



Press Release – June 3rd 2016

Qobuz to collaborate with cognitive technologies company Musimap to improve its services



Qobuz has decided to partner with Musimap, a company specialising in cognitive technologies applied to music.

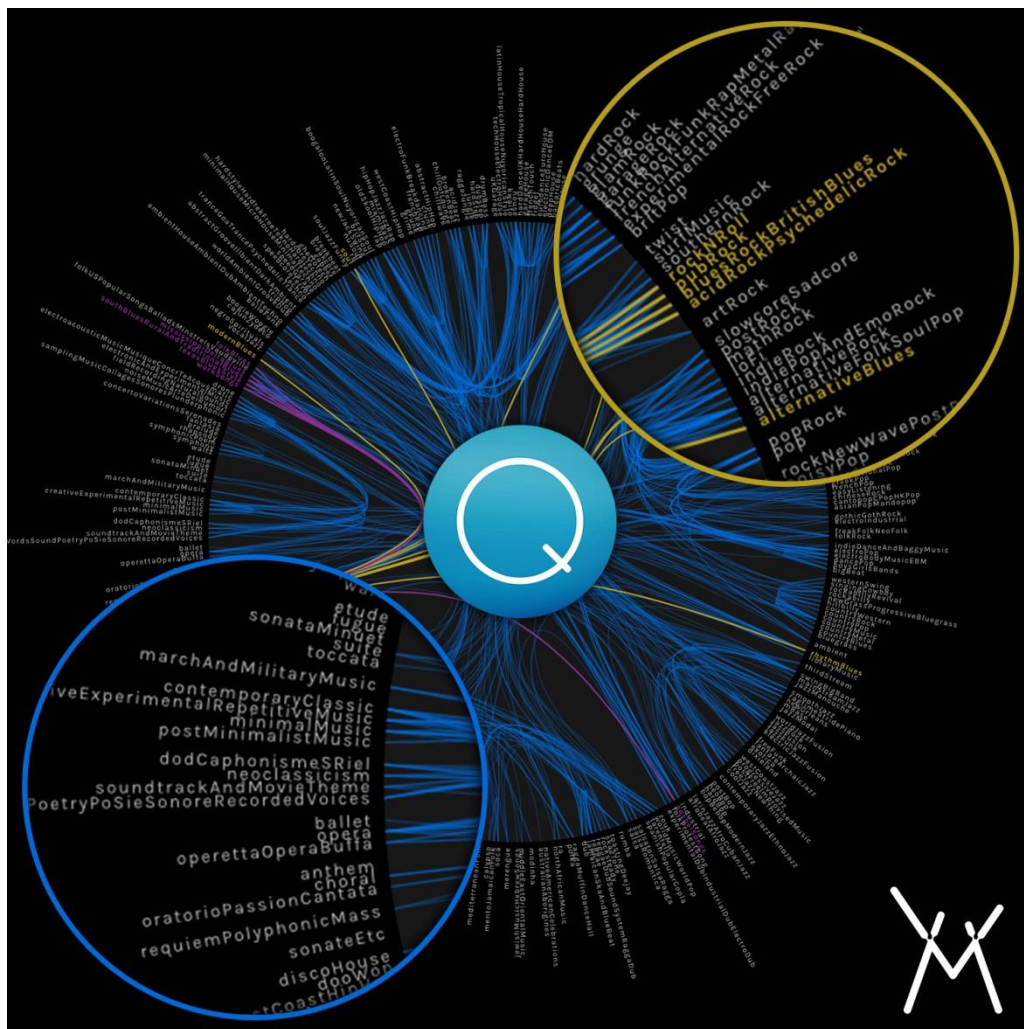
This partnership consolidates Qobuz's position and allows its unique editorial line access to an unrivalled recommendation tool, conceived for real music lovers.

Denis Thébaud, CEO of Xandrie, said:

"This announcement is part of our ambitious plan for Qobuz, with the ultimate goal to become the best online music platform in the world."

A pioneering algorithm

Musimap engineered a revolutionary humanized algorithm to optimize music search and recommendation. A one-of-a-kind tool, its system is founded on data compiled from 15 years of interdisciplinary scientific studies, to which 60 experts contributed, including artists, sociologists, musicologist and music producers. It is this mass of gathered information (or 'Smart Data') applied to artificial intelligence that will allow Qobuz' users to enjoy an even more exciting and intuitive musical experience.



A rich musical experience and a wide range of possibilities

Qobuz will therefore soon be endowed with recommendation functions using Musimap's technologies, including a complex tagging system which takes into account 11,322 keywords, 1,500 sub-genres and 400 complex moods, as well as more than 100 different listening contexts.

Qobuz users are typically passionate music lovers who enjoy their independence and can be rather put off by the random recommendations provided by other "mainstream" services. As such, Qobuz is gearing up to provide them with a wide range of options for an even richer musical experience.

Whereas mainstream streaming services typically deprive the public of the right to high-quality sound and knowledge, areas in which Qobuz aims to stand out (unrivalled sound quality, digital catalogues, album reviews, exclusive editorial content, etc.), this partnership will allow Qobuz to strengthen its reputation as an innovator and champion of high-quality, now and in the future.

