

Music Intelligence Solutions picks hit songs

Mary Carr Mayle | Wednesday, June 24, 2009 at 12:30 am



Australian singer-songwriter Claire Clarke is a premium uPlaya subscriber, as is her record label, Bluestone Records.(Photo courtesy of Bluestone Records) (Photo: [Morning News](#))

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For aspiring musicians, the Internet can be both a blessing and a curse.

While there's no doubt the interconnected global network has made it easier for musicians to get their songs out to the masses, its ease of use and almost limitless capacity have made it infinitely harder for any one song to stand out.

Enter [Savannah](#)'s Music Intelligence Solutions Inc. with a unique way for quality music to gain the recognition it deserves.

On Monday, the global digital media company, which opened its East Coast office here in 2007, announced the launch of uPlaya.com - a music analysis and digital promotion tool that can predict which songs have the potential for commercial success.

With about 12 million artists on the Web, it's difficult for any one musician or song to stand out, said company CEO David Meredith. But Music Intelligence Solutions' new software tool cuts through the clutter by looking for the underlying patterns in music that humans generally find pleasing.

Its artificial intelligence system analyzes massive amounts of data from historically successful songs to find those patterns and trends - and determines which new songs would appeal to consumers.

"We're making sure no great song goes unheard again," Meredith said.

The software is especially important as major record labels pull back on promotion for new artists, he said.

"A strong 'hit potential' score coupled with uPlaya's viral [marketing](#) tools can help level the playing field for the millions of artists working hard to break out."

How it works

While the software is revolutionary, the process for potential users is relatively simple.

Artists evaluate their music by uploading it on the uPlaya Web site. They input their own pictures and art and can have two songs analyzed for free.

Using mathematical algorithms and its patented Hit Song [Science](#), the service provides instant feedback on a song's potential for commercial success.

If their songs have hit potential, the artists receive an award. The "Audionaut Awards," or "Auddys," are digital, so artists can put them on their Web sites or social media pages to help them gain recognition among music producers and fans.

The site also helps artists understand their songs' hit potential within different markets and niches and includes targeted marketing features to help artists' music gain visibility with audiences who like their sound.

It also allows them to concentrate less on marketing and more on their music, Meredith said.

"This service is really about the song," said New York-based singer/songwriter Brett Conti. "It's not just about getting hits. It makes you look at the craft a little harder and makes you a better musician."

"With uPlaya, it's less about who you know and more about how good you are," Meredith said.

When the company ran an album from then-unknown Norah Jones through its Hit Song Science, it scored off the charts and producers realized her music would be popular.

A new perspective

But Music Intelligence Solutions' program isn't just for new talent.

"(We) use the latest, most cutting-edge technology, like uPlaya, to find the audiences most likely to have the taste and craving for specific music qualities," said Robert Lamm, performer and songwriter for the iconic band Chicago and CEO of Blue Infinity Music.

"Musicians tend to want to constantly move into uncharted waters," he said.

"So having an idea of what may work - without completely baffling your audience and based upon some science - brings a fresh objectivity to music projects."

Up-and-coming Australian singer-songwriter Claire Clarke, whose debut album, "Unhinged," was released in 2007, agreed.

"The uPlaya Hit Song Science has been a fantastic tool to not only validate my music, but also to allow me to take some risks creatively to push my music to another level," said Clarke, whose record label - Bluestone Records - uses the service as well.

As part of this week's site launch, uPlaya and American Songwriter magazine are co-sponsoring the Music Universe song contest to provide additional marketing exposure for uPlaya artists.

The magazine will interview and profile the contest-winning uPlaya artist on AmericanSongwriter.com.

ABOUT THE COMPANY

Music Intelligence Solutions started in 2002 as Polyphonic Human Media Interface in Barcelona, Spain, where the company developed its patented Hit Song Science. The company opened its first U.S. office in San Francisco in 2007 and expanded to 208 E. Broughton St. in Savannah later that same year. It brought about 10 software engineering jobs to town. "While our headquarters is in San Francisco, Savannah is our software development center," said CEO David Meredith. "It's where we build a lot of what we do. It's a great place to grow a creative business."

Music Intelligence Solutions to partner with global music distributor

Savannah knowledge-based company Music Intelligence Solutions Inc. on Tuesday announced a new strategic partnership with global digital entertainment services company The Orchard.

The Orchard will serve as a launch partner for the new uPlaya.com Web site, where artists and labels using Music Intelligence Solutions' patented technology get immediate feedback on a song's commercial potential via Hit Song Science and instant exposure for these songs through uPlaya's Music Universe.

The result? Artist and label subscribers see their music instantly evaluated and targeted to the right fans through a powerful suite of promotional applications.

For songs that rank well on Hit Song Science, uPlaya.com will utilize Orchard's sales and marketing team and global retail footprint to distribute the music to hundreds of leading digital and mobile retailers, including iTunes and Amazon.

"The uPlaya service bridges an important gap between the sheer volume of music available for sale or stream, a hungry global audience trying to find great new things to hear, and technological innovations that continue to bring the two closer together in innovative and efficient ways," said Greg Scholl, president and CEO of The Orchard.

"We have high hopes that through this partnership, The Orchard will serve a growing set of great new clients while at the same time, our existing clients gain one more tool to help them build their audience."

Founded in 1997, The Orchard (NASDAQ: ORCD) drives sales across its retail network of more than 600 digital storefronts and mobile carriers in 59 countries. Headquartered in New York and London, with operations in 27 markets around the world, the company offers a comprehensive suite of services focused on customized marketing and promotions, social media, sales development and technology.

Music Intelligence Solutions' CEO David Meredith called the partnership "a win-win."

"The Orchard's leadership in the entertainment business will allow uPlaya's promotional tools to be used to their fullest potential, enabling new opportunities for artists with great music to be recognized and paid for their work," he said.