

The guidelines have been updated. Please review and acknowledge to continue.

# Guidelines for Search - Music Search Results Page (Single Coverage)

Updates:

May 2025:

"1.5 Unacceptable: Other" section added.

Additional Guidance for Artist Queries in India to 3.1.1 Artist Navigational

April 2025:

The Apple Preview Pages section updated to "2.6.2 BaseLine Results and Apple Preview Pages". Added information about the year and genre showing in the BaseLine result.

## 1 Introduction

In this document, we explain relevance rating guidelines for Apple Music Search. You will use the BaseLine tool to make these ratings.

### 1.1 What is Apple Music?

Apple Music is a music and video streaming service developed by Apple. If you are not familiar with the Apple Music app, please refer to <https://www.apple.com/apple-music/> for an overview and basic information about this app.

### 1.2 The importance of your work as a Rater

The data we receive from you in the form of high quality relevance judgments will be used to build and improve artificial intelligence systems such as search algorithms and machine learned rankers that power the user experience for Apple Music users. *Our ultimate goal is to surprise and delight our customers by improving search quality and enhancing customer satisfaction, and you play an important role in this.* Ask yourself “Why is this particular result returned for this query? Is this relevant?” Stay curious and do thorough research to understand the relationship between a query and the result. Your attention to detail, research and language skills as well as your cultural knowledge of the market are all critical to the success of our projects. Please keep in mind that your tasks will be spot-checked for quality and measured against those of your peers.

### 1.3 Mandatory Comment

Each rating must be explained in the comment box (even if “optional” is indicated) - **rating comments are always mandatory**. The comment should be concise and must only explain why the rating chosen is the correct one in application of the guidelines.

**Example:**

- Query: reggae songs for the beach
- Result: Song [I’m Not For Everyone](#) by Brothers Osborne
- Example Comment: The result is Off Topic because the user is looking for reggae music suitable for beach, and the result is a country song (different genre.)

### 1.4 Problem: Other

Use this rating when a problem or technical issue with the task in BaseLine that makes it impossible to judge relevance. For example, a piece of content with an unavailable title, artist, and thumbnail image.

### 1.5 Unacceptable: Other

Please disregard the rating Unacceptable: Other and only use Unacceptable: Off-Topic for Unacceptable results.

## 2 Query Research

The results are generally rated based on the query type. However, there are three general aspects to consider when rating any result: user's intent, popularity and recency.

### 2.1 Query Type

Each query is assigned a Query Type. On the left hand side in BaseLine, inside the input metadata section you will find the classification of the query.

You should rate the content relevancy based on (1) the query type and (2) how relevant is the content in relation to the query and the query type.

The query type aims to help you determine the primary intent of the query. You should also consider potential secondary intents and do your own research when doing your ratings.

Should you disagree with the Query Type classification, please explain in your comment why it should be different. You can then apply the appropriate rating scale to complete your judgement. Example Comment: *"I believe that [red] shall be classified as Album rather than Soundtrack. I used this query type for the rating."*

### 2.2 Query Intent

It is important to understand the query intent, i.e. what the query is looking for and what results would be relevant to the query and satisfy the factual aspects of the query. We expect you to use search resources to help you understand the intent of each query.

#### 2.2.1 User Intent

You will come across more ambiguous queries with multiple intents (like [adore you]) or queries with a very narrow specified intent (like [adore you jessie]). For queries with



Example 1: [adore you] -> The user’s intent is not clear/specific, since there are multiple songs with the title [adore you]. Therefore, we base the ratings of the results on popularity to satisfy the intent for the majority of users. (See also 3.2.1 Song Navigational for more guidance on ratings.)

- The song [Adore you](#) by Harry Styles > *Perfect*
- The song [Adore You](#) by Miley Cyrus > *Good*
- [Harry Styles’](#) artist page > *Good*
- The song [Adore you](#) by Jessie Ware > *Acceptable*
- The album [What’s your pleasure?](#) by Jessie Ware (containing the song ‘Adore You’) > *Off Topic*
- [Jessie Ware’s](#) artist page > *Off Topic*

Example 2: [adore you jessie] -> This query specifies the artist along with the song name, so we are now sure of the intent. Therefore, the ratings are based only on relevancy to the query, disregarding popularity.

- The song [Adore you](#) by Jessie Ware > *Perfect*
- The album [What’s your pleasure?](#) by Jessie Ware (containing the song ‘Adore You’) > *Good*
- [Jessie Ware’s](#) artist page > *Good*
- Other music by Jessie Ware > *Good*
- HAAi’s [Remix](#) of Adore You by Jessie Ware > *Acceptable*
- The song [Adore you](#) by Harry Styles > *Off Topic*
- The song [Adore You](#) by Miley Cyrus > *Off Topic*
- [Harry Styles’](#) artist page > *Off Topic*

#### 2.2.2 Primary and Secondary Intent

The **primary intent** of a query is the most likely intent, i.e., the intent of most users who enter that query in Apple Music.

A **secondary intent**, on the other hand, is less likely, or would be a less popular intent compared to a primary one. A secondary intent could be:

1 Introduction

1.1 What is Apple Music?

1.2 The importance of your work as a Rater

1.3 Mandatory Comment

1.4 Problem: Other

1.5 Unacceptable: Other

2 Query Research

2.1 Query Type

2.2 Query Intent

2.2.1 User Intent

2.2.2 Primary and Secondary Intent

2.3 Query Relevancy

2.4 Popularity

2.5 Recency

- Content relevant to **a smaller group of users** than for the primary intent.
- **Lower quality/lesser known** content that is relevant to the query but is not the primary intent, a content such as unpopular covers, remixes from unknown artists, etc.

## 2.3 Query Relevancy

For all tasks it is important to understand query relevancy = what would be a relevant search result to the query.

**Relevance** captures the relationship between the literal query and the returned content. Therefore, when assessing the degree of relevance of the result, **think about how the content would be searched by the user**.

Examples:

- [and] - [And I](#) by Ciara > the song is relevant to the query, the song title starts with the query “and”
- [and] - [Shut Up and Dance](#) by WALK THE MOON > this is a keyword match in the middle of the song title for a preposition, not a relevant search result for this query
- [billie] - [Billie Eilish](#) > artist page for a very popular artist, likely primary intent (query type Artist Navigational) > *Perfect*
- [billie] - [Billie Jean](#) by Michael Jackson > very popular song, would satisfy a secondary intent > *Good*
- [billie] - [Billie Holiday](#) > known artist, but not as popular as Billie Eilish, would satisfy secondary intent > *Good*
- [billie] - [Billie](#) by MAKAVELIGODD > single/song, relevant secondary intent, but not popular > *Acceptable*

## 2.4 Popularity

If the user's intent is clear and narrow (like [adore you jessie] in the section above), popularity and recency doesn't play a role in ratings.

For queries with unclear intents, popularity of results helps us understand how many users we would satisfy with the following result **in your storefront**. In other words, more popular content would be relevant to a larger group of users, so the result is more likely to satisfy ambiguous intent.

## 2.5 Recency

There are cases where a song was released in the last couple of months and might not have as many views as another older song with similar title. There is a possibility that the more recent song is the intent as it is currently charting and/or trending. For cases like this, both the recent song and the older song with more views can both get a rating of *Perfect/Excellent*.

### 2.5.1 New Releases

When rating newly released content, you might see that the online popularity of the content is still low. Take into consideration the potential popularity of the item (based on artist popularity, anticipation of the release, historical popularity, etc.) and apply the rating accordingly. For example, a newly released content by a popular artist can be considered secondary intent and not be counted as “unpopular matching content”.

## 2.6 Query Research

To complete query research, tap into your **local market knowledge** in addition to **online sources**, streaming services, local content evaluators and social media. Consider how a user of Apple Music engages the search feature to navigate to a specific **set of content**, or as a means to browse a larger catalogue of titles.

### 2.6.1 Online Research

There are multiple resources you can check to understand popularity of content **in your storefront**: Bing, Google, Yahoo, YouTube, Genius, Apple Music, etc. Please make sure you use **at least two resources** before making your decision.

- Bing/Google
  - Searching “[query] apple music” or “[query] iTunes” will help narrow down the intent.
- YouTube
  - To assess popularity of the result, you can look at the number of views for the song/artist (make sure to sum the number of views for the song or artist if there are multiple relevant videos for that content).
- Spotify
  - Spotify can be a good source for assessing popularity of content. You can use metrics such as:

#### 2.5.1 New Releases

### 2.6 Query Research

#### 2.6.1 Online Research

#### 2.6.2 BaseLine Results and Apple Preview Pages

#### 2.6.3 Market Knowledge

### 2.7 Misspelled Queries

### 2.8 Rating Non-English Queries

### 2.9 Singles (Album Container)

## 3 Rating Guidance - Relevance Ratings based on Qu...

### 3.1 Artists

#### 3.1.1 Artist Navigational

- Number of monthly listeners
- Number of artist's followers
- Plays on individual songs
- Verified artists (with blue checkmark) is also a good indicator of artist's popularity.
- Genius
  - To assess song lyrics and knowledge information.
- Apple Music
  - You can use Apple Music's search results, top charts playlists and the page Top Songs by the artist as a *supporting* popularity data point as well. Make sure to use other resources in your research as well.
- Music/Search platforms relevant in your storefront

### 2.6.2 BaseLine Results and Apple Preview Pages

Each search result will have a link to an Apple Music Preview page. This preview page will provide you with more details about the result and allow you to listen to snippets of songs.

