



**Student Name: Phil
Normand**

Student Number: 2006058

Module Code: BMTY7004

Module Title: New

**Technology In Music &
Creative Entertainment**

**Assignment Title: Individual
Presentation**

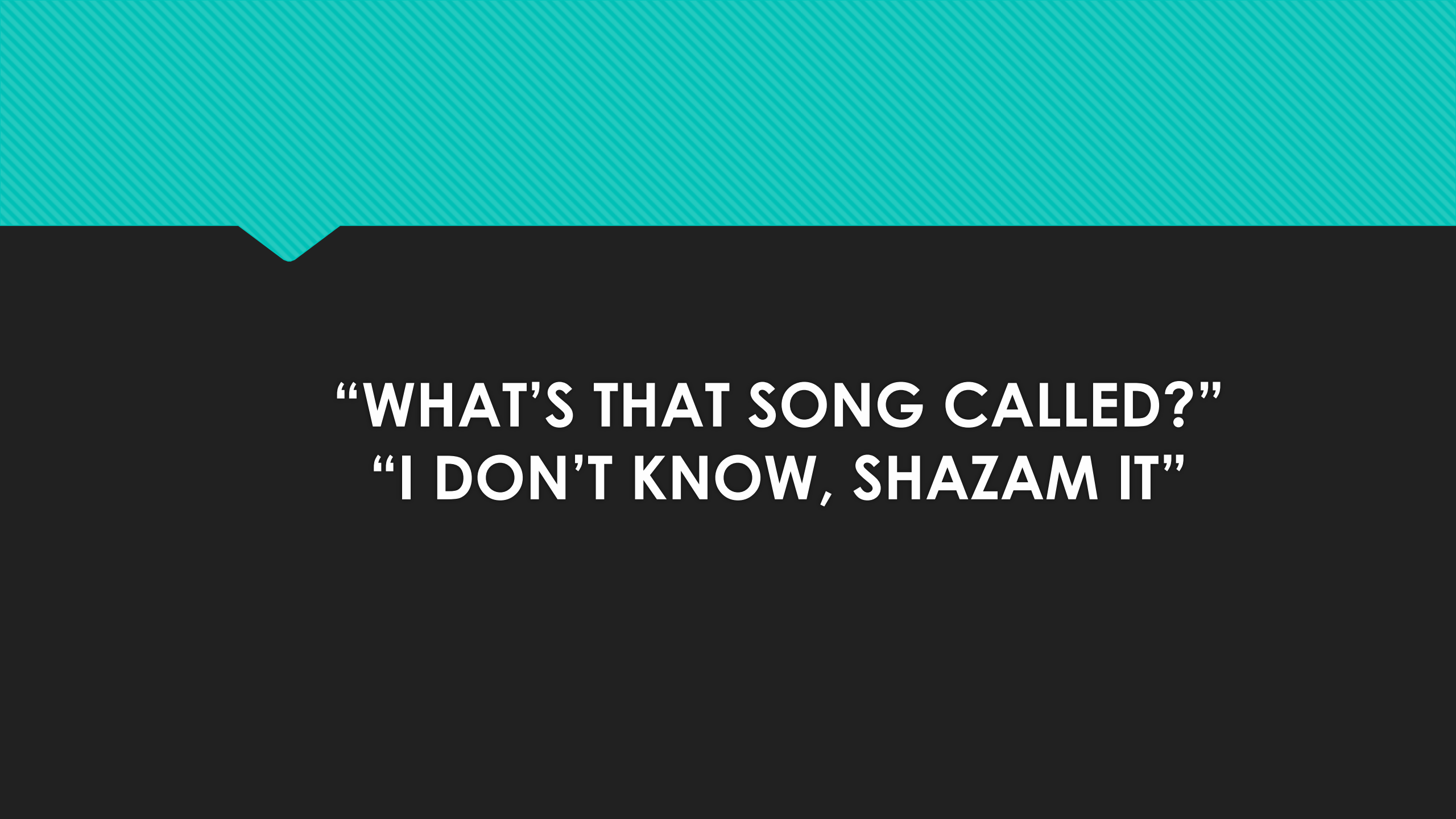
Lecturer: Zohe Mustafa



SHAZAM

Shazam

Music discovery, charts & song lyrics



“WHAT’S THAT SONG CALLED?”
“I DON’T KNOW, SHAZAM IT”

WHO ARE WE?

