

## SoundOut Consumer Insight Report

Ryan Inglis - "Secret (Final Master)"

Artist

Ryan Inglis

Track Title

Secret (Final Master)

Report ID: SO26293



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

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Benchmarks

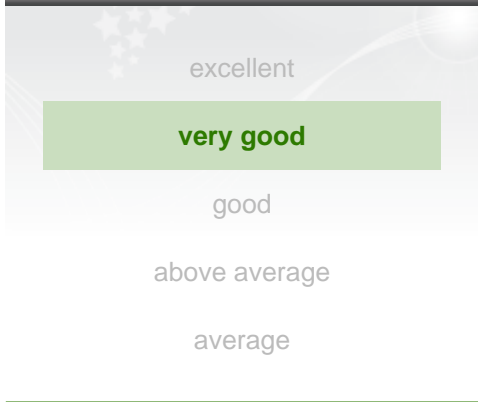
Definitions

Ryan Inglis - "Secret (Final Master)"

Market Potential (Overall)



In Genre Classification



Summary of Results

The track is a potential strong single for the overall market

The track was classified as "very good" within the Pop genre with an In-Genre Market Potential of 76% indicating it is a potential single for this target market

The track received a strong "Like" Rating from the 16-24, 25-34 and 35-44 age groups

The track received a strong "Like" Rating from both Males and Females

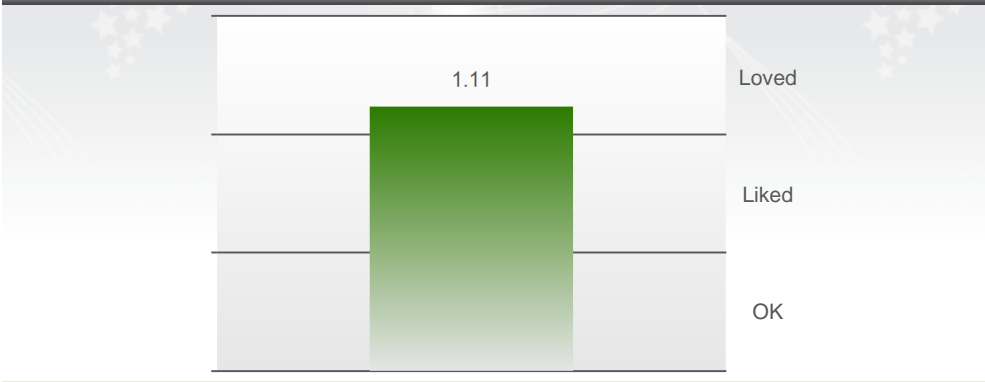
The track received a "Loved" Passion Rating which indicates strong sales potential with those people who liked the track

The track received an overall Track Rating of 7.3

Track Rating



Passion Rating (Strong Rating > 1.0)

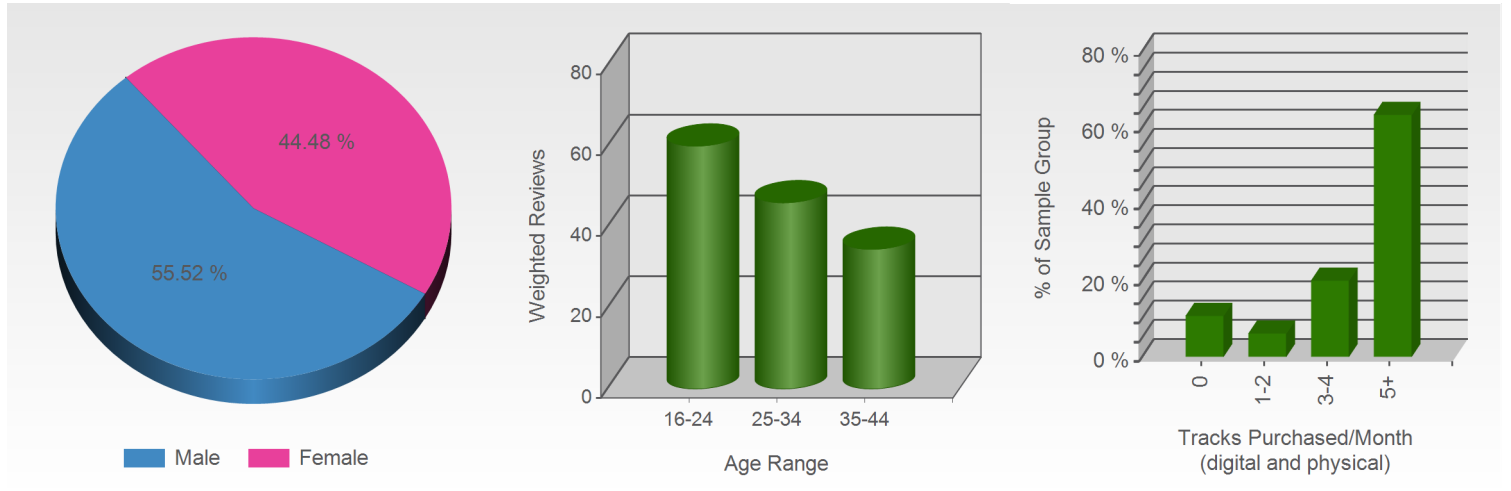


Three tracks by well known artists with a similar Market Potential to yours

Artist Name	Track Title	
Wonderland	Not A Love Song	<a href="#">▶ Play</a>
The Wanted	Lose My Mind	<a href="#">▶ Play</a>
Pixie Lott	Broken Arrow	<a href="#">▶ Play</a>

