

INDIVIDUAL PRESENTATION : SHAZAM

Student Name: Lucan Mills

Student Number: 1906671

Module Code: BMTY7004

Module Title: New Technology In Music & Creative Entertainment

Assignment Title: Individual Presentation

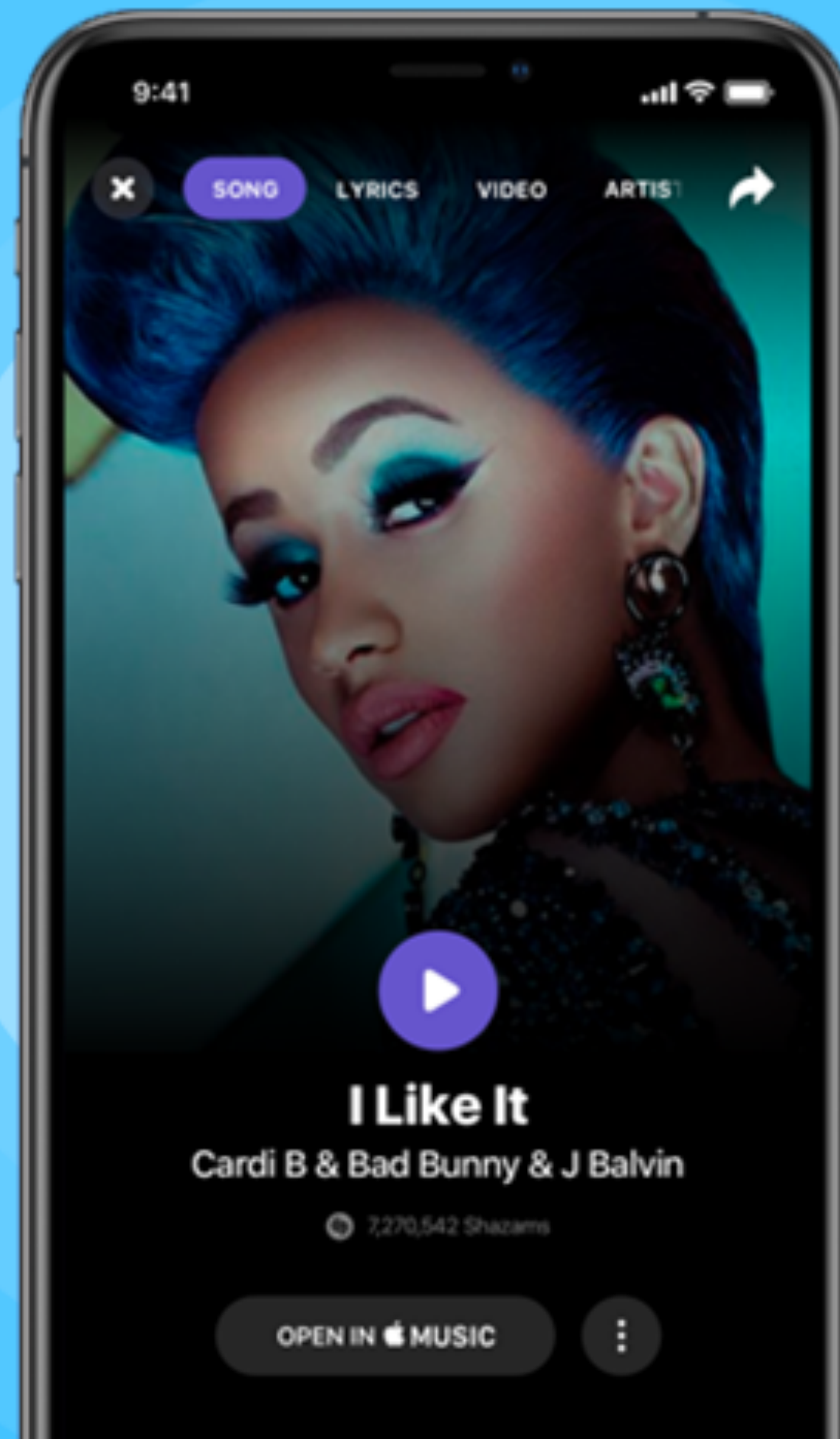
Lecturer: Zohe Mustafa



NAME ANY SONG IN SECONDS

SHAZAM

**Name
any song
in seconds**



BUSINESS OVERVIEW

