>Age: 16-24</p> | <p>27-Feb-2012 17:56</p> <p>this song is really good, i love it really bad. the singer needs to train her voice a little bit. the band is really good and got some nice skills. 8 stars from me</p> |
|  <p>Age: 16-24</p> | <p>27-Feb-2012 17:56</p> <p>Very nice piano play. Makes me feel a little sad though. Tempo stays about the same during the duration of the song. Atmosphere at the end gets a little bit brighter. Overall it's a very pleasant song to listen to.</p> |
|  <p>Age: 16-24</p> | <p>27-Feb-2012 17:56</p> <p>A great intro! I love it! The dynamics are very powerful and effective! The strings add a great depth to the piece and are very pleasant to listen to. There are lots of nice elements including the minor scale put in there ;)</p> |
|  <p>Age: 16-24</p> | <p>27-Feb-2012 17:57</p> <p>The violin and piano music combination was so good, the mix of other sounds was also so nice. Would do even better with a bit more sound effects. Still the song has enough content to make a great impact here. The flow was perfect, creating a nice feel. Liked the song.</p> |
|  <p>Age: 16-24</p> | <p>27-Feb-2012 17:58</p> <p>This instrumental is really interesting . It enhances my mood and my senses and it really touches your soul . It has a great effect on the person listening to it . Great i really enjoyed the start . The piano was a great choice . Since the piano seems to be the instrument for the whole song i think its not like it really is intro . But well if its intro or not it really does not matter . The instrumental is really good i enjoy the change of pace and really its working very well in to me . It changes my mood to some nice and i really liked it . The piano is a great instrument to enhance your senses and really make you like a song . The song tune is a bit slow and somehow might be quite , not as volume , but as sensation . But still it affects you very well .</p> |
|  <p>Age: 16-24</p> | <p>27-Feb-2012 18:00</p> <p>i feel like this is played by the same artist who played the song before this one.again a well executed piano play.it is filled with passion and it is able to start an emotional storm in the listeners heart.</p> |

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|  <p>Age: 16-24</p> | <p>27-Feb-2012 18:03</p> <p>the piano in the start is very beautiful! its calm and relaxing, love it. i also liked the violin in the background and the guitar that comes after it. the harmony is amazing.</p> |
|  <p>Age: 16-24</p> | <p>27-Feb-2012 18:10</p> <p>Harmony: Just Beautiful. Totally relaxing.</p> <p>Instruments: I take my hat off for the piano player. It is of most to mention the piano player talent and sincere performance.</p> <p>Potential: Great. It will amaze classical music lovers. In general: It is a song that I would listen while a read a nice book.</p> |
|  <p>Age: 16-24</p> | <p>27-Feb-2012 18:12</p> <p>sounds like karaoke piano. not very energetic. I think this has potential to be on a soundtrack or movie, but other than that for pop aac radio. i don't think so.</p> |
|  <p>Age: 16-24</p> | <p>27-Feb-2012 18:17</p> <p>The piano melody is classy and grabs the listeners attention. It is repetitive though, and doesn't switch up too often which can make the track seem dull after a while. There are no vocals, which could've made this more positive. But the pianist has potential. The length of this track was perfect too.</p> |
|  <p>Age: 16-24</p> | <p>27-Feb-2012 18:18</p> <p>This song is awesome. It is relaxing, and just nice in overall. I like its beats. This is honestly my type of music. Good job and good luck with your future, I hope to listen to your other songs.</p> |
|  <p>Age: 16-24</p> | <p>27-Feb-2012 18:20</p> <p>Nice piano melody on the beginning means that you can expect a lot from the song.Piano player does a great job, there is no doubt at that in any way.Melody changes dynamically and that is what I like most at this song. Extra sounds in the middle of the song are great, maybe flute or something, it just sounds great with that gentle voice, one can only wish for this song to last longer, so we could enjoy more at it. Song is relaxing and has nice melody and rhythm, I like it really much.</p> |
|  <p>Age: 16-24</p> | <p>27-Feb-2012 18:23</p> <p>I think this song has some good musical qualities but needs a better musical arrangement.The singer has distinctive and attractive vocal tone but is often drowned out by the powerful instrumental accompaniment.The synth are far too harsh and strident.The singer should be allowed to dominate the song without having to compete with the accompaniment.The lyrics seem quite interesting but can't always be heard clearly because of the poor vocal instrumental balance.It's quite a toneful song though and could be easily improved with a more tasteful instrumental arrangement.</p> |
|  <p>Age: 16-24</p> | <p>27-Feb-2012 18:24</p> <p>the introduction of this song here really moved me right from the start , am a very big fan of such instruments and am forced to say that the way the whole concept was done is quite very amusing and inspiring as well , this was a very well performed track and i guess this is what quality is all about , i did enjoy myself so much . the melody of the song sounded very original and in general this track is a very good composition .</p> |