## Sample Group

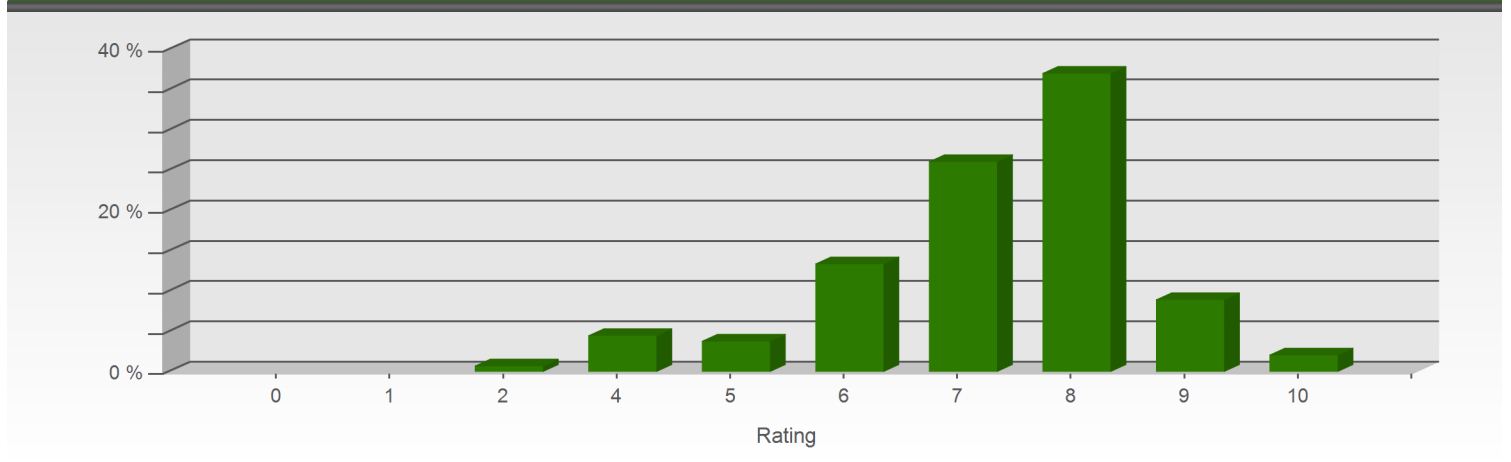
Results based on 81 original reviews (140 weighted reviews)



\* Weighted reviews volume refers to the total number of reviews undertaken taking into account review weighting according to the reviewer star rating, for example a review from a four star reviewer carries four times as much influence as a review from a one star reviewer

## Overall Ratings

### Overall Distribution of Ratings

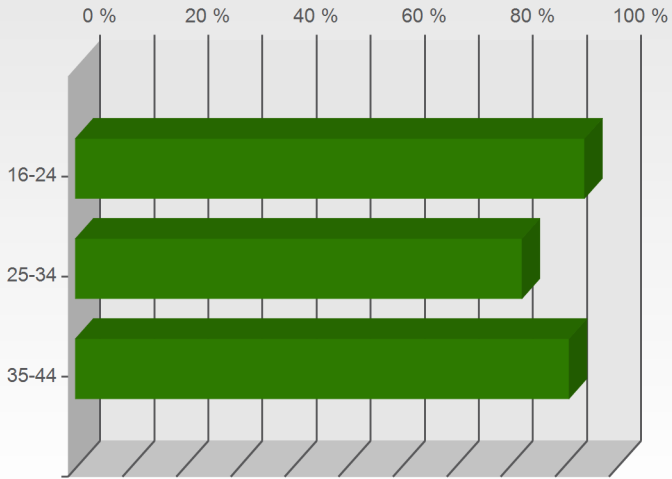


Most reviewers agreed on the rating of this track

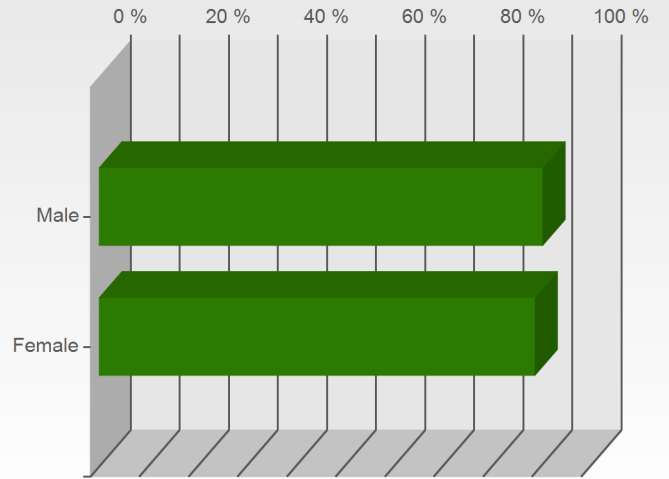
## Detailed Feedback (Overall)