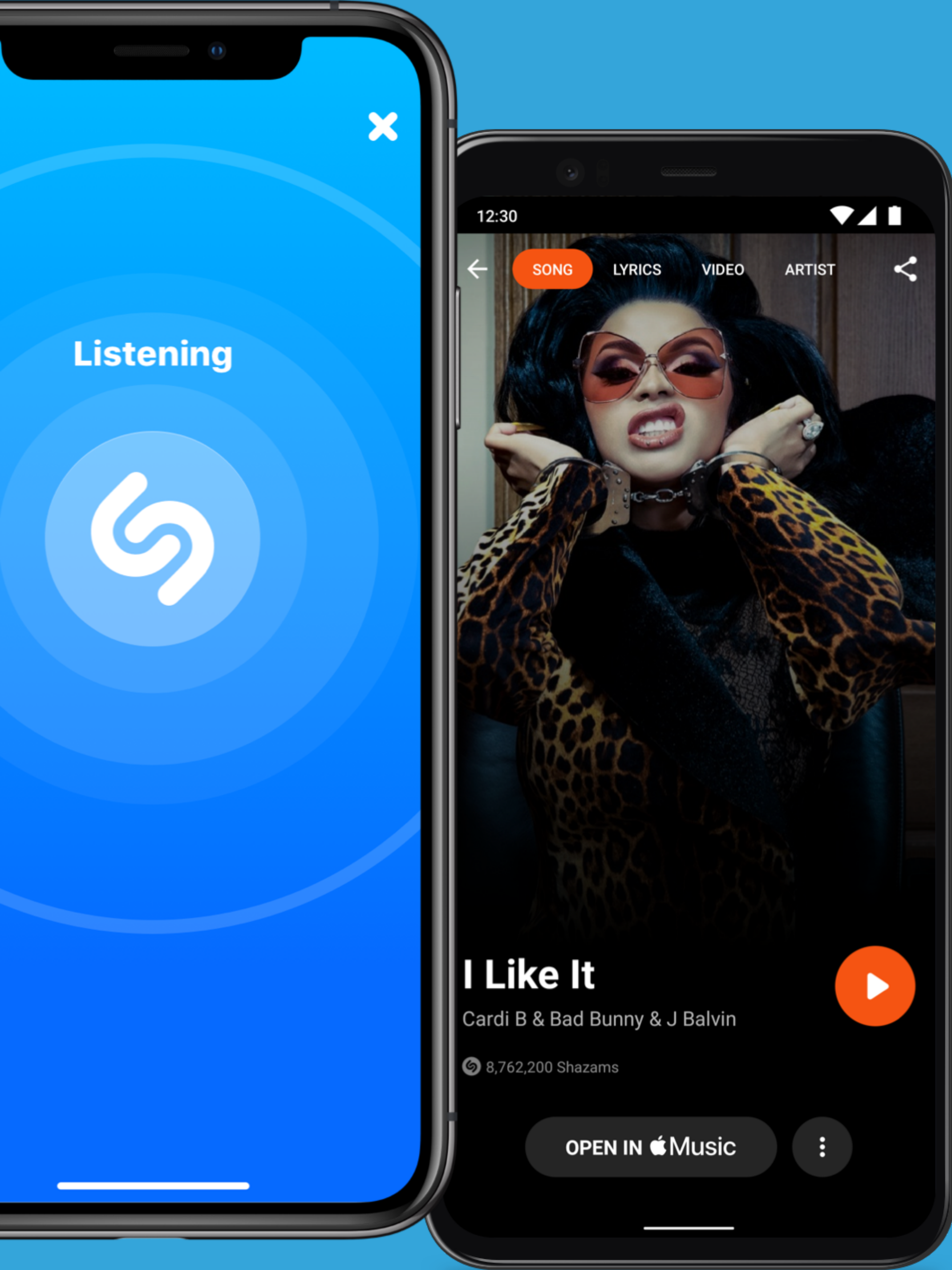
- ▶ “Our Mission is to help people recognise and engage with the world around them” (Chacksfield, 2013).
- ▶ Shazam is a mobile app that recognises music and TV around you.
- ▶ It is the best new way to discover, explore, and share new music.
- ▶ Ever wanted to know what the song is that you have heard in the background? Shazam can help!

