Steering brief

You will meet ▒▒▒▒▒▒ from Audible Magic and listen to a presentation of their software solutions for automatic content recognition (ACR). Audible Magic work for Soundcloud, Facebook, Vimeo etc…Link here: http://www.audiblemagic.com/

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Brief description of the company (Audible magic own description)

Audible Magic was founded in 1999 and pioneered the use of Automatic Content Recognition (ACR).

Audible Magic is the leader in automated identification of audio and visual content for web media platforms and social networks. Our content identification systems have been in production for years and are trusted by major customers such as Daily Motion, Facebook, SoundCloud, Twitch, Vimeo and Verizon Wireless.

Audible Magic has a proven and scalable infrastructure supporting millions of transactions every day for customers who have stringent requirements for uptime and response time.

Audible Magic is the de-facto standard for identification of music for compliance/rights with content registered by the major labels (UMG, Sony, Warner, EMI) and the major music aggregators/associations (Orchard, IODA, IRIS, Merlin), which manage content from thousands of independent labels and artists.

Our database contains tens of millions of songs, is populated by the majors pre-release, and contains rights/business rule information including geographic rights and provides differentiation between owned and distributed content.

There is no cost of registration so most of our customers just refer content owners to Audible Magic and we take care of the rest. Together between music, motion picture, TV program and TV advertising content, we add on average over 250,000 new titles to our identification databases each month. We do not pay nor are we paid by the content owners. Many of the companies in the industry derive significant revenue by crawling our customers sites on behalf of the content owners and issuing take down notices. We believe it is difficult to serve two masters.