



Humans of IT

AI for the Music Industry

By Hazel Savage, Musiio CEO and Co-founder

#MSTechCommunityAPACOnline





MUSIIIO

We make great music discoverable.

www.musiiio.com



Hazel Savage

CEO & Co-Founder



Aron Pettersson

CTO & Co-Founder



The Team



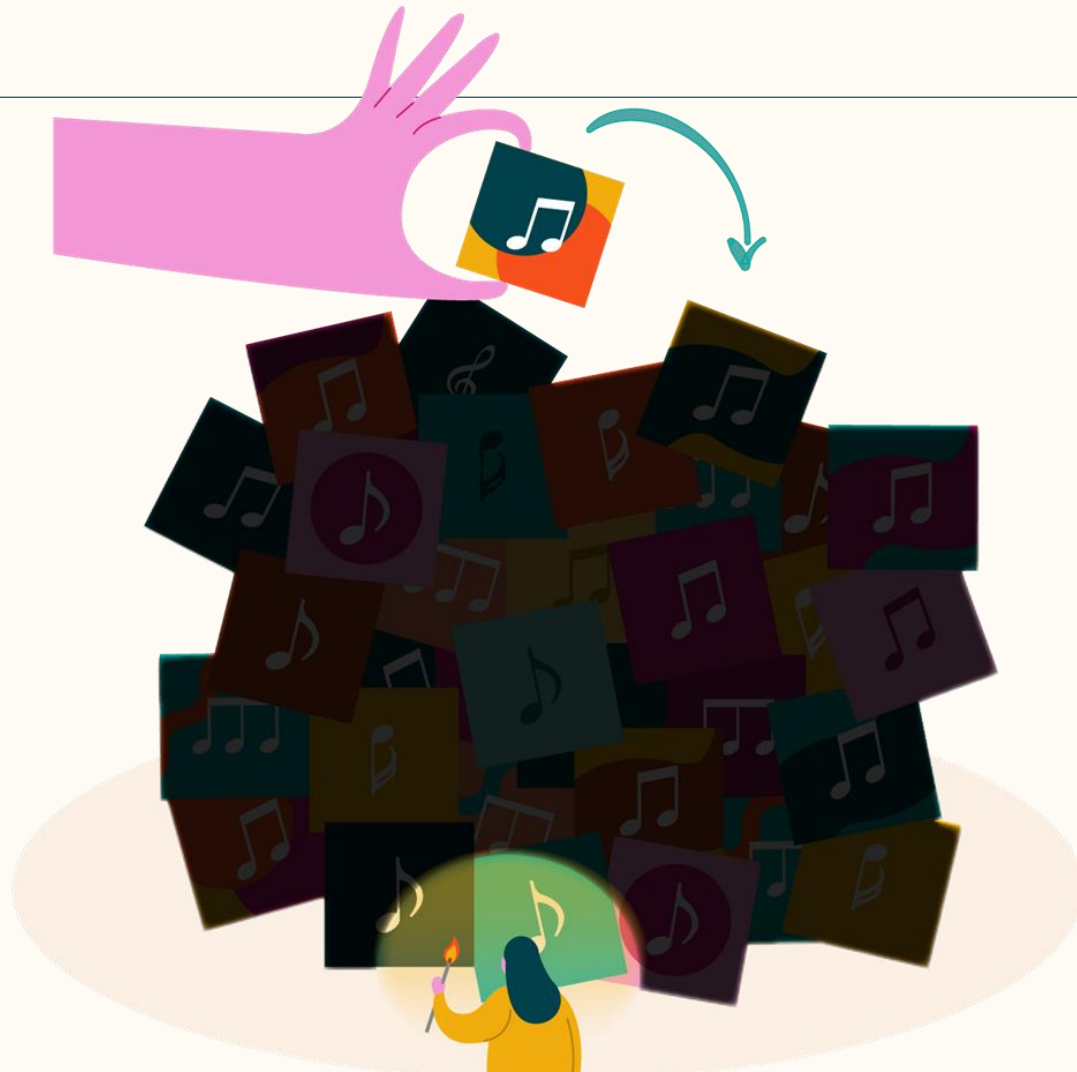
PRE 2007

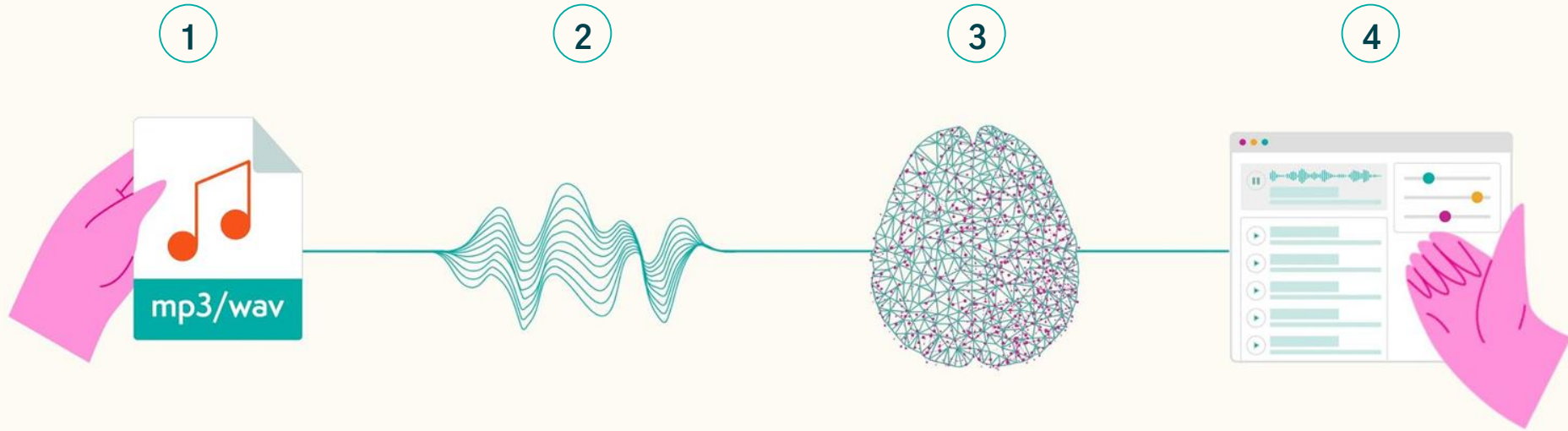
10–30 songs
released a month

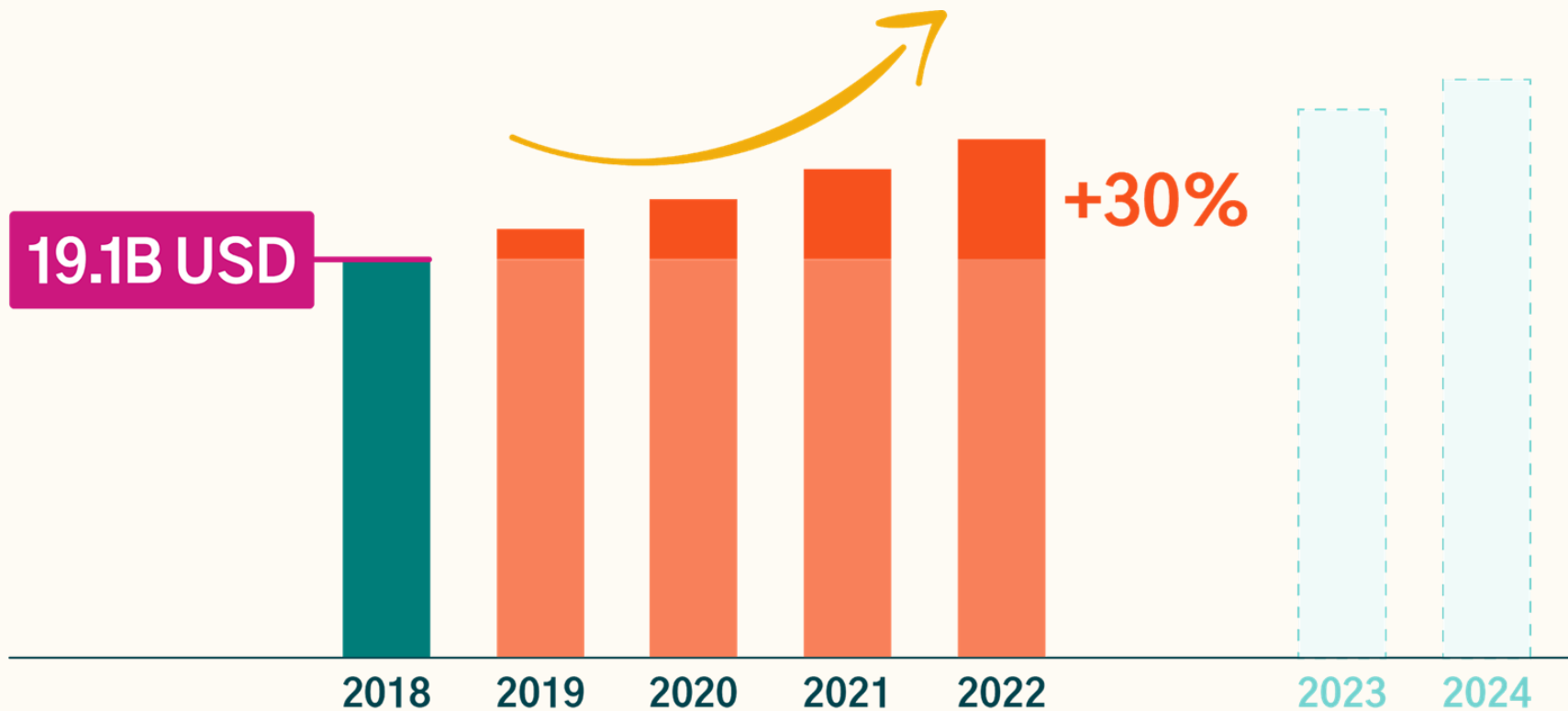
NOW (2019)

40,000 songs
released a day









Current Clients

15+



Industry Sectors

Production/Sync, Streaming,
Online Music Archives,
Radio, Gaming



Our Products

Tag

Search

Playlist

Search

...



Product: Custom Internal Music Supervisor Dashboard
Tracks: 170,000+

The Challenge: Responding to briefs quickly with high quality playlists of music is increasingly difficult with a large and growing catalogue.

Current Process: The music supervisor has to work from memory, or manually break down music references and match them with everything in the database. This process could take anywhere upto 2 days and sometimes multiple supervisors to respond to a brief.

Solution: A custom dashboard which allows in-house supervisors to audio reference search their catalogue and return 10+ close audio matches in 2 seconds using a clients' Youtube link or Mp3 reference track. A custom filter was also added so supervisors can search for a Hans Zimmer track but add vocals, change the mood or bpm, as the client requests.



"There has been so much noise coming from generative AI companies... but so few of those technology companies go beyond the hype of the technology. This is a partnership rooted in actually opportunities and real challenges around music tagging, searching just for the right track for your video project and making more of our artists and composers' music available to our customers worldwide"

Matthew Hawn, Chief Product Officer at Audio Network

Featured In

THE
INDUSTRY
OBSERVER

music:)ally
EST: 2002



Thank you!

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