

UTOPIA

Radio Monitoring

Utopia's unique radio monitoring solution provides the most accurate consumption data in the market.

Powered by cutting-edge technology based on AI, it has a 99% identification rate, strong resilience to foreground speech, noise, DJ modifications, and matches with high reliability down to 5 seconds.

KEY BENEFITS

MARKETING + PR

Utopia Radio Monitoring assists in your marketing and PR planning and budgeting by providing valuable information on music usage.

ASSESS YOUR ROI

Save money and time. Maximize your releases by making data-driven decisions.

PROMOTION OPPORTUNITIES

Streamline promotional campaigns and touring strategy development by leveraging city-level radio consumption data.

IDENTIFICATION RATE

Utopia's deep learning based technology provides a 99% identification rate and matches down to 5 seconds.

ROYALTY AUDITING

Discover untapped accrued royalties and estimate future revenue streams with granular play-per-play data.



HOW IT WORKS

1 INGESTION

You can upload your entire catalog through industry-standard solutions, or simply try out a few manually.

2 ANALYSIS

Have your music monitored on radio through our state-of-the-art, in-house AI technology.

3 DELIVERY

Access your consumption dashboard to review the performance of your catalog, identify peak areas, and track popular tracks. Additionally, you can export this data and share it with your stakeholders.



CUSTOMER OPERATIONS

We provide high quality support to ensure great user experience. We drive growth to enable mutual success!

STAY COMPETITIVE

Utilizing the finest technology available in the market, Radio Monitoring offers comprehensive catalog tracking and an all-in-one overview. It employs precise data usage to enhance the success of your promotional campaigns.

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