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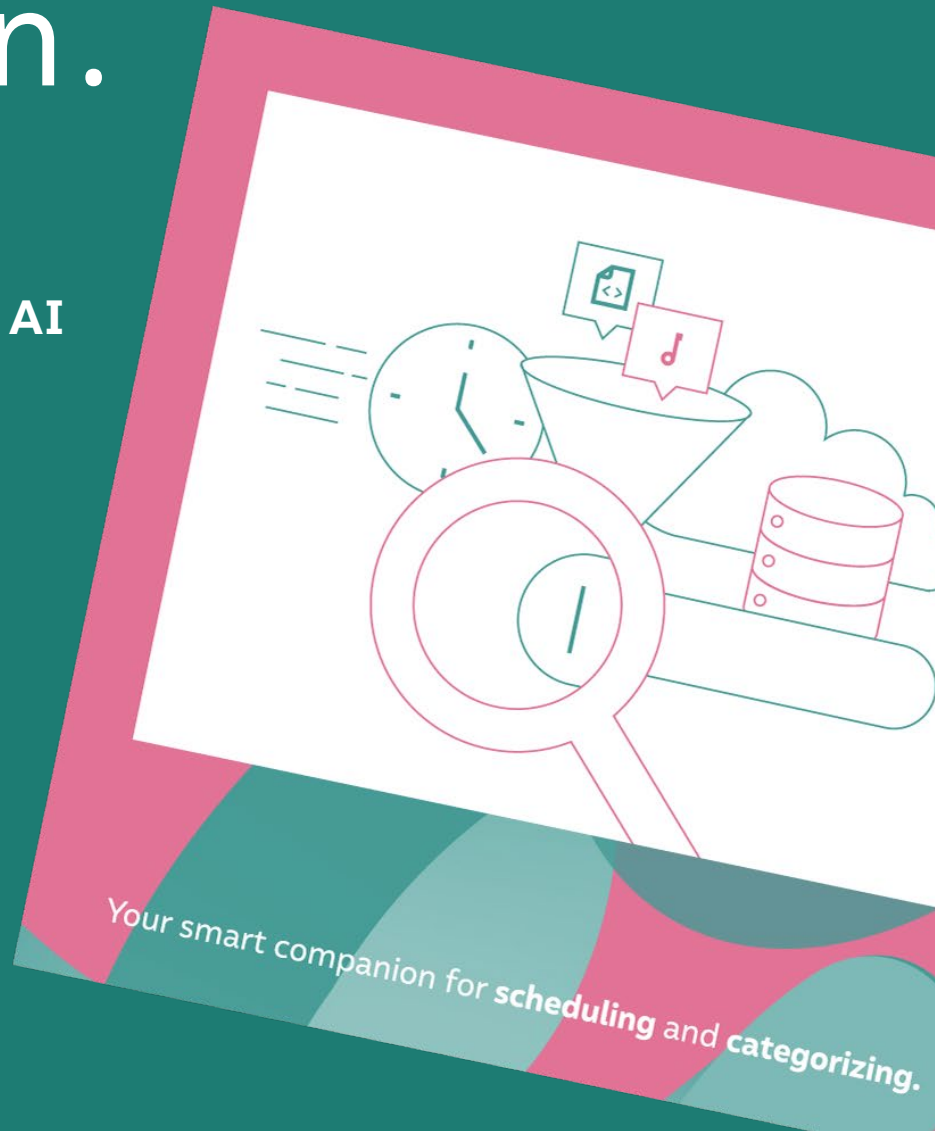
Smart Tagging with Music DBs and AI & LLMs

**FROM THE IDEA OF BASIC TAGGING
TO DELIVER. MEDIA MUSICCOMPANION. WITH AI**

DEMO NAB 2024

- Introduction
- Demo (Tagging songs with AI)
- Roadmap
- Questions



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INTRO (2014)

10 years ago in the car on the way to NAB

"How do I get 400 songs encoded in one day into MusicMaster?..."

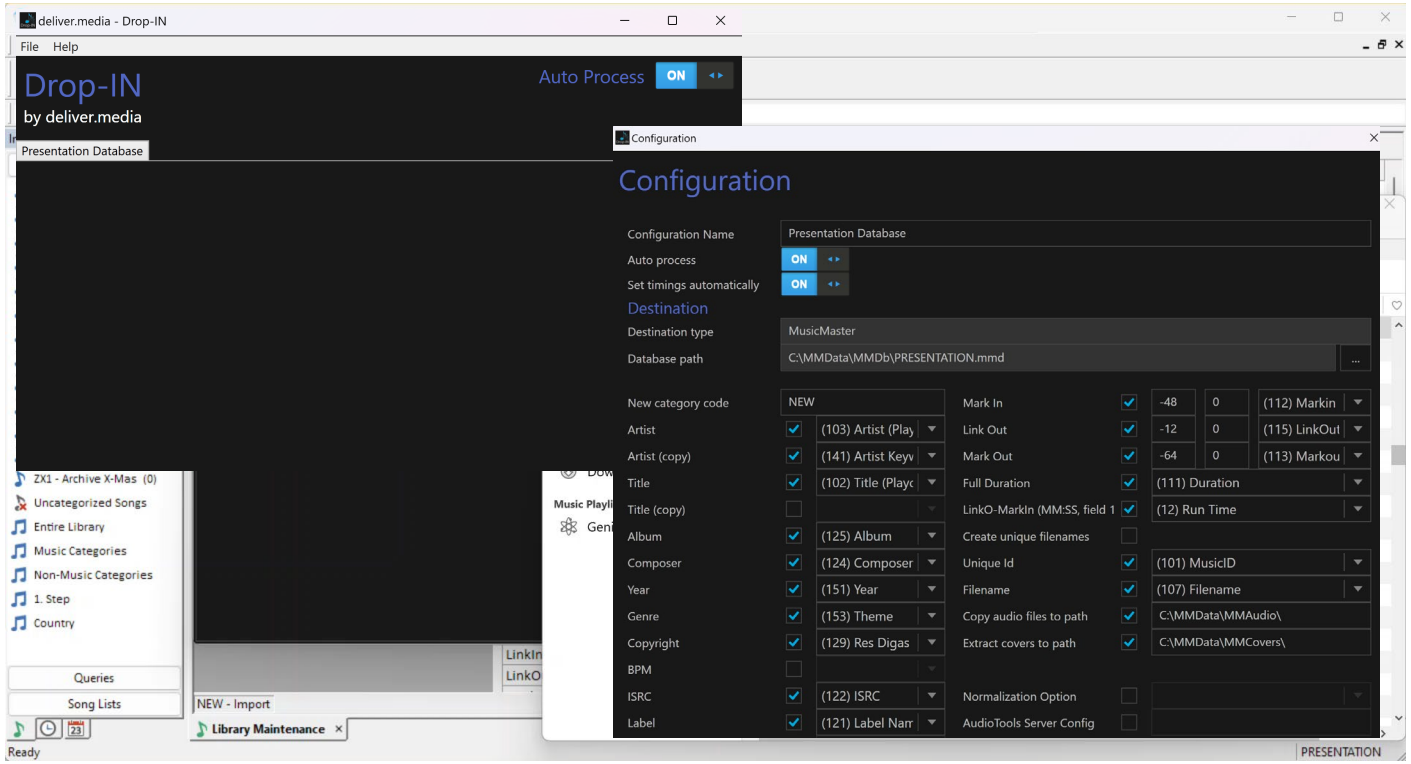
Same evening at the hotel:

