



Shazam Data

@caitorioridan

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



95 245

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 **Tim Bergling** @Avicii

Honored so many people found [#WakeMeUp](#) through @Shazam, actually making it the most Shazamed song ever! bit.ly/1z3EdqJ

344 721

9:55 am · 11 Dec 2014

 David Guetta retweeted

 **Shazam** @Shazam · Dec 12

Congrats to [@davidguetta](#), one of the most Shazamed artists of ALL time. Major [#ShazamFame](#): bit.ly/1z3EdqJ



332 533

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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

Shazam is the most reliable new data source
BBC Radio 1 music boss

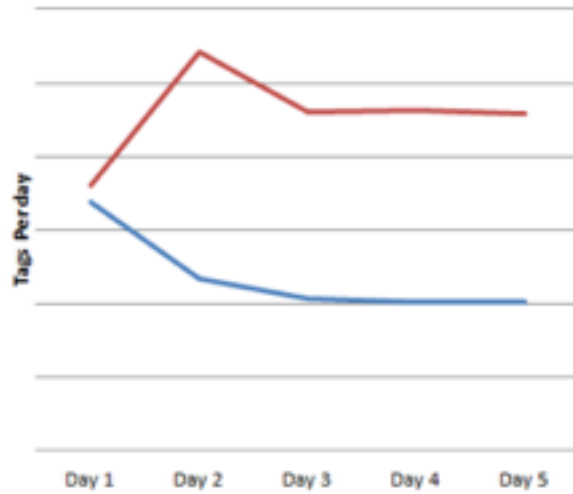
"Before a major will commit, they want to see signs of life. If you've got a record playing in a club, kids will Shazam it, and that shows on the Shazam chart."

Sarah Stennett, Turn First Artists (Ellie Goulding / Iggy Azalea / Rita Ora)