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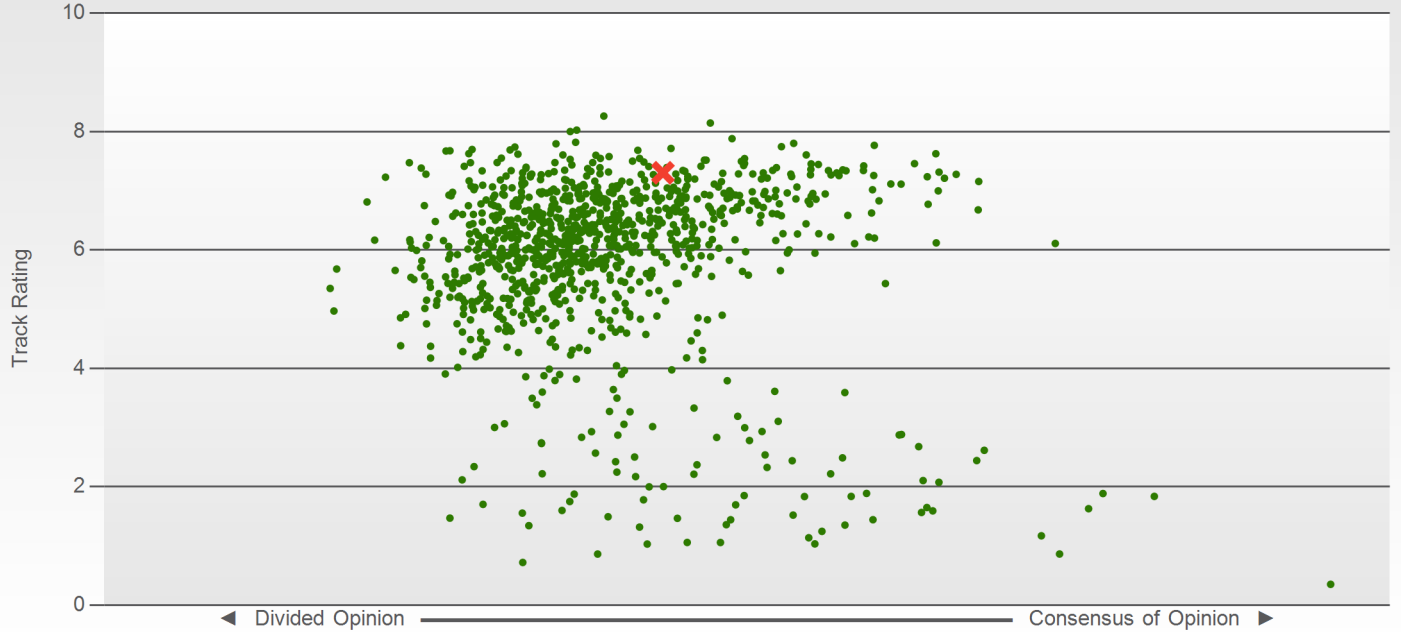
Positive Rating - % of Age Group Liking Track