Mathieu Habegger - SwissMediaPartners AG
To: Michael Buholzer - SwissMediaPartners AG
Sat 12/04/2014 18:42

Hallo Buhi

Hab noch ein Wenig daran rumgefeilt. Hat aber immer noch Ecken und Kannten.
Download : https://smpag.box.com/s/0k958slh1ej8mga4755u

Please read known Issues !
Please Feedback :)
Call me if problems.



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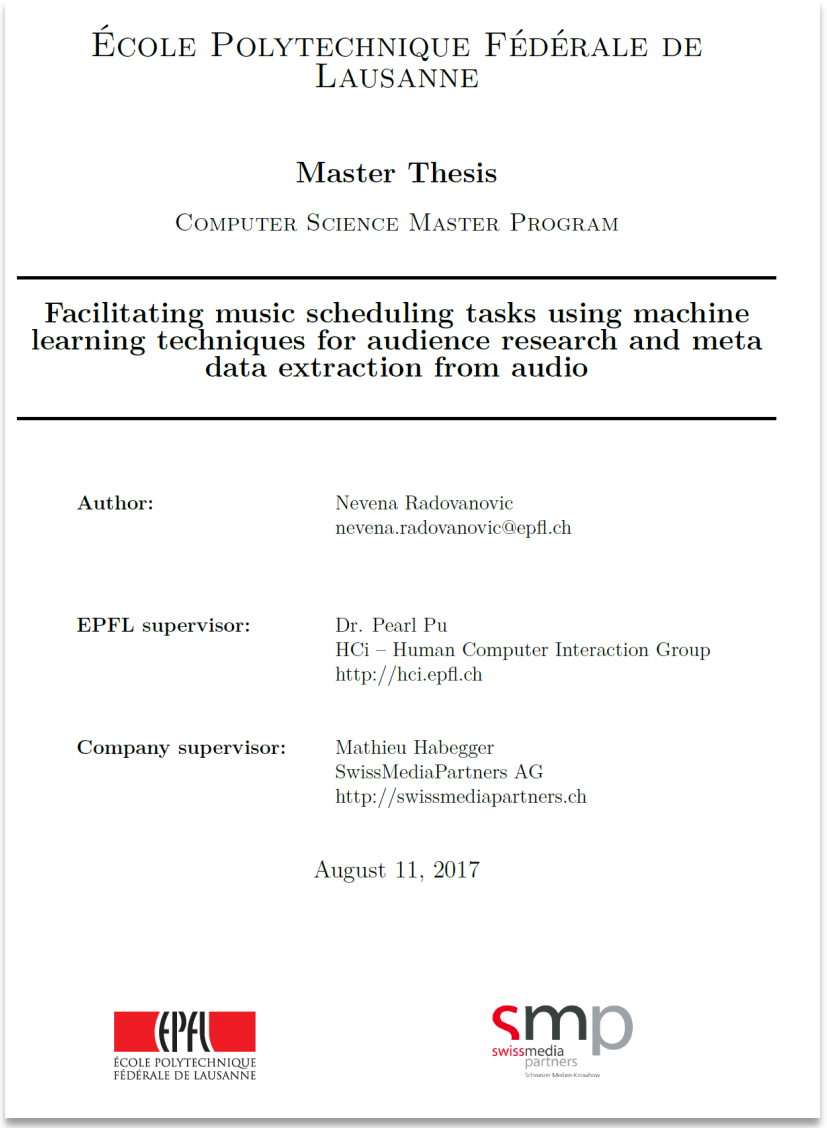
INTRO (2017)

How can we optimize song tagging and music planning by using machine learning?

Master's thesis with EPFL Lausanne

"Facilitating music scheduling tasks using machine learning techniques for audience research and metadata extraction from audio."



École Polytechnique Fédérale de Lausanne

Master Thesis

Computer Science Master Program

Facilitating music scheduling tasks using machine learning techniques for audience research and meta data extraction from audio

Author: Nevena Radovanovic
nevena.radovanovic@epfl.ch

EPFL supervisor: Dr. Pearl Pu
HCi – Human Computer Interaction Group
http://hci.epfl.ch

Company supervisor: Mathieu Habegger
SwissMediaPartners AG
http://swissmediapartners.ch

