

FuturePulse to Improve Decision Making in Music Industry

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The European Project, started on September 1st, has just been presented in Barcelona by its eight partners, aiming to provide music industry with a data-analysis based system to improve decision making for all agents.

The kick-off of FuturePulse, framed within Horizon 2020, gathered these days in Barcelona some of the most innovative players of the music and technology field in Europe, ranging from academic and research organisations to market oriented companies: [Athens Technology Center](#), [Bass Nation](#), [BMAT](#), [CERTH](#), [Playground Music](#), [Soundtrack Your Brand](#), [IRCAM](#) and [Musimap](#).

All of them share the aim of increasing the value of music industry agents by producing a new and effective music trend analysis and recommendation system. In that way, music companies will be able to leverage a variety of music data and content (from broadcasters to sales statistics and social media) through sophisticated analytics and predictive modelling services. These new capabilities will lead to highly informed business decisions to better understand audiences and the music trends of the future, and ultimately to make a more effective and profitable music distribution.

About the partners.

BMAT, the project coordinator, is a leading music identification and monitoring company. Currently, it provides up to 90 CMOs worldwide with music usage reports from 5000 TV and radio channels, 840 venues and 80 Digital Service Providers. Its experience with ELLA, its own music recommendation platform, determines its expertise on the field.

CERTH, represented by its Information Technologies Institute, is a leading research institute in Thessaloniki, Greece. The participating team has strong experience in the development of novel data mining and retrieval solutions with an emphasis on social media data, and has a track record of scientific publications to high-impact journals and conferences.



ATC SA, is an Information Technology Company (SME) offering solutions and services in specific business sectors, including Media, Banking and Retail, Utilities and the Public Sector. ATC SA has great experience into exploiting R&D results to successful commercial products through intense and continuous involvement in cutting-edge research and innovation projects, mainly in the fields of web service and mobile application development, big data management and cloud-based service engineering. Last but not least, ATC SA has strong expertise on integrating large and complex systems in the context of EU funded research projects.

Soundtrack Your Brand is a Spotify-backed company founded in 2013 on a mission to kill bad background music. Headquartered in downtown Stockholm, we've spent the last couple of years building the world's best music streaming service for brands. Our state-of-the-art music platform and our scientifically proven music curation model are crafted by connoisseurs and perfected with technology. We won't stop until we've become every brand's personal DJ.

Playground Music is a record label, founded in 1999 and works in several areas; A & R, marketing, digital development and publishing. For a long time, we have also been the Scandinavian representative for a large number of foreign record labels and distributor digitally and physically for a large number of Nordic companies. Playground is an active member of Merlin, the independents' rights licensing body and is also actively involved in Association of Independent Music, IMPALA, and Worldwide Independent Network (WIN), each of which represent the interests of the independent music industry. Our mission is to continuously strive towards being the natural and preferred partner for both artists and labels; offering a wide know-how in the music business.

IRCAM is a French institution associated to Centre Pompidou in Paris, France, dedicated to promoting relationships between science, technology and contemporary artistic production. Its research lab, supported by CNRS and UPMC-Sorbonne Université, is a world leader in the field of Sound and Technology of Music and Sound (STMS) and more specifically in Music Information Retrieval (MIR). IRCAM's MIR technology is the result of 20 years of R&D in various collaborative projects. It enables to automatically extract music content related information from market-scale recordings databases and is licensed to major actors of the music industry. In FuturePulse, IRCAM's MIR technology will be enhanced and adapted to the needs of the addressed use-cases.



Musimap. Launched in 2015, it is a b2b cognitive technologies company that revolutionizes content personalized recommendation thanks to its humanized algorithm. Thanks to its unique knowledge base of 1.6 million manually annotated songs, Musimap mapped the global music catalogue as a neural music network (3 billion data points, 2 billion qualified relations, 40 million songs, 100 weighted parameters per song on average) with groundbreaking psych-emotional profiling/matching capabilities. Musimap's emotion-sensitive algorithm is at the forefront of cognitive computing applied to music and addresses the very essence of individual needs, by filtering relevant information within an increasingly complex environment. Best placed to comprehend the forthcoming demands in consumers' lifestyles and win the race towards the leading personalized cognitive assistant, Musimap enables consumers to live an enriched life closer to their emotions.

Bass Nation is a live music and music production company created in 2009 and focusing on electronic music. In the past 8 years, the company produced more than 75 live music events in bars, clubs and major venues such as Élysée Montmartre, Glazart, La Java, Le Cabaret Sauvage and many more. Bass Nation's aims to offer the best of underground electronic music with events such as Megarave France, Le Grand Méchant Beat, Back to the Rave. The company is also co-founder of the AREA217 festival. Among its other activities, Bass Nation specializes in sponsoring for live music events such as the Paris Techno Parade and the Paris Electronic Week and has worked with brands such as HP, Haribo, Dark Dog, Red Bull, Paylogic enabling them to embrace the french electronic music market thru their presence at the Techno Parade or other key electronic music festivals. Bass Nation also offers technology and innovation skills for the music industry, and has joined the Future Pulse consortium in 2017 in order to contribute in creating a new decision making tool for the music industry.

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