



Berlin Music Commission

# ABC DJ: TRANSLATING BRAND VALUES INTO MUSIC

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# Business



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**ABC DJ: TRANSLATING BRAND VALUES INTO MUSIC**

The project ABC\_DJ aims at providing new software tools that enable European branding agencies to identify brand-fitting music titles from large music archives. Therefore, a statistical model will be developed to predict semantic, brand-related connotations of musical pieces based on acoustical features of the music and the social and cultural context of the listeners. These predictions will be used to automatically create playlists which can be used for marketing and point of sale branding activities such as selection of instore music. ABC\_DJ will thus increase the pool of music effectively exploitable for branding agencies significantly and enables them to serve the diverse market needs.

The project receives funding by the European Union's Horizon 2020 research and innovation programme under grant agreement No 688122.

Speakers: Felix Haaksman, Andreas Schoenrock

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