



Our Mission

To create a bridge between large music catalogs and a disorganized digital video market, by providing powerful technology for **Suggesting** and **Matching** music to video.



Our Commitment

To make Partners' Music catalogs generate new revenues by accessing to Digital Market segments exclusively thanks to **MatchTune's** technology.

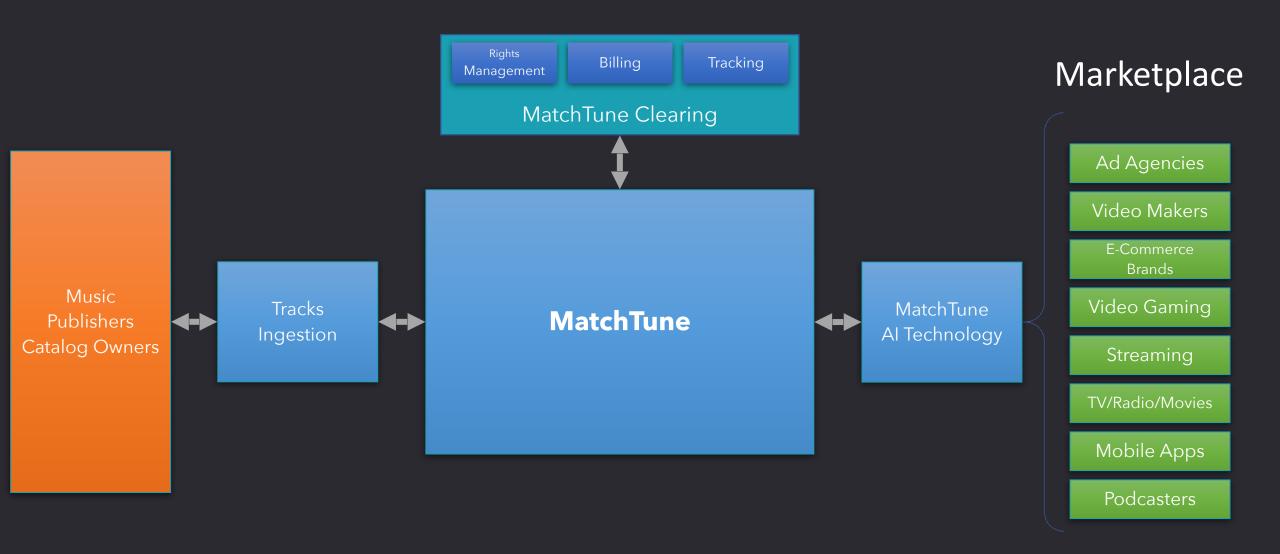
MatchTune provides to clients the easiest and fastest Music experience



- Top quality Music
- The State of The Art "Magic Video Sync":
 - ✓ An Automated tool combining 'Search, Scale and Sync' functions
 - ✓ Instant Pro music editing for any duration
 - ✓ Unbeatable Savings on Post Production costs
- APIs solutions adaptable to all kind of tech scenarios
- No More copyright issues

MatchTune Ecosystem





How **MatchTune** works using Al



MatchTune automatically searches, scales and syncs the best musical suggestions for a video within seconds

1. Video Analysis

We analyze video in seconds

2. Music Selection

We find perfect music tracks based on smart video criteria in no time

3. Video Synchronization

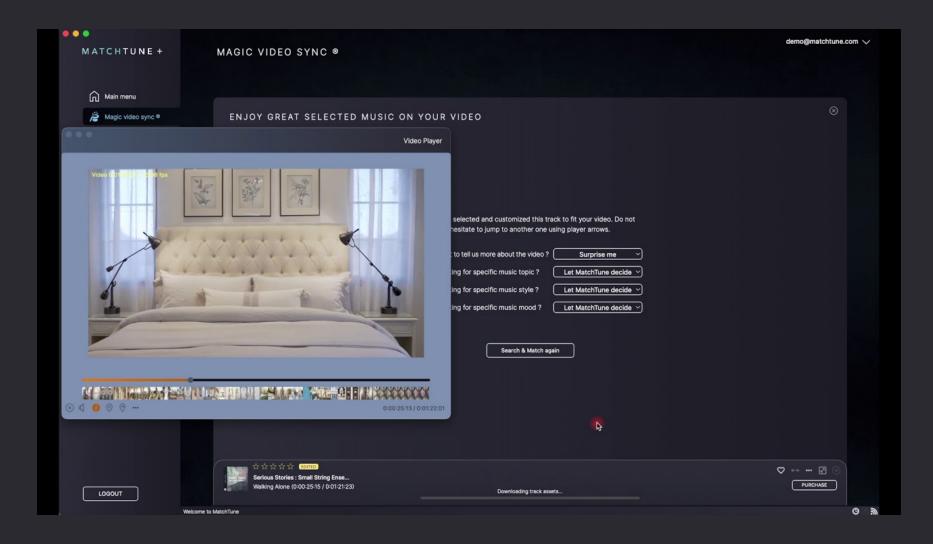
We sync music to selected video key moments almost instantly

