



**midem**<sup>®</sup>  
connected by music

## Midemlab finalists - 2012

### Music Discovery, Recommendation & Creation

Pitch session on Saturday , January 28<sup>th</sup> – 14:30-16:30



**ChartsNow.mobi (UK)**

[www.chartsnow.mobi](http://www.chartsnow.mobi)

ChartsNow has developed an innovative mobile media application technology offering instant access to curated content on the majority of mobile phones. ChartsNow, is a beautifully simple, white-label mobile music service with a very big difference; the app is based on a specific chart, pre-selected by the user which is downloaded to the user's phone overnight during off-peak network periods. The Top 40 of the chosen genre is then available to play, unrestricted, whenever and wherever the user wishes – regardless of network coverage or connection.

ChartsNow is a transformational service that will finally deliver easy to use, low entry, legal, mass-market penetration. Licensing deals with all major record labels and publishers have been secured and ChartsNow is working with various MNO's, brands and content owners, globally, to build branded versions of the application with a range of charts designed by each partner to meet their particular needs.

**MPme by Apsmart (UK)**

[www.apsmart.mobi](http://www.apsmart.mobi)



MPme listens to up to 50,000 radio stations in real-time and uses that data plus your music library, listening habits and those of your friends to recommend which stations will be great for you. And then you can listen to them.

The iPad edition launched in December 2011 with iPhone and Android versions following in 2012.

The application is free but development and ongoing maintenance is supported by some advertising, promoted & premium station/artist/track content and the licensing of the huge amounts of music data collected. There are plans for a Premium edition in the future.

MPme is created by Apsmart, a London-based mobile innovation company founded by Rahul Powar, creator of the Shazam iPhone application.



**midem**<sup>®</sup>  
connected by music

**musicplayr (Germany)**

[www.musicplayr.com](http://www.musicplayr.com)



musicplayr is the music play(e)r for free web music – it's music blogging for the masses made simple & fun. We created something very special: Our users curate music content from around the web (links from Youtube, Vimeo, Soundcloud & music blogs) into simple public or private playlists. They follow each other and discover new music. Our beta users love the product which integrates multiple sources incl. video and they discover great new music from day one. Our long-term goal is to hook up all players onto our platform and to create a complete new music experience - the web wide music profile for everyone. What we often hear is: "facebook for music" or "this closes the myspace gap" ... you could call it tumblr/delicious for music links with an integrated player, but we don't think in this terms. What we know is: our users and ourselves use the platform day and night.

**Navegas (Germany)**

[www.navegasmedia.com](http://www.navegasmedia.com)



Navegas is your web based rack system for all things music. Combine all your music sources and services into one online experience to build up your own personalized web music context. There is no better way to experience music as in such a pure context. We monetize Navegas with high quality, magazine like image ads, affiliate & referral fees, and an app economy for those 3rd party services. We launched in July in quite alpha, just closed our first deal with a premium music service (the forth music source on Navegas) and have one huge update in the pipeline. More to come!

**Rexly (USA)**

[www.rexly.com](http://www.rexly.com)



Rexly is an iPhone app which helps people share the music they love with and discover new music through their friends. Users of Rexly can play their on-device iTunes music, share songs to Facebook and Twitter and see what their friends are listening to in iTunes and Pandora.

The app is the first step on the road to building the digital media "taste graph," a constellation of cross-platform behavioral data points about a person's taste in music, movies, television and books. This taste graph, when combined with the social graph, will ultimately yield the best and most powerful content recommendations ever created.



**midem**<sup>®</sup>  
connected by music

**Songs2See by Fraunhofer (Germany)**

[www.idmt.fraunhofer.de](http://www.idmt.fraunhofer.de)



Songs2See is an online music game that let's users play along to their favorite song with any music instrument. Songs2See delivers play along music, score-sheet and visualizations of the playing technique on various instruments. The users can score points for playing the correct melody. Songs2See is perfectly suited for promotion of new bands and music releases because of the unique involvement of fans. It runs in an online app using Adobe's Flash technology. We sell licenses for the deployment of Songs2See as a white-label solution. The package contains the Flash Application as well as a powerful editor software that enables bands and labels to customize the songs to be played inside Songs2See.