For Radio results, please judge based on relevance. For example, if your query is [hip hop], and the returned result is Hip-Hop Radio by Apple Music, it's clear that the result is highly relevant, and there's no need for an Apple Music subscription to listen to the station to verify relevance. Should the query intent be for a country song, and the returned result is a Hip-Hop Radio, you can rate that result as Off Topic.

Always conduct research outside of Apple Music as well. Note that when conducting research for relevance for queries seeking content from a specific decade/year, for compilation albums and Various Artist albums the BaseLine result and the Preview page displays the release date/year of the album, not the original release dates of the songs. Additionally, the BaseLine results page and Apple Music Preview pages only show one genre for the content (album, EP, etc.), despite the fact that the songs can be categorized in multiple genres.

### 2.6.3 Market Knowledge

Use the knowledge of your market to identify music which are trending or historically popular. Be aware of the content offered on Apple Music and other streaming platforms in your country. Leverage your understanding of the language to identify misspellings, translations, or aliases related to the query. When completing online research, domestic sources should typically be prioritized over global sources. For example, consider the bias of Spotify and YouTube for English-language content.

Assess content popularity for the specific storefront. Use relevant music/search platforms to determine popularity. **Note** that content popularity may vary across market. Even if content is popular globally but not locally, it will have a higher rating due to local popularity. Conversely, content popularity may not reflect global popularity but should reflect local popularity.

## 2.7 Misspelled Queries

Some queries are misspelled. When this is the case, assume the query intent is for the correctly spelled query.

If the query is [the weekend] or [lasy gaga], the user likely means [the weeknd] and [lady gaga]. Use your best judgement. Missing words like **feat.**, **x**, **ft.** in artist queries (like [nicki minaj lil baby] instead of [nicki minaj ft. lil baby]) or incomplete queries would not be considered spelling errors, as there is nothing that's misspelled.

## 2.8 Rating Non-English Queries

Please note that Apple Music users query for content in multiple languages, not only in English. All queries in all languages are valid search queries, and the results should be rated based on the guidelines, just like with any other type of query. Utilize translation tools and conduct thorough side searches to understand the likely user intent.

## 2.9 Singles (Album Container)

Sometimes you will encounter song singles in album container. This can be considered equivalent to a song output and rated accordingly. **EP** could be treated as albums if they contain multiple songs. If the result has “– Single” in the title but contains more than one song in the container it should be treated as **album**.

# 3 Rating Guidance - Relevance Ratings based on Query Type

In relevance rating, we start with a query and score the relevance of content for that query. Let’s look at different query intents and some rating examples.

### 3.1 Artists

#### 3.1.1 Artist Navigational

Queries that are looking for specific artists

Acknowledge

**Perfect:** A piece of content that clearly satisfies the intent of the query with clear intent.

- The artist page for the band/musician/composer.

**Excellent:** Content by the primary intent artist (in different music containers).

- Songs, albums, and music videos **uploaded by the artist** (e.g. official album, EP, etc.) regardless of popularity.
  - **Important:** The song needs to come from the artist's uploaded container to be qualified for Excellent. Songs by the artist from Various Artists compilation albums are rated Good.
- Songs that the artist is featured on.
- Artist Stations.
- Remixes by the queried artist. Also, when the query is for a DJ their songs should be considered “content by the artist”.
- Playlists featuring *only* the intended artist (Essentials, Deep Cuts, etc.)
- Radio shows & episodes *hosted by* the queried for artist.

Additionally for classical music queries:

- Individual works by the composer (regardless of popularity or the artist performing). Works can include multiple tracks and can be in aggregated in songs/albums/playlists containers.
- Composer station by Apple Music Classical (for composer artist queries).
- Playlists or Various Artists albums featuring *only* the music by composer (performed by other artists).

**Good:** A piece of content which only partially satisfies the intent of the artist query and is related to the artist.

- Songs by the intended artist coming from Various Artists compilations albums.
  - Note: Soundtracks are not counted as Various Artists compilations and can be considered Excellent.
- Artist Uploaded Content (AUC) of high quality.
- *High-quality* playlists and Various Artists albums that **do** feature at least one song of the artist **AND** songs by other artists in similar genre.
- “Inspired by” playlists for the intended artist by Apple Music or playlists created by the queried artist.
- Radio shows/episodes where the queried artist performs or is interviewed.
- Artist page for the other stage name of the queried artist.
- Band of the queried artist.

**Acceptable:** A piece of content that only poorly satisfies the intent of the artist query.

- Artist Uploaded Content of lower quality.
- Unpopular pieces of content with the same name or title, or matching part of the title (the piece of content has low/no/negative ratings).
- Content by secondary intent artist.
- Playlists/Various Artists albums that **don’t** feature any songs of the intended artist **BUT** still fit in the genre of the intended artist (includes Apple Music's Category pages).
- Playlists/Various Artists albums that **do** feature the artist **BUT** other songs genre is different to the intended artist’s genre. **Note** that if the playlist is aggregated by year (e.g. charts), by activity (e.g. workout playlist), so the majority of the songs don’t follow the genre of the intended artist, it is considered *different* genre.
- *Low-quality* playlists that feature at least one song of the artist AND songs by other artists in similar genre.
- Pages of artists who have collaborated with the intended artist.

- Members of the band when the query is for the band.
- DJ remixes of the artist's songs, which are not recorded by the artists, but by DJs instead. (Only when the query is for an artist and the returned content is a DJ remix of the artist's song.)
- Albums of other artists where the queried artist has a featured song.

Additionally, for classical music composers:

- Covers and other versions of composer’s music (lullabies, modern instruments, etc.)
- Essentials Playlists for artists performing the music of composers.
- Music videos of the intended composer’s works.

**Unacceptable (Off-Topic):** A piece of content that is not related to the song, and/or has no perceived relevance.

- Piece of content that is not related to the artist, has no perceived relevance, or is likely to mislead users about its authorship.
- Piece of content featuring similar names or titles, and media for which the connection with the artist is not readily apparent.
- Playlists that don’t feature songs of the artist AND only partially fit in the genre of the intended artist.

Examples:

Query and Result	Rating Reasoning	Rating
<b>Query:</b> the artist from the Super Bowl half time show 2023 <b>Result:</b> <a href="#">Rihanna</a> artist page	The artist page for the intended artist, Rihanna.	Perfect
<b>Query:</b> bealtes <b>Result:</b> <a href="#">The Beatles</a> artist page	The artist page for the musician. (Note that the query is misspelled.)	
<b>Query:</b> lady gaga <b>Result:</b> album <a href="#">The Fame Monster</a> by Lady Gaga	Content by the primary intent artist, uploaded by the artist.	Excellent
<b>Query:</b> doja cat <b>Result:</b> song <a href="#">I Like You (A Happier Song) [feat. Doja Cat]</a> by Post Malone	Song that the artist is featured on.	
<b>Query:</b> meduza <b>Result:</b> song <a href="#">Bad Habits (MEDUZA Remix)</a>	A remix by the intended artist, MEDUZA of Ed Sheeran’s song.	
<b>Query:</b> mozart <b>Result:</b> album <a href="#">The 99 Most Essential Mozart Masterpieces</a>	Various Artists album featuring only music composed my Mozart, the intended composer.	
<b>Query:</b> mozart <b>Result:</b> album <a href="#">Mozart: Requiem, K. 626</a>	Work aggregated in an album container by the intended composer.	Good
<b>Query:</b> ed sheeran <b>Result:</b> song <a href="#">Perfect</a> by Ed Sheeran	Song by the intended artist from a Various Artists album Internet Hits 2022.	
<b>Query:</b> taylor swift <b>Result:</b> radio episode <a href="#">Beats 1 Interview with Zane Lowe</a>	Radio episode where the queried artist is interviewed.	
<b>Query:</b> drake <b>Result:</b> <a href="#">Rap Life</a> Apple Music playlist	High-quality playlist by Apple Music that <b>does</b> feature songs by the artist <b>AND</b> songs by other artists in similar genre.	
<b>Query:</b> byeonce <b>Result:</b> <a href="#">THE CARTERS'</a> artist page, and/or song <a href="#">BOSS</a> by THE CARTERS	This is a band/content of the queried artist. Primary intent is solo music by Beyoncé (misspelled query).	Acceptable
<b>Query:</b> ed sheeran <b>Result:</b> song <a href="#">For My Hand (feat. Ed Sheeran) [Mixed]</a> by DJ Neptune	The result is a remix by DJ Neptune <i>of</i> Ed Sheeran’s song, not a song by the intended artist.	



