



uPlaya's™ Hit Song Science™ Technology Validated by Korean Network TV Documentary for Use in Asia to Predict Hit Potential

***60-minute News Segment Aired on South Korea's SBS Broadcast Television Network
Focuses on uPlaya™ Music Service***

San Francisco, CA – November 4, 2009 – [Music Intelligence Solutions, Inc.](#)'s [uPlaya](#) service was recently the focus of a news special aired nationwide by [Seoul Broadcasting System](#) (SBS), one of South Korea's major broadcast networks. SBS, recipient of multiple national and international awards of excellence, profiled uPlaya's [Hit Song Science™](#) technology for a prime time episode of *SBS Special*, "Secrets of Hit Songs."

uPlaya's Hit Song Science™ and Music Universe™ services represent innovative technology that promises to fundamentally transform how artists get discovered in order to ensure no great song goes unheard again. The uPlaya service provides instant feedback on songs of all genres using mathematical algorithms to analyze the underlying patterns of music. uPlaya also offers globally-reaching digital promotional tools.

SBS producer Seonwoo Kim traveled to the United States to investigate the software's ability to predict the commercial potential of South Korean music.

In the special, Kim's team put the technology to the test with several songs by Korean artists. Tracks by So Nyeo Shi Dae, The Wonder Girls, Kim Gun Mo, Kim Choo Ja, 2NE1, and others were uploaded to the software by the SBS production team. Hit Song Science™ returned scores for the music which resulted in rankings of Platinum, Gold or Silver [Auddy Awards](#) based on the uPlaya rating system, indicating a potential for commercial success.

According to the narrator of the special, the technology exhibited a "very high prediction accuracy rate." Producer Seonwoo Kim agreed. He was quoted in a major daily news source as saying, "Korean musicians are focusing on the music now, and the question everyone wants answered is, 'Why is one song a hit and another not?'" Kim added, "This is proven technology. Our viewers will be fascinated by it."

Kim interviewed experts from MTV Networks and Harvard as well as artists who have successfully used the uPlaya Hit Song Science technology. In addition to testing a wide range of songs both from Korea and the United States with the uPlaya system to evaluate the hit potential of the music, Kim also interviewed Music Intelligence Solutions' CEO David Meredith.

"uPlaya and Hit Song Science provide an opportunity for people from different cultures to connect with each other through music," said [David Meredith](#), CEO, Music Intelligence Solutions/ uPlaya.

The segment was broadcast to over 50 million households.

The New York Times Magazine previously included Hit Song Science™ in its annual “Year in Ideas: Bright Notions, Bold Inventions” issue and the Harvard Business School profiled Hit Song Science™ in a full case study that remains popular at top universities around the world.

About Music Intelligence Solutions’ uPlaya

Music Intelligence Solutions, Inc. (www.uPlaya.com) uses patent-approved technology to transform the Music Artist experience globally so that no great song goes unheard again. uPlaya services such as *Hit Song Science*™ and *Music Universe*™ enable proprietary discovery, automated programming, commercial market prediction, and community networking capabilities. Music Intelligence Solutions offers artists, songwriters, fans, social networks, mobile subscribers, and leading media companies a powerful new way to create, experience, share, and discover music and visual media. Music Intelligence Solutions’ “intelligent systems” are a natural evolution of over a decade of research and development experience. For more information, visit the company website at www.uplaya.com.

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