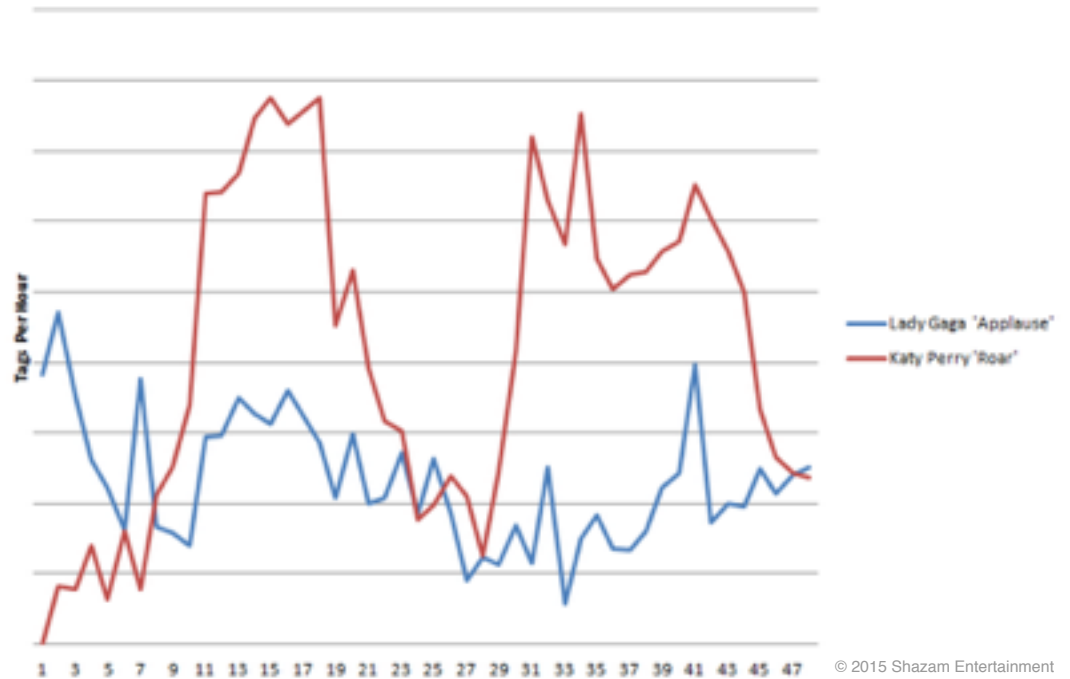
Finding the most popular songs

Perry vs. Gaga

Katy Perry V Lady Gaga



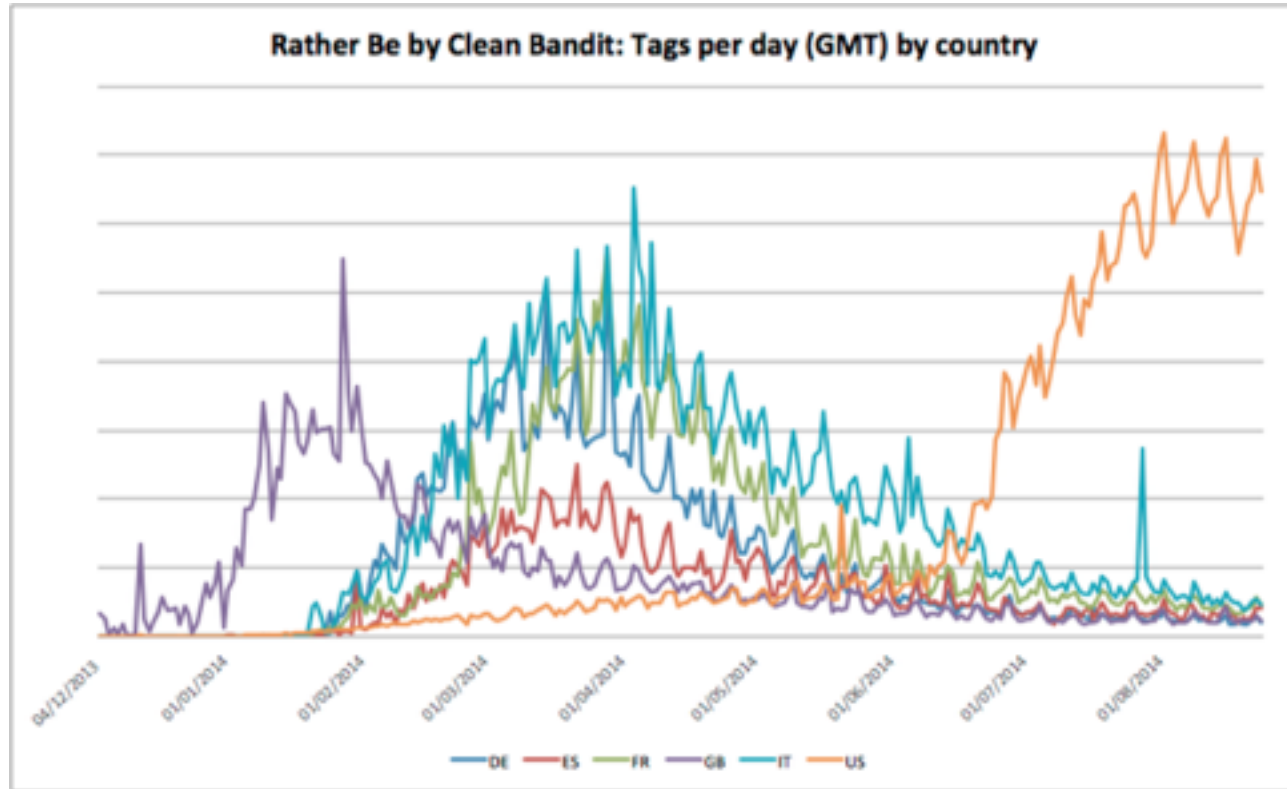
Gaga V Perry hour by hour first 48 hours