<b>Query:</b> BTS <b>Result:</b> song <a href="#">Daydream</a> by J-Hope	J-Hope is one of the BTS boy band members.	
<b>Query:</b> pink <b>Result:</b> <a href="#">Pink</a> artist page	Unpopular artist matching the query. Note that to qualify for Excellent the content needs to be by the <b>primary intent artist</b> , not simply match the query. For the query [pink] the content by unpopular artist Pink would be Acceptable, since the intent here is artist <a href="#">P!nk</a> and only the content should be considered Excellent.	
<b>Query:</b> mozart <b>Result:</b> album <a href="#">Music From Servant Season 2</a>	Playlist that <b>does</b> feature the composer <b>BUT</b> the genre of other tracks is different.	
<b>Query:</b> the church <b>Result:</b> album <a href="#">Chief</a> by Eric Church	Irrelevant keyword match to the artist's last name.	<b>Off-Topic</b>
<b>Query:</b> lady gaga <b>Result:</b> <a href="#">Smooth Jazz Essentials</a> Apple Music playlist	Playlist in the genre of jazz that is not related to the artist or the artist's songs genre.	
<b>Query:</b> 100 preguntas <b>Result:</b> song <a href="#">100 Preguntas (feat. Ozun.A)</a> by Yowell	The intended song is 100 Preguntas by Ozuna. Yowell is an unknown and unpopular artist, and since they added “feat. Ozun.A” in the song title, this piece of content is likely to mislead users about its authorship.	

Additional Guidance for Artist Queries in India

If the query is for a popular actor, even if the queried actors are not singing or writing the song but they are the lead actors in these movies and in most cases they would actually feature in the music video of the returned song. From a user’s perspective these results would make sense, therefore these songs and albums relevant to those artists can be considered **Excellent**. Here are some essentials playlist of actor/actresses where they feature in the movie or in the song but do not actually sing or write the songs that are in the playlist.

- [Kareena Kapoor Essentials](#)
- [Emraan Hashmi Essentials](#)
- [Shah Rukh Khan Essentials](#)
- [Deepika Padukone Essentials](#)

3.1.2 Artist Functional

These queries look for artists that share a common theme. Examples are queries like [female artists], [artists from the 90s] or [artists that won a grammy].

**Perfect:** Very popular artists that match the exact intent of the query.

**Excellent:** Artists with medium popularity.

**Good:** Unpopular artists that match the exact intent of the query. Also, content by popular artists that exactly match the intent of the query.

**Acceptable:** Unrelated exact title matches as well as music by unpopular artists.

**Unacceptable (Off-Topic):** Any other content.

Examples:

Query and Result	Rating Reasoning	Rating
<b>Query:</b> european musicians <b>Result:</b> <a href="#">Elton John</a> artist page	Artist page for a very popular European musician.	<b>Perfect</b>

<b>Query:</b> pop artists <b>Result:</b> <a href="#">Ed Sheeran</a> artist page	Artist page for a very popular pop artist.	
<b>Query:</b> bands like eagles <b>Result:</b> <a href="#">Fleetwood Mac</a> artist page	Artist page for a very popular band that matches the requirement: it is a band and it similar to the band Eagles. They both are rock/soft rock bands that were very popular in the 70s, and later. The band is also listed as Similar Artists in the Apple Preview page for Eagles.	
<b>Query:</b> rock artists <b>Result:</b> <a href="#">Pixies</a> artist page	Artist page for a medium popular rock band.	
<b>Query:</b> canadian artists <b>Result:</b> <a href="#">Anne Murray</a> artist page	Artist page for a medium popular Canadian artist.	Excellent
<b>Query:</b> artists born before 2000 <b>Result:</b> <a href="#">Robbie Williams</a> artist page	Artist page for a medium popular artist born in 1974. Hence, before 2000.	
<b>Query:</b> artists with multiple stage names <b>Result:</b> song <a href="#">Gold Digger</a> by Kanye West	Content (song) by popular artists that exactly match the intent of the query. Kanye West is known by multiple stage names like Ye, Yeezy, Yeezus, Saint Pablo and Louis Vuitton Don.	
<b>Query:</b> artists that performed at tomorrowland in 2022 <b>Result:</b> <a href="#">Axel Haube</a> artist page	Unpopular artist that matches the exact intent of the query.	Good
<b>Query:</b> artists with more than 3 band members <b>Result:</b> song <a href="#">One</a> by Metallica	Content (song) by popular band that has 4 band members. Hence, matches the requirement of more than 3 members.	
<b>Query:</b> songwriters <b>Result:</b> song <a href="#">The Right Way</a> by The Songwriters	Unrelated exact title match.	
<b>Query:</b> artists from germany <b>Result:</b> song <a href="#">You</a> by Noah Appelhans	Music by unpopular artist.	Acceptable
<b>Query:</b> canadian artists <b>Result:</b> <a href="#">John Denver</a> artist page	Content does not match the factual requirement. John Denver was an artist from the United States.	
<b>Query:</b> artists born before 1990 <b>Result:</b> <a href="#">Phoebe Bridgers</a> artist page	Content does not match the factual requirement. Phoebe Bridgers was born in 1994.	

## 3.2 Songs

### 3.2.1 Song Navigational

Queries that are looking for a specific song.

**Note:** *Classical Work Name or Catalogue Number* can be treated as *Songs*. Sometimes a classical composition can consist of multiple tracks (movements). The composition can be aggregated in a Song, Album or Playlist container. Work/Compositions: albums/playlists/song containers that consist the *full* intended Work or *only part* (one movement) are considered Perfect. Please note that classical music composition can have a numeric name (like "Piano Concerto No.14, Op.27)" or AKA name (like "moonlight sonata"), but both point to the same piece of work. When coming across classical music query, please research the relevant composer and composition online to assess relevance of the results.

**Perfect:** The particular song implied by the query, the result that satisfies primary intent.

- The song implied by the query **uploaded by the artist** (e.g. official album, single, etc.)
  - Note: some song covers have become much more famous than the original. If a remix/live/acoustic/cover version is clearly more popular than the original, you can infer that it satisfies a primary intent. In that case, the popular remix/live/acoustic/cover version can be rated Perfect, and the original version Excellent.
  - For classical music queries, the composer query without a specific work title is considered Artist Navigational, not Song.
- Remastered versions of songs when they are audio-equivalent to the original song.



**Excellent:** A popular piece of content which satisfies a dominant intent of the song query.

- The intended audio-equivalent song from a third-party compilation album.
- Music video of the primary intent song.
- Less popular versions of the primary intent song by the original artist: featuring artists/radio edits/etc.
  - Note that this is different from “Popular remixes and covers of the intended song” that are rated Good.
  - This includes Remastered versions of songs, if the audio-recording is slightly different (different track time, audio quality, etc.) Please listen to the original and Remastered tracks to compare.
- Songs when the intent is not clear and there are multiple equally popular songs to satisfy the intent (there's no clear separation between primary vs. secondary intent).

**Good:** A popular piece of content which only partially satisfies the intent of the song query:

1) Content related to primary intent song:

- Popular remixes and covers of the intended song.
- Artist’s page of the intended song.
  - Note: for classical music, composer is considered Good and artists performing the piece are considered Acceptable.
- Album of the intended song.
- Other music of the artist.
- Radio shows/episodes where the queried artist of the song performs or is interviewed.
- Artist Essentials playlists containing of the primary intent song's artist.
- High-quality AUC (Artist Uploaded Content) related to the song.
- *High-quality* playlists/Various Artists albums that **do** feature the intended song **AND** songs by other artists in similar genre.
- Apple Music genre pages that fit primary intent of the query (genre/decade/mood/occasions).

2) *Popular* songs that satisfy clear secondary intent

**Acceptable:** A piece of content which only poorly satisfies the intent of the query:

1) Unpopular secondary intents:

- Unpopular piece of content with the same title/name (the piece of content has low/no/negative ratings), or matching significant part of the title/name (beginning of the title or a well-known/commonly referred to part).

2) Poorly relevant content related to primary intent song:

- Unpopular Remixes/Live/Karaoke/Acoustic versions of the primary intent song, and legitimate tributes.
- Apple Music genre pages that poorly fit primary intent of the query (activity/mood/adjacent genres or decades).
- Playlists/Various Artists albums that **don’t** feature the intended song **BUT** fit in the genre of the intended song.
- Playlists/Various Artists albums that **do** feature the song **BUT** other songs are different in genre. **Note** that if the playlist is aggregated by year (e.g. charts), by activity (e.g. workout playlist), so the majority of the songs don't follow the genre of the intended song, it is considered *different* genre.
- *Low-quality* playlists/Various Artists albums that do feature at least one song of the artist AND songs by other artists in similar genre.
- Playlists that feature the song from a third-party compilation. (Note: look at the cover and the album the song in the playlist is coming from.)
- For classical music: artist pages of artists performing the piece. (Note: composer’s artist page is considered Good).

3) Content related to secondary intent song:

- Any content related to the secondary intent song with rating *Good* (albums of that song, artist pages).

**Unacceptable (Off-Topic):** A piece of content that is not related to the song, and/or has no perceived relevance.

- Content with no relevance to the query or matching insignificant part of the title. If you believe the user wouldn't be looking for that content with such a query, rate it Unacceptable (Off-Topic).
- Apple Music genre pages that are not relevant to the query.

- Any content related to the poorly relevant song with rating *Acceptable* (albums of that song, artist pages).