**SoshiGames (UK)**

[www.soshigames.com](http://www.soshigames.com)



SoshiGames has released Music Festivals, The Game; the first in a series of game-based applications creating music discovery and new revenue opportunities for the music industry. Millions of players around the world are able to create their own music festival, booking real music on stages, organising businesses and managing infrastructure (toilets mostly!). The game offers established artists new revenue streams through the sales of unique virtual goods and actively promotes the discovery of new music. Players can share music choices, rate their friends' music choices and buy virtual goods related to their favourite music. SoshiGames is looking for industry partners and artists interested in being featured in this exciting new game and is also seeking investment. We place branded assets into the game and offer revenue share deals and other commercial arrangements in exchange for marketing support from partners.

**Twusic by LemonLab (Belgium)**

[www.twusic.com](http://www.twusic.com)



Twusic : a powerful dedicated engine !

For each track you tweet, Twusic mashes up all related information such as the video, the artist info, potential tour dates, etc... onto your profile page and even provides you with a #WhosSharingItOnTwitter timeline.

Check out other users' tastes and preferred music genres, selections, playlists and radio stations through their profile page and bookmark or rate a playlist or track by adding it to your MusicLine !

Have you ever thought that Twitter is a way to play music ? Actually, more than 7.000 tracks are tweeted as played by Twitter users and from now, you can listen it for free! Listen our exclusive #Nowplaying radio station which will drop you inside the sound of Twitter



**midem**<sup>®</sup>  
connected by music



**Watzatsong (France)**

[www.watzatsong.com](http://www.watzatsong.com)

WatZatSong is a crowdsourced music search engine. If you have a tune stuck in your head, sing it, hum it, or play on [WatZatSong.com](http://WatZatSong.com) and let the community name it for you. More than 250,000 music samples have been named so far by our 100,000 members.

WatZatSong has also partnered with several gaming companies (FreshPlanet, [cafe.com](http://cafe.com), Visiware) and record labels (Universal Music) to build online music quiz games. We Are Music for instance (on facebook), made it to the top 100 facebook games in 2010.

**WhoSampled.com (UK)**

[www.whosampled.com](http://www.whosampled.com)



WhoSampled.com is a music discovery experience based on the exploration of “music's DNA”. It contains the world's largest database of sample-based music, remixes and cover songs, spanning the entire last 1000 years of music across all genres. On WhoSampled, millions of music fans dig deeper into the music they love by discovering direct musical links among songs and artists. By doing so, they gain an understanding of how the entire musical spectrum is interconnected in exciting and often surprising ways. Our service brings unique value to the music industry by providing mainstream exposure and recognition to sampled artists while facilitating sales of back-catalogue music. It also allows new acts to gain exposure and sales by featuring their covers, samples and remixes of higher profile artists. Our business model is based on advertising and commission on music sales.



**midem**<sup>®</sup>  
connected by music

## Marketing & Social Engagement

Pitch session on Sunday , January 29<sup>th</sup> – 10:30-12:30

**BandApp (UK)**

[www.bandapp.com](http://www.bandapp.com)



BandApp offers bands, solo artists and DJ's the opportunity to create, build and instantly share a mobile app to their fans and followers, FOR FREE. BandApp also allows all users to upload their music direct to the artists very own digital store page on the BandAppStore instantly. At BandApp we believe app distribution direct to mobile is key, not getting lost in an ever expanding App store. BandApp artists share their app via a link or QR code direct to their fan base, who instantly download the app, for free. No submission process, no wait, no barriers. Simple. BandApp works on iOS and Android devices, with Windows and Blackberry coming soon. BandApp is currently in talks with major airlines and events companies to provide instant apps for customers, redefining the 'post booking' experience across many sectors.

