

MoodSense

Getting started:

How do I install MoodSense?

Check out our simple installation guide here with step-by-step instructions at the footer of our website.

Can I use MoodSense on my phone/tablet?

Yes, you can use the MoodSense interface on your tablet or phone but only at the location where the device is placed.

Can I use MoodSense on my computer?

Yes, you can use the MoodSense interface on your computer but only at the location where the device is placed.

General questions:

How can I set up a MoodSense account?

Our consultants are standing by to help curate your personal playlists. They'll get to know you and your brand and then work their magic on creating a playlist, especially for you.

What payment methods do you support?

We'll send an invoice at the end of each month to be paid by bank transfer.

Can I get a demo of your service?

Sure thing. Feel free to send us your details and one of our consultants will gladly organise a demo for you.

Music:

How do you decide what music fits my brand/shop?

We learn everything about your brand, from the values to customer profiles, your local neighbourhood to your vision.

We look at competitors and we research the market.

Then we combine this with our endless musical knowledge to create something for you.

Your input is welcomed at all times. It is YOUR playlist.

Can I alter playlists myself?

No, you're not able to alter the playlist directly but our curators are reachable daily to help you with all your questions and requests.

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Licensing:

What licenses should I have for my stores?

If you plan to play music in your store or a public area, you'll typically need to obtain a license. The cost of this license often depends on the size of your establishment. For more details, please feel free to reach out to us via email or phone, and we'll be happy to provide you with further information.

Why do I need a public performance license?

Public performance rights apply when music is played in places open to the public, such as restaurants, retail stores, and gyms, where the audience extends beyond close friends and family. This also includes situations where music is broadcast or transmitted. In simpler terms, if you're playing music in a public space, you need a public performance rights license. This license can only be obtained by the owner of the venue where the music is played and cannot be acquired through MoodSense or similar services. The responsibility for obtaining this license rests with the venue owner.

How do I obtain a public performance license?

To obtain a public performance license, contact your local collection society to use MoodSense legally. Even though we can not acquire this license for our customers, we can inform you how to acquire a public performance rights license and support you in your application. Don't hesitate to contact us if there are any questions.

Why can't I use Spotify or similar services in my business?

Spotify and platforms similar are designed for personal enjoyment, and their music is licensed exclusively for private use. Consequently, it is not permitted to use this music for public purposes or within commercial settings like radio stations, bars, restaurants, retail stores, dance studios, and similar businesses. Essentially, these music streaming services are not authorised for public performance or commercial utilisation.

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Is it possible for my customers to listen to my brand's music repertoire at home?

This is not possible because we have licensed our music and products for business and not for personal use. They can follow our sister company White Flow on Spotify where they will find a great selection of playlists.

Why a curator and not an algorithm?

At MoodSense we believe in the power of people. Algorithms and Art are not a good combination and we believe music is Art.

How do you know which curator fits my brand?

After undertaking the brand research and target group, MoodSense will give you a selection of music curators that we think will fit your brand. The choice is then yours.

How does the curator know my brand?

MoodSense will always select curators who understand the target group of your brand. They will also be involved in the research process.

How can I get in contact with my curator?

You can email or call your curator for an appointment, but Moodsense is always reachable 24/7 for emergencies.

Can I have a local curator in my country?

Of course. At MoodSense we use our extensive list of contacts to find the right curator for your brand in your country.

Can I also bring my own curator and only use the hardware and software from Moodsense?

This is also possible. You get the benefits of licensed music through our system and your music curator or specialist can create playlists through our device.

How can I become a curator for MoodSense?

Please send an email to info@mood-sense.com for more information.