

— USE CASE

Concrete Example: Publishing Label Use Case

A scaled scenario based on 60-day performance data.

3,500 WRITERS 34 A&R EXECUTIVES

— 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

€285

NOIIISE

€3.51

-98%

A&R process cost only. Full methodology in the 60-Day Performance Impact Report, Appendix A.

28,700

SONGS WITH
NOIIISE

4,352^h

A&R TIME
SAVED

-98%

COST PER
SONG

€1.17^M

ANNUAL
SAVINGS

10.25^x

CREATIVE
OUTPUT

Scenario: traditional model

Each A&R manages ~100-110 writers.

A&R TIME ABSORBED BY

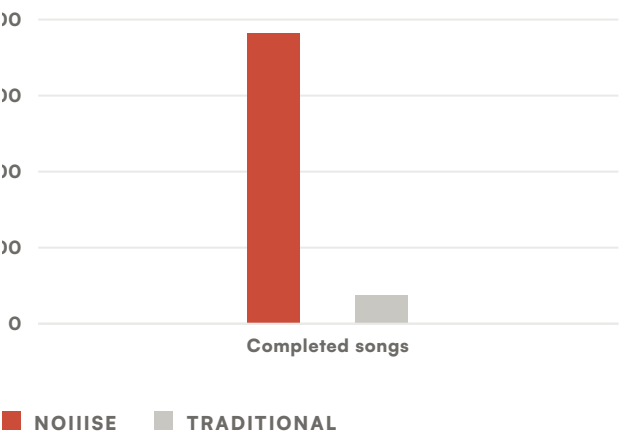
- Emails and follow-ups
- Scattered listening & file management
- Version control & admin overhead

BOTTLENECK

Creativity is not the constraint. Workflow management is.

Creative output at scale

Completed songs ready for evaluation or pitching (3,500 writers)



28,700 songs vs 2,800 traditional. Not to release everything, but to create optionality.

— IMPACT AT SCALE

TIME SAVED • 60 DAYS

4,352 hours

128 hours × 34 A&R executives

COST SAVINGS • 60 DAYS

€195,840

4,352 hours × €45/hour

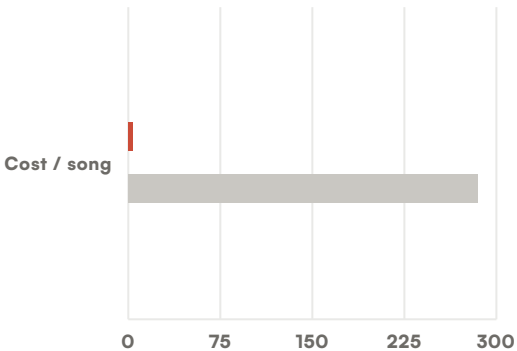
ANNUALIZED OPERATIONAL SAVINGS

~€1.17M

Without reducing or increasing headcount

A&R cost per song

Process cost only



■ NOIIISE ■ TRADITIONAL

Traditional ~€285 vs Noiiise ~€3.51 per song (-98%).

— SCALED PERFORMANCE METRICS

8.2 / 0.8

SONGS PER WRITER
Noiiise / Traditional

4,352h / 60d

TOTAL HOURS
SAVED
across 34 A&R

€3.51 / €285

COST PER SONG
Noiiise / Traditional

~€1.17M

ANNUAL SAVINGS
operational

Even if only 5-10% of the resulting catalog is commercially exploited, the cost of scouting, development, and screening **collapses structurally.**

Scale output

WITHOUT SCALING COST

More optionality

HIGHER HIT PROBABILITY

A&R focus

SELECTION OVER
COORDINATION