



Music Intelligence Solutions, Inc. Featured in NBC's Late Night TV Line Up

uPlaya.com service highlighted in "Spotlight" segment of Last Call with Carson Daly on NBC

Los Angeles, CA – May 17, 2010 – [Music Intelligence Solutions, Inc.](#)'s [uPlaya](#) service, a leader in the field of digital music and media discovery, was recently the focus of a "Spotlight" segment on NBC's *Last Call with Carson Daly*. Music Intelligence Solutions/ uPlaya CEO David Meredith appeared as a guest on the show to talk about uPlaya's patented technologies: Hit Song Science™ and the Music Universe™, which offer unique digital promotion and discovery capabilities to music professionals and fans across the globe.

["Last Call with Carson Daly"](#) airs weeknights at 1:35 a.m. Eastern Time, and according to [Nielsen](#), averages almost one million viewers each week. *Last Call* finishes up the late night line up for NBC, the network with the highest rating and share for adults ages 18-34. Daly made a name for himself both in radio and as the well-known MTV personality who hosted the widely popular *TRL* show.

"We found this company [Music Intelligence Solutions, Inc.] that does something pretty amazing. They have what I think is a hit machine [uPlaya.com]," Daly said of Music Intelligence Solutions in the segment, which aired April 29. "They've created a program [Hit Song Science] that can basically predict whether or not a song is going to be a hit and record companies are buying into it ... That's some pretty mind-blowing stuff."

"Carson Daly has been known for years as a taste-maker and icon for artists and fans in the music industry," stated [David Meredith](#), CEO of Music Intelligence Solutions/ uPlaya. "We are pleased that Carson and NBC decided to profile the uPlaya.com service on *Last Call with Carson Daly*."

Last Call with Carson Daly, which is known for documentary-style celebrity interviews and live performances, highlighted the accurate [Hit Song Science](#)™ analysis of recent hit songs produced by David Guetta, who was also a guest on the episode. Meredith discussed the high Hit Song Science™ scores earned by Lady Gaga's "Bad Romance" and Black Eyed Pea's "I Got a Feeling," and explained how the [Music Universe](#)™ outlines the strong underlying similarities between time-tested church hymns and more recent music-makers like Elton John and even Twisted Sister.

The New York Times Magazine previously included Hit Song Science™ in its annual "Year in Ideas: Bright Notions, Bold Inventions" issue and the Harvard Business School profiled Hit Song Science™ in a full case study that remains popular at top universities around the world.

About Music Intelligence Solutions' uPlaya

Music Intelligence Solutions, Inc. (www.uPlaya.com) uses patent-approved technology to transform the Music Artist experience globally so that no great song goes unheard again. uPlaya services such as *Hit Song Science*™ and *Music Universe*™ enable proprietary discovery, automated programming, commercial market prediction, and

community networking capabilities. Music Intelligence Solutions offers artists, songwriters, fans, social networks, mobile subscribers, and leading media companies a powerful new way to create, experience, share, and discover music and visual media. Music Intelligence Solutions' "intelligent systems" are a natural evolution of over a decade of research and development experience. For more information, visit the company website at www.uplaya.com.

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