**Beloola by V-Cult (France)**

[www.beloola.com](http://www.beloola.com)



V-Cult develops a disruptive 3D Web technology that's browser based, requires no download which is multi OS and mulit devices. V-Cult edits Beloola.com, the next gen social network that provides powerfull tools for artists, fans and entertainers. Beloola is an efficient way to capitalize on fan bases. Artists and fans can create their avatar fitting their image, customize their own 3D space, plug all their social contents, share and interact in real time. Beloola's ambition is to connect virtual to real life by creating an Alternate Reality Game for artists and fans.

**Flowd (Finland)**

[www.flowd.com](http://www.flowd.com)

Flowd is the music lovers' social network. Flowd helps fans keep up with their favorite music acts' latest news, views, gigs and offers. High-profile artists using Flowd today include Armin van Buuren, Alex M.O.R.P.H., HeadHunterz, Markus Schulz, Gareth Emery, Ferry Corsten, We Are The Ocean and others.

Fans can also discover more about artists' upcoming gigs by clicking on *Events* on the artist's profile, listen to their latest tracks and watch their latest videos under *Music*.

By using Flowd, music fans can also use a wide range of social networking features including check-in to places, send messages, share pictures and connect with friends through Twitter and Facebook.

Artists can also reward their fans for their loyalty by using Flowd's Frequent Fans tool. This provides artists with a comprehensive marketing and analytic tools that allows them to create tailored marketing campaigns for their fans, and measure the success of these campaigns.



**Flowd**\*



**midem**<sup>®</sup>  
connected by music

### **iPluggers (Netherlands)**

[www.ipluggers.com](http://www.ipluggers.com)

iPluggers is a new online platform for worldwide radio promotion. iPluggers digitally plugs releases to more than 30.000 radio stations. These are FM, AM, internet, digital, satellite, local and regional radio stations worldwide.

iPluggers plugging service is 100% digital, not limited to borders, affordable and gives direct insight in essential plugging results. Connected artists, bands and labels pay for digital plugging.

Each release is screened by an A&R-manager on airplay suitability: this results in a high-quality plugging service.

Music programmers, music directors and DJs have indicated which music genres they're interested in and when they want to be updated on new releases available for airplay. Based on these criteria, releases are efficiently plugged to radio stations worldwide.

Plugging consists of light-weight mail notifications with links to online airplay- and press kits. These online kits (artist and label profiles) contain high quality track downloads and useful information such as a biography, discography and tour dates. Artists and labels create and maintain these profiles themselves.



### **CrowdSurfing by LiveOne Group (USA)**

[www.liveonegroup.com](http://www.liveonegroup.com)

LiveOne is a new social media company focused on enhancing the way we consume real-time streamed content -- both audio and video. The Company has developed a proprietary interactive platform featuring a unique social-engagement application called CrowdSurfing<sup>®</sup>. CrowdSurfing elevates the streamed entertainment experience for users to a new level by immersing them in a crowd of friends and fellow fans who have checked-in from around the world to watch or listen to the same live or scheduled streamed event.

CrowdSurfing enables content creators and distributors to transform their sites to rich, social environments while also providing them with gamification, monetization and media enhancement modules that facilitate greater customer affinity, extended user engagement and increased revenue opportunities.

LiveOne's CrowdSurfing delivers a richer entertainment experience to fans and an enhanced business model to content creators and distributors. It's why LiveOne believes it will be "Where the World Watches Together."

**LIVEONE**<sup>®</sup>

Where the World Watches Together<sup>™</sup>



**midem**<sup>®</sup>  
connected by music

### **Octo by GeniusMonk (France)**

[www.octo.com](http://www.octo.com)

octo is a web based platform that allows musicians to achieve their goals using crowdfunding and crowdsourcing.

It's simple. You're an artist, you have a project, what do you need to record an album, to make a music video, for example? You need money, people to help you, and you need to figure out a way to get your fans involved!