Positive Rating - % of Gender Liking Track

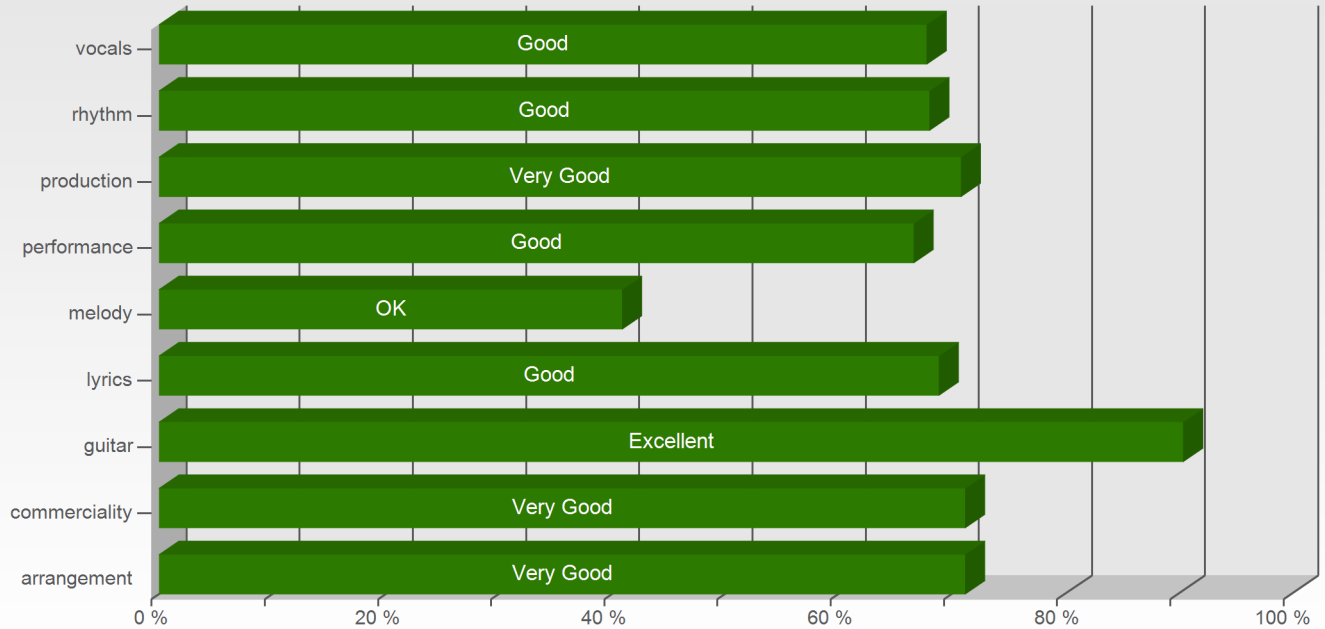


## Track Positioning Against 1,000 other tracks in the Pop Genre



## Song Analysis

















### How Talked About Elements Of Your Track Rate


































### Word Cloud

















album amazing arrangement backing balance **beat** beautiful beginning builds  
 catchy chorus clear completely cool delivered drums easy emotional  
 enjoyable excellent fantastic feeling feels flow full **guitar** impressive instrumental  
 instruments interesting intro **love** lovely **lyrics** male mellow  
**melody** musical nicely notes pace passion perfect performance pleasant  
 powerful pretty professional quality real relaxing rhythm secret **singer**  
 slow soft solid strong **style** tempo tone tune violin wonderful words

















## A Selection of Reviews

















  Age: 35-44	13-Jul-2011 10:49 I quite like this so it is probably doomed. Decent vocalist and I can actually hear all the lyrics and they are quite interesting!!!!!! Melody is not bad either - ticks many boxes.	5
  Age: 35-44	13-Jul-2011 10:49 Like this one, thought the words were good and fitted in really well with the melody. Singer had a good voice with a nice range.	8
  Age: 35-44	13-Jul-2011 10:50 Wow. The vocalist voice has got me captivated and his heartfelt performance is quite enjoyable to listen to. The lyric of the song is easy to relate to and sounds engaging. The topic of the song is relevant and worthwhile to listen to. The instrumentation of the song is harmonious and the beat of the song sounds lovely. The recording quality is neat and clear.	8
  Age: 35-44	13-Jul-2011 11:03 Nice track. Mellow vocals that are delivered in a style that matches the music. The overall sound is very professional and the lyrics fit well within this. Good contemporary pop track that I believe will perform well commercially and could be a chart hit.	9
  Age: 35-44	13-Jul-2011 11:04 The vocals had a good voice and it goes nicely in this song. the lyrics had nice meaning and I can relate with it. the flow of music was entertaining and easy to listen at. the musical arrangement was good, all the instruments goes nicely altogether. the recording was clean and it sounded nice. the quality fo this song is decent.	7
  Age: 35-44	13-Jul-2011 11:15 A real hearty intro, quite a mellow track, good male vocal, ok melody, but the song is lacking heart.	7
  Age: 35-44	13-Jul-2011 11:25 The song has good qualities. The vocal is expressive and the melody is quite strong and tuneful. The accompaniment is full and well balanced. The song is pretty good overall.	7
  Age: 35-44	13-Jul-2011 11:26 As soon as this song started, it captured my interest and as the song progresses I like it more. It feels good and the music is great - obviously a very good band. Like many songs on here, better production would certainly provide a top class product. I like this and would listen to it. It feels good!	8

















