# BIG DATA FOR ALL

Reprex

Big data for all

Reprex BV

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Yes!Delft AI+Blockchain Validation Lab

**Listen Local** is an open collaboration of music curators, small music enterprises, open-source software developers, and the **Digital Music Observatory**. In Europe, the music sector comprises hundreds of thousands of microenterprises, small enterprises, and freelancer networks that do not employ a data scientist, data engineer, statistician, or royalty economist.

Without a specialist data and IT team, independent musicians cannot enjoy the benefits of rights management and documentation automation, machine learning for curation, A&R, marketing, and tour planning. We aim to provide them with such tools. We want to **help local music ecosystems**: artists and their fans, local curators, radios, labels, publishers, collective management, cultural heritage organizations, and local government with open-source software, open data, and open scientific results.

We would like to **invite the PAARD** to a collaborative network that aim to make some small, niche, or marginalized music scenes (geographically marginalized in Slovakia, Lithuania, or Bulgaria; very niche in folktronica, metal subgenres, and contemporary classical music) to find their global audience via playlisting, live streaming, and staging well-prepared concert or festival events.

As a small but internationally known music tech company that grew out of the cooperation of 12 country music organizations, we would like to work hand in hand with the **PAARD digitization agenda**. ☑ Use our automated data collection and processing system to understand and extend the PAARD curation policy (similarly to the TNW folktronica stage.) ☑ Organize past program candidates and staged events and find a long list of similar artists globally. Create AI-supported but eventually human-created public playlists (Spotify, YouTube, etc.) to remain connected to niche audiences. ☑ Progressively increase the technical capabilities of projecting PAARD staged events to the world (livestreaming ➜ 3d sound ➜ immersive 3D audiovisual.) We work with Europe's major copyright management organizations, agencies, and researchers: we can **support** them both **technologically** and **legally**. ☑ With our rights management and cultural heritage partners, learn how to place well-curated and described live events into an emerging web 3.0 digital realm in a way that the productions find their audience globally via 'knowledge graphs' or by automatically placing them on the correct web services, libraries, and databases. ☑ Participate with use cases (very light reporting need) in **Horizon Europe Research & Innovation** or **Creative Europe** digital transformation and just recovery programs.

Who are we? **Reprex** is a Hague-based but international music tech startup currently building a prototype of the future European Music Observatory with the representative stakeholders of Europe's music ecosystem. Our mission is to make big data and algorithms trained on collectively managed and open data for small organizations. We want to reduce the inequalities caused by the economies of scope and scale in data collection and processing enjoyed by the world's giant corporations like Google or Apple. Our product market fit was validated in the world's second-ranked university-backed incubator, the **Yes!Delft AI+Blockchain Lab**. Our offering for music was further developed in the **JUMP European Music Market Accelerator**. Currently, we are finalists in the **Hague Innovators Challenge 2022** (**pdf**). We want to persuade the city of the Hague and impact investors to build Europe's music knowledge center in our beautiful city.

Check out our pitch deck **online**
daniel.antal@reprex.nl
borbala.domotorfy@reprex.nl