4. Music Adaptation

We adapt selected music to video duration on the fly

Magic Video Sync demo reel









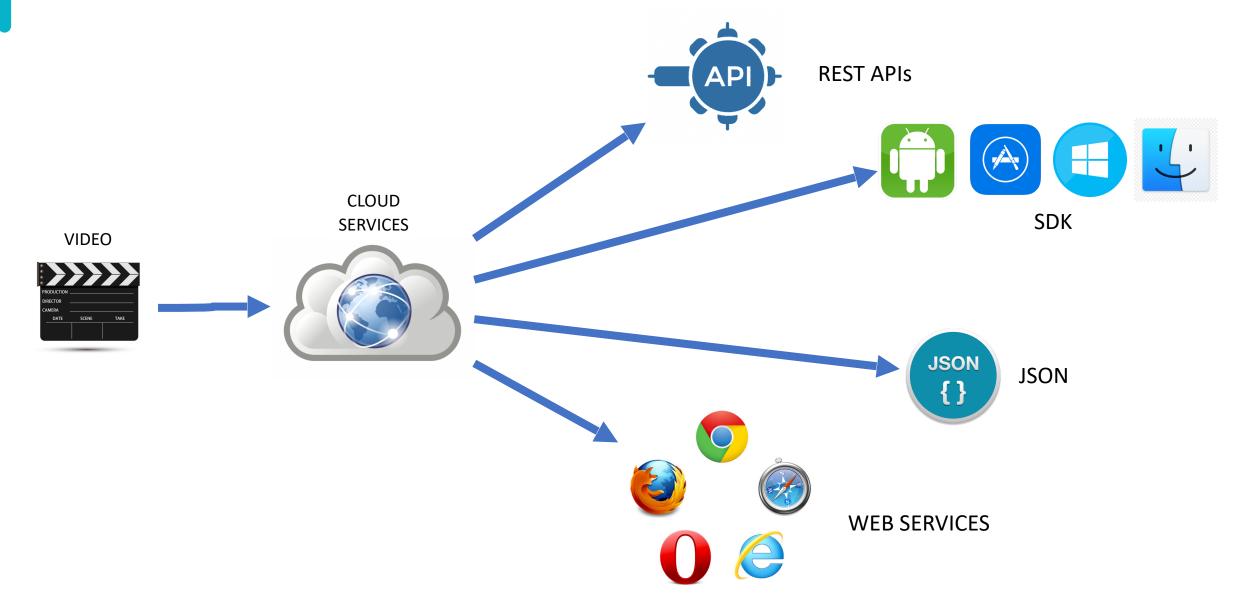
Automatic Reporting Security:

each new synched pieces of music is holding a unique marker which makes it tracked and its usages reported instantly to both MatchTune and partners Publishers



How **MatchTune** delivers?





MatchTune features overview





Catalog Search
Made easy



Audio Similarities
Search



Music Automatic Re-editing

Available search criteria includes genres, moods, instruments, colours, albums, playlists, sound-alike and publishers

MatchTune instantly finds music tracks that matter based on tempo, moods, tonality, vocals, structure etc. Establishes a similarity map between tracks Provides better sound-alike search

Provides better sound-alike search results for users

MatchTune instantly re-edits music tracks from an original version to any duration
Allows to optionally set a climax moment

New stems are generated for the new version of tracks







Stems become available for all music tracks Stems are either original or generated with MatchTune's source separation Al

MatchTune generated music embeds Parts and Climax Markers as well as other DNA information

Markers are automatically imported inside video editor: Parts, Climax, Scenes, other time saving information
Users can easily snap video content to
Markers

Compatible with Adobe, Avid and Final Cut Pro

MatchTune uses AI to extract chords from music tracks: piano, guitars, other instruments, vocals, bass channel, drums channel, etc.

Perfectly classified catalog



MatchTune instantly find music tracks that matter

Tempo

We precisely analyze each track and based on beats as well as onset, we determine the tempo of track.

Tonality

We extract a clear tonality (key) mapping of the music track.

Vocals

We detect vocal activity and make a difference between male or female singers.



Moods

We determine the moods of the track with percentages.