So we came up with octo. octo is a platform that allows you as an artist to do 3 things :

- Raise money from your fans, offering them exclusive rewards in return
- Find skilled professionals to work with, that you'll be able to pay
- Ask your fans to give you a hand, allowing them to be involved in many ways

Thanks to octo you're able to get your project done & involve your fans at the same time.

### **Pipe (Germany)**

[www.usepipe.com](http://www.usepipe.com)

Pipe is a new way for friends to transfer digital files simply and directly and in realtime.

What could be easier than dropping a file into the Pipe and have it appear at the other end, via the Pipe? You can send any digital file you want – documents, music, photos, video ... whatever. It's "File Transfer Made Friendly".

Pipe is the vision of a Berlin-based start-up, founded in the summer of 2011 by a small team of pioneers in the digital media space who wanted to start a new adventure.

Pipe allows consumers to interact, communicate and discover digital media, particularly within social networks, leveraging the value of direct, one-to-one connections. Pipe enriches the media experience with enhanced metadata and compelling related content, generating revenue through content sales, subscriptions, advertising and sponsorship.

### **RockStar Motel (USA)**

[www.rockstarmotel.com](http://www.rockstarmotel.com)

RockStar Motel is a social network dedicated to changing the music industry by turning fans into virtual A&R reps. Instead of just "Liking" bands, fans can sign and represent their favorite acts. And then, by sharing these artists with friends, they earn points and increase status on RSM. RockStar Motel provides unique tools to share, discover and purchase music. Unlike passive social music sites, RockStar Motel gives fans insider access, recognition and the chance to really make a difference in the music industry. The top reps on RockStar Motel will get recognition and the hook-ups they deserve, both online and off. For artists, RockStar Motel boosts their marketing by giving fans incentives and tools to spread the word. Other sites also provide artist tools, but RockStar Motel is the only site that mobilizes armies of the most valuable form of promotion: fans.





**midem**<sup>®</sup>  
connected by music

 **tastebuds**

**Tastebuds.fm (UK)**

[www.tastebuds.fm](http://www.tastebuds.fm)

Tastebuds is a dating site based around music. Launched in Summer 2010 it has over 30,000 registered users who are music fans between the ages of 18-30. Users import accounts from Facebook, Last.fm and Songkick.com making it trivial to create a profile that expresses their tastes and represents their identity. 48% have never used a dating site before. Having a shared interest in music makes it easier to break the ice and makes people feel at ease. By connecting people using a shared interest users are 33% more likely to get a response to an opening message than other dating sites. The Event Matchmaker allows users to find buddies to go to concerts with. Tastebuds has been covered by the likes of Time.com, BBC Click, The Guardian, NME, The Sun, Techcrunch, Mashable.com and E! News TV. Revenues are currently generated through premium memberships and advertising.

**webdoc**

**Webdoc (Switzerland)**

[www.webdoc.com](http://www.webdoc.com)

Webdoc is a platform for simple, fast creative expression, which has been used by record labels, publications and brands to create campaigns and promotions that engage with their audience in a whole new way. Amplify your web: Webdoc enables you to mix the web to create interactive posts on-the-fly and start rich social conversation. Those posts can be shared on social networks (Facebook, Twitter, Google+), embedded anywhere (blog, website) and used as Facebook Fan page. Artists can improve their communication impact with rich interactive posts, and get to a new level of fan engagement by giving the same tools of expression to their fans.



**midem**<sup>®</sup>  
connected by music

## Direct to Consumer Sales & Content Monetisation

Pitch session on Sunday , January 29<sup>th</sup> – 14:30-16:30

**Getonic (Israel)**

[www.getonic.com](http://www.getonic.com)



Getonic offers a direct to customer social ecommerce platform for the music industry. Getonic revolutionizes the shopping experience on the web by reversing the commerce flow – instead of waiting for buyers to come to the shop – the shop is distributed to buyers and to buyers' social networks. Create an attractive shop in seconds – Shop includes a preview, payment capabilities and a built-in affiliation program.

Spread the shop to where your fans are – Complete shopping experience within social networks feed, blogs, emails... without being redirected to another site.