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|  Age: 16-24 | 27-Feb-2012 18:24 the song is pretty good i like it so far the song makes a good collection(s) in the libraries. the drums and the piano make it a very unique song i like it so far the song is great. |
|  Age: 16-24 | 27-Feb-2012 18:32 This song has an interesting start. It's good form some intro for flash website. Excellent for romantic night party. It's dynamic, original, relaxing, refreshing, catchy, wonderful and enjoyable. Whit one word this song is fantastic. |
|  Age: 16-24 | 27-Feb-2012 18:33 Amazing and very attractive intro. I like the tone of piano and classic music. But only i do not like duration of the song. Such good songs must last longer i want commercial potential. Because i give it 8 point and generally very good classic song aand very good and balanced harmony. |
|  Age: 16-24 | 27-Feb-2012 18:36 Wow, beautiful melody on the piano, its elegant but also sad. Normally I would suggest a bit of singing but this doesn't need it. at about 1:15 this odd bouncing noise deters from the beauty of it though, perhaps a different instrument? a saxophone might me nice in there. Love the pause it increases the drama of this song. |
|  Age: 16-24 | 27-Feb-2012 18:40 This is very boring, there isn't any rythm, really poor song, sorry. The piano is really low, i can barely hear it. You play it good, but I heard better piano players than you. I don't like it, sorry. 2/10 |
|  Age: 16-24 | 27-Feb-2012 18:42 It's tracks like this that make the listener emotional the second the song starts. It's a gorgeous track and has a powerful yet warm sound to it. The first thing I thought about was that I can really picture this song being played in some sort of a crime movie, during a climaxing moment in the story. It's one of those tracks that makes you think and possibly even bring out some sadness in your day. The melodies balance each other PERFECTLY. I could also picture this song being used in a video game as well, songs like this have a wide appeal because they have a mysterious yet sad aura to them. Great job on this track, I'd say you're a great composer even from only hearing this one track. |
|  Age: 16-24 | 27-Feb-2012 18:43 Actually rythm is pretty good but the music could vary a little some sudden rythm changes like those are in Beethoven and Mozart it seems like nocturnal type of music but still it could be a little more lively |
|  Age: 16-24 | 27-Feb-2012 18:44 A soothing piano intro, chilled out and laid back. A classical feel to it. Atmospheric. Emotive. Awakens the senses. Truly beautiful, liking the flute playing too. Could be a theme tune for a television programme. |

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|  <p>Age: 16-24</p> | <p>27-Feb-2012 18:47</p> <p>This piano starts out pretty melodically, it is a deep melody that does not seem to be too distracting from the whole song. It is in fact, highlighting quite a bit of it's raw energy through the whole thing. The more the piano continues, it does lose it's way a few times, and yet it remains melodic on it's own, in any case.</p> |
|  <p>Age: 16-24</p> | <p>27-Feb-2012 18:48</p> <p>Pianos, gotta love them!!! This song sound seducing, I like it a lot. Makes you want to go sleep naked with someone. LOL Instrumental music is the best, it really puts you in a trance.</p> |
|  <p>Age: 16-24</p> | <p>27-Feb-2012 18:56</p> <p>Unfortunately found the simple piano beat in the background really boring. The tempo didn't really change at all and after one minute of the same keys over and over I found is extremely dull.</p> |
|  <p>Age: 16-24</p> | <p>27-Feb-2012 18:58</p> <p>The tempo is really good. The instruments are played beautifully and sounds amazingly serene. The overall impression of this track is that it is indeed a great music track. The best music I have heard in quite a while. So amazingly calm. So amazingly serene.</p> |
|  <p>Age: 16-24</p> | <p>27-Feb-2012 19:00</p> <p>Melody is repetitive. I have heard too many songs like this one in my life. It has a sad feeling to it. Rhythm is constantly changing which is good for a sad song. There are no vocals (so no lyrics too). Piano gives a smooth mood to it. It's straight 5 out of 10 for not being original enough.</p> |

Benchmarks

Market Potential

This is the most important commercial indicator for the track. It combines the Track Rating and the Passion Rating to give a definitive prediction of commercial success within the market. You're looking for **a minimum of 60%**.