Future Implementation

With the help of Musimap's technologies, Qobuz is developing integrated functions for its applications which will allow users to enjoy:

- Listening recommendations based on similarities between not only artists but also between albums or tracks (unlike any other product currently on the market)
- Numerous and complex listening contexts, linked to in-depth analysis and a socio-psychological and musicological approach (not only analysis of electroacoustic signals)
- Rich encyclopaedic knowledge and information, thanks to a multi-layered system of crossed influences in regard to both artists and musical genres.

This unique collaboration will start a genuine revolution in online listening and is the only European solution that exists on the market. Musimap and Qobuz are joining forces to uphold the standard of an insuperable musical experience.

Qobuz and Musimap will be appearing at the Midem in Cannes from the 3rd until the 6th June 2016, where they will announce this partnership.

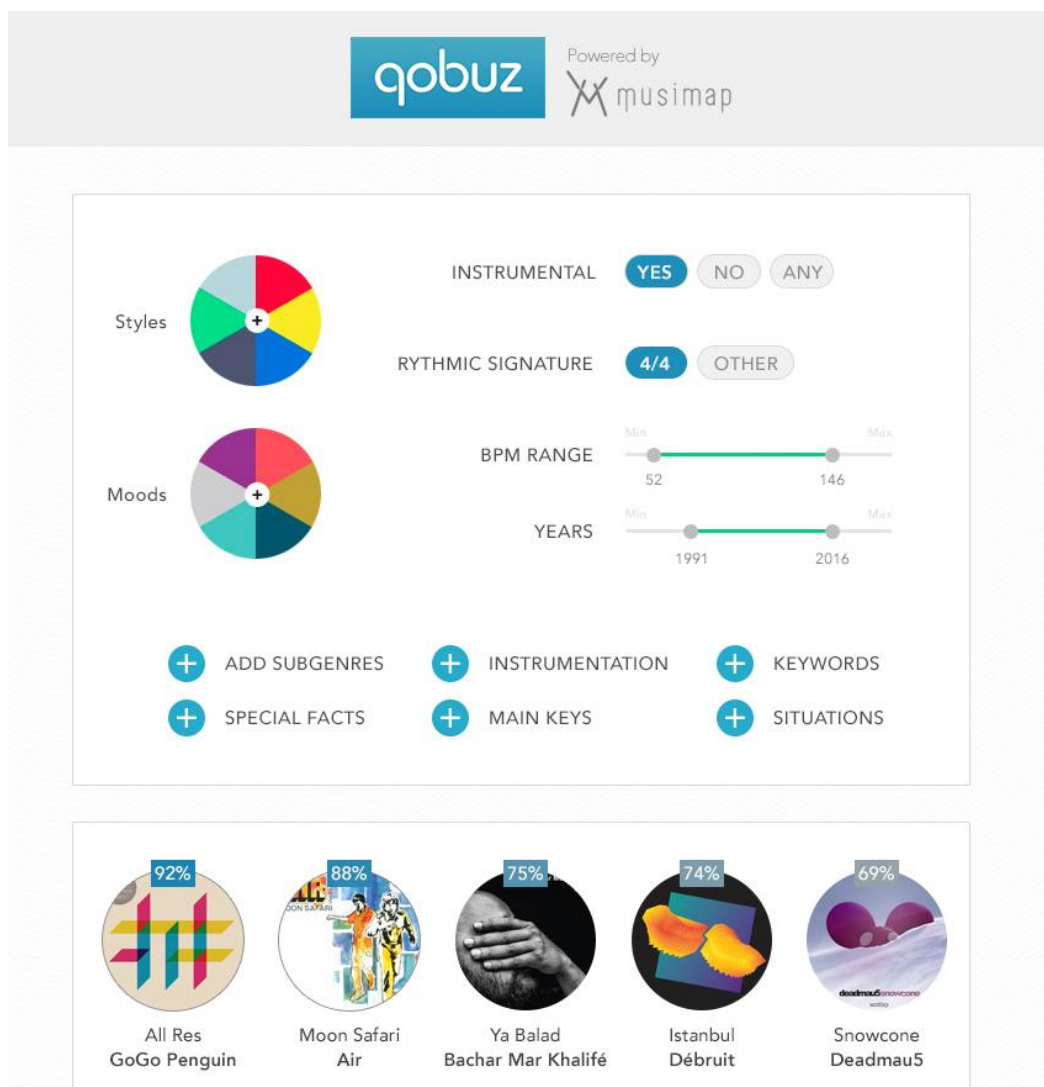


Illustration of advanced recommendation functionality

About [Qobuz](#) :

Qobuz is an online music service offering a unique musical experience intended for discerning music lovers.

The service includes:

- A subscription to a streaming service with genuine CD quality audio: more than 30m tracks, all repertoires, all genres.
- The largest catalogue of 24-Bit Hi-Res albums for download and to stream, via the Qobuz Sublime subscription.

About [Musimap](#) :

Musimap is a Belgian start-up specialising in music recommendation: its pioneering algorithm is based on singular interdisciplinary human curation extended by machine learning.

Its technology is able to respond to complex problems in finding music. It makes it possible to recommend music in a highly personalised way, thanks to its combination of human expertise and artificial intelligence.

Contact Qobuz

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