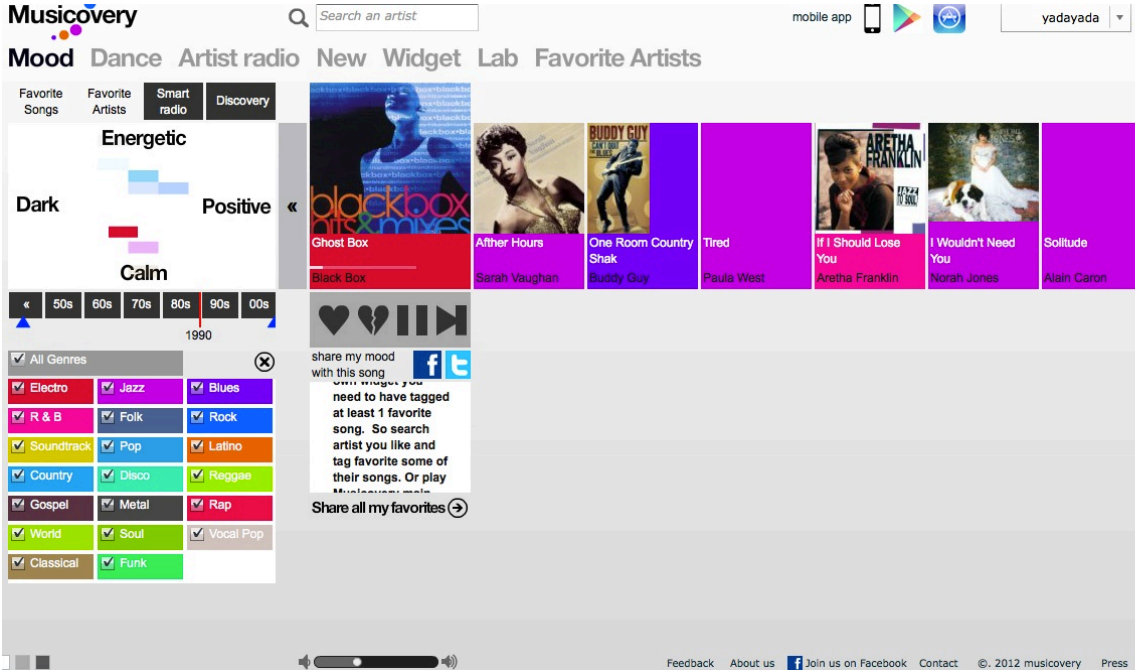


Web 2.0 Abstract: Musicoverly  
AAD 585 Multimedia In Arts Administration  
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I found the web (and Android/iPhone/iPad) app Musicoverly by checking out the gotoweb20 website and searching and searching “music” in the directory search bar. This app, invented by two French web developers and released in 2006, has evolved over the years. Its primary function today is similar to Pandora or Spotify: it is a streaming music app that allows users to listen to songs based on their feedback. The most unique interface of the app is its “mood pad” technology. This technology allows uses to hover over a square between four mood marker axes: dark, positive, calm, and energetic. Upon rolling over the pad, the user can preview a song matched with a specific mood, and the album image pops up. When the user clicks on that mood, an ultra-customized stream of music is then played. The user can also change the decade of the stream or limit it by genre(s).



Other features on the app include “artist radio,” which plays music similar to a chosen artist; a “dance pad” that plays only dance music; options for making a playlist based on preferences; and a “lab” that allows users to try new features in beta mode. Only some of these features are available without a free subscription, which requires a username and password. Even more options, such as no banner ads, higher stream quality, and the ability to interact with playlists in a more sophisticated manner are available for the paid service of around \$5/month.

Musicoverly is easy and fun to use, and the listener would not tire of the application easily, as there are so many different ways to choose the music stream. It has multiple opportunities for interactivity, and is responsive, allowing the user to “teach” the app what music he or she likes best. The paid subscription is a good economic value, and the mood pad would be especially helpful for setting specific “theme” music—whether for studying, having a party, or simply wanting to maintain or change a person’s current mood. The stream is almost guaranteed to be consistent, and inconsistency and unevenness in quality are the major problems with apps like Pandora. Musicoverly is also much less slick and corporate-feeling than Spotify, and its commercials are less obtrusive.

I did run into two minor problems when I registered for a free Musicoverly account. Number one, I had a hard time setting up an account—I kept getting an error message. And secondly, the text and graphics have some display/readability issues on several of the pages. These issues aside, I would wholeheartedly recommend this innovative music app.