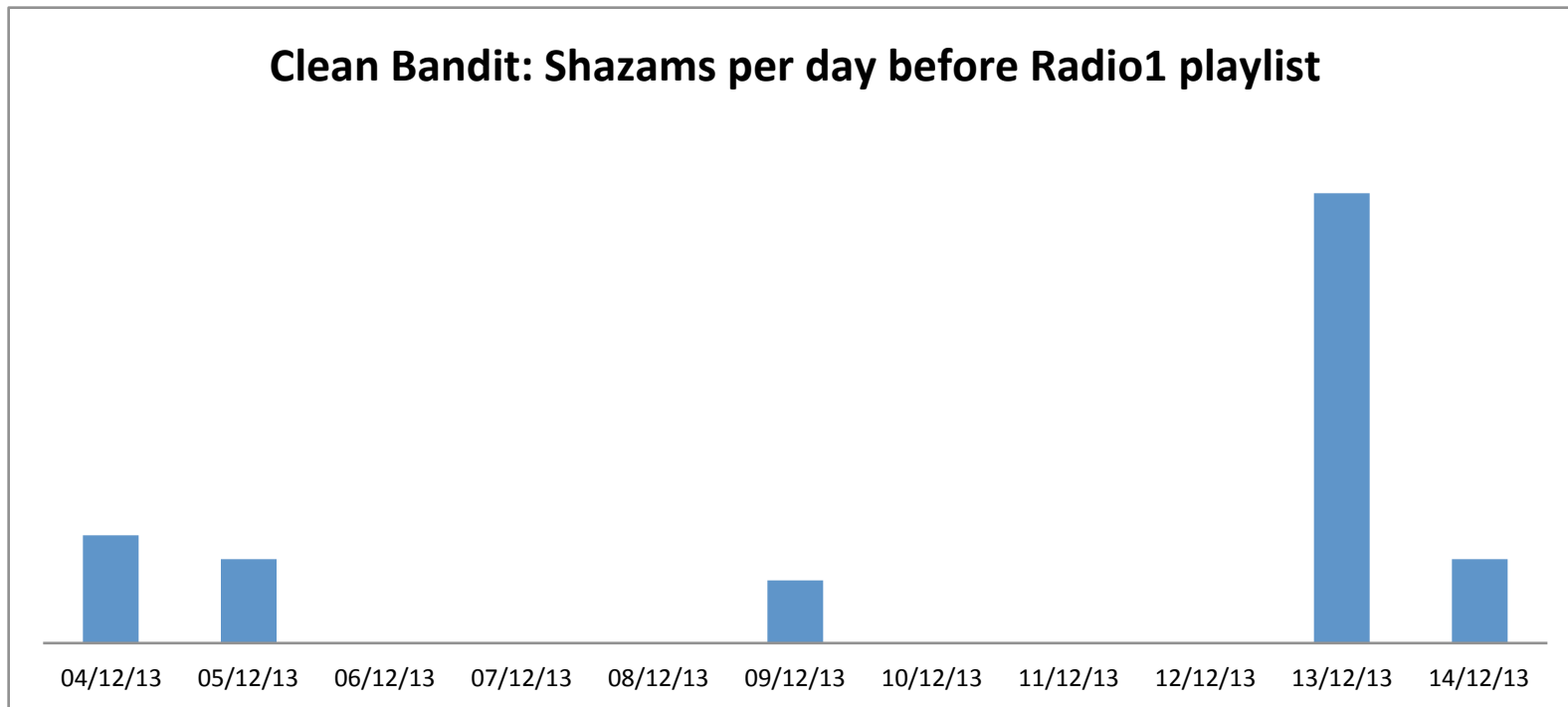
Clean Bandit



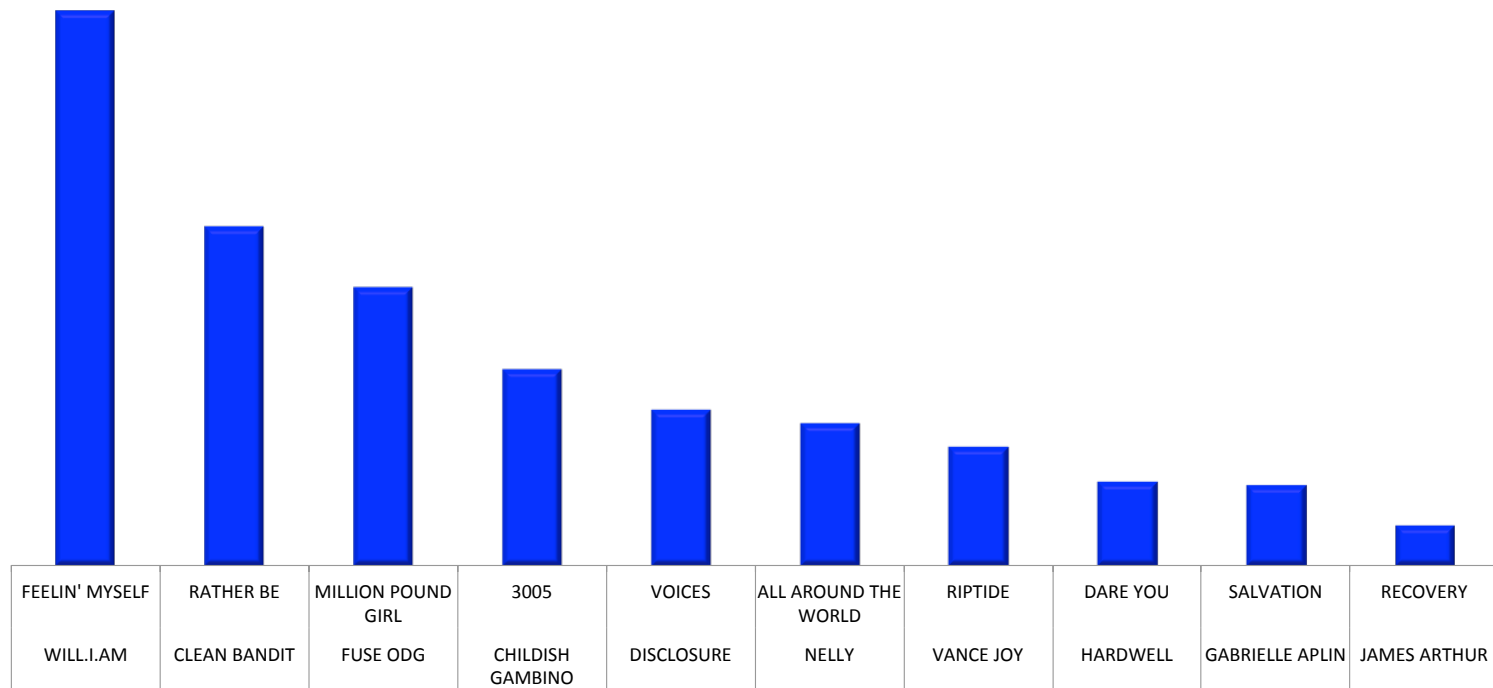
Clean Bandit: Rather Be



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



