

# Empowering Music Through Data



**KUVO powered by DJ Monitor** is a positive, creator-supporting initiative for club track identification for royalty purposes.

Our technology works discreetly in the background at venues to automate music play reporting to CMOs (music rights royalty organisations). It collects information only about the music played and does not identify the performer / DJ. The music play data is never shared publicly and no details of which DJ played which tracks are captured.

## OUR MISSION:



### Support Music Creators

empower the industry with reliable data to enable accurate royalty payments for the music played in venues.

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### Respect DJ Setlist Privacy

No publicised playlists and no details of which DJ played which tracks are captured by the technology.

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### Support Venues

Charts of trending tracks and music insights (no full playlist information) can be provided to participating venues to enhance their businesses.

**KUVO**

Powered by **djmonitor**

## WHY:

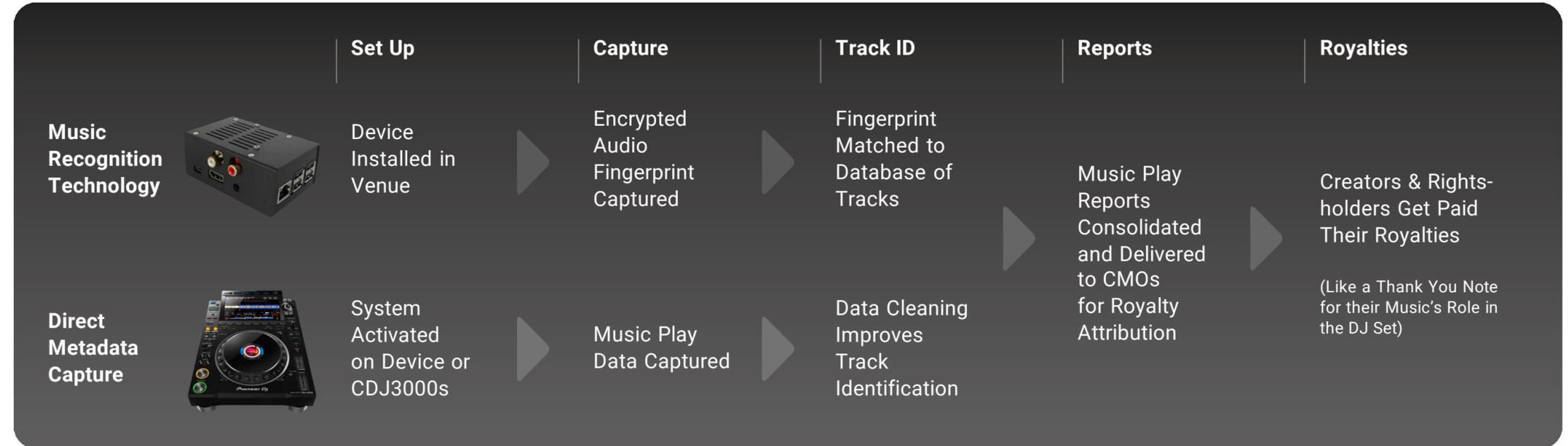
DJs are front-and-centre of the electronic music industry. We know they want to support the creators of the music they play, but we also know that it doesn't work to put the responsibility onto DJs to manually report set lists for royalty purposes.

We recognize that music creators (producers, recording artists, songwriters, composers, and producer/DJs) are the lifeblood of the electronic music ecosystem. However, without accurate information on what is actually played in venues, fewer electronic music creators receive royalty income.

Our system enables DJs to support the creators of the music they play without needing to do anything more than play their tracks.

## HOW:

**KUVO powered by DJ Monitor** brings together the strengths of Music Recognition Technology and Direct Metadata Capture technology.



### Direct Metadata Capture (DMC):

Track, artist name, and other metadata is captured when music is played through a set-up where Pioneer CDJ3000 units are present.

### Music Recognition Technology (MRT):

Music identification process where an encrypted fingerprint of the audio in a performance is compared to a database of existing music tracks. (like an electronic music Shazam!)

### Have confidence:

This technology is trusted and deployed at thousands of events globally, with over 1 million DJ sets each year. The outcome of our work is only ever positive for participants and the wider electronic music ecosystem.



More questions about KUVO powered by DJ Monitor?

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Visit the [DJ Monitor](#) website

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Powered by **djmonitor**

