



## **NASHVILLE MUSIC AWARDS NAMES LANDMARK DIGITAL SERVICES “INNOVATOR OF THE YEAR”**

Nashville, October 9, 2009 – Landmark Digital Services®, an audio recognition and broadcast monitoring provider, was recognized as “Innovator of the Year” at The Nashville Music Awards reception on the first evening of Next Big Nashville, Wednesday, October 7 at the Cannery Ballroom in Nashville.

The award, which recognizes revolutionary ideas in technological design, excellence in implementation and “game-changing” impact, or results in the music marketplace, acknowledged Landmark’s BlueArrow audio recognition technology as a leader in advancing music through technological innovation.

BlueArrow is a patented pattern recognition algorithm capable of identifying recorded music from any audio source by matching a short sample against a massive database of audio “fingerprints” or signature files. The technology’s unsurpassed accuracy and unique ability to identify recorded music within 1 – 2 seconds even through high noise, signal interference or compression makes it particularly effective in monitoring broadcast performances of music on radio, television and internet.

“It’s very gratifying that our company and the service we offer have been recognized by the Nashville music industry with this award,” said Bob Barone, Managing Director of Landmark Digital Services. “We continually strive to stay on the cutting edge of audio recognition technology and to back up that technology with superior service.”

Landmark’s technology was acquired from UK-based Shazam Entertainment, Inc. whose music discovery application has been utilized successfully in mobile consumer devices since 2002 and currently provides song recognitions generated through mobile phones by more than 70 million customers in over 60 countries. Since acquiring Shazam’s patent portfolio in 2005, Landmark has designed an extensive broadcast monitoring system that continually captures and identifies recorded audio from all over the world. Landmark’s portfolio of customers includes its parent company BMI, companies in the businesses of broadcast monitoring, audience measurement, and other rights management organizations, which utilize BlueArrow’s recognition data and reporting services.

#### About Landmark:

Landmark Digital Services is an audio recognition and broadcast monitoring provider. The company offers advanced audio-recognition products and services for content providers, copyright owners and consumers of music and digital entertainment. Landmark's patented "BlueArrow®" digital audio pattern recognition technology has established a reputation for unsurpassed accuracy in providing real-time, high-volume audio identification. Landmark Digital Services is a wholly owned subsidiary of Broadcast Music Inc.

#### The Nashville Music Awards:

In a partnership with Next Big Nashville (NBN), Leadership Music, Inc. (LM) has revived the Nashville Music Awards (NMA), which were produced by LM from 1995 through 2000. The NMAs recognize outstanding contributions in all genres of music, and celebrate the diversity and quality of artists and music professionals who call Nashville their home.

The nominees were chosen by a volunteer committee of industry leaders, some expert in specific musical genres and others whose knowledge was broader. The committee included individuals familiar with both the recording and live music scene here.

#### About Leadership Music:

Leadership Music, Inc. is an educational non-profit 501c3 organization founded in 1989 whose mission is to nurture a knowledgeable, issue-oriented community of music industry professionals through an annual educational program and events. This is accomplished through the identification and exploration of topical issues in an annual series of off-the-record educational seminars (the Program), and continued alumni nurturing and education, including an annual digital music conference, the Leadership Music Digital Summit. Over the past 20 years, Leadership Music has graduated more than 785 music industry leaders. <http://www.leadershipmusic.org> and <http://www.digitalsummit.org>

#### About Next Big Nashville:

A nationally recognized music festival and conference begun in 2006, NBN serves as an annual destination for artists, innovators and business leaders in the creative community at large and continues to provide a deserving spotlight to the depth and diversity of the music and business "Made in Music City." NBN 2009 will feature over 200 performers ranging from unsigned singer songwriters to major label artists playing at over a dozen of Nashville's most prestigious venues. Over 15,000 people attended the festival in 2008 and 2009 is expanding to include even more daytime events, parties, interactivity and exciting opportunities for the participating artists. <http://nextbignashville.wordpress.com>

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#### Contact:

Kathryn Crow

615-298-7329 / [kcrow@landmarkdigital.com](mailto:kcrow@landmarkdigital.com)