August 11, 2017

EPFL ÉCOLE POLYTECHNIQUE FÉDÉRALE DE LAUSANNE

smp swissmedia partners

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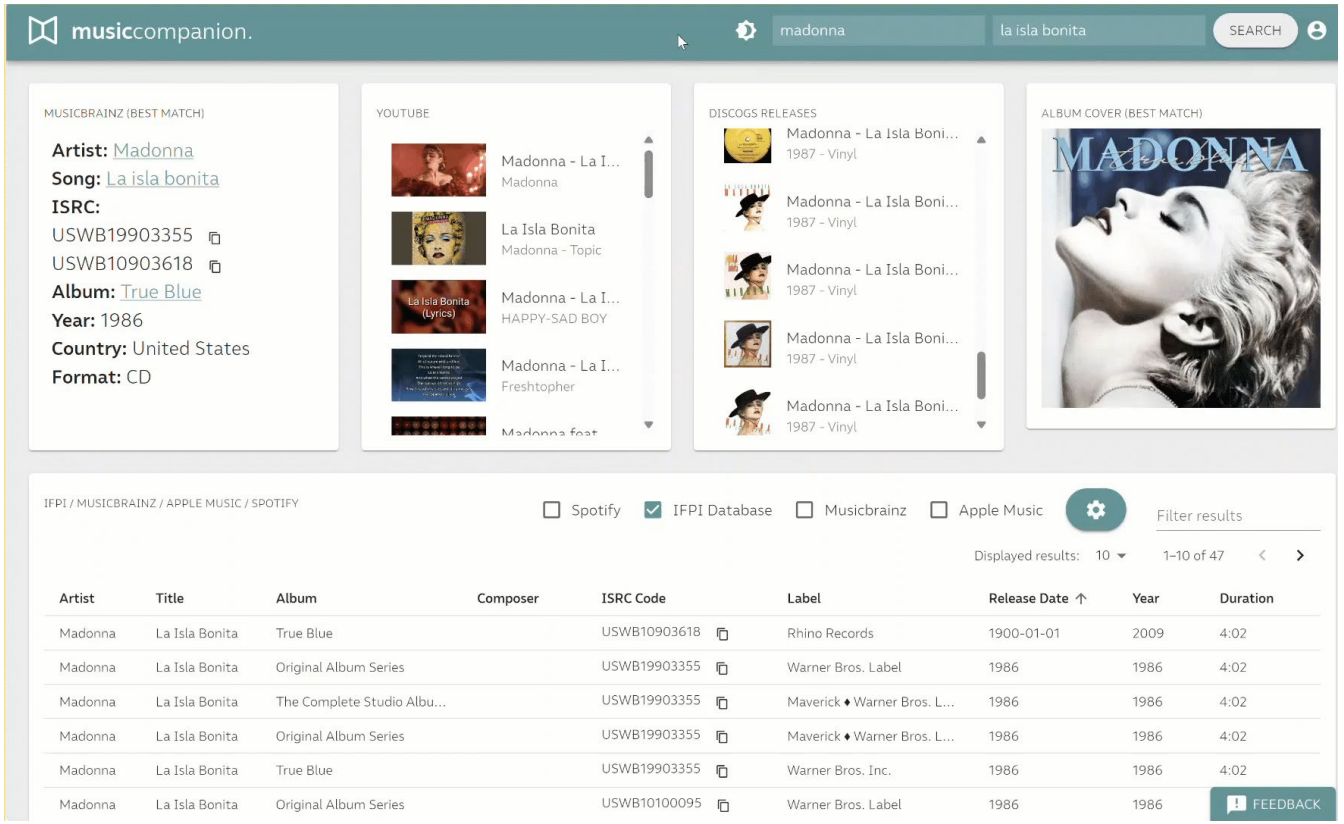
INTRO (2018)

Customer: How can we get the ISRC code into MusicMaster or into the Playout as quickly as possible?

First version "MusicSearch" search engine and plugin for MusicMaster with **copy/paste**



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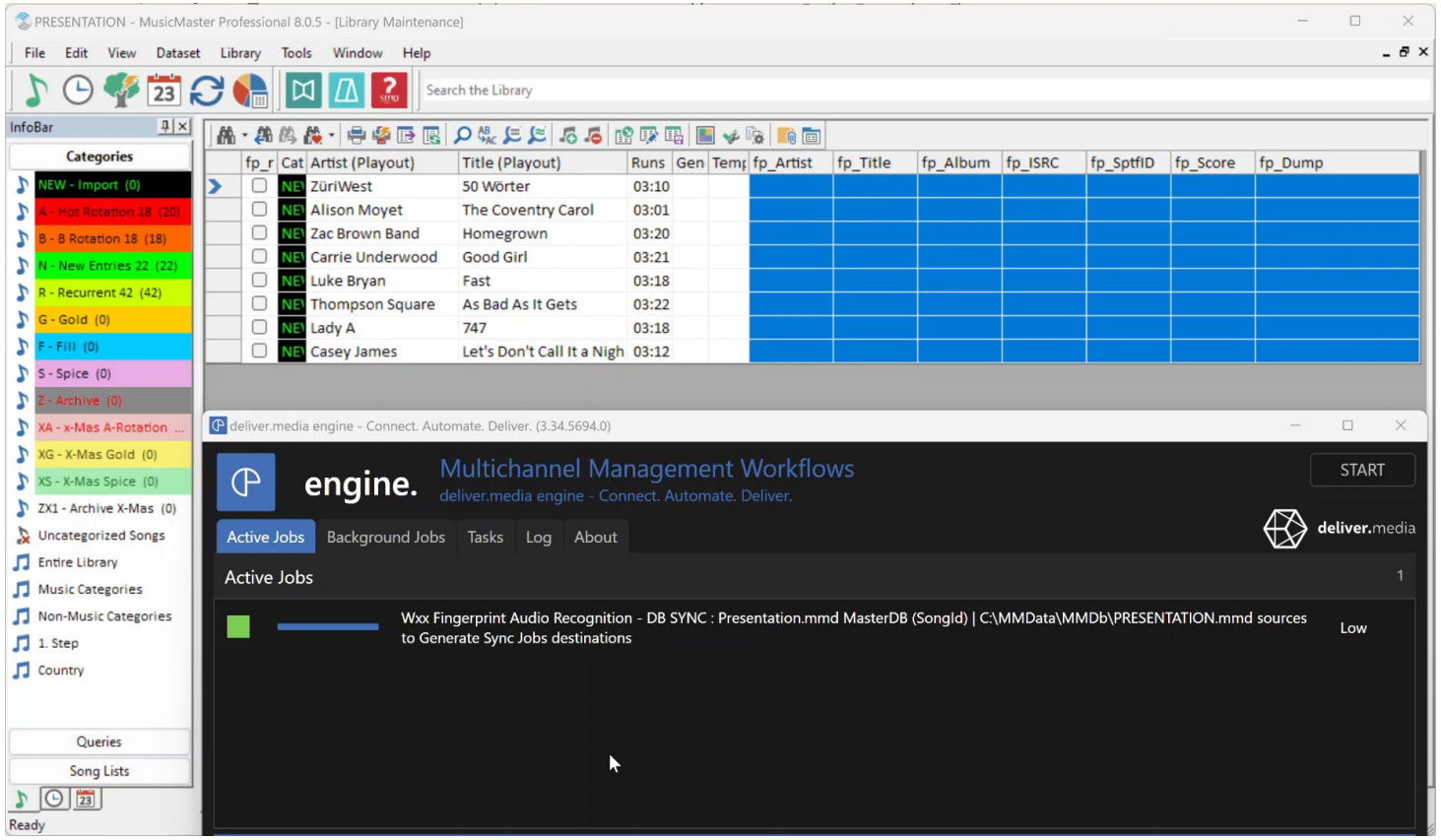
INTRO (2020)

