



gracenote.  
A NIELSEN COMPANY

## Intro to Gracenote APIs

# WHO ARE WE?



World's **leading entertainment data and technology** company

**We power the world's top** music services, consumer electronics,  
automakers, cable and satellite providers

A dark wood-grain background featuring several electronic devices: a DirecTV remote control, a television remote, a smartphone displaying the iTunes app, a laptop showing a movie interface, a keyboard, a Mercedes-Benz key fob, and a Google tablet. A pencil and a ruler are also visible.

**DIRECTV**

TV Listings and  
Imagery

**iTunes**

iTunes Radio,  
Genius and  
Match

# Gracenote in Your Life

Our products power your entertainment experiences, everyday

**Roku**  
Universal  
Search

**Google**  
Movie Listings  
and Show  
Times

**Mercedes-**  
**Benz**  
Music  
Recognition &  
Imagery



# Gracenote APIs

# Music APIs



## Metadata

Whether it's album genre, track tempo or cover art, our rich set of descriptive metadata is the building block that powers your innovative service.



## Recognition

Our Music recognition technology helps you identify songs, whether from CD/file/streaming, and connect to the content you love.



## Discovery

Leverage Gracenote's data and algorithms to serve up music recommendations tuned to your likes and dislikes..

For more info, check out: [developer.gracenote.com](http://developer.gracenote.com)

# Video API - OnConnect

provide the entertainment data and images you need to build rich interfaces.

- Airings
- cast, crew, synopsis, etc
- Celebrities
- Social media links (Twitter, Facebook)
- Movies on TV and in theaters
- Screenplay movie trailers and more...





