Shazam

What is Shazam?

▷ Shazam is an app that allows users to identify songs by recording a snippet through your phones microphone

▷ Lets users discover songs they here around them

History of Shazam: Founding

▷ Founded by Chris Barton, Philip Inghelbrecht, Avery Wang and Dhiraj Mukherjee in 1999

▷ Original idea by Barton

▷ Trying to find a way to identify any music through a mobile phone

History of Shazam: Problems

▷ **Early recognition on mobile phones was hard due to poor technology**

▷ **Mobile vocoder algorithms were not designed to pick up ambient noise**

History of Shazam: Early Years

▷ Developed an algorithm and received funding by 2002, launched in UK

▷ Dial "2080" and the call would record, then send a text message with song information

▷ Launched in 2004 in the US for AT&T customers

History of Shazam: Mobile Era

▷ One of the first apps on the App Store

▷ Widely popular, dominating its market

▷ Bought by Apple in 2018 for $400 million

Usage

▷ User records sound snippet

▷ Sends digital fingerprint to server, matches against database

▷ Returns song information to user

Shazam vs. SoundHound: Pros

Shazam

- Auto Shazam (passive)
- Extremely well integrated (iOS specific)
- Shazam scan tags

SoundHound

- Can hum/sing song for identification
- Live Lyrics once identified
- Better discovery services

Shazam vs. SoundHound: Cons

Shazam

- Can't hum or sing a song to identify
- Very basic/one purpose

SoundHound

- Has a pro paid version, ads in free version
- More "cluttered"
- (Supposedly) worse accuracy

1 billion downloads

300-400 million users
annually, and 150 million monthly.

30 billion shazams
20 million daily

Market Share

▷ Available worldwide

▷ Highest usage in western countries

Size

▷ App: thousands of lines of code (frontend)

▷ Backend: countless more (servers, databases, algorithm code)

▷ # of employees hard to estimate as it is part of Apple

Cost

▷ Free to use as of today

▷ Shazam Encore

▷ AT&T Era

Supported Platforms

▷ Available on every major phone OS

▷ iOS, Android, Windows Phone, Blackberry OS, etc..

Why did I choose Shazam?

Thanks!

Any questions?