



Online music is constantly changing. Static artist bios and old images from the archives no longer deliver an engaging experience.

Music fans want a real-time, socially-aware window into the world of music.

The Echo Nest's Dynamic Music Data solution helps the world's top music destinations deliver dynamic, socially-connected music experiences to better engage music fans, produce more high-value content, and reduce development and supports costs.

Unlike basic music metadata providers, **The Echo Nest** combines dynamic feeds of the most current third-party music content from around the Web with our one-of-a-kind descriptive data about 30 million songs and millions of artists. The result? The best music content experiences, delivered contextually to any connected device.

With Dynamic Music Data from **The Echo Nest**, you'll not only publish more up-to-date artist bios, images, news articles and videos, but also show what's actually happening with each artist in the moment - which ones are hot and trending, what fans are saying about them on social media and reviews, artists they're similar to, and much more.

With a truly real-time, dynamic experience, you'll delight each and every music fan to keep them engaged, drive impressions and create commerce opportunities. And you'll do all this with strong ROI because our flexible, cost-effective API makes integrating Dynamic Music Data fast, simple and low-cost. Some customers have been up and running in under a week.

Key Capabilities:

- Display real-time descriptive artist attributes such as hotttnesss, familiarity, genres, location, and others.
- Display real-time music data from tens of millions of songs and artists including bios, images, videos, news, and more.
- Display verified artist URLs and links to top music and Web sites including Wikipedia, iTunes, Spotify, last.fm, and others.
- Display premium, curated Getty Images for the top 10,000 artists.

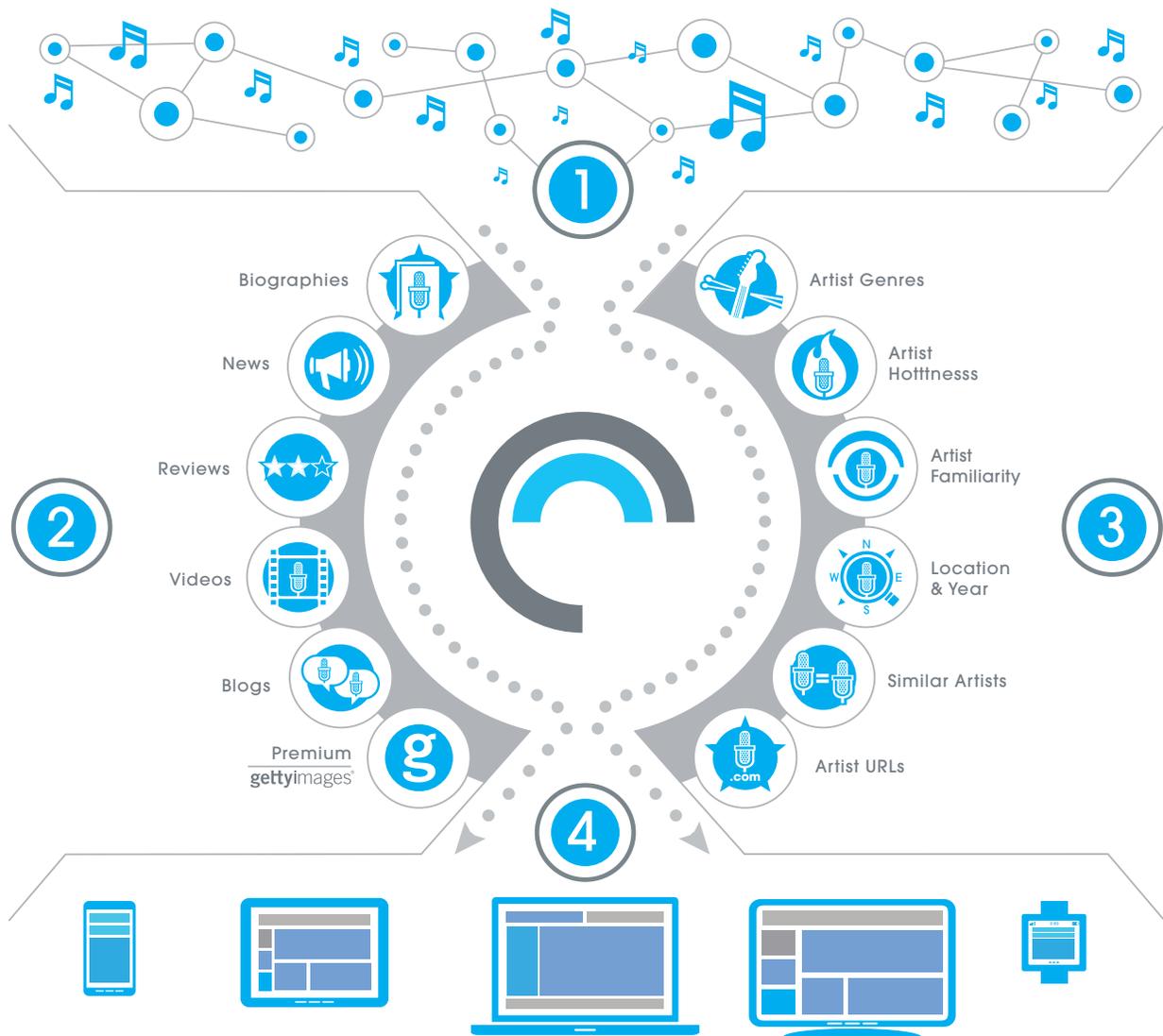
Benefits:

- Engage music fans via a dynamic, socially-connected music experience.
- Automatically publish more high-value, relevant music content.
- Reduce your content development and support costs with a flexible, plug-and-play API for music data.