  Age: 35-44	<p>13-Jul-2011 12:12</p> <p>The lyrics of this song were very touching and the singer made the words touch your heart, and the rhythm built into a musical explosion.</p>	7
  Age: 35-44	<p>13-Jul-2011 12:20</p> <p>The rhythm of the guitar playing form a basis for the music in this track and it is effective, because the intricate rhythm keeps the song moving forward. It feels like the rest of the music support the guitar rhythm in the same way that some U2 songs builds upon the guitar playing of The Edge. The vocals are flawless and the song reach new highs in the choruses. One of the best tracks I have heard yet on Slicethepie. Great!</p>	10
  Age: 35-44	<p>13-Jul-2011 12:32</p> <p>the song has quite a good undulation to it and a rolling feeling. the voice isnt great but its okay and just about manages to keep it all together. the track builds well also</p>	6
  Age: 35-44	<p>13-Jul-2011 13:21</p> <p>Really liked this. Vocals had a real emotion to them and the tune itself was varied and had its soft parts, but then also a real power to it in other parts. Lyrics were good, liked the track overall :)</p>	9
  Age: 35-44	<p>13-Jul-2011 13:49</p> <p>This was a little slow paced but held out a good sound. It was quite good as the guy sang well and it was flowing with some nice effects. Easy and catchy rythm til the end.</p>	5
  Age: 35-44	<p>13-Jul-2011 14:01</p> <p>Great voice, and really good lyrics. Good production and unusual mix. Sound is slightly muddled, but it may be my speakers.</p>	7
  Age: 35-44	<p>13-Jul-2011 14:05</p> <p>The vocal did not warm to me in any way. The sound of the male singer was a little drab in places and I found the tune was not very solid throughout</p>	4
  Age: 35-44	<p>13-Jul-2011 14:09</p> <p>"iving stories can contain tales." So true what you singing - it all makes sense, the dreamer singer; the listener enjoying the secret song and the melody was nice with the vocal and the instruments; good perofrmance of the track; lovrelly way you siinging and expressing your voice; good choice of words, of veats and timing make for a very good catchy song, there are some moments I thought I was in the track and drawn to the magic words and voice</p>	6

















  <p>Age: 35-44</p>	<p>13-Jul-2011 14:43</p> <p>Liked the sound of the lead singers voice, and the pace of the track was good. The balance between music and voice was good too. Not sure why it did not grab me that much. Really did not like the I know something you don't know line. When the singer hits his high notes I think he sounds best and should do this more. A good sound but not that inspiring.</p>	<p>6</p>
  <p>Age: 35-44</p>	<p>13-Jul-2011 15:05</p> <p>Liked his voice very much. Nice track which I think I will like more after hearing it a few more times. Would definitely like to hear more of this artist.</p>	<p>6</p>
  <p>Age: 35-44</p>	<p>13-Jul-2011 15:16</p> <p>A solid modern contemporary song the artist sounded a little like take take. He sang and expressed his song with that tone. The music was relaxing and the song was quite involving. I liked the modern placid feel to this song and it has some good words that were very impressive for the listening ear. A very smooth sounding song made for lovers and this does have a romantic feel to it.</p>	<p>9</p>
  <p>Age: 25-34</p>	<p>13-Jul-2011 10:49</p> <p>These guys are stuck in a by-gone decade, and not in a good way. The rhyme is forced and the lyrical content is way way short of imaginative. Don't make me play it again please!</p>	<p>2</p>
  <p>Age: 25-34</p>	<p>13-Jul-2011 10:51</p> <p>I thought this was a pretty cool effort. The male vocals and the guitar do grow on em quite alot and the style was calm and measured NBD EASY TO ENJOY. LIKE IT.</p>	<p>7</p>
  <p>Age: 25-34</p>	<p>13-Jul-2011 10:53</p> <p>Wonderful start to the track. The vocalist has great voice and the track is well connected. The singer sings with style and passion. A good song that coordinates well. Impressive to review and enjoyable to hear.</p>	<p>7</p>
  <p>Age: 25-34</p>	<p>13-Jul-2011 11:17</p> <p>SOOOO nice hear a singersongwriter style. Well done. The guitar and vocals were both very nice, the lyrics were good. The touch of violin was genius! I think the construction of the song could have been a bit better, I felt like the breaks to the normal flow of the song were more of an intrusion then an enhancement. But overall, well done.</p>	<p>7</p>
  <p>Age: 25-34</p>	<p>13-Jul-2011 11:30</p> <p>Singer has beautiful voice, music is perfect for this song and this sounds great, very easy and interesting for listening.</p>	<p>8</p>
















  <p>Age: 25-34</p>	<p>13-Jul-2011 11:37</p> <p>I like the voice quality and the song overall. This is a kind of song you can take with you everywhere (while driving, sitting in a park, road trip, etc). I love how the chorus goes and how the song was ended. Great work!</p>	9
  <p>Age: 25-34</p>	<p>13-Jul-2011 11:49</p> <p>What a great song! I love this. The singer has great power, emotion and style in his voice. the track sounds very professional, and is sang really well. I love the tune and backing also, it is just right for the song. Well done, and good luck!</p>	9
  <p>Age: 25-34</p>	<p>13-Jul-2011 12:15</p> <p>The track sounds good. The artist has an appealing voice and does a good job keeping it relaxed sounding. The music seems full of life also.</p>	7
  <p>Age: 25-34</p>	<p>13-Jul-2011 12:16</p> <p>I love this, it is beautiful. It is a great sound, the lyrics are amazing well thought out and profound. I would buy this track. It makes this listener feel totally uplifted. I can imagine this being playing in the car coming home from work and feeling happy.</p>	8
  <p>Age: 25-34</p>	<p>13-Jul-2011 12:18</p> <p>Nice sound too song. Vocals are good. I wish I KNEW THE language you are talking. I like the beat. Very relaxing song.</p>	6
  <p>Age: 25-34</p>	<p>13-Jul-2011 12:19</p> <p>This is a good sound. The singer has a good voice. The song has a good melody. The song has a certain softness. The structure is good. It is not simple. The lines of the instruments are arranged well. The song is made with good quality. The drums, the bass are pleasant and sound professional.</p>	8
  <p>Age: 25-34</p>	<p>13-Jul-2011 12:23</p> <p>The sounds of the drums were kind of interesting, but everything else about this song was just alright to me; sadly nothing really stood out that much.</p>	6
  <p>Age: 25-34</p>	<p>13-Jul-2011 12:53</p> <p>Not too catchy but the type of song that you would hear in a blockbuster film during the sad part</p>	4

