Song Navigational Intent-Ratings Guide for search query “Let It Go”

Rating	Primary Intent	Popular Secondary Intent	Unpopular Secondary Intent
Perfect	<b>Intended Song</b> - The song Let It Go by Idina Menzel		
Excellent	<b>Music Videos/Song’s Versions</b> - The music video of the song Let It Go by Idina Menzel		
Good	<b>Related Content/Some Playlists</b> - The intended song’s album Frozen (Original Motion Soundtrack) containing the song Let It Go by Idina Menzel - Idina Menzel’s Artist Page - Playlist Disney Hits featuring the primary intent song and songs in the same genre - The cover Let It Go (Single Version) by Demi Lovato	<b>Song</b> - The secondary intent song Let It Go by James Bay - The secondary intent song Let It Go by Playboi Carti	
Acceptable	<b>Low-relevance playlists/covers</b> - The chart Movie Hits Essentials featuring the primary intent song, together with music in other genres - The playlist Disney Princess – does not include the intended song, but is within the same genre	<b>Music video/Radio</b> <b>Related Content + Some Playlists</b> - The album compilation Underwater Love by Groovy Waters, containing a somewhat popular cover of the primary intent song - Groovy Waters’ artist page, containing a secondary intent song	<b>Song</b> - Unpopular songs with matching title
Off-Topic		- Low-relevance playlists/covers	<b>Content related + Some Playlists</b> - Low-relevance playlists/covers

Examples:

Query and Result	Rating Reasoning	Rating
<b>Query:</b> respect <b>Result:</b> song <a href="#">Respect</a> by Aretha Franklin	Even though the song was originally released by Otis Redding, the version by Aretha Franklin is more popular and primary intent.	<b>Perfect</b>
<b>Query:</b> you and I <b>Result:</b> song <a href="#">Yoü And I</a> by Lady Gaga	The song implied by the query from the artist's official album.	
<b>Query:</b> cardi b and megan thee stallion <b>Result:</b> song <a href="#">WAP</a> by Cardi B and Megan Thee Stallion	For queries containing multiple artists: Do research to determine the most likely intent and rate accordingly. For this example, in March 2025 the most likely intent is the song WAP, therefore this song is rated Perfect.	
<b>Query:</b> nutcracker <b>Result:</b> album <a href="#">Nutcracker Tchaikovsky: The Nutcracker, Op. 71</a>	Album that contains all work movements. The user is looking for a full work by the composer, which consists of multiple tracks aggregated in an album.	
<b>Query:</b> respect <b>Result:</b> song <a href="#">Respect</a> by Otis Redding	The song originally written and released by Otis Redding. This song was made famous by Aretha Franklin a few years later.	<b>Excellent</b>
<b>Query:</b> home <b>Result:</b> song <a href="#">Home</a> by Phillip Phillips	There are several popular pieces of content with this title (Home by Phillip Phillips; Michael Bublé; Edward Sharpe). Since we don’t know which one the user meant, the most popular & likely intents are eligible for Excellent.	

<b>Query:</b> shallow <b>Result:</b> song <a href="#">Shallow (Radio Edit)</a> by Lady Gaga and Bradley Cooper	Less popular version of the primary intent song.	
<b>Query:</b> you and I <b>Result:</b> music video <a href="#">Youü And I</a> by Lady Gaga	Music video of the song implied by the query.	
<b>Query:</b> home <b>Result:</b> song <a href="#">Home</a> by The Piano Guys	The Piano Guys' rendition of the Phillip Phillips' song, less popular.	
<b>Query:</b> home <b>Result:</b> album <a href="#">The World of the Side of the Moon</a> by Phillip Phillips	Phillip Phillips' album containing the intended song.	Good
<b>Query:</b> nutcracker <b>Result:</b> <a href="#">Pyotr Ilyich Tchaikovsky</a> artist page	Artist page for the composer of the intended content.	
<b>Query:</b> just the way you are <b>Result:</b> <a href="#">Pop Hits: 2010</a> Apple Music playlist	Playlist that <b>does</b> feature the song <b>AND</b> has other songs in the same genre.	
<b>Query:</b> you and i <b>Result:</b> music video <a href="#">You and I Tonight</a> by Faber Drive	Music video for secondary intent song where the beginning of a title matches the query. Note that the query can be incomplete.	Acceptable
<b>Query:</b> sleeping in the blacktop <b>Result:</b> song <a href="#">Sleeping on the Blacktop</a> by Ritual Candles	An unpopular song matching the query. Primary intent is the song by Colter Wall.	
<b>Query:</b> nutcracker <b>Result:</b> <a href="#">Classical Christmas Hits</a> Apple Music playlist	Playlist that <b>does</b> feature the song <b>BUT</b> other songs are different in genre/category (Christmas).	
<b>Query:</b> moonlight sonata <b>Result:</b> <a href="#">Gustavo Dudamel Essentials</a> Apple Music playlist	Playlist that <b>doesn't</b> feature the intended song <b>BUT</b> does fit in the genre of the intended song.	
<b>Query:</b> jamming bob marley <b>Result:</b> song <a href="#">Just Jammin'</a> by Gramatik	The intent of the query is clear (Bob Marley), so keyword matching in the song title is irrelevant in this context.	Off-Topic
<b>Query:</b> sleeping in the blacktop <b>Result:</b> album <a href="#">Zen Garden 101</a> by Ritual Candles	The album contains an Acceptable song. While the song itself is rated Acceptable, the container of the song should be rated Unacceptable.	
<b>Query:</b> rockstar post malone clean <b>Result:</b> song <a href="#">Rockstar</a> by Post Malone (explicit version)	This version is not what the user requested, and it does not satisfy the factual requirements of the query. Explicit should be rated unacceptable if the user is specifically looking for a clean version and vice versa.	
<b>Query:</b> 2006 world cup song <b>Result:</b> song <a href="#">Time of Our Lives</a> by Pitbull & Ne-Yo	The query is looking for 2006 world cup song <a href="#">The Time of Our Lives</a> by Il Divo. The song by Pitbull & Ne-Yo has the same title, but it is not a version of the primary intent song, nor does it match the query / factual requirements of the query. Also review the chapter 2.2.1 User Intent.	

### 3.2.2 Song Functional

These queries look for songs that share a common theme. However, they are more specific than genres or broad categories, so it is unlikely that whole playlists or stations are available for these results. Examples are queries like [songs by artists who were born in Kansas], [songs that sing about the challenges of being unemployed], [songs that won a grammy between 1999 and 2003].

For queries of the format “**similar songs to**” and variations of it, please refer to the section 4. Similarity for Song/Album Functional.

**Perfect:** Very popular music that matches the exact intent of the query.

- Popular songs that exactly match the intent.
- Popular albums if all songs match the intent.

**Excellent:** Music content with medium popularity.

**Good:** Unpopular music content that matches the exact intent of the query and secondary intents.

- Unpopular albums if all songs match the intent.
- Unpopular songs that exactly match the intent.
- Content related to the primary intent (e.g. artist pages, partially relevant playlists that satisfy the factual requirements of the query).

**Acceptable:** Unrelated exact title matches.

**Unacceptable (Off-Topic):** Any other content.

Examples:

Query and Result	Rating Reasoning	Rating
<b>Query:</b> songs by artists who were born in New Mexico <b>Result:</b> song <a href="#">Take me home, Country Roads</a> by John Denver	This is a very popular song by an artist that was born in Roswell, New Mexico.	Perfect
<b>Query:</b> songs with a 121 bpm <b>Result:</b> song <a href="#">Call Me Maybe</a> by Carly Rae Jepsen	This song has a tempo of 120 beats per minute (BPM). <b>Note:</b> For queries that are looking for bpm/tempo, content that has a bpm of +-5 difference to the tempo specified in the query should be considered relevant.	
<b>Query:</b> songs about school <b>Result:</b> song <a href="#">Me and Julio Down by the Schoolyard</a> by Paul Simon	Medium popularity song matching the factual requirement of the query, the song is about school.	Excellent
<b>Query:</b> live songs from 2010s <b>Result:</b> song <a href="#">He is (Live)</a> by Ghost	Medium popularity song matching the requirements of the query, the song is from 2017, and it is a live recording.	
<b>Query:</b> songs recorded in July 2021 <b>Result:</b> song <a href="#">Sofa</a> by LuaLua	Unpopular song that was recorded in July 2021.	Good
<b>Query:</b> music for my dumbbell workout <b>Result:</b> <a href="#">#gymflow</a> Apple Music playlist	The playlist is for a gym workout, a bit more general than the query, but dumbbell workout would fit into the intent. Hence this is partially relevant playlist.	
<b>Query:</b> autumn chill music <b>Result:</b> <a href="#">Ambient Chill</a> Apple Music playlist	Partially relevant playlist: relevant to the factual requirement of chill music, partially relevant for autumn/fall.	
<b>Query:</b> disney songs for a bbq <b>Result:</b> song <a href="#">Theme from Jurassic Park</a> by John Williams	The result is not a Disney song.	Off-Topic
<b>Query:</b> folk songs acoustic <b>Result:</b> <a href="#">Acoustic Rewind</a> Apple Music playlist	The playlist does not satisfy the factual requirement of folk songs, only acoustic. Hence, it is Off Topic.	
<b>Query:</b> songs by david guetta featuring akon <b>Result:</b> song <a href="#">Titanium (feat. Sia)</a> by David Guetta	The song does not satisfy the factual requirement of featuring artist Akon.	
<b>Query:</b> taylor swift's clean songs <b>Result:</b> song <a href="#">the 1</a> by Taylor Swift	This is the explicit song version, and it does not satisfy the intent for a clean song. Note: please compare this result example to the clean version of <a href="#">the 1</a> by Taylor Swift that would satisfy the query intent.	

