



# audioscout online webservice

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White paper

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# mufin technology overview

mufin is a leading provider of advanced music recommendation and music identification solutions. Our solutions power music services and music applications all over the world.

<p><b>audioid music identification</b></p> 	<ul style="list-style-type: none"> <li>• retrieve metadata for unknown tracks</li> <li>• repair tag information</li> <li>• identify music on mobile platforms</li> <li>• find duplicates in music collections</li> </ul>
<p><b>audioid broadcast monitoring</b></p> 	<ul style="list-style-type: none"> <li>• track radio streams</li> <li>• observe advertisements</li> <li>• analyse music charts</li> </ul>
<p><b>audiogen offline solutions</b></p> 	<ul style="list-style-type: none"> <li>• generate music attributes (auto-tags)</li> <li>• analyse song similarity</li> <li>• generate mufin vision coordinates</li> </ul>
<p><b>audioscout online webservice</b></p> 	<ul style="list-style-type: none"> <li>• search music</li> <li>• retrieve editorial metadata</li> <li>• retrieve music attributes (auto-tags)</li> <li>• get song similarity</li> <li>• get artist similarity</li> <li>• retrieve mufin vision coordinates</li> </ul>
<p><b>mufin white label solutions</b></p> 	<ul style="list-style-type: none"> <li>• utilize desktop player</li> <li>• access music cloud storage</li> <li>• utilize web-based player</li> <li>• utilize mobile player</li> </ul>
<p><b>unified media database</b></p> 	<ul style="list-style-type: none"> <li>• contains editorial metadata (tracks, artists, labels, etc.)</li> <li>• contains rich metadata( fingerprints, visualization, cover-art, shop-links, etc.)</li> <li>• powers other mufin services such as audioscout webservice or audioid</li> </ul>



## audioscout online solutions

### Find music for the individual taste

Today's online music shops and services offer millions of songs at the consumer's fingertip. However, as the number of digitally available songs increases, it becomes more difficult to find and discover music that suits one's music taste. mufin audioscout gives your customers the possibility to easily discover new music by offering relevant music recommendations based on acoustical similarity from your music catalog. Raise your music sales and at the same time increase customer loyalty with the help of tailored music recommendations your customers are actually looking for.

### Key features

- Instant music discovery by offering customers 'More like this' option
- Sell music across the long tail and monetise the whole back catalog
- Immediate recommendations for new releases
- Easy integration into existing mobile/online services and software applications
- Additional rich meta-information to enhance discovery experience

### Feature details

#### Search music

mufin audioscout can be used to search a vendor-specific music catalog for their own content as well as searching mufin's extensive music catalog. The search results reveal editorial metadata like title, artist and label information and furthermore rich metadata such as links to third-party content.

#### Instant music recommendations

Through mufin's advanced music analysis and insight into music styles, audioscout offers recommendations that overcome genre barriers and unleash the full potential of your back catalog. Unlike most music recommendation systems, mufin audioscout can offer instant recommendations even for brand new music releases by analyzing acoustical similarities between songs. Additionally for the mufin music catalog, a hybrid approach combining musical similarities with sociocultural links and evaluations has been put into place to safeguard even more precise recommendations. Our music catalog already has recommendation for millions of songs from major and independent artists directly available.

In addition, mufin audioscout can be customized to offer only music recommendations for content available in your music shop or service. Using industry standard identifiers mufin audioscout can quickly be integrated and optimized to work with your media database. mufin audioscout can be set up solely for a vendor's music catalog. This offers instant calculation of sound similarities which can than be mixed with further aspects by the vendor if necessary.

