

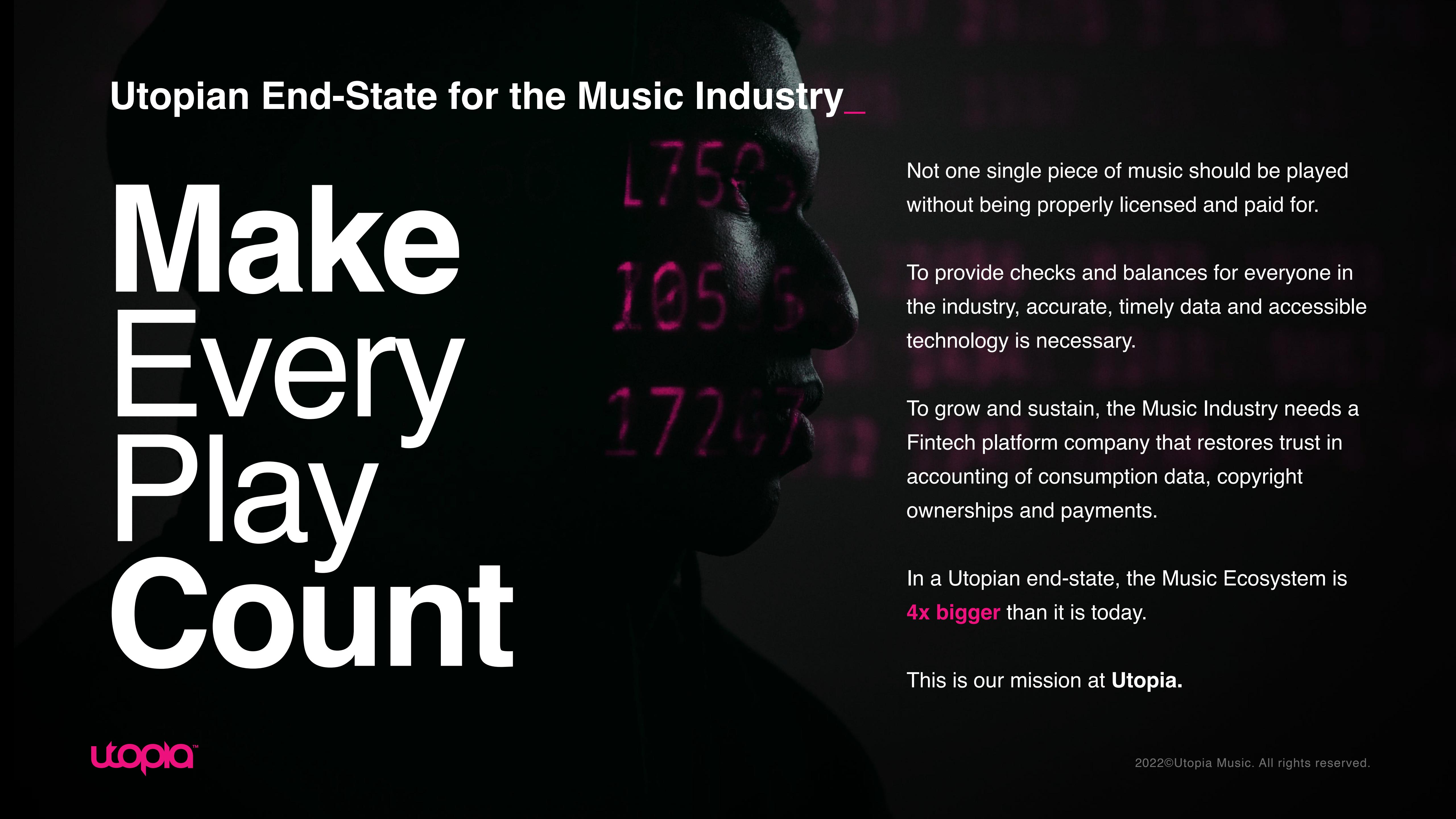


Fair Pay for Every Play

Gold Sponsor **ISMIR 2022**

Utopian End-State for the Music Industry

Make Every Play Count



Not one single piece of music should be played without being properly licensed and paid for.

To provide checks and balances for everyone in the industry, accurate, timely data and accessible technology is necessary.

