



Audio meter by  
**audoo**

## WHAT IS THE AUDIO METER?

The Audoo Audio Meter™ is a digital solution that allows music data to be collected with a greater accuracy than ever before. It works by monitoring the music played at public locations - such as shops, restaurants, gyms and bars - and then securely reports the tracks to our cloud based platform. From there data is shared with partnered music rights management organisations to ensure your music licence fee can be correctly and fairly distributed to the songwriters, composers and music publishers you listen to and support.

The Audoo Audio Meter™ has been installed across a number of sites to recognise the music being broadcast on location. The Audio Meter is designed to provide accurate data to music rights management organisations to help ensure your licence fee is going towards the tracks you and your customers enjoy at your premises.

The Audoo Audio Meter™ is fully GDPR compliant, meaning it doesn't store or record any potentially sensitive information. The Audoo Meter only recognises the music playing in the background of a premises, at set, short time intervals. Any foreground noise is then eliminated, whilst the background music is matched to a data base of over 100 million tracks for accurate identification.

## TIPS

-  Ensure audio meter has line of sight to speakers
-  Keep away from liquid
-  Place in an area where music can be clearly heard
-  Avoid closed spaces (cupboards and cabinets)
-  Avoid direct sunlight and heat sources
-  Indoors only

## PRIVACY



The Audoo technology works by recognising music playing in premises and creating a digital fingerprint of the track on the Audio Meter.



To keep the highest level of data security and in accordance with GDPR compliance. Audoo only keep the fingerprint identification of the track on device, never any audio.



The use of fingerprint data also allows the premises to have complete confidence that there can be no privacy breach when reporting to our cloud data base.



## FAQ

### What are the privacy details of the Audio Meter?

The Audoo Audio Meter™ stores no personal information at any time, it only recognises the music playing in the background at set, short time intervals. It eliminates all foreground noise before sending a digital fingerprint to our cloud database.

### Will my licence fees increase?

No, the music reports generated from the Audio Meter are used to accurately distribute the licence fees you are already paying. Your existing licence agreement allows you to play as much background music as you like.

### Will it impact my electricity bills?

The Audoo Audio Meter™ consumes low levels of power (less than half of a USB phone charger's power consumption) and should not increase your electricity bill by any noticable level.

### Is the Audoo Audio Meter™ compliant with the New Zealand Privacy Act 2020?

Yes, The Audoo Audio Meter™ is compliant with New Zealand's Privacy Act 2020. No sensitive information is used in any of our processing and no information is ever stored on device. For full details, check out our privacy policy: <https://audoo.com/privacy-policy>

### What are the benefits of having an Audoo Audio Meter™?

#### For Music Licence Holders (Premises)

- Eliminates manual reporting & admin requirements
- Supports the songwriters, composers, and music publishers you listen to
- Recognises music from any source
- Easy to install and requires no ongoing maintenance from licence holders

#### For songwriters, composers, and music publishers'

- Detailed analysis of where their music is played
- Provides near real time reporting to support streamlined royalty administration
- Supports songwriters, composers and music publishers of all sizes whenever their music is played

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