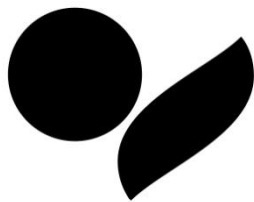
Everyone who sees a Getonic shop in their feed can become a distributor in one click, resell the product and share the revenues.

If you have an ecommerce site, just add our 'Share & Earn' button to your site to enable the social distribution.

The Getonic platform is a scalable cloud service that enables the distribution of any product digital & physical.

**Menyou (Sweden)**

[www.menyou.com](http://www.menyou.com)



**menyou**

Why is it so hard to make money on music on the Internet?

It doesn't have to be.

Menyou is a movement to democratise the distribution and sale of music. A movement based on collaboration between artists, labels, fans and online publishers. Once music is published to Menyou, anyone can create their own store and become a retailer. The stores can be posted anywhere online. When sales occur, the reseller will earn a commission. The commission is decided by the artist or label that made the music available on Menyou. This means that anyone can earn money promoting your music. This means that you can build your own team of promoters and reach all corners of the globe. Artist-to-Fan is powerful, but Fan-to-Fan is unbeatable.

So partner up with your fans and help them help you.

It's your music. Your fans. Your rules. That is Menyou.



**midem**<sup>®</sup>  
connected by music

**Musicsoft Arts (USA)**

[www.blog.musicsoftarts.com](http://www.blog.musicsoftarts.com)

Founded in 2009, Musicsoft Arts is a mobile music company, creating advanced, interactive, and fun ways to experience music on mobile devices.

In under 2 years, our apps have been downloaded by over 9 million music fans worldwide, and add over 450,000 new users monthly.

DJ Mixer – our flagship app, with over 5.5 million downloads, and 8+ million free promo tracks downloaded and played

DJ Mixer branded versions - Carl Cox Mixer, VIBE Music, and DJ Spooky Music Videos - plays videos to music on the user's device

Bander - groundbreaking mobile music platform, enabling artists to distribute music directly to mobile fans

Freemium business model – free apps with a variety of premium features and content via In-Application-Purchases (upsale).

For fans - a new way to discover, play, share and purchase music.

For artists and labels - an exciting way to promote and sell music directly to mobile devices.



**My Bee (France)**

[www.my-bee.fr](http://www.my-bee.fr)

MyBee was born to meet the pressing need of payment dematerialization experienced in different kind of situations by its founders.

MyBee created three products: MyBee Community, MyBee Event and MyBee Billetterie, each one of them matching different and complementary expectations.

Our main activity, MyBee Event, offers to event organizers a wide range of access control and payment solutions, from e-ticket services to a complete demonetization of transactions during the event.

Our system is based on the use of RFID and barcode technologies integrated to physical media such as bracelets, cards or key rings which are distributed to the participants of the event. Each media of identification is linked to one or several virtual accounts which allow its user to have its own electronic purse.

**mybee**

**Ondango (Germany)**

[www.ondango.com](http://www.ondango.com)

Facebook, with more than 800 million users, is the biggest social network worldwide. Hundreds of thousands of brands use Facebook Pages as a way to communicate with their target audiences. But: What if these brands could actually sell their products to their target audience through Facebook? That's what Ondango offers.

Ondango is a beautifully designed shopping solution that helps brands to sell their products directly on their Facebook Pages. With Ondango, brands can transform their Facebook presence into a sales channel. Since users never need to leave Facebook or install annoying apps in order to complete a purchase, the conversion is higher. Finally, Ondango's viral features help brands to dramatically increase their reach.

**ondango**  
Your online shop on Facebook



**midem**<sup>®</sup>  
connected by music

### **SonicAngel (Belgium)**

[www.sonicangel.com](http://www.sonicangel.com)

SonicAngel is a unique combination of a record label and a crowdfunding platform. The platform enables fans to become investors and artists to reap a larger percentage of revenue. With a 95% funding success rate, 3#1 hits and a golden record, the A&R is successfully based on a social metrics platform, completed by an A&R team.