To grow and sustain, the Music Industry needs a Fintech platform company that restores trust in accounting of consumption data, copyright ownerships and payments.

In a Utopian end-state, the Music Ecosystem is **4x bigger** than it is today.

This is our mission at **Utopia**.

Utopia is a Swiss Fintech Infrastructure Supercharging Music Assets with Data & Technology

500+ million euros of royalties under management

Utopia was founded in 2016 in Switzerland to help the Music Industry grow. We're a neutral financial infrastructure that elevates the entire industry. Now operating in 12 countries, Utopia has 850+ music & tech professionals working on its mission.

Over 31% of all UK revenue in the Music Industry is managed by Utopia. Our royalty collection partnerships span across more than 200 territories.

- + Utopia is working with 200+ societies for administration
- + Engaging with 15+ societies for royalty management services
- + Serving 7,500+ labels, 10,000+ publishers and 450,000+ creators
- + Representing 4,000,000 copyrights
- + Listening to over 40 000 radio stations in 194 countries
- + Paying more than \$100m worth of royalties upfront

Positioning that works_

#1_Neutral Growth Partner

We will never, ever:

- + Become a collection society
- + Own copyrights
- + Be owned by a Major Label or Big Data
- + Sell data to third parties

Utopia services are highly trusted by the industry. We believe the current value chain and structure of the industry can be supercharged with a centralised platform. We are supporting industry growth without disrupting any of the current stakeholders or the current configuration of the industry.