Copy-paste is tedious with 20,000 songs, can we automate that?

Integration Fingerprinting in MusicSearch and deliver.media engine.

Artist, Title, Album, ISRC, UPC, Spotify (Track, Artist, Album), Deezer-ID, MusicBrainz-ID […]



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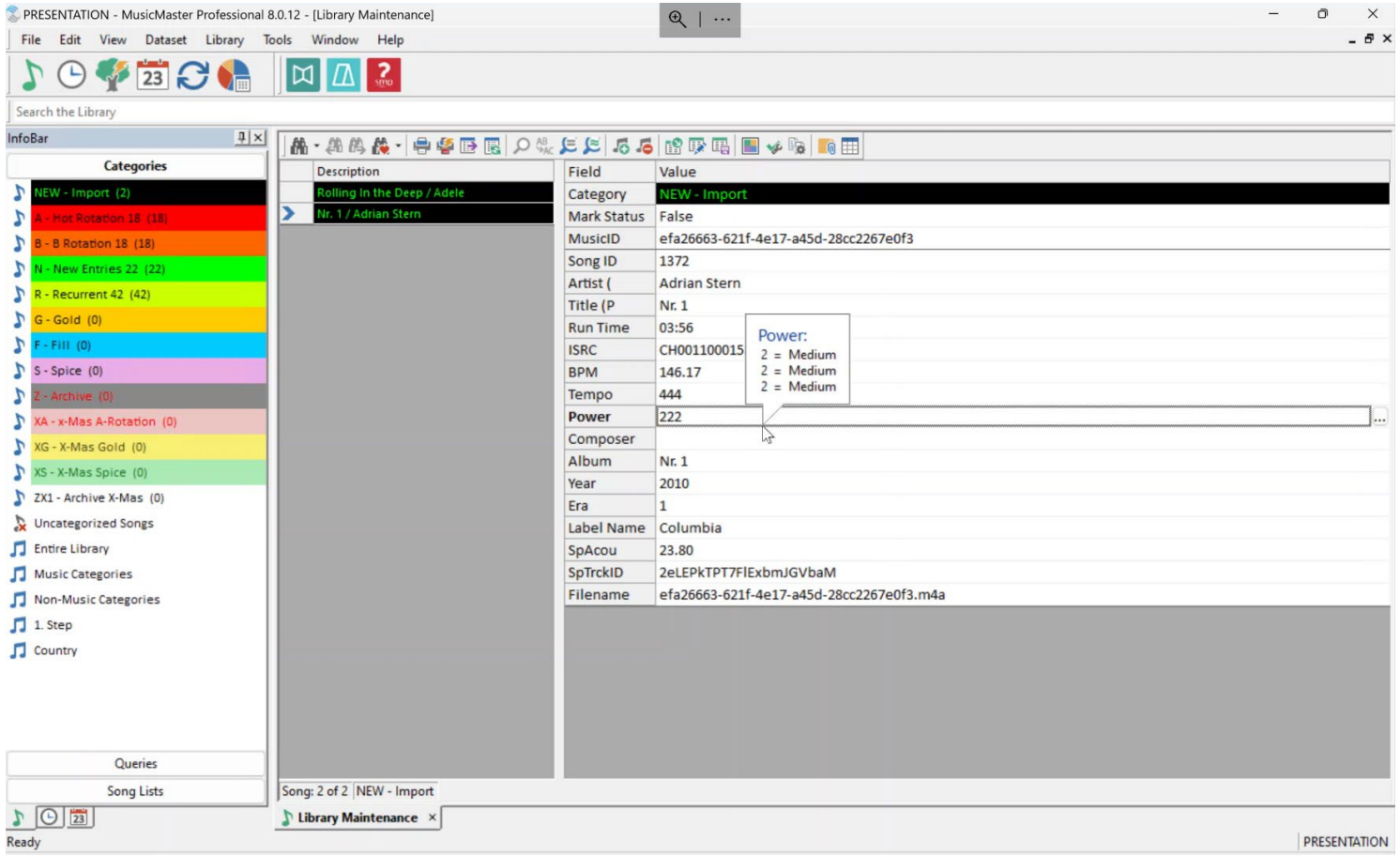
INTRO (2021)

Can we get metadata and covers from musicsearch. from AppleMusic and Spotify directly back into MusicMaster?

musiccompanion. becomes an add-on to MusicMaster



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TIMELINE 2014 - 2022

2014
Drop-In Tool.
Automatic reading of metadata from MP3, MP4, Apple Files and WO-Wav with import into MusicMaster

2017
Master's thesis with EPFL Lausanne on the recognition of metadata using machine learning

2018
"MusicSearch" web tool in MusicMaster integrates data from IFPI, AppleMusic, Spotify database

2020
Fingerprinting Integration in deliver.media engine. Artist, Titel, Label, ISRC and SpotifyID recognition

2021
musicsearch. will be extended with the musiccompanion. application. Can write back data. Integration SpotifyAPI with advanced data

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TIMELINE 2023 - 2024

August 2023

- Windows Store Certification- **Self-Installer and Enterprise Installer**

Oktober 2023

- Research and integration of first LLM and AI tagging

Januar 2024

- MusicSearch is now **musiccompanion.ai**
- **Self-Subscription** with credit card for Starter, Standard and Pro

April 2024

- NAB Beta-Release with Tagging
- Integration deliver.media library.

