PRESS RELEASE
SLUSH MUSIC 2017

musimap
cognitive technologies

AI+HI Belgian Scale-up Musimap:
# to connect our fragmented digital world.

Musimap, AI+HI-powered Belgian b2b technology scale-up that leverages music for content recommendation to expand emotional experience. Musimap, the new driving force in the Internet of Emotions, is now collaborating with Universal Music Germany, BMG Production Music, Vevo, Soundtrack Your Brand, Radio Africa Group and more. The company has also joined the European venture 'FuturePulse' to advance predictive analytics and recommendation services alongside partners such as IRCAM and BMAT.

After pitching at Slush Growth Stage in 2015, Musimap is now one of the most promising companies at Slush Music—and proudly wishes to share the first steps of its journey with the greater startup community. To begin: What is Musimap all about? How can it make a difference? What is its mission and vision? And of course, what about its high-profile clients and strategic partnerships?

Humanity has never been so connected and yet, more than ever before, people feel lonely—entirely disconnected as they drown in an ocean of choices for music, movies, video-games, books, shopping, leisure, employment, well-being, sports, relationships and more. It's an overabundance that immobilizes—makes us retreat to the obvious and the familiar. In the so-called 'attention economy,' our focus is a precious, fragile and limited resource that is constantly bombarded with ads, spam, notifications and sight catchers. Information pollution leads to irritation and fatigue, especially when constantly presented with redundant materials rather than relevant suggestions. The rise of first recommender systems—and the smart devices that integrate them—have shown tremendous opportunities, and yet have faced the daunting challenge of tackling content discovery at scale. Recommendations by browsing, by history, by ratings, by reviews or based on collaborative filtering simply do not address the intrinsic needs of the individual when it comes to finding and, more importantly, connecting to content.

A wave of innovation is coming—technologies that can produce value and meaning, that deliver personalization to expand emotional experiences and artistic enjoyment. Algorithms that deal with feelings and responses will inevitably thrive because they operate and align with human values. In the new personal information economy, virtual assistants will be indispensable to consumers, seamlessly guiding them to tailor-made content according to their needs, their personality, their social contexts and even their health status. By quantifying emotions and emotional intelligence, Musimap will be both the trust engine and the invisible companion to empower and guide users in this upcoming era for a more enriched emotional and musically inspired life.

Comprehending users' emotions in relation to music can have a far greater significance. Musimap's cognitive technologies have been devised to revolutionize the content-selection process for all products. Musimap uses emotions in music as the door to understanding the personality of both users and brands. The deciphered emotional portraits of a given entity, result in profiles that provide Musimap the key to intelligent, tailor-made, personalized recommendation for any targeted audience and any content type. After completing its market proof in the music industry, Musimap aims at transforming digital media markets, audio branding and untold others.
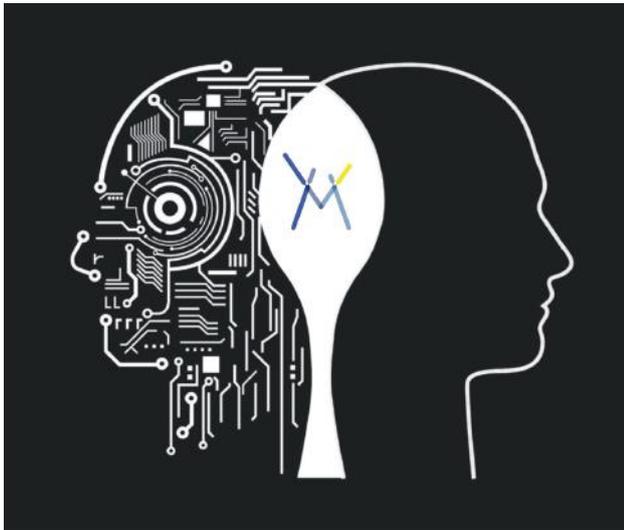
The Internet of Emotions requires technology to understand us better than we understand ourselves. New tools will be needed to embrace the complexity of all that makes us human. Anticipating that, Musimap merges hard and soft science (AI+HI) in a massive and interdisciplinary collaboration that utilizes the latest tools to enhance wellbeing. Following the vision of Belgian sociologist, musicologist, and music therapist Pierre Lebecque, over sixty experts from wide-ranging fields—including neuroscientist Daniel Levitin, philosopher Jerrold Levinson, linguist Violaine Prince, musicologist Joseph Kerman, DJ Gilles Peterson (BBC Worldwide), music producer Karl Bartos (Kraftwerk),

music journalist Olivier Cachin, composer Jean-Marc Lederman (The Weathermen), and music conductor Pierre Bartholomée—have helped define Musimap's interpretation of emotions in relation to music. Musimap's 1.6 million manually annotated songs coupled with the latest Artificial Intelligence results in the largest emotion-sensitive music database in existence (50 million songs) with an average of 100 weighted attributes per song. Musimap's humanized algorithm comprehends nuances of emotions (400+ moods), understands and categorizes them in different contexts (100+ situations) and even interprets them through an extensive lexicology (11+ thousand keywords) to create an unmatched level of semantic clustering. Through this all-inclusive approach, Musimap decodes the DNA of music with respect to human nature, and because of that, its cognitive recommender system will be the frontrunner at defining the era of the Internet of Emotions.

Musimap's singular quest has sparked interest from renowned companies and projects around the globe. To date, Musimap has formed collaborations with Universal Music Germany, Vevo, BMG Production Music, Qobuz, Radio Africa Group, Rendez-vous Digital, nWave and Just Temptation—for which the company's services range from audio similarity engine, auto-tagging, to psych-emotional profiling. Musimap has started an ambitious research undertaking by launching the European project FuturePulse, part of Horizon 2020, largest EU Research & Innovation program, alongside BMAT, IRCAM, ATC, CERTH, Soundtrack Your Brand, BASS NATION, and Playground Music Scandinavia. Having kicked-off this fall, FuturePulse aims at developing multimodal predictive analytics and recommendation services for the music industry. Such 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.

Over the past two years, the Belgian start-up has established itself in the market, tripled its revenue in 2017 and is now ready to grow as a scale-up to disrupt intelligent recommendation in the music industry and beyond. Musimap's dynamic content recommendation for greater emotional experience will connect users to the right content at the right moment. Musimap's AI+HI-powered Belgian b2b technology is a singular breakthrough in technology that is sure to play a pivotal role in the upcoming Internet of Emotions.

Best placed to comprehend emotional intelligence at scale, Musimap is that bridge that will connect today's consumers to content—to enrich, speak to, and even help create our true selves.