THE TEAM

- Lucan Mills (CEO)
- Amy Weston (COO)
- Rhys Fletcher (CFO)
- Louis Wood (CTO)

With over 20 years of collective experience in the latest technology industries working with Apple, Google, Red Bull Racing, Kobalt, Universal Music, and internet services company Vent, the SHAZAM team is dedicated to innovation and helping people discover.





MARKET OPPORTUNITY

The global sound recognition market size is expected to reach USD 4.42 billion by 2025, exhibiting a CAGR of 75.8% over the forecast period, according to a new report published by (GrandViewResearch, 2019).

Sound recognition runs on inexpensive microcontrollers that result in a low bill of materials, thereby providing an economical solution. It is highly flexible since it can detect various sounds and add their sound event classifiers, thereby providing easy customization of the sound event. Thus, high flexibility and low cost are expected to propel the market growth.

SHAZAM

PRODUCT

- ▶ A mobile music recognition app on iPhone and Android
- ▶ In addition to music, the app was extended to let you Shazam TV programs and ads to get special offers and more information on what you were watching.
- ▶ Identify music, movies, advertising, and television shows based on a short sample played using the microphone on your device.
- ▶ The SHAZAM algorithm distils samples of a song into fingerprints, and matches these fingerprints from known songs, taking into account their timing relative to each other within a song (Jovanovic, 2017).
- ▶ This is all completed in a matter of seconds!





“PRESS A BUTTON ON YOUR PHONE, AND IN SECONDS YOU’LL GET THE ARTIST AND SONG TITLE. OTHER THAN PLAYING VIDEO GAMES, IT’S THE MOST USEFUL THING YOU CAN DO ON YOUR PHONE.”

(Manjoo, 2019).

HOW DOES IT WORK

HOW DOES SHAZAM WORK?

This is a question we get often asked. Here is a quick summary of the three main steps involved from the moment you Shazam until the magic happens.



Let's say you are in a shop and you like the music you're hearing. Start the app and tap the Shazam button.



A digital fingerprint of the audio is created and, within seconds, matched against Shazam's database of millions of tracks and TV shows.



You are then given the name of the track and the artist and information such as lyrics, video, artist biography, concert tickets and recommended tracks.

(Shazam, 2021)

USER INTERFACE



USER ACCOUNTS

Log in via email or social accounts,
tag music, auto-backups



FAVORITE ARTISTS

Follow singers
and bands you've identified



SOCIAL SHARING

Share and see what your friends
are sharing on social media



VISUAL RECOGNITION

Tap the camera icon and point at
images, books, QR-codes



MUSIC DISCOVERY

Identify a song,
artist and lyrics just in one tap



PLAYLISTS

Play the songs discovered,
enjoy suggested playlists



SHAZAM OFFLINE

Discover music even without
opening the app, Android only

RECOGNITION SOFTWARE (THE SECRET)

- ▶ Shazam works by analysing a song's frequency patterns and finding a match within its database of songs. Each song has a unique frequency pattern, and this is how Shazam can differentiate between tracks. Even when a song is redone (a cover or acoustic version), the latest version's frequency pattern is different from the original. The frequency pattern is referred to as an audio fingerprint. The technology works like a person's fingerprint – and even identical twins have different fingerprints.
- ▶ When you use Shazam to identify a song on the radio, the app picks the song's sample and scans its database for a matching audio fingerprint. The sample, usually 10 seconds long, say from 0.10 – 0.20 seconds into the song, is enough to detect a match. Once a match is found, Shazam displays details of the song on your screen from its database (Gikaru, 2020).