The Echo Nest's Dynamic Music Data solution is built to handle the most demanding music data challenges. Every day our platform "reads" millions of verified online music data sources, aggregates dynamic music content, calculates descriptive artist data, and captures verified artist links on top music properties. With our real-time API, you can easily build engaging, multi-screen music experiences.

The Echo Nest's Dynamic Music Data Solution



1 We analyze music culture and conversations in real-time across millions of verified online sources.

2 Our Search and Web Feeds aggregate the best bios, images, news articles, reviews, videos, and blog posts, while our Premium Images deliver high-resolution, curated images from Getty.

3 We apply our deep music intelligence to calculate Descriptive Artist Data and verify Artist URLs and Social Pages.

4 We deliver our Dynamic Music Data via a flexible API to any online channel or device.



Search & Web Feeds

With Search and Web Feeds, we give customers a simple-to-use, dynamic music data feed, returning only the most relevant, current information related to any artist in real time.

- **Artist Biography Search.** We return artists' biographies, including available licensing and usage terms where possible.
- **Artist Image & Video Search.** We return web feeds of the latest artist images and videos.
- **Blogs, News and Reviews Feeds.** We return relevant online news articles, reviews, and blog postings for any artist.



Descriptive Artist Data

At **The Echo Nest**, we don't just return results or deliver a static file of metadata. We actually understand music and culture, and calculate descriptive attributes including artist "hotttness," familiarity, genres, location and years active.

- **Artist Hotttness.** A score indicating the amount of "buzz" each artist is generating by analyzing online activity and global listening activity.
- **Artist Familiarity.** A score indicating the overall familiarity of each artist to an average music fan.
- **Artist Genres.** A set of musical genres (typically four) most commonly associated with the artist.
- **Artist Location & Years Active.** The year an artist formed or released their first recorded song/album, as well as their hometown or most strongly associated location.



Artist URLs & Social Pages

Music fans want the latest information about artists. With **The Echo Nest**, you can help them find it by automatically displaying artist URLs on the most popular music sites and apps.

- **Social media links.** We return verified Facebook, Twitter and Myspace pages.
- **Music URLs.** We return artists' primary URLs including Wikipedia, official artist sites and others.



Premium Images from Getty

The Echo Nest has partnered with Getty Images to deliver premium, high-resolution artist images - hand curated and tagged by The Echo Nest's editorial experts.

- **High-Res Images.** Customers can license directly from The Echo Nest up to 27,000 premium Getty Images for the top 10,000 artists.
- **Curation and Tags.** The Echo Nest's editorial experts select the most representative images for each artist from Getty catalogs, and attach descriptive tags to enable unique experiences.



The Echo Nest Difference

Yahoo Music, Nuance, MTV, The BBC and other top brands rely on **The Echo Nest** for dynamic music data. Here are just a few reasons why:

- **Depth of experience.** Every day we deliver real-time, socially-aware music content experiences for more than 200MM music fans, helping them discover new artists, track what's trending, see who's playing nearby and connect with other fans.
- **Real-time music content - around the clock.** Only The Echo Nest processes and understands music cultural data from millions of music web sources every day and analyzes over 30MM songs.
- **Not just data - understanding.** The Echo Nest uniquely applies a big data approach to music understanding. We don't just return data - we understand it first, to help you build better relationships with music fans around the world.
- **Global music scale.** Our unique approach of both listening to and reading about music enables us to understand and return data from artists in any region. We're a true global partner for music data.
- **Ease of integration and customization.** With our plug and play, API-based approach, we've gotten new customers up and running with Dynamic Music Data in as little as a few days.



Want to delight your fans with dynamic music data?
Contact us - we can help.

With over 15 years of research and development, **The Echo Nest** is the trusted choice of leading brands in the industry. If you are looking to enhance your product with the best experience for your users and increase your user engagement, look no further.

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The Echo Nest powers the future of music. We help music companies develop and commercialize the most advanced, personalized and engaging music applications in the world. The Echo Nest's music intelligence platform powers over 400 applications, re-defining how fans discover, share and interact with music. Our customers include leading music services (Clear Channel's iHeart-Radio, Rdio, SiriusXM), editorial, video and social media networks (BBC.com, Foursquare, MTV, Twitter, VEVO, Yahoo!), connected device manufacturers (Nokia), and big brands (Intel, Microsoft, Reebok).



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