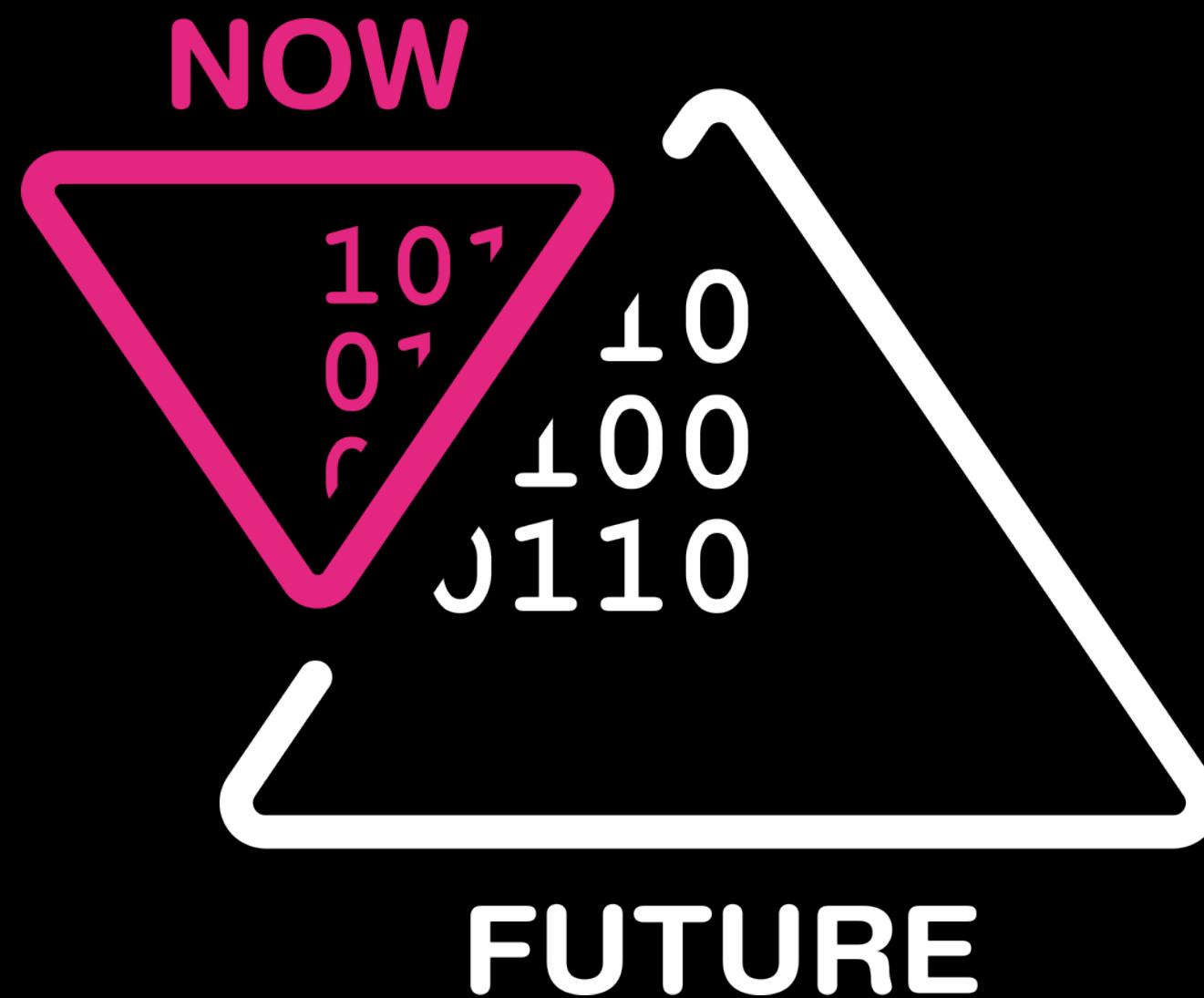


A selection of customers we service



Utopia is closing the **Data Gap** with data and technology

- + Finding out what music was played, when and where
- + Keeping record of who owns the rights for the song
- + Connecting with who needs to get paid, how much and when



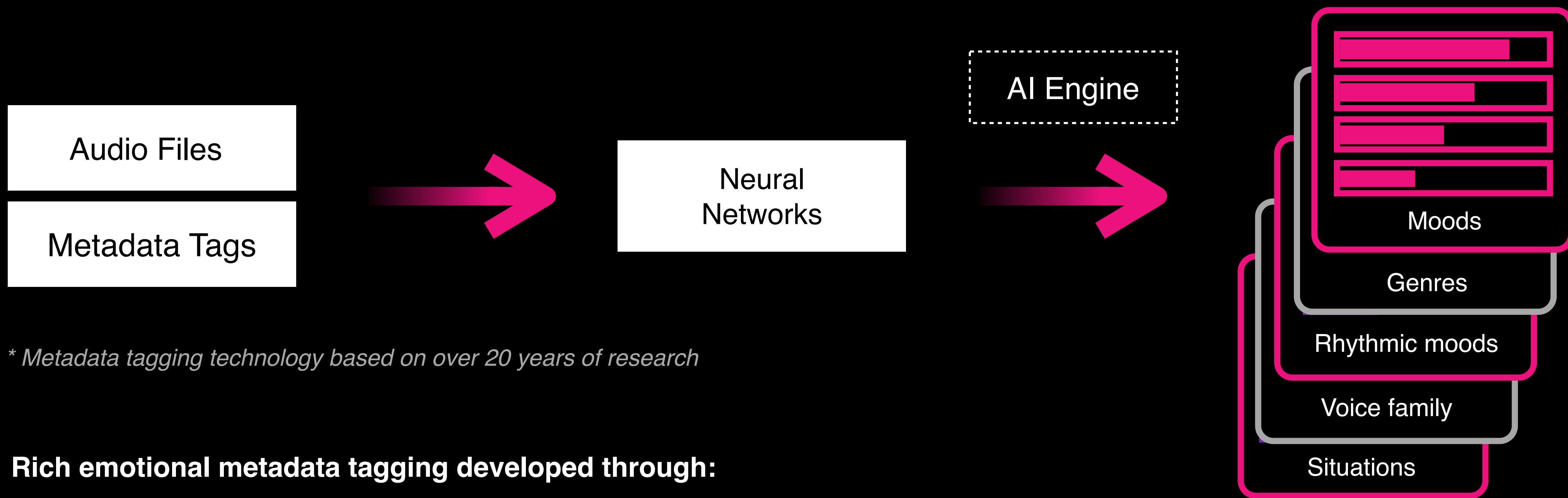
Utopia Enhance is powered by AI and deep learning

We are a top music intelligence company

Our world-leading music emotion AI technology based on deep neural networks understands music being played and enriches music catalogs with an unmet level of detail.