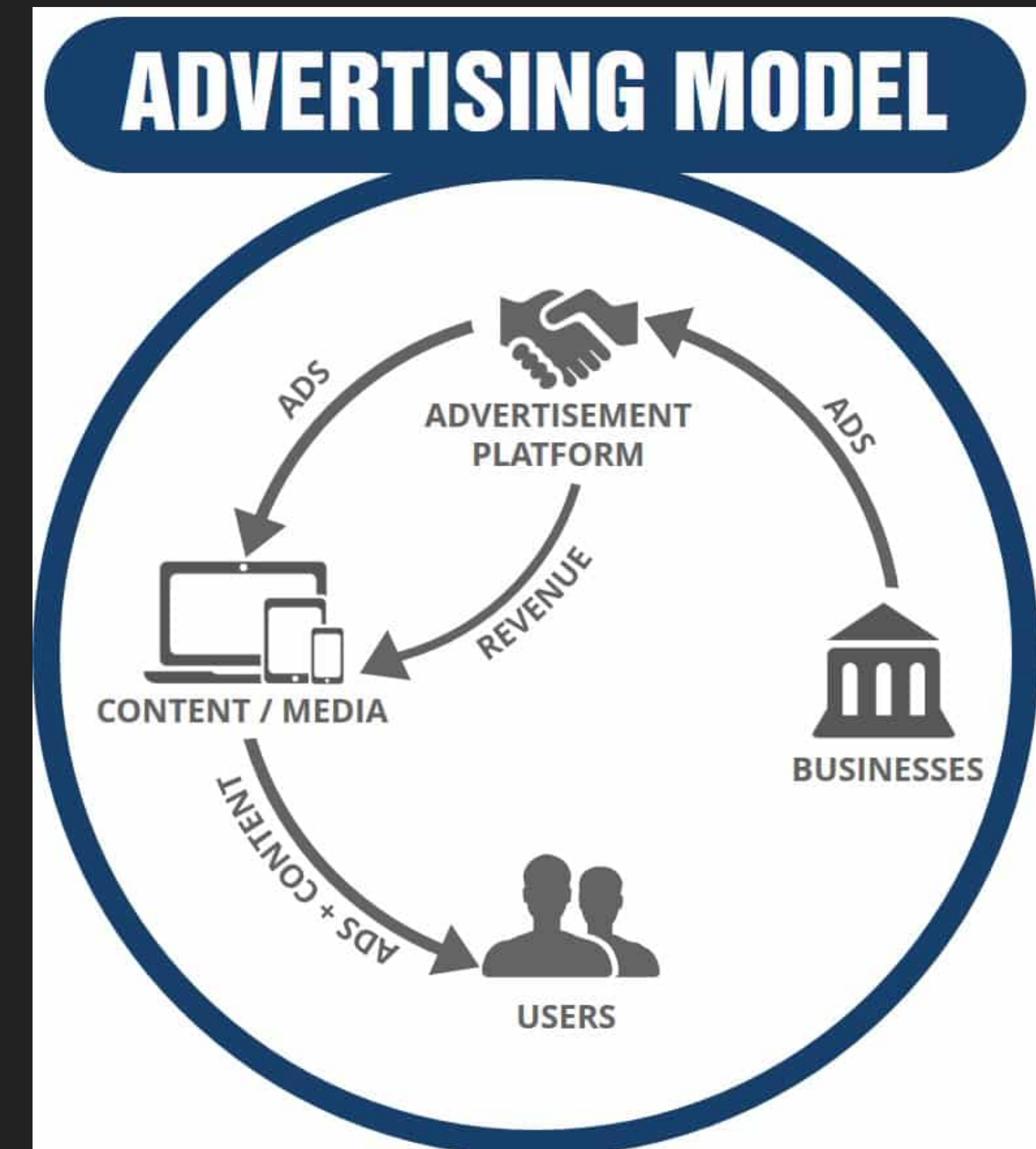
PRODUCT DEMO

(Mood, 2017)