The crowdfunding principle is based on FanShares, which allow to invest in bands as of 10€, hereby giving the right for full album download, fan extra's + a share of the profit. The commercialization engine completes the audition-crowdfunding-monetization integration, build on the social stream of fans & artists. SonicAngel also develops innovative brand partnership (ABInbev-Sony Ericsson-ING-JBC(Fashion)-Randstad,...)

SonicAngel is currently live in Belgium, Germany, France, the Netherlands and the USA, & was founded in 2010 by Bart Becks (ex-CEO Belgacom Skynet, Chief digital SBS/ProSiebenSat1) & Maurice Engelen (Praga Khan/Lords of Acid,Antler Subway Records).



### **TuneRights (Sweden)**

[www.beta.tunerights.com/cake/](http://www.beta.tunerights.com/cake/)

TuneRights allows artists to turn their fans into shareholders. Artists sell shares to fans and investors, receive cash up front, and can use the cash as they wish: to record more music, promote their existing recordings, or for living expenses. Later, digital distributors and collection societies report song earnings to TuneRights, and TuneRights distributes the earnings amongst the appropriate shareholders

Up to 100,000 people can own shares in one song, and the artist always keeps creative control. Aside from buying shares, people can earn song shares by performing a service to the band (create a music video, promote the album, design a t-shirt, launch a marketing campaign). The most successful artists always have a team of people behind the scenes.

TuneRights doesn't compete with the existing music industry, but aims to make the industry more efficient, transparent and open for anybody with passion for music.

**TuneRights™**



**midem**<sup>®</sup>  
connected by music

**Tunipop (USA)**

[www.tunipop.com](http://www.tunipop.com)

Tunipop bridges the gap between digital media and an artist's non-recorded merchandise, such as shirts and posters, so their fans have relevant and convenient access to authorized merchandise whenever they interact with that artist's content online. By streamlining the multi-billion dollar international merchandise marketplace, Tunipop provides a single point of access for all artists and authorized suppliers to drive revenue by engaging fans in new and compelling ways across a growing network of music related services. Tunipop's patent pending technology is the first to offer a centralized music merchandise fulfillment network that normalizes the merchandise supply chain enabling an efficient method for online music related services to create additional revenue with an easy-to-integrate, end-to-end merchandise selling platform that keep users on their site. Only merchandise that is relevant and meaningful to the artist and their fans is presented in-context along-side music streams and videos.



**Weezevent (France)**

[www.weezevent.com](http://www.weezevent.com)

Weezevent believes that anyone can be an event organizer. Therefore we offer professionals a web-based tool that makes easy the sale tickets for all kinds of events, whether it's a photography class, an amazing concert, an inspiring conference, or an air-guitar competition. With Weezevent, organizers can create a customizable event page; spread the word with social media; collect money; increase their incoming web traffic and awareness as well as selling tickets. Weezevent is for anyone planning an event. It empowers event organizers to become more efficient and effective while bringing people together. One more thing: Weezevent isn't a new selling platform, isn't an old school ticketing software... Weezevent is the best way for a live music producer to sell tickets itself. Distributors: you've been warned!



**WildChords by Ovelin (Finland)**

[www.wildchords.com](http://www.wildchords.com)

WildChords by Ovelin is an iPad game that makes learning to play the guitar fun, addictive and motivating, just as other computer games are today. It is played with a real acoustic guitar, and requires no additional equipment to be played (audio signal is picked up through the iPad microphone). The user has to hypnotize animals by playing their favorite chords as he walks by ("Modern Pied piper of Hamelin"). It is a family friendly game, suitable for beginners and intermediates of all ages and was chosen Best European Learning Game 2011. WildChords is a free app, and also the first 25 exercises are free. Additional (more advanced) exercises can be purchased as the users guitar skills improve and he advances in the game.



*Discover the winner of each category elected by the jury members on*

**Monday, January 30<sup>th</sup> at 10:25pm.**