  <p>Age: 25-34</p>	<p>13-Jul-2011 12:57</p> <p>Unfortunately not very catchy - albeit good male vocals and nice melody. If it had a better chorus (maybe a change in melody or speed) the song could be much better.</p>	7
  <p>Age: 25-34</p>	<p>13-Jul-2011 13:25</p> <p>Great track, really emotive and powerful throughout. The vocals are great, they're strong and the lyrics are delivered smoothly and with feeling. The beat is very impressive and the melodies flow perfectly throughout. Really great dynamics, awesome use of crescendo and joining melodies. Really strong form as well, lovely to listen to.</p>	8
  <p>Age: 25-34</p>	<p>13-Jul-2011 13:31</p> <p>That's a fair track with good musical arrangement. Good lyrics too, except that the vocals doesn't match track at all though it is completely clear throughout the song.</p>	4
  <p>Age: 25-34</p>	<p>13-Jul-2011 13:48</p> <p>its a average track but could be alot better with some slight changes to the track to make it better to listen to than it currently is. The way it ends is poor and needs to be improved to make it better.</p>	5
  <p>Age: 25-34</p>	<p>13-Jul-2011 13:52</p> <p>This song has a very slow beat and low bass singer to go along with a great instrumental and lyrics. I think it could be done a little better in the future but i would look for this as a top 100 hit.</p>	7
  <p>Age: 25-34</p>	<p>13-Jul-2011 13:56</p> <p>A marginally better than average track to listen to the singer has good lyrics but could use better power behind the vocals to help the track to be better to listen to.</p>	6
  <p>Age: 25-34</p>	<p>13-Jul-2011 14:19</p> <p>Wow! What a strong track. The track immediately engages the listener, avoiding the use of an unnecessarily long intro and launching straight into the song itself. Beautiful melodies and poignant lyrics are expertly navigated by the vocalist, whose vocals are especially commendable. There are particularly emotive moments when the vocalist goes into his falsetto during the choruses. The track also manages to avoid cliches and create a completely distinct sound for itself. The track could even be used in the soundtrack to a movie. No real areas for improvement.</p>	8
  <p>Age: 25-34</p>	<p>13-Jul-2011 14:22</p> <p>This is a very mediocre track for about 2 minutes, though the second half is far better than the first. The attempts to vary the pace and use different instruments do not work with this song, but the pauses and the slight increase in pace building up to a fantastic crescendo work very well indeed. The ending is fantastic but the beginning and the middle really let the song down. The singer has a great voice and the guitarist has great skills, which aren't showcased in the first part of the song and there is nothing to grab the listener's attention - but what a wonderful ending.</p>	6



  <p>Age: 25-34</p>	<p>13-Jul-2011 14:38</p> <p>This has a catchy hook and the mellow beginning builds in to a full sounding chorus. I find the 'i know something you don't know' annoying, it sounds childish. The singer sounds like he's straining a little (would be fixed with a little coaching). Musically its well performed, but it's not lifechanging, an album track and probably a grower.</p>	7
  <p>Age: 25-34</p>	<p>13-Jul-2011 14:39</p> <p>intro has a delicate tempo the development of the tempo is very attractive , the band performance is adequate, just that drum that need to stop competing with the guitar, the singer vocal is absolutely immaculate</p>	7
  <p>Age: 25-34</p>	<p>13-Jul-2011 15:09</p> <p>i really like this track the vocals are very soulful and full of meaning, they match the track really well</p>	9
  <p>Age: 25-34</p>	<p>13-Jul-2011 15:21</p> <p>I like the vocals of this artist he has very clear and refining vocals. the background music is also sounding very lovely. the track is really amazingly composed, it has very well balanced music</p>	8
  <p>Age: 25-34</p>	<p>13-Jul-2011 15:22</p> <p>your voice is pleasant and this is a tuneful song with nice violin sound and good beat, I think the band is talented and the delivery was passionate, also the guitar sounded clear and worked well with the other instrments, it was a cool song</p>	7
  <p>Age: 25-34</p>	<p>13-Jul-2011 15:25</p> <p>I think you have a great soft rock n roll vie here your music is very simple and honest to me I love the melody here you have wonderful energy and passion you need bigger rums though</p>	7
  <p>Age: 16-24</p>	<p>13-Jul-2011 10:49</p> <p>feel this worked well</p> <p>you have a strong voice and it reminds me of someone liek Chris Martin of Coldpaly</p> <p>you work well with the instumenal with neither part being overbearing or unduly dominant</p> <p>good lyrics which have some depth and purpose to them</p>	8
  <p>Age: 16-24</p>	<p>13-Jul-2011 10:59</p> <p>I really enjoyed this track. I think the singer has a really great voice giving the song a very sepcial quality. I think the chorus is really impacting and really makes the song stand out. It is nicely acompanied with the verses which create the build up. The song has a lot of character and depth and completely full of passion from the lyrics, the voice and the beautiful musical arrangements.</p>	8