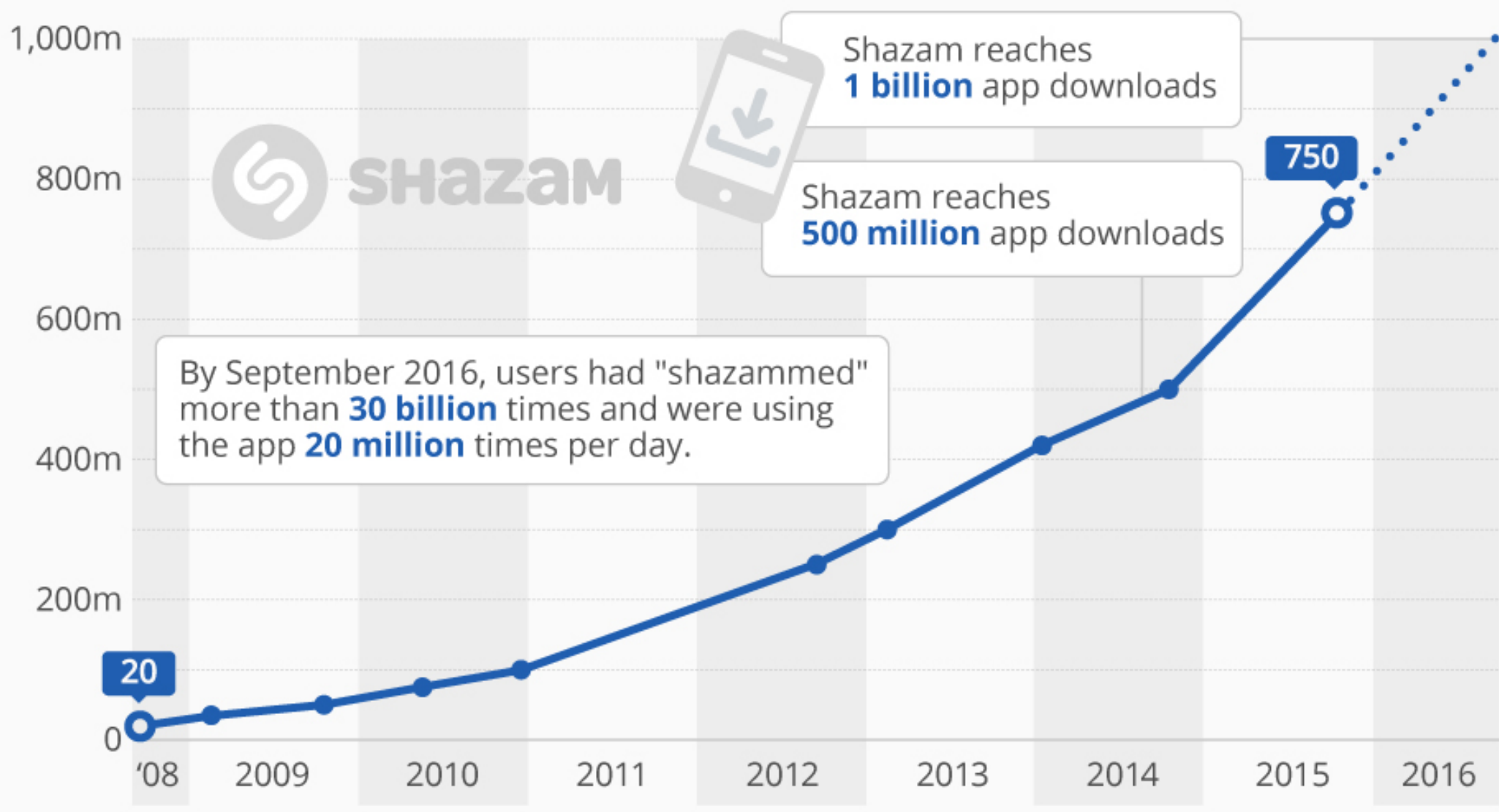
BUSINESS MODEL

- ▶ Shazam initially plans to link song purchases to primary providers, such as Apple, Google, and Spotify and receives a portion of each purchase for the referral.
- ▶ Shazam plans to include advertisements as an inherent element of its app platform. The company plans to launch hundreds of ad campaigns, with fees for each campaign reportedly costing between \$75,000 and \$200,000, which run for a couple of months. However, after the potential completion of the significant acquisition to scrap advertising on the Shazam platform, we do have plans.
- ▶ At Shazam, we expect digital sales to generate \$300 million annually, a significant potential revenue source. Of the 20 million tags per day, 5-10% result in a