### 3.2.3 Lyrics

Some of the users look for a specific song by entering a memorable, catchy and/or recurring lyric from a song as their search query. The ratings for this classification **follow the ratings for Song Navigational classification**. If the queries contain lyrics + artist/movie name, they should still be considered **lyrics**.

**Perfect:** If the query intent is very clear, the song matching that lyrics query.

- The song implied by the query **uploaded by the artist** (e.g. official album, single, etc.)

**Excellent:** More than one likely intents that are equally popular and relevant.

- Songs when the intent is not clear and there are multiple equally popular songs to satisfy the intent (there's no clear separation between primary vs. secondary intent).
- The intended audio-equivalent song from a third-party compilation album.
- Music video of the primary intent song implied by the lyrics.

**Good:** A popular piece of content which only partially satisfies the intent of the song query (content related to primary intent or popular secondary intents). Please see a complete list of rating guidance under 3.2.1 Song Navigational.

- Popular remixes and covers of the intended song implied by the lyrics.
- Artist’s page of the intended song implied by the lyrics.
- Album of the intended song implied by the lyrics.
- Other music of the artist.

**Acceptable:** A piece of content that poorly satisfies a secondary intent of the query. Please see a complete list of rating guidance under 3.2.1 Song Navigational.

- Unpopular/unknown songs containing the queried for lyrics
- Unpopular title/artist name keyword matches.

**Unacceptable (Off-Topic):** A piece of content that does not satisfy any of the above conditions.

Examples:

Query and Result	Rating Reasoning	Rating
<b>Query:</b> every night in my dreams i see you titanic <b>Result:</b> song <a href="#">My Heart Will Go On</a> by Céline Dion	The query refers to the song My Heart Will Go On by Celine Dion from the movie Titanic. Even though it uses the lyrics with the name of the movie, it should be classified and rated as Lyrics, not Soundtrack.	Perfect
<b>Query:</b> i’m never gonna dance again <b>Result:</b> song <a href="#">Careless Whisper</a> by George Michael	Lyrics point to the popular song by George Michael.	
<b>Query:</b> who do you think you are <b>Result:</b> song <a href="#">Jar of Hearts</a> by Christina Perry	Song where the intent is not clear and there are multiple equally popular songs to satisfy the intent.	Excellent
<b>Query:</b> who do you think you are <b>Result:</b> song <a href="#">Who Do You Think You Are</a> by Spice Girls	Song where the intent is not clear and there are multiple equally popular songs to satisfy the intent.	
<b>Query:</b> you can dance, you can jive, having the time of your life <b>Result:</b> song <a href="#">Dancing Queen</a> by Abba from a Various Artist album	The primary intent audio-equivalent song from a third-party compilation album Road Trip Sing-Along Songs. Not uploaded by the intended artist.	
<b>Query:</b> i’m never gonna dance again <b>Result:</b> song <a href="#">Careless Whisper</a> by Seether	A popular cover of the primary intent song by George Michael.	Good
<b>Query:</b> you used to call me on my cell phone <b>Result:</b> <a href="#">Drake</a> artist page	Artist’s page of the intended song implied by the lyrics.	

<b>Query:</b> i lean not on my own understanding <b>Result:</b> song <a href="#">Nothing I Hold Onto</a> by Tracy Nitschke	Unpopular song by an unknown artist containing the queried lyrics. Primary intent would be the song <a href="#">Nothing I Hold Onto</a> by Will Reagan.	<b>Acceptable</b>
<b>Query:</b> song that goes but real love is never a waste of time <b>Result:</b> song <a href="#">Things That Don't Exist (feat. Zachary Knowles)</a> by Sydney Rose	The song's lyrics partially match the query having an incidental keyword match “a waste of time”, but not the full lyrics searched. The query does not seem misspelled or misremembered. The primary intent would be from the song <a href="#">Palace</a> by Sam Smith that has the matching lyrics.	<b>Off-Topic</b>

### 3.3 Albums

#### 3.3.1 Album Navigational

**Perfect:** The particular album implied by the query (EP, Album or “Single” album with more than one song).

**Excellent:** A popular piece of content which satisfies a dominant intent of the album query.

- Songs and music videos from the intended album.
- Artist Essentials playlists of the intended artist.
- Radio episodes dedicated to the album.

**Good:** A popular piece of content which only partially satisfies the intent of the query.

- Album's artist page.
- Other music by the artist.
- High quality Artist Uploaded Content (AUC).
- Playlists that fit in similar style/genre as the songs from the intended album (the playlist does not have to have songs from the album).

**Acceptable:** A piece of content which only poorly satisfies the intent of the query (unpopular secondary intents).

- Unpopular pieces of content with the same title/name (the piece of content has low/no/negative ratings).
- Unpopular/lower quality Artist Uploaded Content (AUC).

**Unacceptable (Off-Topic):** A piece of content that is not related to the album or has no perceived relevance. This includes pieces of content with partially matching keywords in their titles, and content that is irrelevant to the album.

Examples:

Query and Result	Rating Reasoning	Rating
<b>Query:</b> life after death <b>Result:</b> album <a href="#">Life After Death</a> by The Notorious B.I.G.	The album implied by the query.	<b>Perfect</b>
<b>Query:</b> 444 <b>Result:</b> album <a href="#">4:44</a> by JAY-Z	The album implied by the query.	
<b>Query:</b> life after death <b>Result:</b> song <a href="#">Somebody's Gotta Die</a> by The Notorious B.I.G.	A song from the intended B.I.G. album.	<b>Excellent</b>
<b>Query:</b> 1989 <b>Result:</b> <a href="#">Taylor Swift Essentials</a> Apple Music playlist	This playlist contains 6 songs from the intended Taylor Swift album.	
<b>Query:</b> dangerously in love <b>Result:</b> music video <a href="#">Crazy in Love</a> by Beyoncé and	Music video of a song on the intended album Dangerously in Love by Beyoncé.	



JAY-Z		
<b>Query:</b> life after death <b>Result:</b> <a href="#">90s Hip-Hop Essentials</a> Apple Music playlist	Playlist that fits in similar style/genre as the songs from the intended album by Notorious B.I.G.	Good
<b>Query:</b> 444 <b>Result:</b> <a href="#">JAY-Z</a> artist page	Album's artist page.	
<b>Query:</b> life after death <b>Result:</b> EP <a href="#">Friends Fade Enemies Stay</a> by Life After Death	An unpopular EP album by an artist that matches the search query.	Acceptable
<b>Query:</b> 444 <b>Result:</b> <a href="#">Classic Animated Videos</a> Apple Music playlist	Playlist containing one song from the intended album.	
<b>Query:</b> beatles box set <b>Result:</b> single <a href="#">Ice Box</a> by Omarion	This result is unrelated to The Beatles. The title has an irrelevant, partial keyword match to the search query.	Off-Topic

### 3.3.2 Album Functional

These queries look for albums that share a common theme.

**Perfect:** Very popular albums that match the exact intent of the query.

**Excellent:** Albums with medium popularity that match the exact intent of the query.

**Good:** Unpopular albums that match the exact intent of the query.

**Acceptable:** Unrelated exact title matches.

**Unacceptable (Off-Topic):** Any other content.

Examples:

Query and Result	Rating Reasoning	Rating
<b>Query:</b> albums with a number in the title <b>Result:</b> album <a href="#">25</a> by Adele	Very popular album that has a number in the album title.	Perfect
<b>Query:</b> albums by european musicians <b>Result:</b> album <a href="#">Future Nostalgia</a> by Dua Lipa	Very popular album by an European (British Albanian) singer and songwriter.	
<b>Query:</b> rock albums <b>Result:</b> album <a href="#">Forever Changes</a> by Love	Medium popularity rock album that satisfied the query intent (genre).	Excellent
<b>Query:</b> albums by canadian artists <b>Result:</b> album <a href="#">Now</a> by Shania Twain	Medium popularity album by a Canadian singer-songwriter.	
<b>Query:</b> albums that have a spanish name <b>Result:</b> album <a href="#">El Sol</a> by Average Rap Band	Unpopular album with a Spanish title satisfying the query intent (language).	Good
<b>Query:</b> albums by artists from seattle <b>Result:</b> album <a href="#">Town Story</a> by Dusty Cubby	Unpopular album by a band from Seattle satisfying the query intent (location).	
<b>Query:</b> albums by scottish djs <b>Result:</b> album <a href="#">Listen</a> by David Guetta	This is an album by a French DJ, not Scottish. It does not satisfy the query requirements.	Off-Topic

### 3.3.3 Soundtrack Navigational

These queries look for soundtracks for movies, musical, theater, games, etc.

**Perfect:** The intended content implied by the query.

**Excellent:** A piece of content which satisfies a dominant intent of the query.

- Individual songs from the soundtrack compilation.
- Versions/volumes other than the intended one by the query.

**Good:** A popular piece of content which only partially satisfies the intent of the query.

- Artist pages of the intended soundtrack.
- Secondary intents (other versions, popular matching content).

**Acceptable:** A piece of content which only poorly satisfies the intent of the soundtrack query.

- This includes content of lower quality and unpopular pieces of content with the same name/title.

