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.

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