purchase, most of which are music, while TV shows, films, and apps continue to grow within Shazam's portfolio (Nath, 2019).



The Numbers Behind Music Recognition App Shazam

Number of Shazam users worldwide*



* numbers represent total users, not monthly active users;
Shazam hasn't disclosed new figures since October 2015
Source: Shazam

statista

THE NUMBERS

Shazam hopes to process over 100 million tags a week, a 150% increase on the previous year and a 312% increase since 2011, driven by more than 350 million people who use the service in 200 countries. Additionally, the app will help generate more than \$300 million in digital music sales each year, roughly 10% of the entire digital music industry.

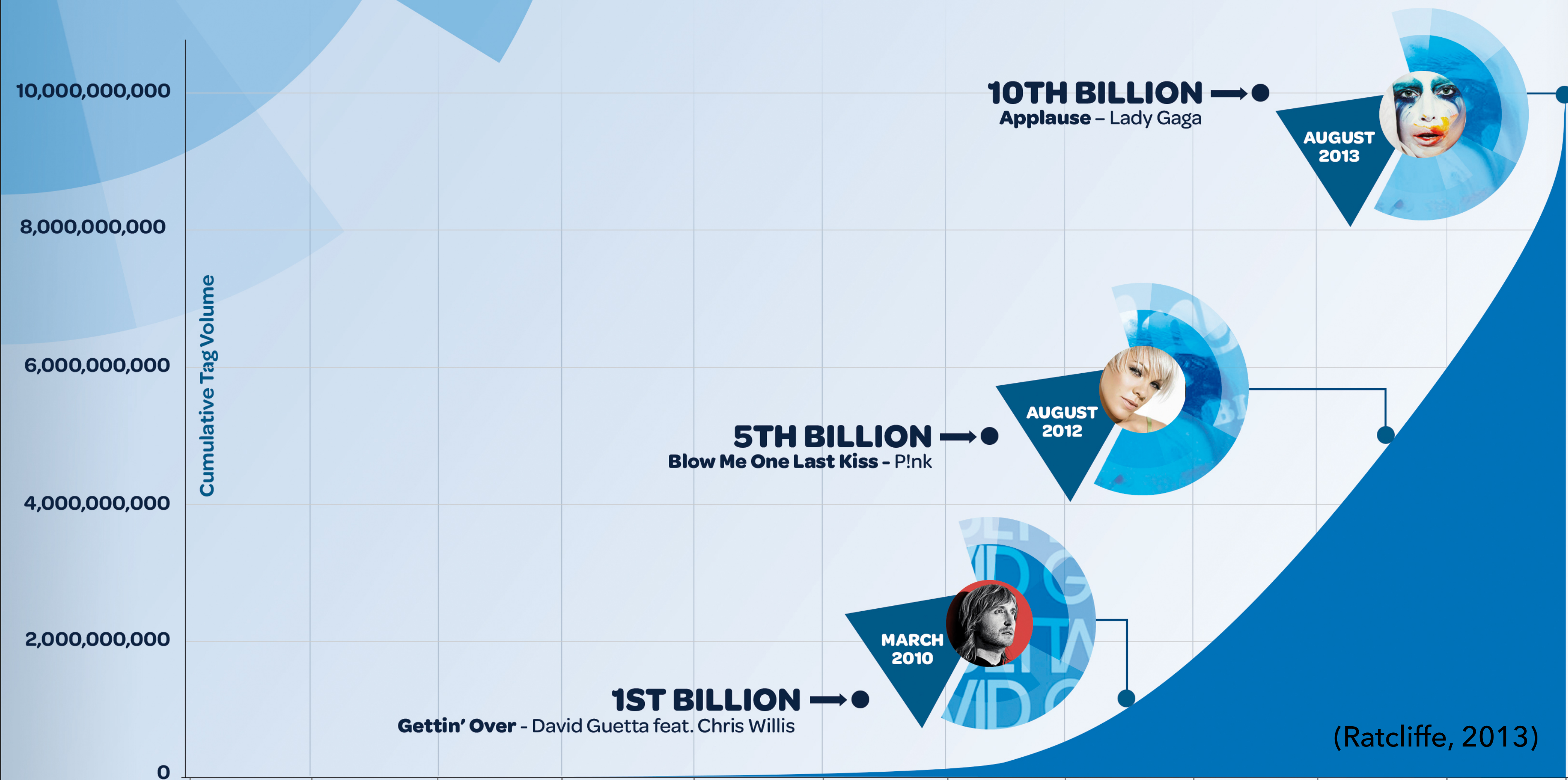
(Akenzua, 2019)