**Unacceptable (Off-Topic):** A piece of content that is not related to the query or has no perceived relevance.

Examples:

Query and Result	Rating Reasoning	Rating
<b>Query:</b> the descendants soundtrack <b>Result:</b> album <a href="#">Descendants (Original TV Movie Soundtrack)</a>	The intended content implied by the query.	Perfect
<b>Query:</b> friday the 13th main theme <b>Result:</b> single <a href="#">Friday the 13th Main Theme (feat. Jason Voorhees)</a>	The intended content implied by the query. The query is looking for main theme song.	
<b>Query:</b> back to the future soundtrack <b>Result:</b> song <a href="#">Back To the Future</a>	Single song from the intended soundtrack.	Excellent
<b>Query:</b> descendants <b>Result:</b> album <a href="#">Descendants 3 (Original TV Movie Soundtrack)</a>	The version is not specified in the search, so assume the user is looking for the first version. Other versions/volumes would be Excellent results. Also use your market knowledge to determine which version the user is most likely looking for.	
<b>Query:</b> beauty and the beast <b>Result:</b> album <a href="#">Beauty and the Beast: The Broadway Musical (Original Broadway Cast Recording)</a>	Broadway musical would be secondary intent, primary intent would be the movie soundtrack.	Good
<b>Query:</b> guardians of the galaxy <b>Result:</b> album <a href="#">Guardians Of The Galaxy, Vol.1 - Sleeping Lullabies for Babies Piano Covers</a>	Unpopular content with the same title.	Acceptable
<b>Query:</b> outer banks soundtrack <b>Result:</b> <a href="#">Gabriel Yared</a> artist page	Artist page for Gabriel Yared, who has an unrelated song titled The Outer Banks.	Off-Topic

## 3.4 Playlists

### 3.4.1 Playlist Navigational

Queries looking for a specific playlist.

**Perfect:** User is looking for a specific playlist (intent is very clear from the query).

**Excellent:** A piece of content which satisfies a dominant intent of the query

- Video playlists satisfying the intent.

**Good:** A popular piece of content which only partially satisfies the intent of the query.

- Artist pages for the queried artist.
- Songs by the intended artist of Essentials playlist.
- Songs from the intended playlist.
- Playlists that poorly satisfy the intent.

**Acceptable:** A piece of content that is related to the query but it is unpopular or only poorly satisfies a secondary intent.

**Unacceptable (Off-Topic):** A piece of content that is not related to the query or has no perceived relevance.

Examples:

Query and Result	Rating Reasoning	Rating
<b>Query:</b> taylor swift deep cuts <b>Result:</b> <a href="#">Taylor Swift: Deep Cuts</a> Apple Music playlist	The intended playlist.	Perfect
<b>Query:</b> '00s r&b essentials <b>Result:</b> <a href="#">2000s Hip-Hop/R&amp;B Essentials</a> Apple Music playlist	The intended playlist, since there is no playlist for just '00s R&B Essentials.	
<b>Query:</b> miley cyrus essentials <b>Result:</b> <a href="#">Miley Cyrus Video Essentials</a> Apple Music video playlist	Video essentials playlist for the intended artist.	Excellent
<b>Query:</b> taylor swift deep cuts <b>Result:</b> <a href="#">Taylor Swift</a> artist page	Artist page for the queried artist.	Good
<b>Query:</b> miley cyrus essentials <b>Result:</b> song <a href="#">Flowers</a> by Miley Cyrus	Song by the intended artist of Essentials playlist.	
<b>Query:</b> pop throwback playlist <b>Result:</b> song <a href="#">Whatcha Say</a> by Jason Derulo	A song from the intended playlist.	
<b>Query:</b> summer vibes <b>Result:</b> song <a href="#">Summer Vibes</a> by João Varela	Unpopular song that matches the query. The primary intent would be <a href="#">Summer Vibes</a> Apple Music playlist.	Acceptable

### 3.4.2 Playlist Functional

Examples of Playlist Functional queries include [90s playlist], [party playlist], [workout playlist], etc. and express intent for playlists with a particular function.

**Perfect:** Pieces of content which very clearly satisfy the intent of the query.

- High quality playlists relevant to the query.
- Activity/Mood pages relevant to the query.

**Excellent:** Piece of content which satisfies the intent of the query but are a little more specific.

- High-quality playlists in the genre with a specific activity/mood/era/occasion.
- Popular various artists' albums in the intended genre.

**Good:** A piece of content which only partially satisfies the intent of the query but is still high-quality.

- Radio stations in the intended genre.
- Music videos satisfying the intent.
- Individual popular artist’s compilations (albums and playlists) in that genre.

**Acceptable:** Pieces of content that poorly satisfies a secondary intent of the query.

- Artist pages in the intended genre.
- Single songs / covers of a song / music videos in the intended genre.
- Artist uploaded content in the intended genre.
- Unpopular matching titles that can poorly satisfy the intent of the query.
- Individual unpopular artist’s compilations (albums and playlists) in that genre.

**Unacceptable (Off-Topic):** A piece of content that is not part of the specified genre.

Examples:

Query and Result	Rating Reasoning	Rating
<b>Query:</b> workout playlist <b>Result:</b> <a href="#">Pure Workout</a> Apple Music playlist	High quality playlists relevant to the activity (workout).	Perfect
<b>Query:</b> workout playlist <b>Result:</b> <a href="#">Fitness</a> activity page	Activity page containing relevant playlists, radio stations and songs for the intended activity (workout).	
<b>Query:</b> 90s playlist <b>Result:</b> <a href="#">90s Hits   Top 100 Songs</a> playlist by Filtr	High quality playlist in the intended decade.	
<b>Query:</b> workout playlist <b>Result:</b> <a href="#">Hip-Hop Workout</a> Apple Music playlist	For a broad query, this hip-hop playlist is slightly specific to genre, but still highly relevant to the activity (workout).	Excellent
<b>Query:</b> 90s playlist <b>Result:</b> album <a href="#">90s Hits</a> by Various Artists	A popular various artists album in the intended decade.	
<b>Query:</b> 90s playlist <b>Result:</b> <a href="#">'90s Hits Station</a> Apple Music radio station	Radio station for songs from the intended decade.	Good
<b>Query:</b> rock playlist <b>Result:</b> <a href="#">Nirvana Essentials</a> Apple Music playlist	Popular individual's artist playlist matching the intended genre.	
<b>Query:</b> 90s playlist <b>Result:</b> song <a href="#">Nothing Compares 2 U</a> by Sinéad O'Connor	Single song from the intended decade.	Acceptable
<b>Query:</b> party playlist <b>Result:</b> <a href="#">Beyoncé</a> artist page	Artist pages in the intended genre (party).	
<b>Query:</b> workout playlist <b>Result:</b> <a href="#">Chilling</a> Apple Music playlist	A chill playlist not relevant to the activity (workout).	Off-Topic

### 3.5 Genre/Category

Some music queries can be classified as genre or category. These queries are not for a specific piece of content, but usually for a collection of content with a specific theme. Examples are queries like [songs for partying], [sad music], [heavy metal], [music for a weekend bbq].

**Perfect:** Apple Music curated Playlists, Stations, Category Pages that contain exclusively songs matching the exact intent of the query.

**Excellent:** Third Party curated Playlists/Stations/Albums that contain exclusively songs matching the exact intent of the query as well as Apple Music Playlist/Stations/Albums that are more specific than the intent.

**Good:** Popular pieces of content which only partially satisfies the intent of the genre.

- Apple Music Playlist/Stations/Albums that are less specific than the intent.
- Popular songs, single-artist albums/playlists and music videos that match the exact intent of the query.
- Artist pages if the query limits the intent to less than 3 artists.

**Acceptable:** Pieces of content that poorly satisfies a secondary intent of the query.

- Unpopular songs, single-artist albums and music videos that match the exact intent of the query.
- Unpopular matching titles that can poorly satisfy the intent of the query.

**Unacceptable (Off-Topic):** Any other content

Examples:

Query and Result	Rating Reasoning	Rating
<b>Query:</b> pop <b>Result:</b> <a href="#">pop</a> category page	Apple Music Category Page that contains exclusively pop songs.	Perfect
<b>Query:</b> pop <b>Result:</b> <a href="#">The A-List: Pop</a> Apple Music playlist	Apple Music curated Playlist that contains exclusively pop songs.	
<b>Query:</b> 90s music <b>Result:</b> <a href="#">90s music</a> category page	Apple Music Category Page that contains exclusively songs from the decade 90s.	
<b>Query:</b> hits <b>Result:</b> <a href="#">Top 100: Italy</a> Apple Music playlist	Apple Music's Top 100 charts playlist. Note: This would be Perfect <b>only</b> , if the query is in the Italian storefront. For other storefronts this would be rated lower. Review the guideline section 2.6.3 Market Knowledge.	
<b>Query:</b> pop <b>Result:</b> <a href="#">Heartbreak Pop</a> Apple Music playlist	Playlist in the intended genre that is a little specific on mood (heartbreak).	Excellent
<b>Query:</b> pop <b>Result:</b> album <a href="#">NOW That’s What I Call Music! Vol. 73</a>	A popular album by various artists in the intended genre (pop).	
<b>Query:</b> 90s music <b>Result:</b> <a href="#">'90s Alternative Essentials</a> Apple Music playlist	Playlist in the intended genre that is a little specific on genre (alternative).	
<b>Query:</b> rock music <b>Result:</b> song <a href="#">Mr. Brightside</a> by The Killers	Popular, single song that matches the exact intent of the query (genre).	Good
<b>Query:</b> 90s music <b>Result:</b> song <a href="#">No Scrubs</a> by TLC	Popular, single song that matches the exact intent of the query (decade).	
<b>Query:</b> dance music <b>Result:</b> song <a href="#">Lit Cigarette</a> by SDC	Unpopular song that matches the exact intent of the query (genre).	Acceptable
<b>Query:</b> beach music <b>Result:</b> song <a href="#">Beach Music</a> by J.D. Pederson	Unpopular song where title matches the query.	
<b>Query:</b> rock <b>Result:</b> <a href="#">Bob Marley</a> artist page	Bob Marley is one of the pioneers of reggae. Not a rock artist.	Off-Topic

<b>Query:</b> 90s music <b>Result:</b> <a href="#">Hip-Hop Hits: 2020</a> Apple Music playlist	Not relevant to the query intent, content is from a different decade.	
---	---	--

## 3.6 Radio

### 3.6.1 Broadcast Radio

Queries that refer to conventional hosted live stations, often associated with a radio network. This includes local, satellite and internet radio stations.