Utopia Enhance is powered by AI and deep learning



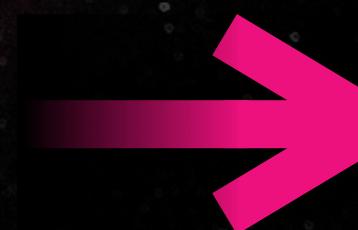
* *Metadata tagging technology based on over 20 years of research*

Rich emotional metadata tagging developed through:

- + Creating one of the largest annotation databases, having started with 1 million tracks manually annotated with several hundred attributes each
- + Neural network technology using deep learning
- + Open, flexible and layered approach of integration and analysis

Utopia Enhance_

Find the perfect
tags for your music
with our emotional
intelligence



LABEL
DISTRIBUTOR

Smart Music Recommendation_

We've built the first **emotion-aware smart music recommender**, taking user preferences and audio content into account.

Utopia Discover

intelligence

engine can help

you curate the

most relevant

playlists for your

listeners

Utopia Match leverages artificial intelligence to match and find musically similar tracks. It listens, analyses and understands music - then proceeds to compare the song against existing playlists and digital stations available, finding similarities in the acoustic patterns within seconds.

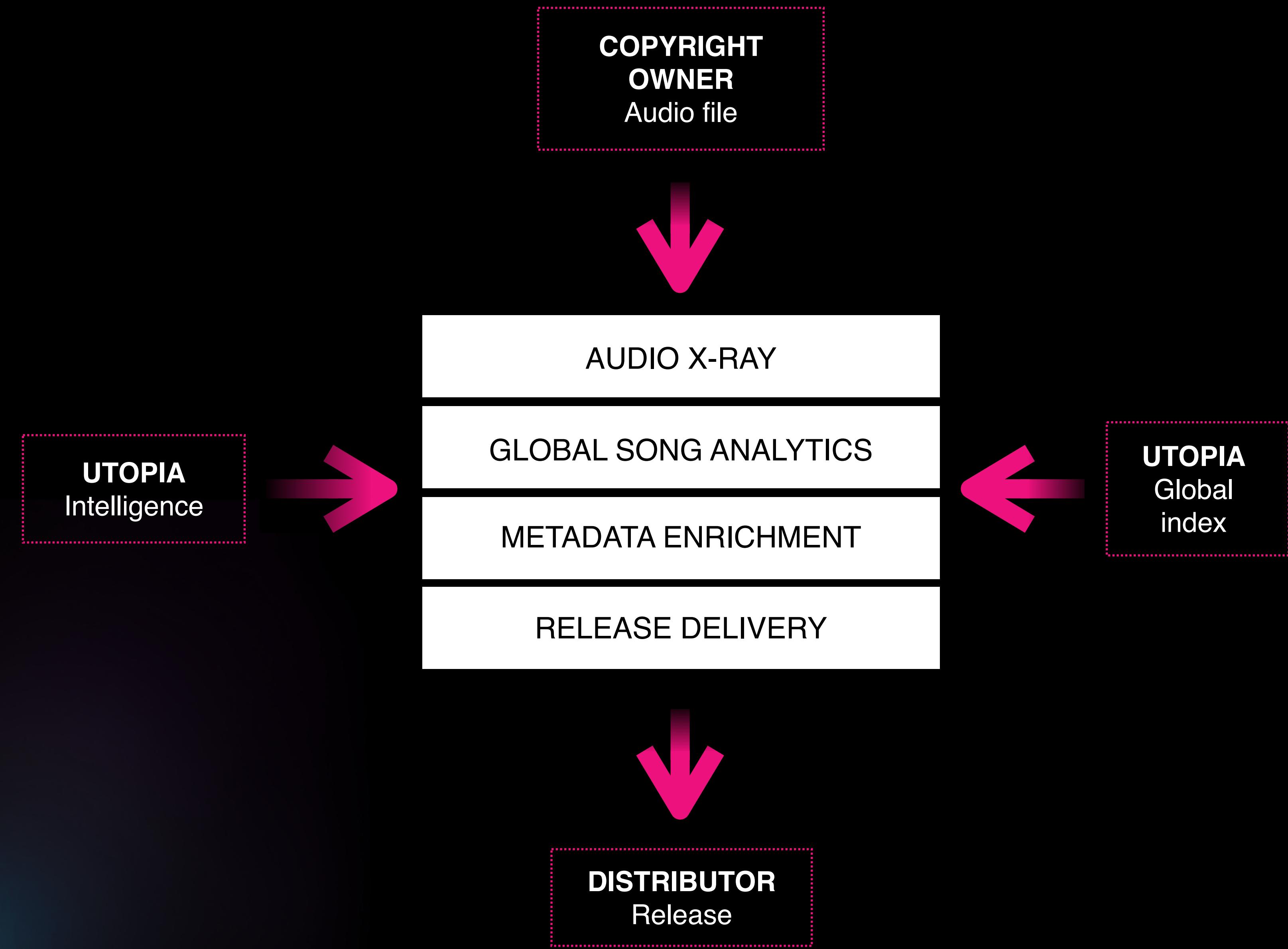
Using all those insights it can curate the most relevant playlists or identify the ideal radio station music lists and enable improved track recommendations. Thus growing music reach and improving audience retention.

