

## Moodagent teams up with Spotify

*Moodagent for Spotify is the best thing that has happened to music since, well... Spotify!*

Kenneth Arntsen, Spotify user on Twitter

As every enthusiast knows, music is emotion and sometimes all you want is to find exactly the right song to express the mood you are feeling right now. Spotify gives you millions of songs - but what to choose? Enter Moodagent, a new service offered as an app within Spotify's new App Finder that picks just the right songs to match your current mood. Moodagent knows the mood and musical qualities of almost any track and generates perfect playlists for your listening pleasure.

Since Moodagent hit the mobile app market three years ago, millions of users across 10 operating systems and multiple music services have embraced the unique playlisting logic of Moodagent and made it the preferred track selector to match their mood of the moment.

Moodagent knows music and music lovers know they can trust Moodagent.

As music collections are gradually moving their way into the giant clouds of streaming services, the natural step for Moodagent was to enter this market. And what better way to do it than offer Moodagent to the millions of Spotify users for a fully integrated playlisting solution?

Daniel Ek, CEO and Founder of Spotify, commented: *"Today Spotify brings music to the party and becomes a music platform, with the launch of truly integrated apps inside Spotify from the best and brightest. We've worked closely with Moodagent to deliver a unique app, layering even more fun and social musical experiences into Spotify."*

For the past couple of weeks, Moodagent has been available in a beta-version of Spotify, and so far the reception has been tremendous. Twitter has been glowing with positive feedback, like in the quote above or in statements like this:

*The Moodagent app on Spotify is, no hyperbole, life changing.*

Dieter Kurtenbach

*Holy crap this is a game changer. Awesome. Moodagent is WAY cool.*

Eddie Y

*I do declare that the Moodagent app for Spotify is the best way of discovering new music I have ever seen. Ever.*

Niall Kelly

### Just the right music

Maybe you're in the mood for something tender, sensual or aggressive, but don't know exactly where to start? Simply press one of the quick mood buttons, and Moodagent does the rest. You can also search the Spotify library directly from the Moodagent interface and select any track as a starting point for your mood based playlist. The playlist can be modified to suit your listening needs in various ways. Say you want to start off with the slow songs from the playlist and gradually want to listen to faster songs. No problem, Moodagent lets you pick a progression curve based on either tempo, sensuality, tenderness, happiness or aggression and the playlist will adjust accordingly to your selection.

Moodagent fully integrates with Spotify's drag'n'drop logic. Play any track in Spotify and drag it to either the Moodagent logo in the Spotify sidebar or the Moodagent drop zone, and you'll instantly get a tailor made playlist of matching songs. Once dropped, you can view the mood profile of the entire playlist and adjust the track sequence by using the mood curves. The same possibilities apply if you drop one of your saved playlists.

Your taste in music is personal, and in order to give you just the right playlist, Moodagent takes your listening habits into account by using your library of top tracks, starred songs and saved playlists as natural starting points. This way, Moodagent is sure to create playlists that not only matches your mood of the moment, but also your specific taste in music.

*“We’re excited to see the emphasis that Spotify puts on new innovative solutions to offer the best possible music experience”, says Moodagent CEO Peter Berg Steffensen. “Spotify delivers a new blueprint for the future entertainment playground, and we’re proud to present Moodagent for Spotify. This is a chance for us to demonstrate the power of Moodagent as a truly personal tool for playlisting and exploration in vast collections of music.”*

## **The science bit:**

Moodagent is an automated playlist generator developed by Syntonetic Media Solutions in Denmark. Its state of the art technology is based on a marriage between artificial intelligence and human musicology. Our music experts have spent years training the Moodagent system to understand the musical and emotional qualities of almost all the music in the world. This has resulted in an industry leading technology with an unrivalled accuracy in music recommendations and creation of playlists. Moodagent takes all sorts of parameters into account: Genres, instrumentation, vocal style, tempo, production features, geographical preferences and naturally: moods. Our unique technology has, for the first time, unlocked the emotional codes of music understanding the mood of any track in a truly human fashion. The result is an engaging user experience with instant playlists that makes perfect emotional sense to the listener.

*Moodagent works wonders! This is music heaven.*  
Tomb Svalborg, Spotify user on Twitter

## **About Moodagent™**

*The team at Moodagent deliver powerful solutions for leading mobile device manufacturers, mobile operators, online music businesses and streaming music services, and provides applications direct to consumers. More than 7,000,000 customers from over 200 different countries have synced over 5 billion songs to create instant playlists based on moods and emotions. Moodagent is located in Frederiksberg, Denmark, and can be found online at [www.moodagent.com](http://www.moodagent.com) on [facebook.com/moodagent](https://facebook.com/moodagent) or [twitter.com/moodagent](https://twitter.com/moodagent)*

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