**Perfect:** User is looking for a specific live radio (intent is very clear from the query).

- For queries that only specify the frequency, several *popular* radio stations that are based in the same storefront and satisfy the intent can be rated Perfect.

**Excellent:** A piece of content which very clearly satisfies the intent of the query.

**Good:** A piece of content which satisfies a secondary intent.

**Acceptable:** A piece of content that poorly satisfies a secondary intent of the query.

- Unpopular pieces of content with the same title/name (the piece of content has low/no/negative ratings).
- Less popular radio stations based outside of the market you’re evaluating for.

**Unacceptable (Off-Topic):** a piece of content that is not related to the intended radio.

Examples:

Query and Result	Rating Reasoning	Rating
<b>Query:</b> 106.5 <b>Result:</b> <a href="#">106.5 The Beat</a> radio station	This is the intended radio station based in Richmond, Virginia. There are several popular radio stations for this frequency.	Perfect
<b>Query:</b> 106.5 <b>Result:</b> <a href="#">106.5 Kiss FM</a> radio station	This is a popular radio station based in Huntsville, AL. There are several popular radio stations for this frequency.	
<b>Query:</b> bbc radio <b>Result:</b> <a href="#">BBC Radio 5 Live</a> radio station	Since the user is not specifying the number, assume the primary intent is first.	Excellent
<b>Query:</b> bbc <b>Result:</b> song <a href="#">BBC</a> by Jay-Z	Song title matching the query, secondary intent to BBC radio.	Good
<b>Query:</b> Radio Dunedin <b>Result:</b> <a href="#">OAR FM Dunedin</a> radio station	This is a radio station from New Zealand and would be less popular for other markets.	Acceptable
<b>Query:</b> iHeart pop radio <b>Result:</b> <a href="#">A-list Pop</a> Apple Music playlist	Playlist in the intended genre.	
<b>Query:</b> kmle <b>Result:</b> <a href="#">KYLE</a> artist page	Not related to the intended radio station. Unlikely misspelling of the query, hence Off Topic.	Off-Topic
<b>Query:</b> 106.5 <b>Result:</b> <a href="#">106.7 Lite FM</a> radio station	Not related to the intended radio station, different radio frequency not matching the query.	

### 3.6.2 Apple Music Hosted Radio

Queries that refer to Apple Music hosted live radio shows. There are six Apple hosted radio stations: Apple Music 1, Apple Music Hits, Apple Music Country, Apple Music Club, Apple Música Uno, and Apple Music Chill. These radio stations have many different shows on their programming.



**Perfect:** The intended radio station or radio show.

**Excellent:** A piece of content which very clearly satisfies the intent of the query.

- Episodes from the intended radio show.

**Good:** A piece of content which satisfies a secondary intent.

- Artist page of the radio show host.
- A playlist featured on the intended radio show page.

**Acceptable:** A piece of content that poorly satisfies a secondary intent of the query.

- Unpopular pieces of content with the same title/name.
- Less popular radio stations based outside of the market you’re evaluating for.

**Unacceptable (Off-Topic):** A piece of content that is not related to the intended radio.

Examples:

Query and Result	Rating Reasoning	Rating
<b>Query:</b> apple music hits <b>Result:</b> <a href="#">Apple Music Hits</a> radio station	The intended radio station.	Perfect
<b>Query:</b> after school radio <b>Result:</b> <a href="#">After School Radio</a> radio show	The intended radio show.	
<b>Query:</b> queen radio nicki <b>Result:</b> episode of <a href="#">Queen Radio</a> by Nicky Minaj	Single episode from the intended radio show Queen Radio.	Excellent
<b>Query:</b> queen radio nicki <b>Result:</b> <a href="#">Nicki Minaj</a> artist page	The artist page of the host of the radio show Queen Radio.	Good
<b>Query:</b> the 411 <b>Result:</b> <a href="#">411</a> artist page	Unpopular and irrelevant artist with the same name. The primary intent is the radio station The 411 with Mary J. Blige.	Acceptable

### 3.6.3 Editorial Radio

Queries that refer to non-hosted radio stations, focusing on a certain genre/mood/era. This includes utterances with a functional query + radio in the string, for example [pop songs radio], [rock songs radio].

**Perfect:** A radio station that satisfies a primary intent of the functional query and is of high quality.

**Excellent:** Radio stations playing music in the intended genre, but from a very specific era or sub-genre (only plays music in the genre from the 80’s, 90’s, etc.).

**Good:** A piece of content which satisfies a secondary intent.

- High quality playlists and Various Artists albums in the intended genre/era/mood/style of music.

**Acceptable:** A piece of content that poorly satisfies a secondary intent of the query.

- Artist pages, single songs, or albums by individual artists in the intended genre/era/mood/style of music.

**Unacceptable (Off-Topic):** a piece of content that is not related to the intended radio. The output should satisfy the intent of the query and be related to the genre of the requested radio, not simply match the tokens.

Examples:

Query and Result	Rating Reasoning	Rating
<b>Query:</b> country music radio <b>Result:</b> <a href="#">Country Station</a> Apple Music radio station	A high quality Apple Music radio station that satisfies the primary intent (genre).	Perfect
<b>Query:</b> relaxation music radio <b>Result:</b> <a href="#">Ambi Nature Radio</a> radio station	A high quality radio station specifically for sleep, relaxation and meditation satisfying the primary intent.	
<b>Query:</b> country music radio <b>Result:</b> <a href="#">'80s &amp; '90s Country</a> Apple Music radio station	Radio station in the intended genre, but from a very specific era of 80s and 90s music only.	Excellent
<b>Query:</b> k-pop songs radio <b>Result:</b> <a href="#">KPOPWORLD</a> Apple Music playlist	A high quality <i>playlist</i> in the intended genre, K-pop.	Good
<b>Query:</b> classic rock radio <b>Result:</b> album <a href="#">Classic Rock</a> by various artists	A high quality <i>album</i> in the intended genre, classic rock.	
<b>Query:</b> country music radio <b>Result:</b> <a href="#">Blake Shelton</a> artist page	Artist page by an individual artist in the intended genre, country.	Acceptable
<b>Query:</b> k-pop songs radio <b>Result:</b> song <a href="#">Likey</a> by Twice	Single song by an individual artist in the intended genre, K-pop.	
<b>Query:</b> country music radio <b>Result:</b> song <a href="#">Radio</a> by Lana Del Rey	A piece of content that is not related to the intended radio. The song is not in the intended genre (country), but a simple one word key word match to one part of the query.	Off-Topic

### 3.7 Content Creators

#### 3.7.1 Curator

- Perfect:** The intended Curator page.
- Excellent:** Curated playlist, and albums by the intended Curator (regardless of popularity). Also, relevant and high quality playlists from other reputable providers.
- Good:** A piece of content which only partially satisfies the intent of the curator query such as songs on a curated compilation album.
- Acceptable:** A piece of content which only poorly satisfies the intent of the curator query.
- Curator Uploaded Content of lower quality.
  - Unpopular pieces of content with the same name or title (the piece of content has low/no/negative ratings), or matching part of the title.
- Unacceptable (Off-Topic):** A piece of content that is not related to the Curator, has no perceived relevance, or is likely to mislead users about its authorship. This also includes pieces of content featuring similar names or titles, and media for which the connection with the curator is not readily apparent.

