4. **Internet Companies** – With MusicGenome's technology, e-tailers Web sites and portals can finally implement one-to-one marketing of multitainment content. MusicGenome helps music-related e-tailers to better monetize their users. By identifying each consumer's musical taste, and making accurate recommendations, e-tailers can create a loyal customer base.

5. **Combined Solution for Cellular Operators and Retail** – Downloading multitainment items (music, video, ring tones, real tones, games, etc.) by using in-store application - the users find relevant multitainment items by using the Smart Music/Movie Terminals and than can buy and download them to their mobile phones.