Genres

We extract genres and styles from the music tracks

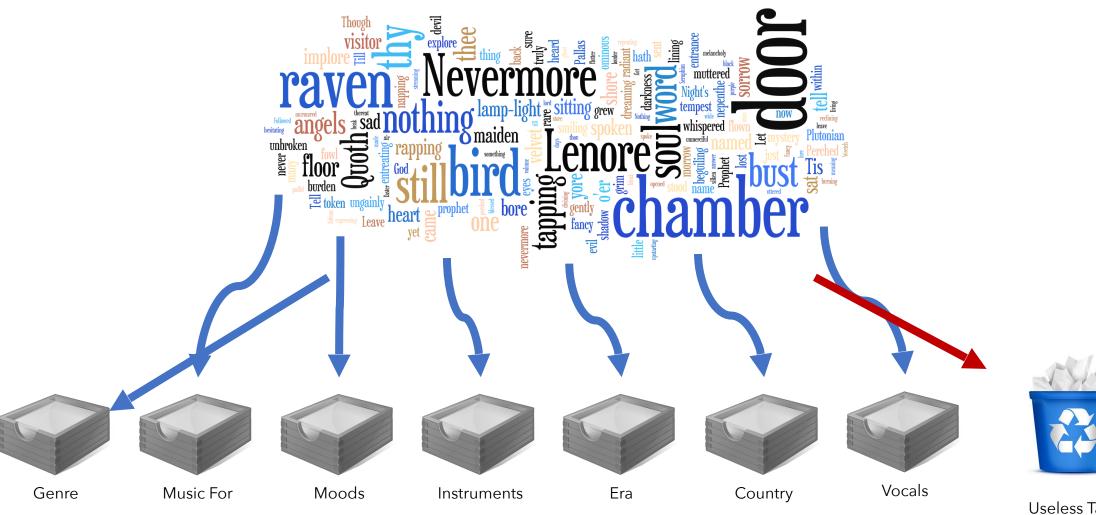
Structure

We analyze and split music tracks into parts (intro, verse, final, etc.)

Perfectly tagged catalog



MatchTune AI analyzes full catalog and create universal keywords



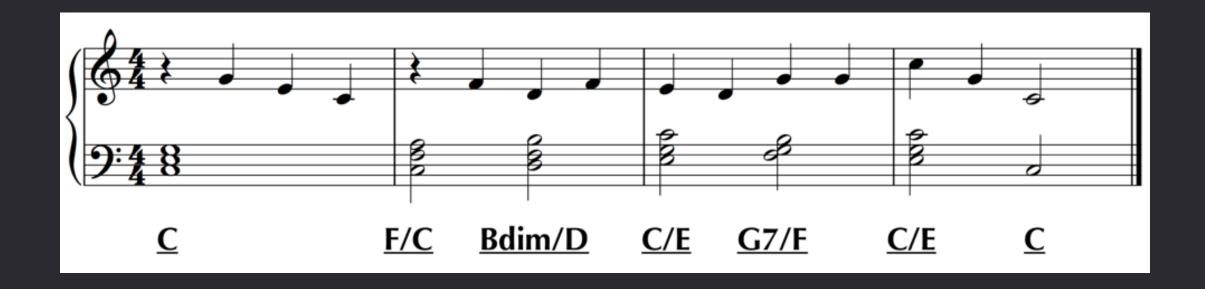


Useless Tags

Chords made available for each music track



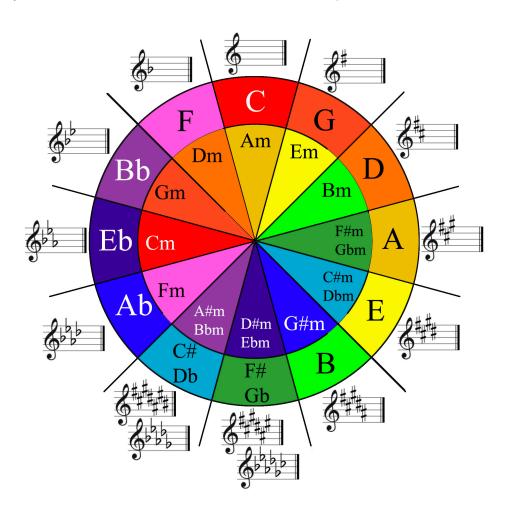
MatchTune uses AI to extract chords from music



Get matching colors



MatchTune Al analyzes full catalog and create matching colors for every track. This is based on specific research work called **Synesthesia.** We also match video dominant colors to music



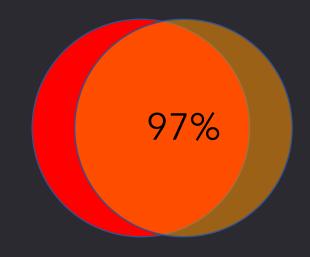




Get a precise similarity score between 2 music tracks



Marvin Gay – Got to Give it Up vs Robin Thicke – Blurred Lines



Having a matching verification process between tracks:

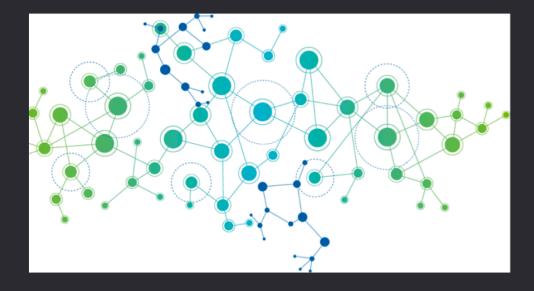
- Prevent plagiarism risks
- Establish a similarity map between tracks
- Provide better sound alike search results to User

Get a precise map of similarities for your entire catalog



Understanding relationships between tracks:

- Get a clear view of what's redundant and missing
- Prevent plagiarism risks
- Establish a similarity map between tracks
- Provide better sound alike search results to User



Stems are available for all tracks



- o Music tracks are delivered with Stems
- Stems are either original or generated with our source separation Al





Get original music source separation



- Most music tracks come without stems
- MatchTune can process these tracks and separate sources