Q3-Q4 (Roadmap)

- Extension of AI and LLM integration
- Connection of other providers
- New GUI

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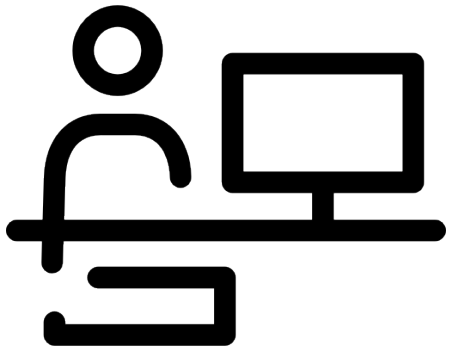
NAB 2024 Beta Release



Demo

Mathieu Habegger

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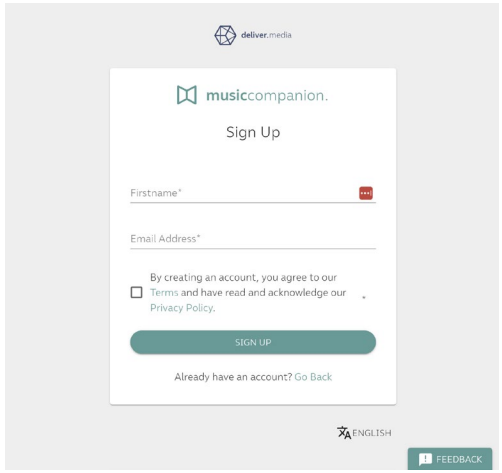
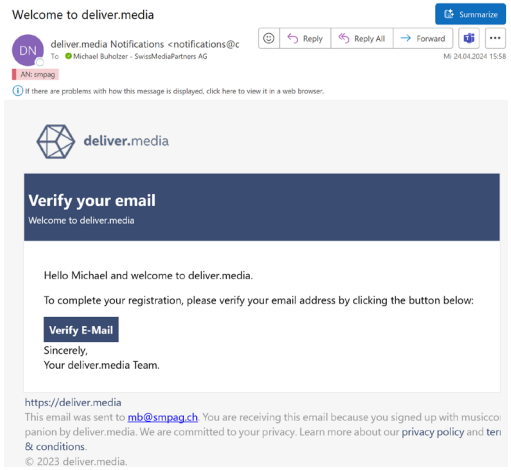
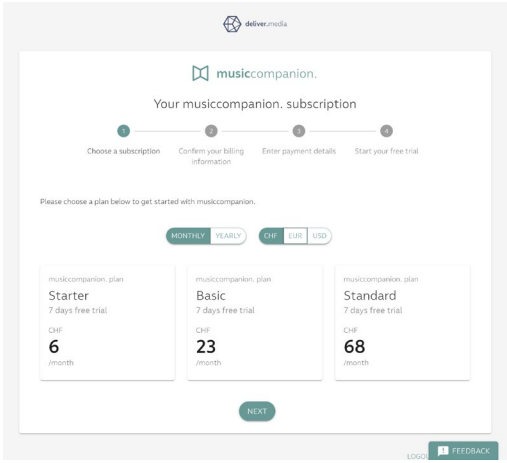
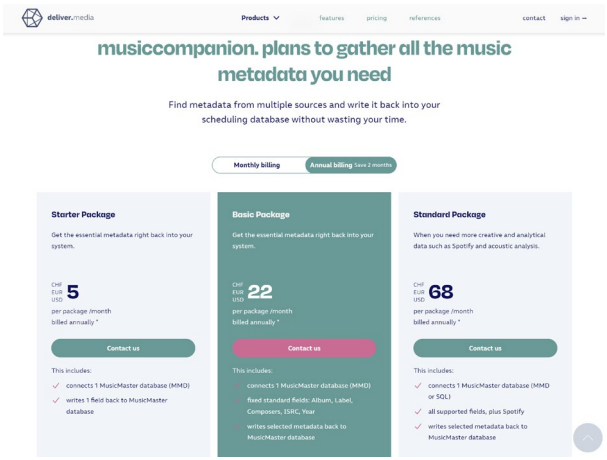
AVAILABILITY – SIGN UP