## Gracenote APIs in action

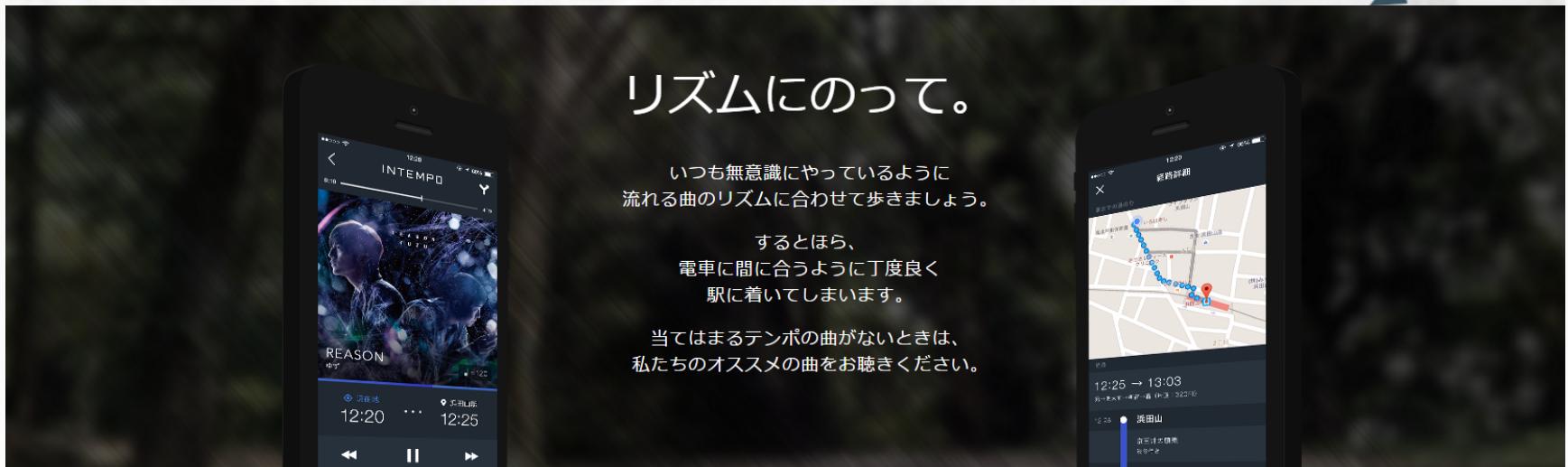
# INTEMPO

リズムにのって。

いつも無意識にやっているように  
流れる曲のリズムに合わせて歩きましょう。

するとほら、  
電車に間に合うように丁度良く  
駅に着いてしまいます。

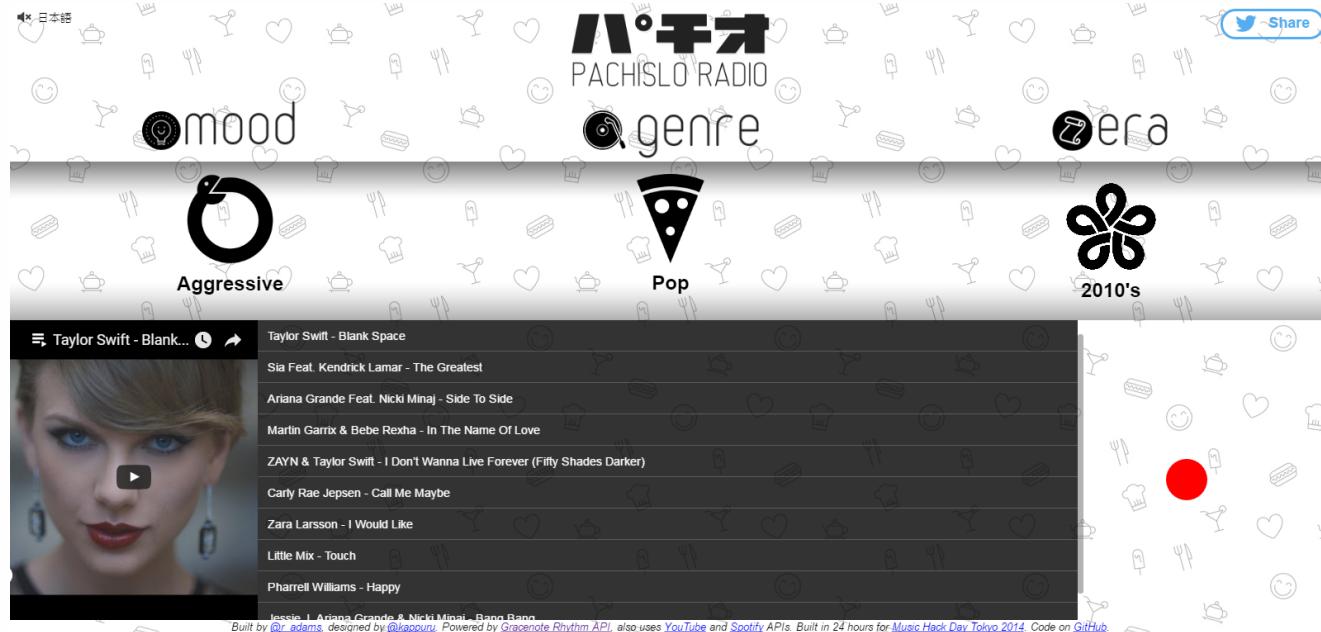
当てはまるテンポの曲がないときは、  
私たちのオススメの曲をお聴きください。



- Recommends songs with user's walking pace, weather, distance to the destination
- Hack from Mashup Awards 10 (Japan)
- <http://intempo.adriablue.jp/>



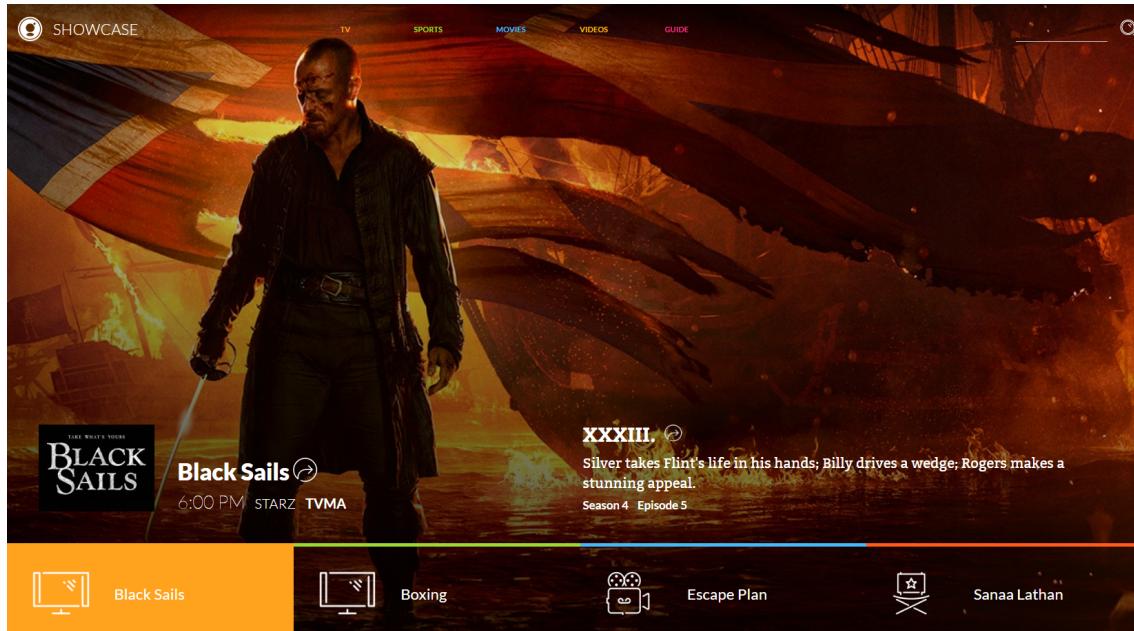
# pach.io



- mood+genre+era playlisting, mash w/ YouTube & Spotify



# showcase.onthedemo.com/



- Official OnConnect demo web app

# Gracenote API Prize



Amazon Fire TV's, up to 5

## Questions?



[developer.gracenote.com](http://developer.gracenote.com)



@GracenoteDev