



FOR IMMEDIATE RELEASE

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### **SonicSwap Launches a Personal Music Video Channel Built Automatically From The Music You Love in iTunes**

(Palo Alto, California, March 19, 2009) – SonicSwap ([www.sonicswap.com](http://www.sonicswap.com)) announced today that it launched a new personal music video channel built automatically from a member's favorite music in iTunes. Video is automatically displayed from integrated YouTube and DailyMotion players to deliver a seamless personal music TV experience.

"Think of this as personal on-line radio, but with music videos that are far more entertaining than audio tracks," said Dan Skilken, founder, President and CEO of SonicSwap, Inc. "What makes it unique is it's tight and seamless integration with iTunes, and it's ability to tap multiple sources for the videos."

Setting up the channels is effortless. iTunes plug-ins or a Java-Applet on the website upload meta-tag data from iTunes. The average user library is uploaded, analyzed, and all playlists posted in under 7 seconds. The personal music video channel uses this analysis to find videos the member will enjoy. Programming is based on a member's top artists, genres, and tracks. This data is combined with the top tracks of other members on the site that have the closest match to their tastes in music (their music-neighbors). New music discovery comes from favorite tracks of their neighbors. As a member's music preferences evolve in iTunes, the personal music channels are automatically updated.

SonicSwap's social application has evolved into delivering various personalized music video channels. Members can access three different types of video programs:

- 1) The new personal music channel found on the member's profile
- 2) All a member's iTunes playlists and library shared as video playlists
- 3) Artist pages featuring the complete discography played as a single video playlist.

All the playlists are delivered as a seamlessly flowing video program, much like the original MTV programs. Music videos in the programs are served directly from YouTube and DailyMotion. Searching these combined sources delivers the largest on-line music library available from any source, and international character support is available for foreign videos.

"Videos are the next major trend in on-line music, because the web is a visual medium," said Skilken. "The video captures more eyes for longer periods of time, and makes monetizing the entertainment far easier with effective advertising."

SonicSwap is a social music video platform built directly on iTunes, featuring automated analysis of a member's favorite music. The direct connection between iTunes and the website keeps music tastes and on-line video playlists constantly in-sync with day-to-day listening habits. SonicSwap is the first to achieve this level of integration with any on-line music player, in a manner that is scalable to millions of members. Members post and share music playlists, and applications convert them to video playlists of original and live music tracks. SonicSwap offers innovative ways to introduce new music and products in a highly targeted and customized manner for each member. For more information, please visit [www.sonicswap.com](http://www.sonicswap.com).

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# LAUREN'S PERSONAL MUSIC VIDEO CHANNEL



Hey Ya!

by: OutKast

on: The Love Below

Released: 2003-09-23

★★★★ (797)

01:30 / 04:52

[Artist Page](#)

[Lyrics](#)

[Amazon Review](#)

New: \$8.79



SONIC SWAP



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YouTube