Examples:

Query and Result	Rating Reasoning	Rating
<b>Query:</b> tiktok <b>Result:</b> <a href="#">TikTok</a> curator page	The intended Curator page.	Perfect
<b>Query:</b> spinnin’ records <b>Result:</b> <a href="#">Spinning Records</a> curator page	The intended Curator page.	
<b>Query:</b> tiktok <b>Result:</b> playlist <a href="#">TikTok Dance</a> by TikTok	A playlist by the intended curator.	Excellent

<b>Query:</b> tiktok <b>Result:</b> playlist <a href="#">TikTok Songs</a> by Topsify	This is a highly relevant playlist from a well know curator Topsify, featuring the biggest TikTok viral hits.	
<b>Query:</b> spinnin’ records <b>Result:</b> album <a href="#">Spinnin Records Best of Dance 2020</a>	Compilation album by the intended curator.	
<b>Query:</b> tiktok <b>Result:</b> song <a href="#">Tik Tok</a> by Kesha	Popular song matching the query. However, this song is from 2010 and no longer the primary intent of most users. Satisfies a secondary intent of the query.	Good
<b>Query:</b> spinnin’ records <b>Result:</b> song <a href="#">Grapevine</a> by Tiësto	Song on a compilation album by the Curator.	
<b>Query:</b> tiktok <b>Result:</b> song <a href="#">Don't Touch My Truck</a> by artist Tik Tok	Song by an unknown artist, Tik Tok, matching the search query, not related to the curator.	Acceptable
<b>Query:</b> spinnin’ records <b>Result:</b> song <a href="#">Spinning Records</a> by Trip'yon Post	An unknown song with song title matching the query.	
<b>Query:</b> tiktok <b>Result:</b> <a href="#">T.O.K</a> artist page	Partial keyword match in the artist's name, not relevant to the query.	Off-Topic
<b>Query:</b> spinnin’ records <b>Result:</b> song <a href="#">Issues (feat. Ice Cube, Anderson .Paak &amp; Dem Jointz)</a> by Dr. Dre	Song an album that is not by the curator, not relevant to the search query.	

### 3.7.2 Record Label

**Perfect:** The particular record label implied by the query.

**Excellent:** Record label’s Curator’s page, and all content either curated, or produced by the intended record label. This includes artist pages for artists signed by the record label, playlists, albums, songs, and radio shows produced, and/or curated by the record label.

**Good:** A popular piece of content which only partially satisfies the intent of the query.

**Acceptable:** A piece of content that is related to the query, but it is unpopular or only poorly satisfies a secondary intent. This includes unpopular pieces of content matching or partially matching the query, and content related to the query.

**Unacceptable (Off-Topic):** A piece of content that is not related to the record label, and content that is irrelevant to the query.

Examples:

Query and Result	Rating Reasoning	Rating
<b>Query:</b> fat possum <b>Result:</b> <a href="#">Fat Possum Records</a> record label page	The record label implied by the query.	Perfect
<b>Query:</b> b’in music <b>Result:</b> <a href="#">相信音樂</a> record label page	The record label page for 相信音樂 (B’in Music in English).	
Query: fat possum <b>Result:</b> <a href="#">Fat Possum Records</a> curator page	Record label’s Curator’s page.	Excellent
<b>Query:</b> fat possum <b>Result:</b> playlist <a href="#">Fat Possum: Album of the Week</a> by Fat Possum Records	Playlist produced, and/or curated by the record label.	

<b>Query:</b> 604 records <b>Result:</b> song <a href="#">Mittens (Robert Orton Mix)</a> by Carly Rae Jepsen	The song by Carly Rae Jepsen, and other songs from the album 604 Records: Bundled Up produced by 604 Records.	
<b>Query:</b> drag city <b>Result:</b> song <a href="#">Drag City</a> by Jan & Dean	This album isn’t produced by the intended record label, but it is a popular content matching the query.	<b>Good</b>
<b>Query:</b> fat possum <b>Result:</b> song <a href="#">Fat Possum</a> by Parry Music	This album isn’t produced by the intended record label, but it is an unpopular content matching the query.	<b>Acceptable</b>
<b>Query:</b> drag city <b>Result:</b> <a href="#">Jan &amp; Dean</a> artist page	The artist page for artist that has a popular content matching the query, the song <a href="#">Drag City</a> .	
<b>Query:</b> dead oceans <b>Result:</b> song <a href="#">From Rise to Fall</a> by Dead Oceans	Song by unpopular artist, whose name is matching the query.	
<b>Query:</b> fat possum <b>Result:</b> album <a href="#">Let Music &amp; Bodies Unite</a> by Rat Vs Possum	This album is not relevant to the query and is not produced by the record label. Partial keyword match in the artist's name.	<b>Off-Topic</b>

## 3.8 Video

### 3.8.1 Video Navigational

A query that refers to a specific Apple Music tv show or episode, as well as music videos for a specific song. Some query examples are [carpool karaoke], [planet of the apps], [sicko mode video], etc.

**Perfect:** Results that satisfy primary intent of the query.

- The intended tv show container/episode.
- Specific song's music video implied by the query.
- Compilation of artist's videos implied by the query.

**Excellent:** A piece of content that satisfies a dominant intent of the query and is relevant to the query.

- The intended music video’s song.
- Individual songs by the queried artist.
- Single episodes from the intended Apple Music TV show when the intent is for the full show, and vice versa.

**Good:** A piece of content that satisfies a secondary intent.

- Artist page for the intended music video’s artist.
- Other content by the artist: songs, albums, and music videos from the intended artist.
- Video of songs that could satisfy secondary intent of the query.

**Acceptable:** A piece of content which only poorly satisfies the intent of the video query.

- This includes content of lower quality and unpopular pieces of content with the same name or title.
- Playlists with the intended song/content.

**Unacceptable (Off-Topic):** A piece of content that is not related to the query, has no perceived relevance, or is likely to mislead users about its authorship.

Query and Result	Rating Reasoning	Rating
<b>Query:</b> sicko mode video <b>Result:</b> music video for the song <a href="#">Sicko Mode</a> by	The intended music video of the song.	<b>Perfect</b>

Travis Scott		
Query: sicko mode video Result: song <a href="#">Sicko Mode</a> by Travis Scott	The song of the intended music video's song	Excellent
Query: sicko mode video Result: music video for the song <a href="#">Yosemite</a> by Travis Scott	Another song/video by the intended artist.	Good
Query: sicko mode video Result: music video for the song <a href="#">Sicko Mode [B-Mix]</a> by Bagstheboss	This is an unpopular cover of the intended song.	Acceptable

### 3.9 Ambiguous

#### 3.9.1 Ambiguous - Multiple Classifications

A query that is too ambiguous to identify a single primary intent. These queries may fit into several intent categories. For example, the query [blue] could refer to a mood, a song, or an artist called Blue. You should decide on the most likely classification for the query and use the rating for that classification accordingly. Describe your reasoning in the comments.

#### 3.9.2 Ambiguous - Intent Unclear

A query that has no clear primary intent. You should do your research to understand how well the result satisfies the query intent.

**Perfect:** A piece of content which is very likely to satisfy a primary intent of the query. Only the most popular content will be eligible for this rating.

**Excellent:** A piece of content which clearly satisfies the intent of the query but is less popular or less known.

**Good:** A piece of content which only partially satisfies the intent of the query, but is still high-quality OR satisfies a secondary intent of the query OR satisfies the intent of the query but is lower quality.

**Acceptable:** A piece of content that is related to the query, but may be of poor quality, not popular, or poorly satisfies a secondary intent of the query.

**Unacceptable (Off-Topic):** A piece of content that does not satisfy any of the above conditions.

## 4. Similarity for Song/Album Functional Queries

The following section only applies to queries of the format [similar songs to] and [similar albums to] and variations of these queries. To rate those queries, you first need to assess similarity dimensions.

### 4.1 Similarity Dimensions

Evaluate similarity between songs and albums based on the following aspects. Please also keep in mind that the artist of the song does not matter in this case. Both songs can be from the same artist and are still eligible for all available ratings:

- **Genre Similarity**
  - This aspect describes if a song or album is in the same genre or a closely related genre. Please keep in mind that genres can overlap, and to always use multiple sources when determining the genre of a song or album. Examples for similar genres:
    - Both songs are pop songs.
    - One song is a heavy metal song, and one song is a hair metal song.
    - One song is alternative pop, the other one is indie pop.
    - One song is country pop, the other one is pop.
- **Sound Similarity**

- Please consider the following factors to identify if a song or album is similar. Please note that not all factors need to 100% match to be considered sonically similar, usually 2 sub factors are sufficient to be considered sonically similar:
  - **Speed:** The songs have a similar tempo. This is not meant to be an exact match on beats per minute, but rather if songs are both fast, mid-tempo or slow.
  - **Instruments:** This describes if a song or album uses a specific (not extremely common) instrument, like a prominent feature of a piano or a saxophone solo.
  - **Language:** Both songs are in the same language.
  - **Style:** Both songs are remixes, mashups, instrumental versions, etc.
- **Theme/Mood/Lyrics**
  - Songs or Albums that share a common theme or topic. For example:
    - Both songs are romantic songs.
    - Both songs are about Texas.
    - Both songs are good choices to wind down after a long day.
    - Both songs are about historic events.

## 4.2 Level of Similarity

Please keep in mind that similarities need to be at least somewhat specific to be considered similar. The section above has examples for specific similarities. On the other hand, examples for unacceptable similarities are:

- Both albums have lyrics about life (very common).
- Both songs are good for when you are bored (most music is).
- Both songs use drums (the vast majority of music does).

## 4.3 Similarity Rating

In order to rate correctly, please use the following system, based on the 3 main dimensions listed above:

**Perfect:** 3 similarity aspects met (regardless of popularity).

**Excellent:** 2 similarity aspects met (regardless of popularity).

**Good:** Popular and 1 similarity aspect met.

**Acceptable:** Unpopular and 1 similarity aspect met.

**Unacceptable:** No similarity. Please also remember that comments are mandatory. **Your comment should describe which aspects are similar.**