A track that rates in the 'single' range has a good chance of chart success*.

The classification indicates where the track is positioned among over 50,000 other tracks:

"Excellent" : **top 5%** of all tracks

"Very good" : **top 15%** of all tracks

"Good" : **top 30%** of all tracks

"Above Average" : **top 60%** of all tracks

"Average" : **bottom 40%** of all tracks

*Chart success assumes a reasonable promotional budget. It should also be noted that the relative success of a single is also directly related to the existing profile of an artist.

In Genre Classification

In Genre Classification indicates where the track is positioned among thousands of other tracks in its own genre, and the track's commercial potential within this target market:

"Excellent" : **top 5%** of all tracks in this genre. Indicates a **strong potential single in this market**

"Very good" : **top 15%** of all tracks in this genre. Indicates a **potential single in this market**

"Good" : **top 30%** of all tracks in this genre. Indicates a **potential album or promo track in this market**

"Above Average" : **top 60%** of all tracks in this genre

"Average" : **bottom 40%** of all tracks in this genre

Track Rating

This is the overall rating for the track as calculated from the weighted average of all the Reviewers' ratings. This simply measures how 'good' the track is overall (not necessarily market potential). When combined with the Passion Rating it gives an accurate prediction of the Overall Market Potential for this track. Look for a **minimum of 7.0** to indicate a high quality track.

Like Rating

The Like Rating indicates the proportion of Reviewers who liked the track by age group and gender. A high Like Rating of **at least 80%** is what you're looking for, in other words 80% of Reviewers liked the track.

Passion Rating

The Passion Rating is important and has a big impact on potential sales. It indicates the intensity with which Reviewers liked the track compared to how they have liked other tracks: whether they thought it was OK, they Liked or Loved it. A **"Loved" Passion Rating (1 or above) equates to strong sales potential.**

Definitions

Reviewers/Sample Group

This is the group of music fans and consumers who have listened to the track online and left their track rating and written review. They are sourced from our sister site, Slicethepie and they do not know they are conducting market research when they hear the track, which helps to achieve honest and objective responses. The sample group is selected at random and screened by their age, gender, employment status, location, genre preferences and habits around music buying and social networking. A diverse sample group of reviewers is required to form a "smart crowd" which ensures an accurate Track Rating. See "Wisdom of Crowds" below.

Reviews

The reviews are written by music fans and consumers based world wide who must listen to at least 60 seconds of the track before giving a rating and writing their review. You have the option to keep the track and artist name anonymous from the Reviewers when ordering your report.

Song Analysis

This is generated using a technology that automatically "reads" all of the reviews and identifies which elements of the track the reviewers are commenting on the most. It then establishes whether the comment is positive or negative, collects all this information and displays the result as a graph. This analysis is particularly useful to help improve songs or recordings.

Star Ratings

The higher the star rating of a Reviewer, the better they are at judging the broader consensus rating of the track. When calculating the overall Track Rating, each Reviewer's track rating is weighted in accordance with their number of stars. For example a track rating from a 4-star Reviewer carries four times as much influence as a track rating from a 1-star Reviewer. Public star ratings encourage diligence among Reviewers.

Track Positioning

This evaluates how your track compares against other tracks of the same genre and presents the results graphically. Tracks are charted according to their overall Track Rating and the consensus of opinion.

Word Cloud

This visualisation reveals what emotions and key themes the Reviewers mentioned most often in the reviews. The larger the word, the more it was used by the Reviewers when describing the track.

Wisdom of Crowds

Wisdom of Crowds is a proven methodology that large groups of ordinary people organised under the right conditions (a "smart crowd"), outperform small groups of experts in making decisions and predictions. It is not new. It is the science behind Google and decision-making in some of the largest companies in the world. It has been proven time and again that collective wisdom consistently surpasses the experts. It also means that SoundOut can guarantee 95% accuracy in Track Ratings.

The 4 conditions required to form a "smart crowd" that delivers an accurate result are:

- 1) *Diversity of opinion*: A sample group of reviewers with many different points of view makes better decisions than one where everyone has the same information.
- 2) *Independence*: The reviewers' opinions are not influenced by others.
- 3) *Decentralization*: Answers are given by individual reviewers based on their own local and specific knowledge rather than by a central person.
- 4) *Aggregation*: There is a way of accurately measuring the sample group's collective answer.

For more information on this see our FAQs on www.soundout.com.