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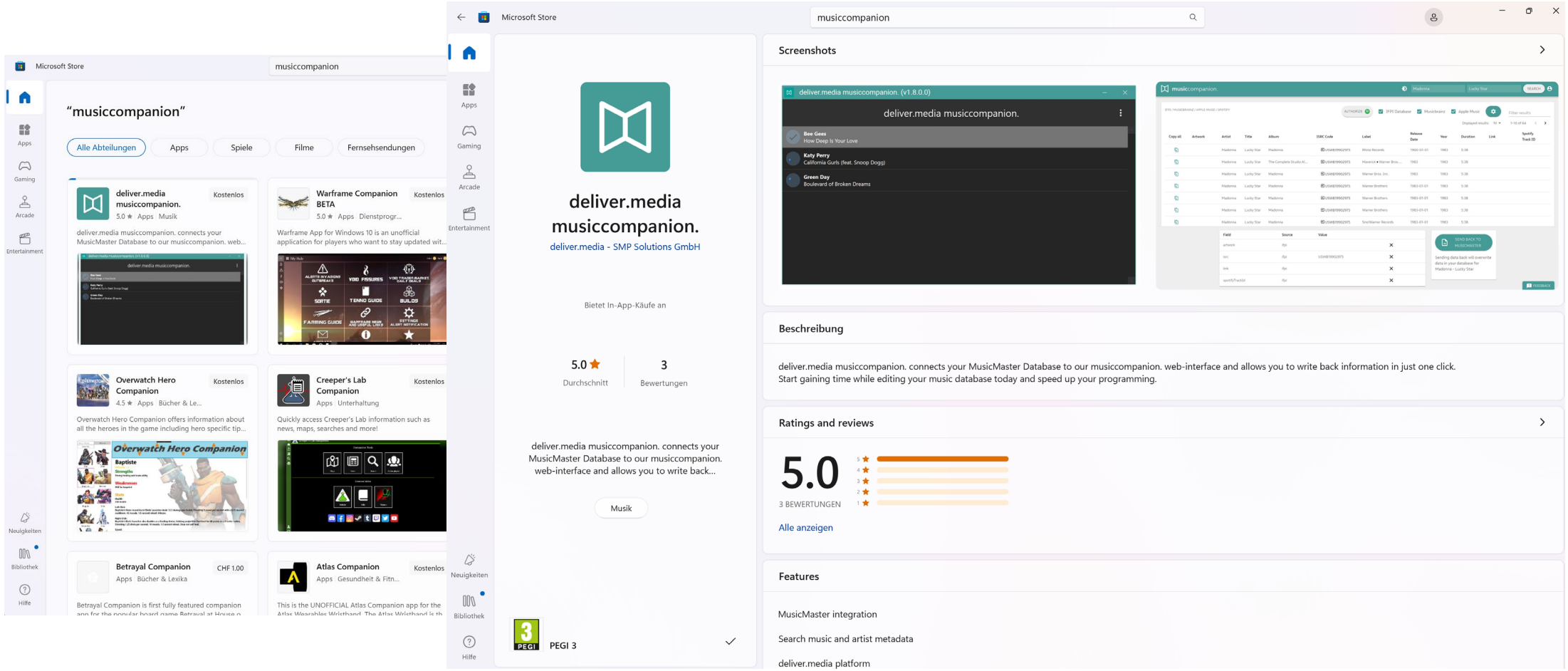
WINDOWS STORE



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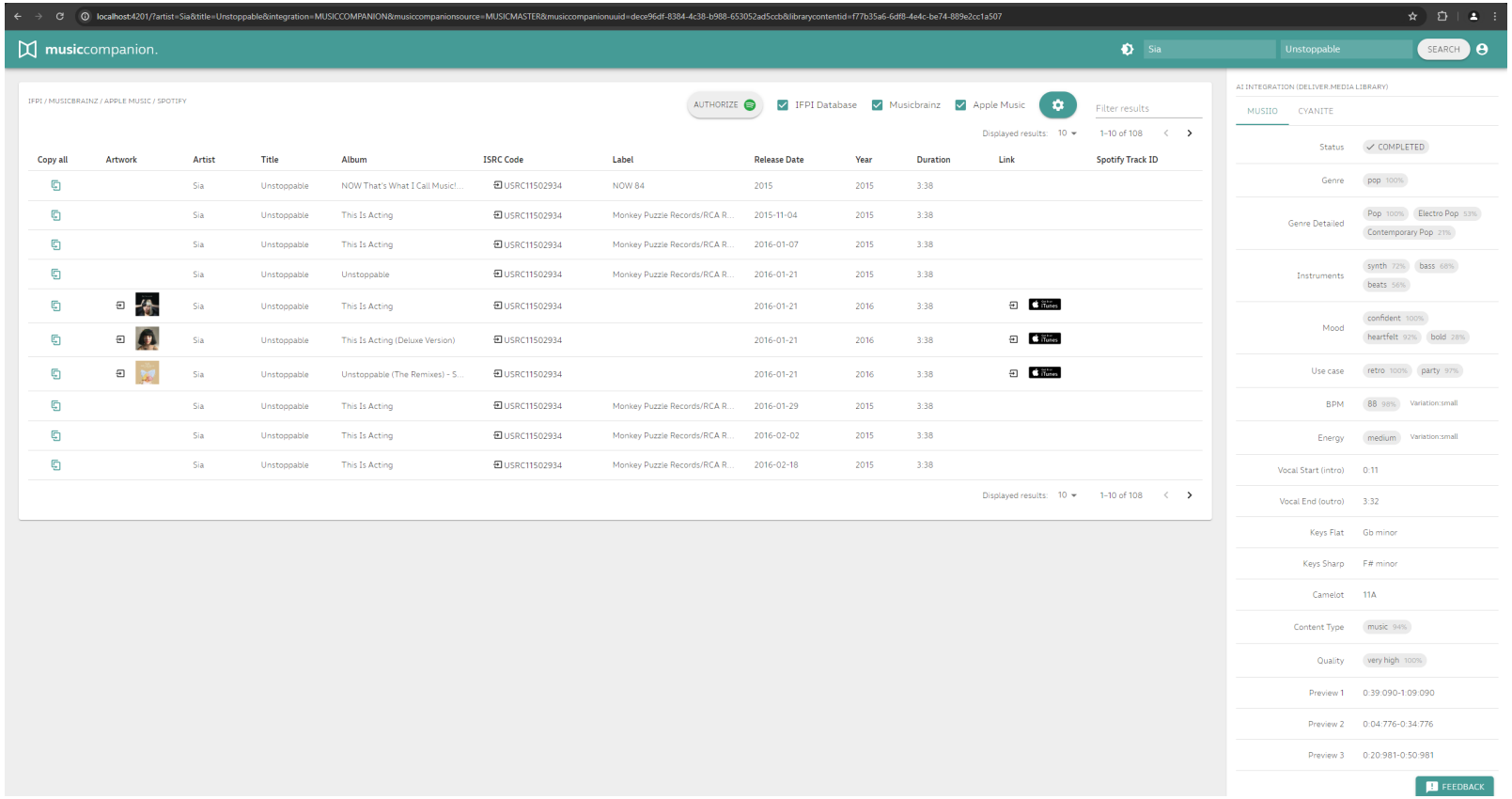
Infos of tagged song



AI INTEGRATION (DELIVER.MEDIA LIBRARY)

MUSIIO | CYANITE

Status	✓ COMPLETED
Genre	pop 100%
Genre Detailed	Pop 100% · Electro Pop 53% · Contemporary Pop 21%
Instruments	synth 72% · bass 68% · beats 56%
Mood	confident 100% · heartfelt 92% · bold 28%
Use case	retro 100% · party 97%
BPM	88 98% Variation:small
Energy	medium Variation:small
Vocal Start (intro)	0:11
Vocal End (outro)	3:32
Keys Flat	Gb minor
Keys Sharp	F# minor
Camelot	11A
Content Type	music 94%
Quality	very high 100%
Preview 1	0:39:090-1:09:090

