



Press Release

Erlangen,
January, 18 2006

MusicTrace is the New Official Compiler of Airplay Charts in Switzerland

Since January 2006, MusicTrace GmbH, based in Erlangen, Germany, is officially responsible for airplay monitoring in Switzerland. A corresponding contract was recently signed by MusicTrace and the Swiss National Association of the IFPI.

Visit MusicTrace from January 22 – 26 at the MIDEM in Cannes, France. You can find us at Stand R35.01.

MusicTrace has landed a further key account for its services, namely the Swiss National Association of the IFPI. In the framework of this agreement, effective from the beginning of this year, MusicTrace performs broadcast monitoring in Switzerland and as such is the new official compiler of airplay charts and airplay data in Switzerland.

The company uses its Broadcast Monitoring System to monitor all relevant Swiss radio program broadcasts as well as selected music television stations located in Switzerland. The technology employed by MusicTrace scans broadcast program content and is capable of recognizing music tracks that have been “trained in” to the system.

Airplay times of the individual tracks registered by the system are analyzed and processed for members of the Swiss National Association of the IFPI. Results are collated in the form of regional and national charts, evaluations for individual tracks, and market share analyses that can be accessed via the MusicTrace web portal using a straight-forward, user-friendly dialog.

High-accuracy evaluation techniques have recently been supplemented to include not only tallying broadcasts, but also the relevance of individual stations. The new airplay monitoring service also includes a significantly expanded panel of stations. Like its predecessor, MusicTrace will make specific data available to interested media partners for a fee.

MusicTrace GmbH
Am Weichselgarten 3
91058 Erlangen

Contact:
Dr. Christian Neubauer

Phone: +49 (0)9131 616653-0
Fax: +49 (0)9131 616653-66
Email: info@musictrace.de

www.musictrace.de

Dr. Peter Vosseler, business manager of the Swiss National Association of the IFPI stated, “Successful completion of the test phase last year convinced us of the performance capability of the MusicTrace solution and we are looking forward to future cooperation.”



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MusicTrace is a technology-oriented company that was founded in 2004 as a spin-off of the Fraunhofer Institute for Integrated Circuits IIS in Erlangen. As a strictly business-to-business company, MusicTrace employs state-of-the-art multimedia technologies to gather information on the utilization of music and advertising in radio broadcasts and on the Internet. MusicTrace offers its customers products and services in two fields:

Broadcast Monitoring: With the aid of its Broadcast Monitoring System, MusicTrace scans radio and television broadcasts around the clock. The data collected can be used to generate playlists and determine the music/speech ratio. The system processes "everything audio", particularly music and advertising.

Audio Watermarks: MusicTrace offers software products that permit embedding digital watermarks in audio signals. With the aid of these products, it is possible, for example, to link a customer number to music during downloading or in the production of prerelease CDs. In conjunction with the Internet Search Service also offered by MusicTrace, this permits identification of any recipients of these tracks who engage in illegal activity.

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