  <p>Age: 16-24</p>	<p>13-Jul-2011 11:08</p> <p>The vocal performance is quite good. The sound is pretty much flawless. I like the melody too and the lyrics are not lacking originality.</p>	7
  <p>Age: 16-24</p>	<p>13-Jul-2011 11:10</p> <p>This track is definately something i would buy online its got a great feel to it, his voice is deep and hits all the notes well i could get goosebumps from that track the guitarist and drummer put all the sounds together so well it just worked i would have expected this track to come from a long term largely known artist and would not be suprised if these guys made it big time thankyou for the 3:26 min of bliss</p>	9
  <p>Age: 16-24</p>	<p>13-Jul-2011 11:17</p> <p>I like this track. The singer has a really nice tambre to his voice. He also has a good balance of hiting notes softly and then with power. I think the guitar and drumming is also very nice. Overall, this is a well put together track.</p>	7
  <p>Age: 16-24</p>	<p>13-Jul-2011 11:30</p> <p>This is my boy Ryan Inglis! Secret! The single, its excellent dude, can't wait for the album. You deserve proper big succes man. Keep up the excellent music man</p>	9
  <p>Age: 16-24</p>	<p>13-Jul-2011 11:30</p> <p>Very nice rustic male voice and style of the song reminds me of boyce avenue. Nice altered tempo throughout give the song variety and great combination of guitar and drums. Song sounds very professional and wouldnt do much to change it. Has an interesting sound and nice melody. Sort of thing would play on a sunny day at a bbq. Really like it, keep up the good work.</p>	8
  <p>Age: 16-24</p>	<p>13-Jul-2011 11:32</p> <p>This song is a standard boy band song and fits into that genre well. I think the start of the song needs to be looked at as it begins to suddenly and could do with a slower build up in my opinion. The lyrics are good and accompanied well by the backing music which i think is excellent</p>	7
  <p>Age: 16-24</p>	<p>13-Jul-2011 11:32</p> <p>i like this song alot. the vocals are so mature and delicate, amazing. i think this artist would be good no matter what style music he sang. i love the lyrics they are pure, natural, and the vocals are just fantastic. the music is the right tone and just perfect</p>	10
  <p>Age: 16-24</p>	<p>13-Jul-2011 11:41</p> <p>Liked the gentle enterance and the mellow voice used. It worked really well with the quiet guitar. The lyrics were well written and I also enjoyed it when the beat sped up sparingly, loved the build up and chorus with a real change of pace great song.</p>	8

  <p>Age: 16-24</p>	<p>13-Jul-2011 12:03</p> <p>When this song started, I liked how relaxing it was and it was really soft...but I also thought it was too slow and it was boring and unoriginal. I really liked the chorus because everything really picked up. The verses were the weak points for this song.</p>	<p>6</p>
  <p>Age: 16-24</p>	<p>13-Jul-2011 12:05</p> <p>Wow! I am seriously a fan. Good lyrics, instruments, voice. Would definitely buy any albums or material in the future.</p>	<p>10</p>
  <p>Age: 16-24</p>	<p>13-Jul-2011 12:07</p> <p>The leader singer's voice is absolutely beautiful, you never want to stop listening. The track itself is great, well produced with a good balance between the singing and the music. Lyrically excellent. Perhaps not an instant hit, but definitely work signing.</p>	<p>8</p>
  <p>Age: 16-24</p>	<p>13-Jul-2011 12:08</p> <p>The guitar on this track was really good and well played. I thought the vocals suited the style of song. The track had a catchy beat, it was enjoyable!</p>	<p>8</p>
  <p>Age: 16-24</p>	<p>13-Jul-2011 12:09</p> <p>This song would maybe benefit from an intro, every song needs one in my opinion. You voice is great and you sing really well. The music supports you nicely and i like this track and feel that others will to. You have a lot of potential. Well done.</p>	<p>8</p>
  <p>Age: 16-24</p>	<p>13-Jul-2011 12:18</p> <p>I really like the music its reminds me of Sirens eye witch i think is very good band. Acoustic guitar is so much better chois than electric. And lyrics are so powerfull and romantic.</p>	<p>8</p>
  <p>Age: 16-24</p>	<p>13-Jul-2011 12:42</p> <p>The music in the song has a nice guitar rhythm to it and I think the singer has a very passionate voice. His singing is very moving and I think the lyrical content of his song is very good. The song has me listening to every word.</p>	<p>8</p>
  <p>Age: 16-24</p>	<p>13-Jul-2011 12:53</p> <p>Thats amazing track. The voice is so calm, the music sound so soft. Everything sound very clear and rythmic</p>	<p>8</p>