**“WE PLAN TO REACH 10 BILLION TAGS BY
UTILISING NEW AVENUES OF REVENUE
AND DIVERSE NEW TERRITORIES.”**

LUCAN MILLS – CEO



People Around the World Use the Shazam App Ten Billion Times to Discover and Experience Music, TV Shows and Ads



COMPETITORS

- ▶ SoundHound Inc - SoundHound is seen as one of Shazam's biggest rivals. SoundHound was founded in 2004 in Santa Clara, California. SoundHound operates in the Internet Software industry. SoundHound generates \$97M more revenue than Shazam.
- ▶ eMusic is one of Shazam's top competitors. eMusic was founded in 1998, and its headquarters is in New York, New York. eMusic operates in the Application Software industry. eMusic has 54 more employees than Shazam.
- ▶ Deezer is one of Shazam's top rivals. Deezer was founded in 2007 and is headquartered in Paris, Île-de-France. Deezer is in the Application Software field. Deezer generates \$397M more revenue vs Shazam (Owler, 2021).

1	 SoundHound Inc.	 Keyvan Mohajer Co-Founder & CEO	86/100
2	 emusic	 Tamir Koch President	82/100
3	 deezer	 Hans-Holger Albrecht CEO	71/100
4	 TIDAL	 CEO	--
5	 gracenote	 Karthik Rao President	85/100
6	 bandcamp	 Ethan Diamond Co-Founder & CEO	68/100
7	 pandora®	 CEO	--
8	 SOUNDCLOUD	 Michael Weissman CEO	82/100
9	 Spotify	 Daniel Ek Chairman & CEO	74/100
10	 anghami	 Eddy Maroun Co-Founder & CEO	82/100

CONTACT US

HELLO@SHAZAM.COM

ANY QUESTIONS?