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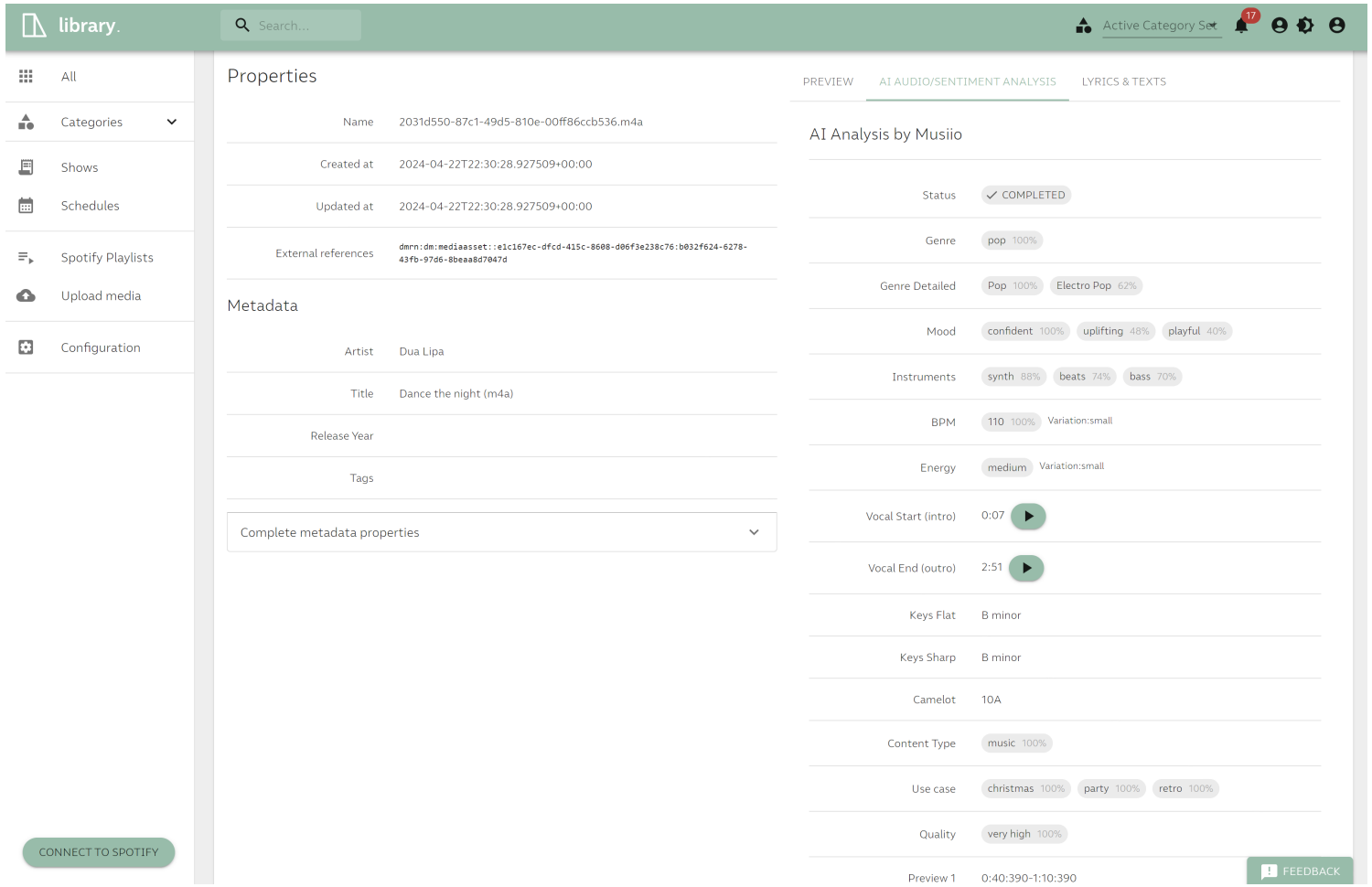
Integration in deliver.media library (2024/11)



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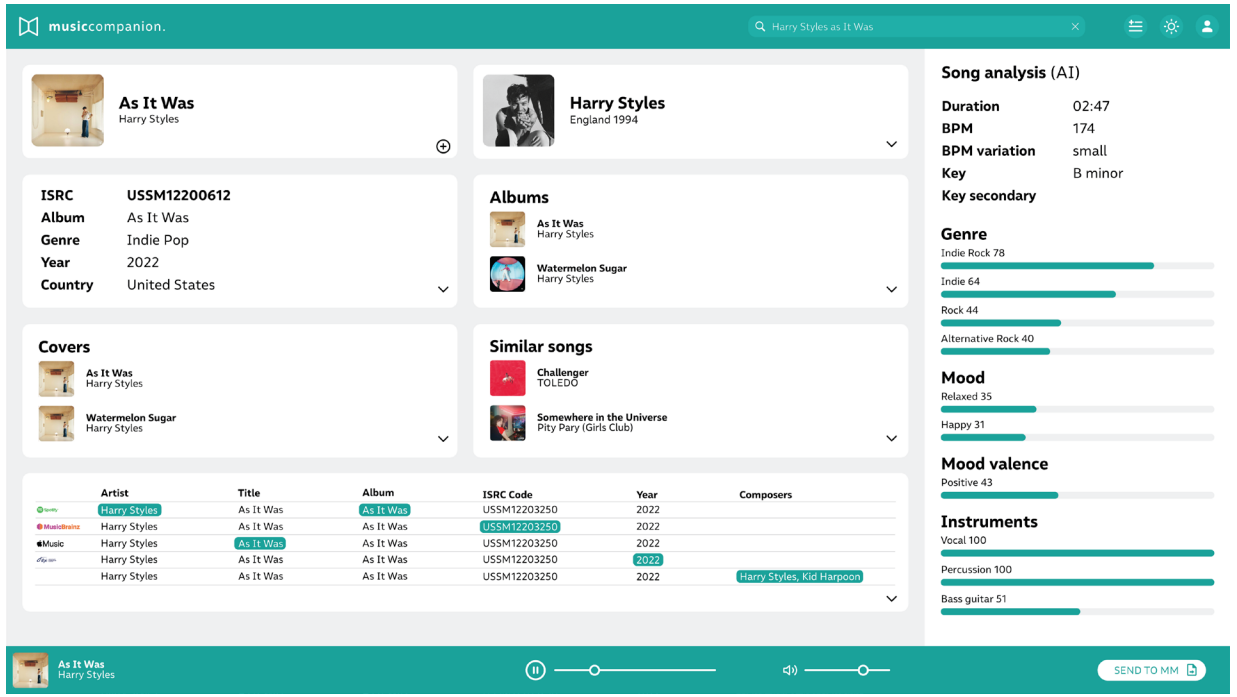
ROADMAP