  <p>Age: 16-24</p>	<p>13-Jul-2011 13:31</p> <p>The singers voice on this song was excellent, from the start he really impressed me with his emotion and poise. The flowing quality of the instrumentals as well was superb and it really made me enjoy and go along with the song better.</p>	<p>8</p>
  <p>Age: 16-24</p>	<p>13-Jul-2011 13:34</p> <p>The singer has a good powerful voice and the tune is rather 'catchy'. I think the song will become a huge hit as it sounds like up to date music and teenagers would be interested in the song. Overall, it is a really good song and the lyrics are interesting too.</p>	<p>5</p>
  <p>Age: 16-24</p>	<p>13-Jul-2011 13:38</p> <p>i loved your voice at the start and how you sing in different tones i love your lyrics aswell good job</p>	<p>7</p>
  <p>Age: 16-24</p>	<p>13-Jul-2011 13:47</p> <p>This track has a good tune and the artist has a nice voice. The track is ok &amp;quot;lyrically&amp;quot; and doesn't sound repetitive</p>	<p>7</p>
  <p>Age: 16-24</p>	<p>13-Jul-2011 13:49</p> <p>This is a good, solid song that could be mistaken as an album track by The Goo Goo Dolls or The Calling (though no competition for their relaxed tracks). Though it would probably be best suited as background music for an emotional scene in a teen drama. Some of the lyrics are slightly cheesy, but the song is nice to listen to none the less. It's nothing new and it's not really original. It's simply a pleasant, inoffensive track that passes the time nicely.</p>	<p>6</p>
  <p>Age: 16-24</p>	<p>13-Jul-2011 14:00</p> <p>not my cup of tea but can see it being quite catchy in the future,sounds like it will be on stage (musicals)</p>	<p>4</p>
  <p>Age: 16-24</p>	<p>13-Jul-2011 14:00</p> <p>the lead singers voice has a great big sound to it , that really makes this track enjoyable to listen too, although I get the feeling that something is missing when the backing music gets going a bit. it would work in a chick flick but i think that the lyrics slightly let it down.</p>	<p>6</p>
  <p>Age: 16-24</p>	<p>13-Jul-2011 14:12</p> <p>A catchy pop track, the song is packed with hooks that leave you with a satisfying listening experience. Clear vocals and not your typical vocal melody, the rhythm section sits comfortably under the keyboard which shares melody with the voice.</p>	<p>7</p>

  <p>Age: 16-24</p>	<p>13-Jul-2011 14:28</p> <p>The song starts with little instruments but a very defined voice. It is a catchy pop punk song becoming more catchy the more you listen to it.</p>	8
  <p>Age: 16-24</p>	<p>13-Jul-2011 14:34</p> <p>I enjoyed the song i found it really cool and relaxed the vocals were strong and very well delivered the guitar music was relaxing and very cool.</p>	8
  <p>Age: 16-24</p>	<p>13-Jul-2011 14:34</p> <p>yeah this song is alright but there are better out there and it can do well in the charts if it had the chance it has a nice beat to it so yeah a good song</p>	5
  <p>Age: 16-24</p>	<p>13-Jul-2011 14:40</p> <p>The intro had a very nice melody to it and i really liked the lyrics, but i have to say that the vocals were'nt the best i've heard. in the intro the sound a bit faded and boring. the song had a very original feel to it and was unique in it's own way which is a good thing and the beat felt really down to earth</p>	6
  <p>Age: 16-24</p>	<p>13-Jul-2011 14:45</p> <p>it's one of the best song i have listened.the violin and drums music was splendid here.the male singer can give better performance then this."secret stays secret with me" very nice lyrics here.</p>	8
  <p>Age: 16-24</p>	<p>13-Jul-2011 14:55</p> <p>The first thing that caught my attention was the voice of the performer. Nice voice indeed. Also the instrumental makes the job, the lyrics are ok, rhythm is kind of slow but nice. Gives you a feel of relaxation.</p>	6
  <p>Age: 16-24</p>	<p>13-Jul-2011 15:00</p> <p>Composition in this song is made very thoughtful. Instruments, melody, beat and vocal are matching together very well.</p>	8
  <p>Age: 16-24</p>	<p>13-Jul-2011 15:10</p> <p>This track almost lost me at the beginning, but the chorus certainly holds it together. It feels as if something is missing, as if its empty, though I think thats due to the way its been recorded in the studio; it needs more of a natural sound to it. At the moment its very 'theme song to superman'. As I said before, the chorus definately lifts the song, but I obviously found it hard to get into the song, as I still don't know it's subject.</p>	6

  Age: 16-24	13-Jul-2011 15:25 This started on a nice note. Actually I think the music and the vocals fit in good. Loved the way the voice sounded and the lyrics were well written too.	6
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## 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](http://www.soundout.com).