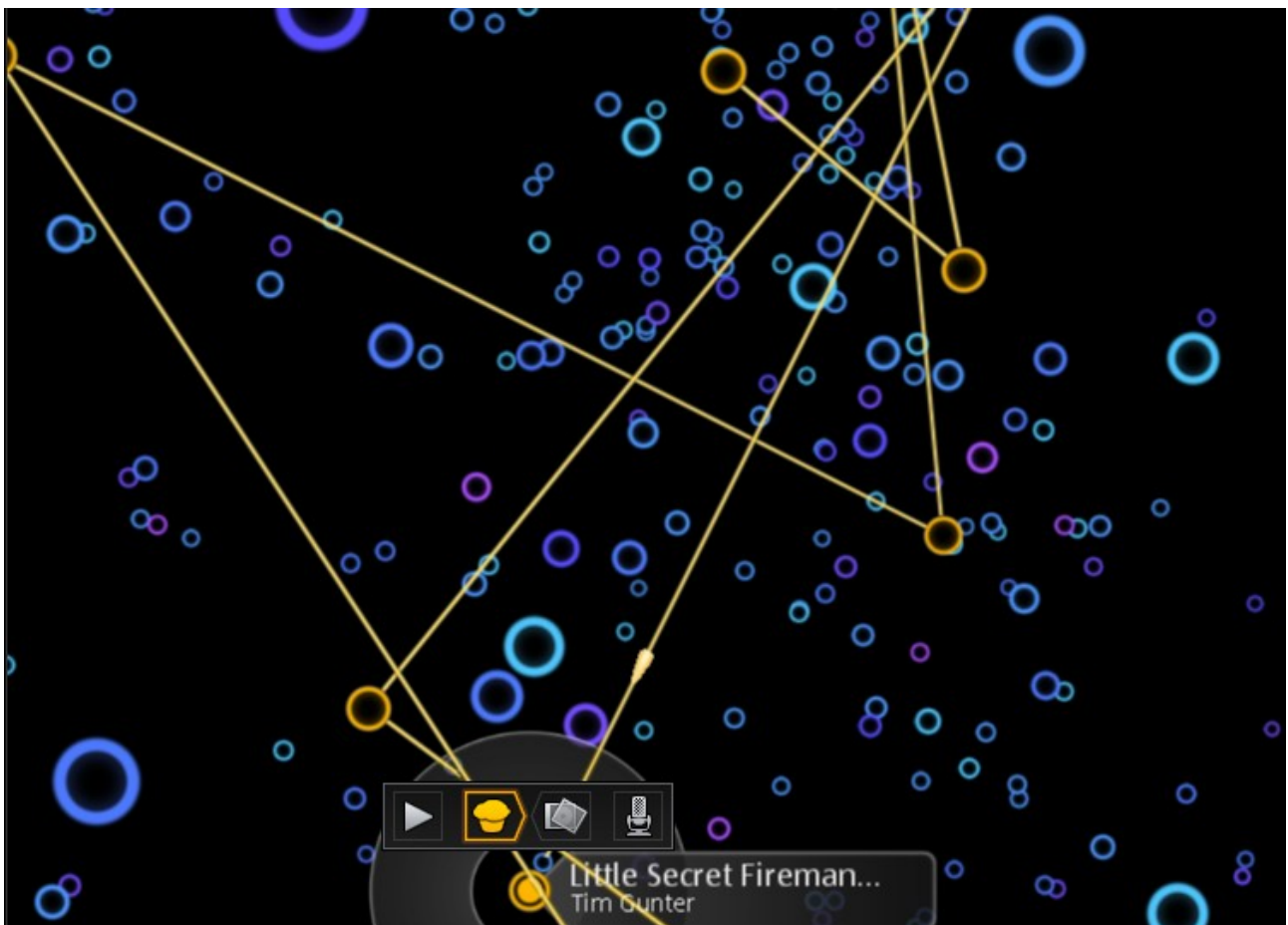
## Retrieve music attributes (auto-tags)

Most web-based music shops' vendors utilize user generated content in the form of tags to characterize the specific content. However, these tags are sometimes inaccurate and incomplete for uncommon content. mufin audioscout provides automatically generated tags, which are purely soundbased and therefore principally musically coherent and instantly available for rare music also.

For a hybrid approach, the auto-tags can smoothly be mixed with any user-generated tags if desired. Auto-tags are not only available for individual tracks but also for artists.

## mufin vision coordinates

Instead of accessing a music collection or a shop's content by browsing pre-defined categories, with the help of mufin vision, a multidimensional graphical display of a complete music catalog allows visual and soundbased browsing.





## About mufin

### Company background

mufin is the leading expert for content protection services and audio retrieval solutions based on the most advanced fingerprinting technology for the purpose of

***“identifying and filtering copyrighted content on behalf of the right holders to enforce the copyright policy”***

while

***“adding value to music applications and devices plus stimulating music sales anywhere and anytime”.***

In August 2005, mufin exclusively acquired the associated patents for audioid technology, which is an innovative system for extracting audio fingerprints from digital files and identifying them. mufin is a 100% subsidiary of MAGIX with its headquarters in Berlin, Germany.

mufin’s technology has been developed with the music consumer in mind. Our music identification and music recommendation technologies enable consumers to enjoy music anytime and anywhere.

### Benefits

#### ***Our solutions help consumers***

- Discover new music they might enjoy
- Listen to music that matches their mood
- Build playlists with one touch
- Navigate music libraries visually

#### ***Helping consumers directly benefits your business, since***

- Newly discovered music presents new purchase options
- Engaging music experiences increase customer browsing time and repeat visits



## References (Selection)



Music recommendation for ringtones and full-track music downloads on mobile portal



Audio recognition of user uploads to avoid copyright infringements with audioid on a German music platform



Audio recognition of user uploads to avoid copyright infringements with audioid on a German video portal



Ad monitoring in Australia with mufin audioid technology



Ad monitoring in Kenya with mufin audioid technology

## In the press



'I was very impressed by Vision and spent quite some time playing around with it.'



'Mufin: An Automated Music Recommendation Engine That Actually Works'



'Mufin brings better music recommendations to iTunes'