- New GUI Q4 2024
- Integration of additional tagging services
- Integration of research data
  - Airplay charts
  - Trending-Charts (Radios, Countries, Instagram TikTok)
- Trained Model for customers
  - Learning the tags from an existing database
  - Suggestion for category etc.



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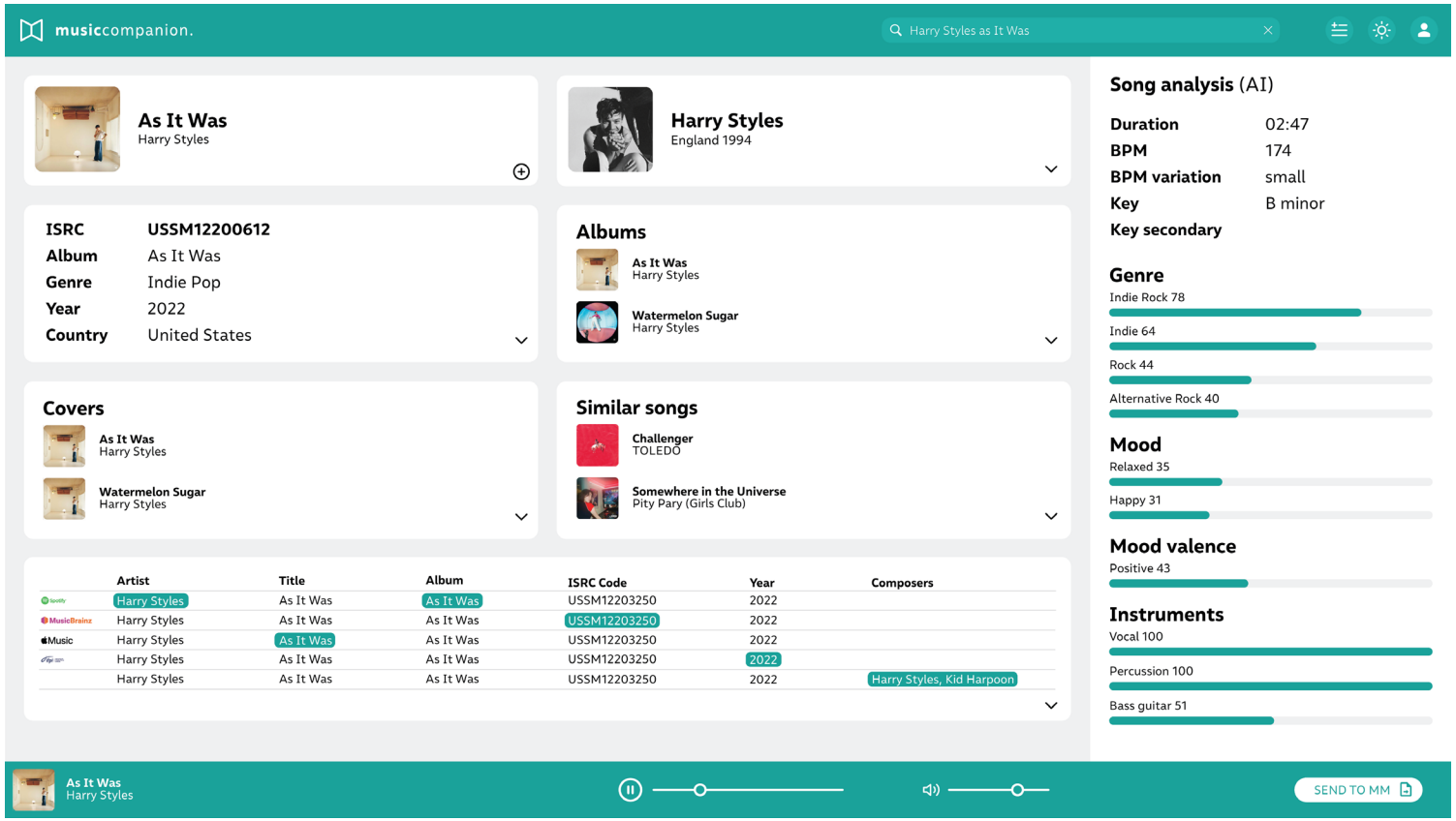
Prototpye new GUI



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CUSTOMERS

ch media

Radio X

pomona.MEDIA

Radio BeO

DDJ media
branded music & media

JINX

viva fm

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INTEGRATIONS

- MusicMaster, deliver.media library., GSelector API [DB, MAM]
- Spotify (Metadata, Cover, Tagging [DB]
- IFPI (ISRC) [DB]
- Apple Music (Metadata, Cover, Tagging [DB]
- MusicBrainz
- ACRCloud (Metadata incl. ISRC, SpotifyID etc.) [FP]
- Musiio (AI-Tagging)
- Cyanite (AI-Tagging)
- ...

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TAKE AWAYS

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- 10 years of experience with music tagging
- Easy integration into MAM and music scheduling system (e.g. MusicMaster)
- Aggregate multiple sources and services. To be expanded on an ongoing basis
- Write the data back to the MAM or music scheduling system

AI solution Musiio as a tagging service

- Is part of Soundcloud.com
- Costs from 7 centimes per song
- Already integrated with MusicMaster and deliver.media library. (duplication protection)
- Model available for training/learning