Artists love Shazam

Robin Thicke @robinthicke · Dec 12
So thankful for everyone who discovered #BlurredLines on @Shazam It's Platinum at #ShazamFame! bit.ly/1z3EdqJ

Tim Bergling @Avicii
Honored so many people found #WakeMeUp through @Shazam, actually making it the most Shazamed song ever! bit.ly/1z3EdqJ

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Why the music industry loves our data

The @shazam charts in general are awesome; best I’ve found for predicting hits as they emerge regionally.

@MaytavK @CarineK #music #musicbiz

Quote from Bill Werde, (former) Editor of Billboard

“Before a major will commit, they want to see signs of life. If you’ve got a record playing in a club, kids will Shazam it, and that shows on the Shazam chart.”

Sarah Stennett, Turn First Artists (Ellie Goulding / Iggy Azalea / Rita Ora)
Finding the most popular songs
Perry vs. Gaga

Katy Perry V Lady Gaga

Gaga V Perry hour by hour first 48 hours
Clean Bandit
Clean Bandit: Rather Be

Rather Be by Clean Bandit: Tags per day (GMT) by country

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Shazam could tell that ‘Rather Be’ would be a hit from its first play

Clean Bandit: Shazams per day before Radio1 playlist
Strong reaction when ‘Rather Be’ was added to playlist
‘Rather Be’ saw strong growth when added to A list

R1 playlist = huge Shazam Growth

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Meghan Trainor grew in the same way

‘All About That Bass’ – Shazams per day
‘All about that bass’ saw huge Shazams from C-list plays
2015 predictions

Young Thug
Echosmith
Rae Sremmurd
Oliver Heldens
DeJ Loaf
Sam Hunt
James Bay
Maddie & Tae
Years & Years
Tchami
Young Thug

- Young Thug’s first mixtape released
- Affiliated with Rich Gang
- Rich Gang album released
Picked as Shazam Sounds of 2012 due to high Shazams from mix tape.
Tchami UK tags across the year
Tchami: Day by Day

Tchami - Day by Discovery

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As a comparison.. Ed Sheeran: Day by Day
Finding the best part of a song
Most pop songs follow the same pattern
There are songs that break the pattern

O.T. Genasis ‘Coco’ has an unusual spike midway through at 120 seconds. Why?
‘I’ve Got Baking Soda’
Clean Bandit - spikes at the start
Who had the best verse?

Kanye
Jay-Z
Nicki Minaj
Thank you