

— PERFORMANCE REPORT

60-Day Performance Impact Report

Productivity and cost optimization for record labels. KPIs reflect forecasted performance based on platform simulations and observed industry dynamics.

60-DAY PROJECTION 100 MUSIC PROFESSIONALS 1 A&R

— THE METRIC

Cost Per Song (CPS™)

CPS measures the operational A&R cost for each song brought to completion, from session coordination to final delivery. It is the most direct indicator of whether an artist development process scales or stalls. Everything converges on one question: how much does it cost to develop one song?

TRADITIONAL

NOIIISE

€285

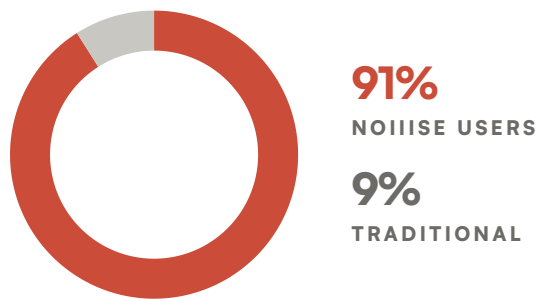
€3.51

-98%

A&R process cost only. See Appendix A for full methodology.

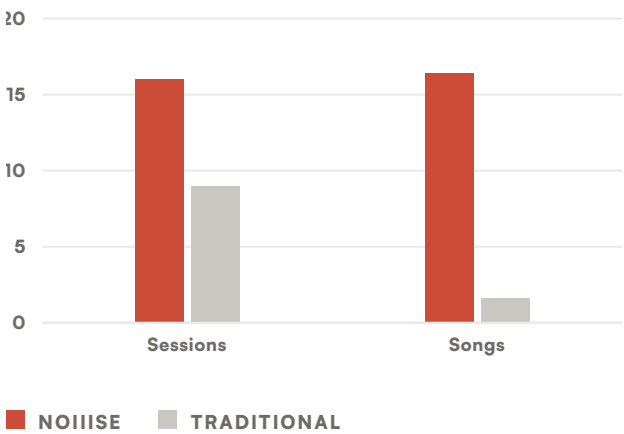
10.25 ^x	80%	-98%	€34.5 ^K	+925%
CREATIVE OUTPUT	TIME REDUCTION	COST PER SONG	ANNUAL SAVINGS	PRODUCTION INCREASE

Total production distribution
Songs brought to completion over the 60-day horizon



820 songs with Noiise vs 80 traditional.

Average performance per user
Sessions organized and songs completed

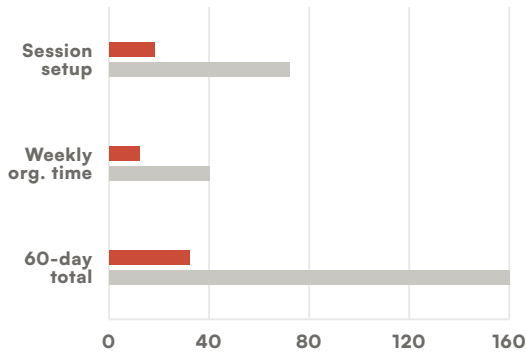


10.25x more songs completed per user.

EFFICIENCY & IMPACT

Time efficiency gains

A&R operational hours over the 60-day horizon

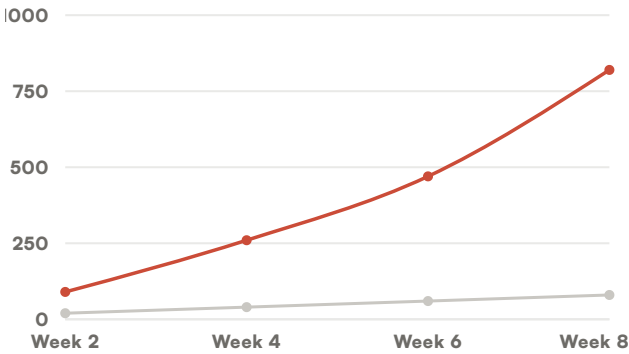


■ NOIIISE ■ TRADITIONAL

128 hours saved in 60 days (1 A&R).

Cumulative production growth

Total songs over the 60-day horizon



■ NOIIISE ■ TRADITIONAL

+925% increase in total production volume.

FINANCIAL IMPACT

A&R COST SAVINGS • 60 DAYS

€5,760

128 hours saved × €45/hour

PROJECTED ANNUAL SAVINGS

€34,560

For 1 A&R team member

POTENTIAL REVENUE UPSIDE

€175,000

7 placements @ €25K (1% of 740 songs)

STRATEGIC VALUE

- Centralized creative workflow
- Elimination of manual coordination inefficiencies
- Faster A&R decision-making
- Increased artist development pipeline
- Lower cost per developed song
- Higher probability of commercial success through volume

KEY PERFORMANCE METRICS

16.4 / 1.6

SONGS PER USER
Noiiise / Traditional

18m / 72m

SESSION SETUP
TIME
Noiiise / Traditional

€3.51 / €285

COST PER SONG
Noiiise / Traditional

9.6 / 2.4

COLLABORATION
SESSIONS
Noiiise / Traditional

In 60 days, Noiiise did not simply improve coordination. It turned creative productivity into a **measurable, scalable asset**.

More songs DEVELOPED	Lower overhead OPERATIONAL	Higher ROI PER A&R
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— APPENDIX A • METHODOLOGY & ASSUMPTIONS

Objective

Quantify the direct A&R operational cost per completed song and isolate the efficiency impact of the Noiiise workflow versus a traditional A&R process.

Definition: cost per song

Total A&R operational cost / total completed songs.
Process cost only, independent of creative or commercial investment.

Simulation scope & parameters

60 days • 100 music professionals • 1 A&R resource.
Output modeled: completed songs ready for evaluation or pitching.

Traditional workflow • €285/song

Personnel at €45/hour, manual coordination across email/messaging/file tools, repetitive follow-ups, fragmented intake with high drop-off.

Noiiise workflow • €3.51/song

Modeled A&R time in a centralized environment, automated and parallel evaluation, near-zero marginal cost per additional song.

Explicit exclusions

Artist advances, producer/songwriter compensation, recording/mixing/mastering, marketing and distribution. Excluded from both models for like-for-like.

The ~98% reduction reflects a structural shift in A&R economics, not cost-cutting on creativity: fixed cost base, near-zero marginal cost per song, hit probability improved through volume rather than risk concentration. Annualized via linear extrapolation of the 60-day model. KPIs reflect forecasted performance based on platform simulations and observed industry dynamics, not guaranteed outcomes.