We do what only leading musicologists can do, but automatically and in seamless way, easy for digital service providers to understand and take advantage of.

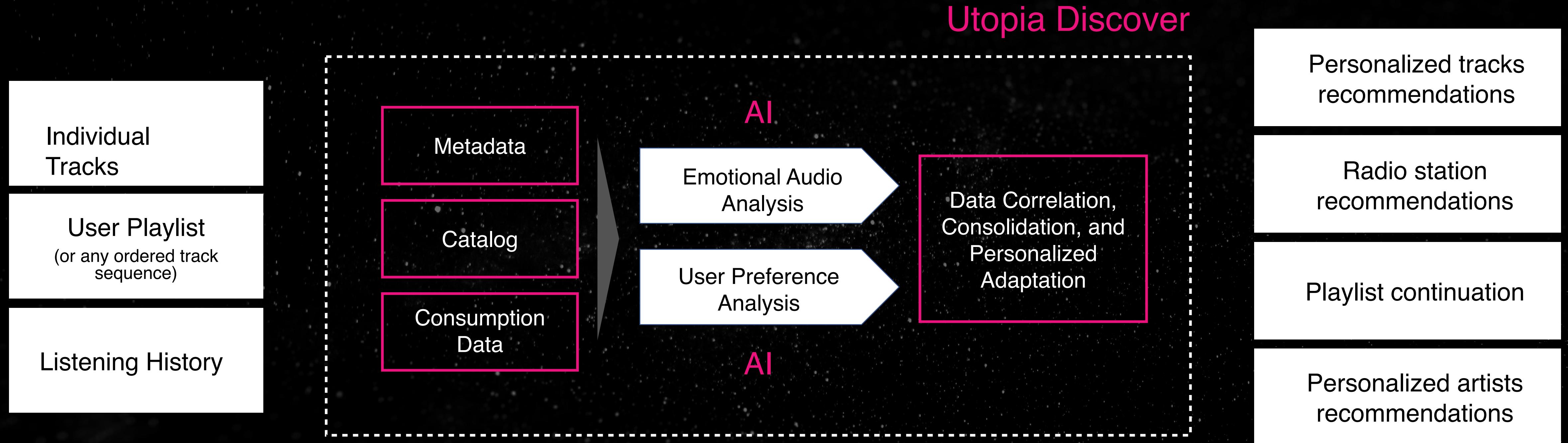
How does it work?

The process

1. Access catalogue (audio files and metadata), playlists and consumption history through APIs
2. Ingest, synchronise catalog and analyze data
3. Deliver services through a client API in real time



Utopia Discover is powered by AI to deliver accurate and relevant recommendations



1. High level of recommendation accuracy thanks to the precision of the audio similarity identification and user preference profiling
2. Capable to handle large number of simultaneous requests benefiting from access to Utopia's own database of analyzed tracks

Use Cases

- + Radio & TV Monitoring
- + Copyright Tracking
- + Royalty Reporting
- + Advances for Artists
- + Investor Services
- + Music Distribution
- + Metadata Enrichment
- + Music Search
- + Music Tagging
- + Music Recommendation

World Class Team_

We have attracted key hires and talent **to join Utopia** from Universal, Amazon, Kobalt, Nokia, Facebook, Google, Spotify and many more...

We are hiring // Current open positions

- + Data Scientists
- + Data Engineers
- + Data Analysts

Expertise wanted:

Music/lyrics analysis, fingerprinting, metadata matching, time series forecasting, music recommendation etc...



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thank you_

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