THANK YOU



SHAZAM

BIBLIOGRAPHY

Akenzua, K., 2019. SHAZAM – The Rhythm of Music and Data - Digital Innovation and Transformation. [online] Digital Innovation and Transformation. Available at: <<https://digital.hbs.edu/platform-digit/submission/shazam-the-rhythm-of-music-and-data/>> [Accessed 20 February 2021].

BusinessWire, 2021. Shazam Achieves Major Milestone – People Around the World Have Used the App TEN BILLION TIMES to Discover and Experience Music, TV Shows and Ads. [online] Businesswire.com. Available at: <<https://www.businesswire.com/news/home/20130905005740/en/Shazam-Achieves-Major-Milestone---People-Around-the-World-Have-Used-the-App-TEN-BILLION-TIMES-to-Discover-and-Experience-Music-TV-Shows-and-Ads>> [Accessed 16 February 2021].

Chacksfield, M., 2013. The evolution of Shazam: from music maestro to TV tagging | TechRadar. [online] Techradar.com. Available at: <<https://www.techradar.com/uk/news/television/x-1182901>> [Accessed 18 February 2021].

Gikaru, M., 2019. A Complete Guide To Shazam Music App. [online] Music Gateway. Available at: <<https://www.musicgateway.com/blog/how-to/a-complete-guide-to-shazam-music-app>> [Accessed 15 February 2021].

Gold, N., 2018. How To Pitch To Investors With 13 Slides In Under 10 Minutes Video. [online] Eloquens. Available at: <<https://www.eloquens.com/tool/dNRFre/startups/pitch-decks/how-to-pitch-to-investors-with-13-slides-in-under-10-minutes-video>> [Accessed 16 February 2021].

GrandViewResearch, 2019. Sound Recognition Market Worth \$4.42 Billion By 2025 | CAGR: 75.8%. [online] Grandviewresearch.com. Available at: <<https://www.grandviewresearch.com/press-release/global-sound-recognition-market>> [Accessed 16 February 2021].

Jovanovic, J., 2017. How does Shazam work? Music Recognition Algorithms, Fingerprinting, and Processing. [online] Toptal Engineering Blog. Available at: <<https://www.toptal.com/algorithms/shazam-it-music-processing-fingerprinting-and-recognition>> [Accessed 15 February 2021].

Manjoo, F., 2009. How does the music-identifying app Shazam work its magic?. [online] Slate Magazine. Available at: <<https://slate.com/technology/2009/10/how-does-the-music-identifying-app-shazam-work-its-magic.html>> [Accessed 17 February 2021].

Mood, 2017. Shazam In-Store Demo-HD. [online] Vimeo. Available at: <<https://vimeo.com/129694238>> [Accessed 16 February 2021].

Nath, T., 2019. How Shazam Makes Money: Referrals and Data Fuel Value. [online] Investopedia. Available at: <<https://www.investopedia.com/articles/personal-finance/010815/how-shazam-makes-money.asp>> [Accessed 17 February 2021].

Owler, 2021. [online] Available at: <<https://www.owler.com/company/shazam#overview>> [Accessed 18 February 2021].

Ratcliff, C., 2013. Shazam: from gimmick to major player | Econsultancy. [online] Econsultancy. Available at: <<https://econsultancy.com/shazam-from-gimmick-to-major-player/>> [Accessed 11 February 2021].

Ray, A., 2017. Revenue Models - Arnab Ray's Blog - Entrepreneurship, Startups, Business, Tech, Design. [online] Arnab Ray's Blog - Entrepreneurship, Startups, Business, Tech, Design. Available at: <<https://www.arnab.co/revenue-models/>> [Accessed 18 February 2021].

Shazam, 2021. Shazam. [online] Shazam. Available at: <<https://www.shazam.com>> [Accessed 17 February 2021].

ThinkMobiles, 2021. How much does it cost to make an app like Shazam - Thinkmobiles - 2021. [online] Thinkmobiles. Available at: <<https://thinkmobiles.com/blog/how-much-cost-make-app-like-shazam/>> [Accessed 18 February 2021].