CEO – PHIL NORMAND

Product Manager – CLEMENT HAIDER

CTO – RICHARD SHARP

CMO – PATRICIA PARRA

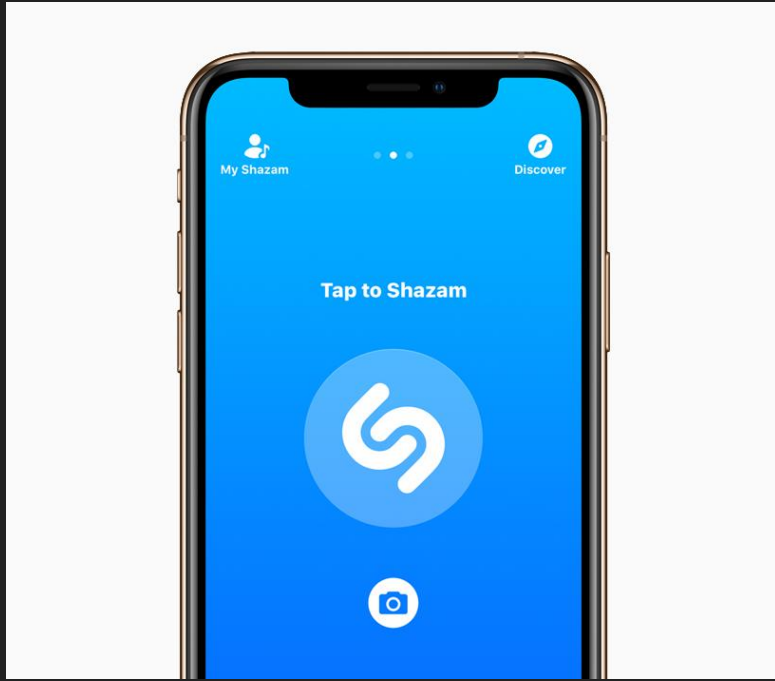
Sales Manager – EMMA COSTA

CEO and Founder – PHIL
NORMAND



COMPANY HISTORY

- Founded in 1999
- Shazam Entertainment Limited
- Based in London
- September 24, 2018, acquired by Apple for \$400 million (1 acquisition)
- Revenue £31.4 million – FY, 2018 (Craft, 2021)
- Total funding = \$143.5 million



What is the product?

- Smart phone application that can identify music – a short sample played is picked up by the phone's microphone.
- Downloadable on the App Store.
- Also compatible with Android, WatchOS, Blackberry OS and Windows Phone systems. It is also available for MacOS.
- Uses 'pattern recognition' or 'recorded sound identification' technology. This is a form of 'audio signal processing' - sub-category of digital signal processing (DSP).
- Turns sound into data.

How shazam is unique (USP):

- First application that has the capability of recognising ambient music.
 - First technology to distinguish music from background noise
- Portable on-the-go experience that can pick up the all the music catalogue of iTunes.
- Offers a freemium model.

Additional in-app features

- Song title and artist name
- Offers options on where to buy or stream that song e.g. on Spotify.
- Displays album artwork and art track videos.
- Displays song lyrics.
- Share songs you discover on social media with the ability to connect to other apps.
- Save tracks and artists in 'My Shazam' section.
- Auto shazam feature.

- Marketing plan

- Goals/vision – “Our mission is to help people recognise and engage with the world around them” (Shazam, 2021).
 - Keeping it simple.
- How shazam will grow in the next 3-5 years
 - Reach 500,000 downloads
 - Aim to have 200 million users.
 - 100,000 daily downloads
 - Further brand partnerships e.g. partner up with Snapchat, Siri.
 - Work for advertising in retail e.g. AR campaigns.
 - Target audience members with Facebook ads to increase revenue attribution.

Marketing plan

Key performance indicators (KPI)

- To increase revenue sales by 20% in the next year
 - Reach 500,000 downloads daily.
 - Turnover of \$5 million in next 12 months.
 - Aim to have 1.5 billion users.
 - Improve app quality.
 - Keep app ratings high.

Shazam customers

- People who want to know more about the song they are listening to.
- Wide target audience / broad demographic.

Marketplace and how we satisfy customer demands

- Demand to identify music heard in public.
- Musicians that upload their music to the shazam database have an advantage.
- Exceptional promotional tool for artists registered with Shazam.
- Fans can discover new music quickly and easily.

Marketing strategies

Multisided business model

- Free service to all users.
- Consumer-facing application.
- Advertisers and app users are segregated so ads cannot directly target app users.

Product business model

- Shazam encore – premium version of the app (£6.99).
- Ad-free and it also linked up to Spotify and radio. An entire track can be played back on Spotify.

Current position and growth stats

- Amercia Movil invested \$40 million to expand the service to Latin America (Smith, 2013).
- 1 billion total downloads since beginning
- 300-400 million users (Owler, 2021)
- 150 million monthly users (Owler, 2021)
- Apple acquired our product/company for \$400 million in Sep. 2018
- Fees for ad campaigns often between \$75,000 and \$200,000. Run for a couple of months (Nath 2019)
- In 2013, digital sales generated \$300 million annually (Nath 2019)
- 5-10% of tags result in a purchase

Marketing position and competition

RANK	COMPANY	CEO	CEO RATING	EMPLOYEES	FUNDING	REVENUE
	 SHAZAM	 Rich Riley CEO	68/100	224	\$143.9M	\$3M
1	SoundHound Inc.	 Keyvan Mohajer Co-Founder & CEO	86/100	312	\$191M	\$100M
2	 emusic	 Tamir Koch President	82/100	278	--	\$65.7M
3	 deezer	 Hans-Holger Albrecht CEO	69/100	800	\$445.1M	\$400M
4	 TIDAL	 Richard Sanders CEO	82/100	305	--	\$166.9M

(Owler, 2021)

KEY TAKEAWAYS

- “Shazam is a mobile and desktop app which identifies music, movies, advertisements, and more based on a short sample detected by the microphone on the device.”
- “Referrals are the primary source of revenue for Shazam.” (Nath, 2019)

GET IN TOUCH

CEO - philnormand@shazam.com



**THANKS FOR
LISTENING.
ANY
QUESTIONS?**

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