Strong reaction when 'Rather Be' was added to playlist

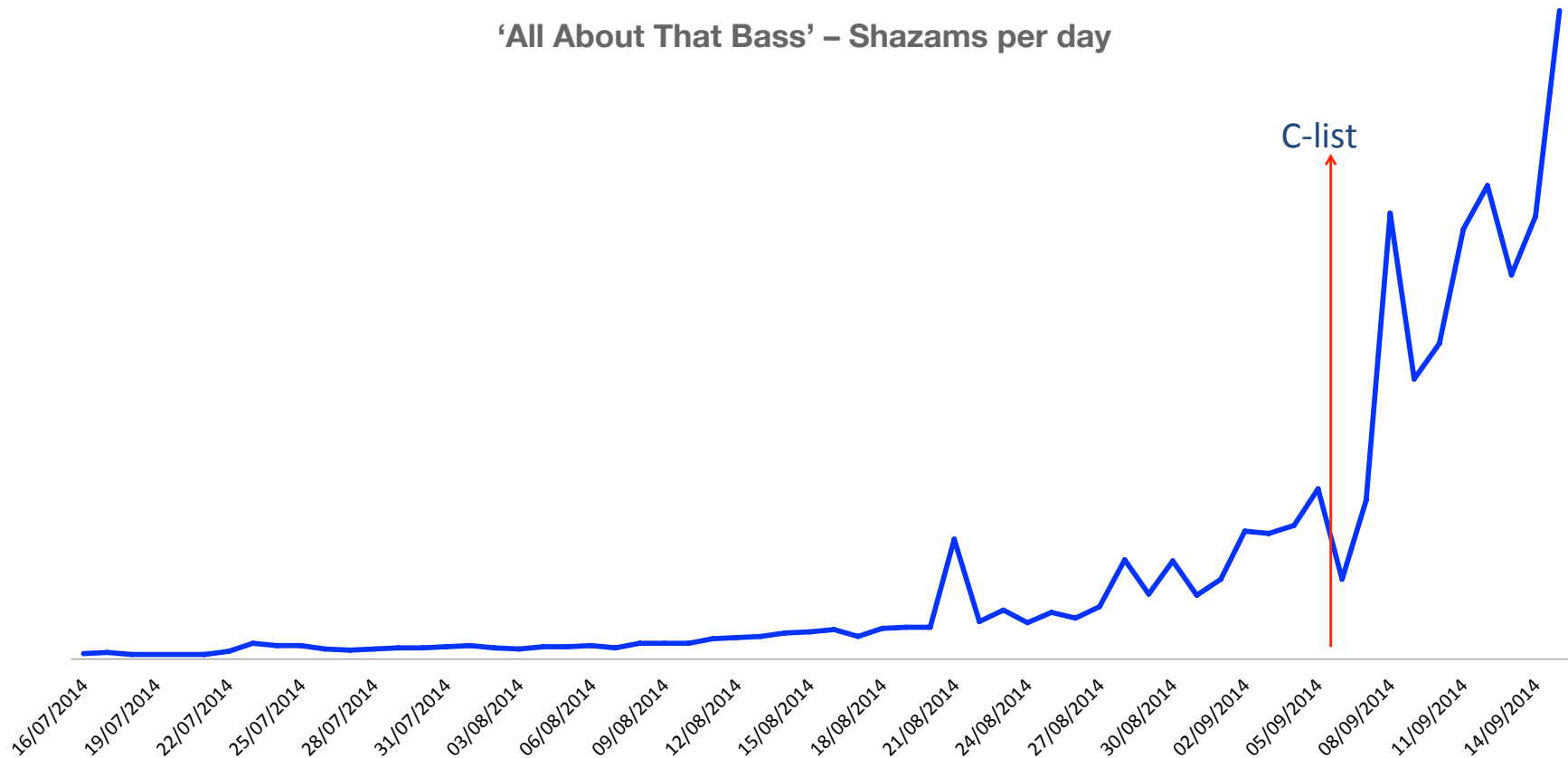


‘Rather Be’ saw strong growth when added to A list

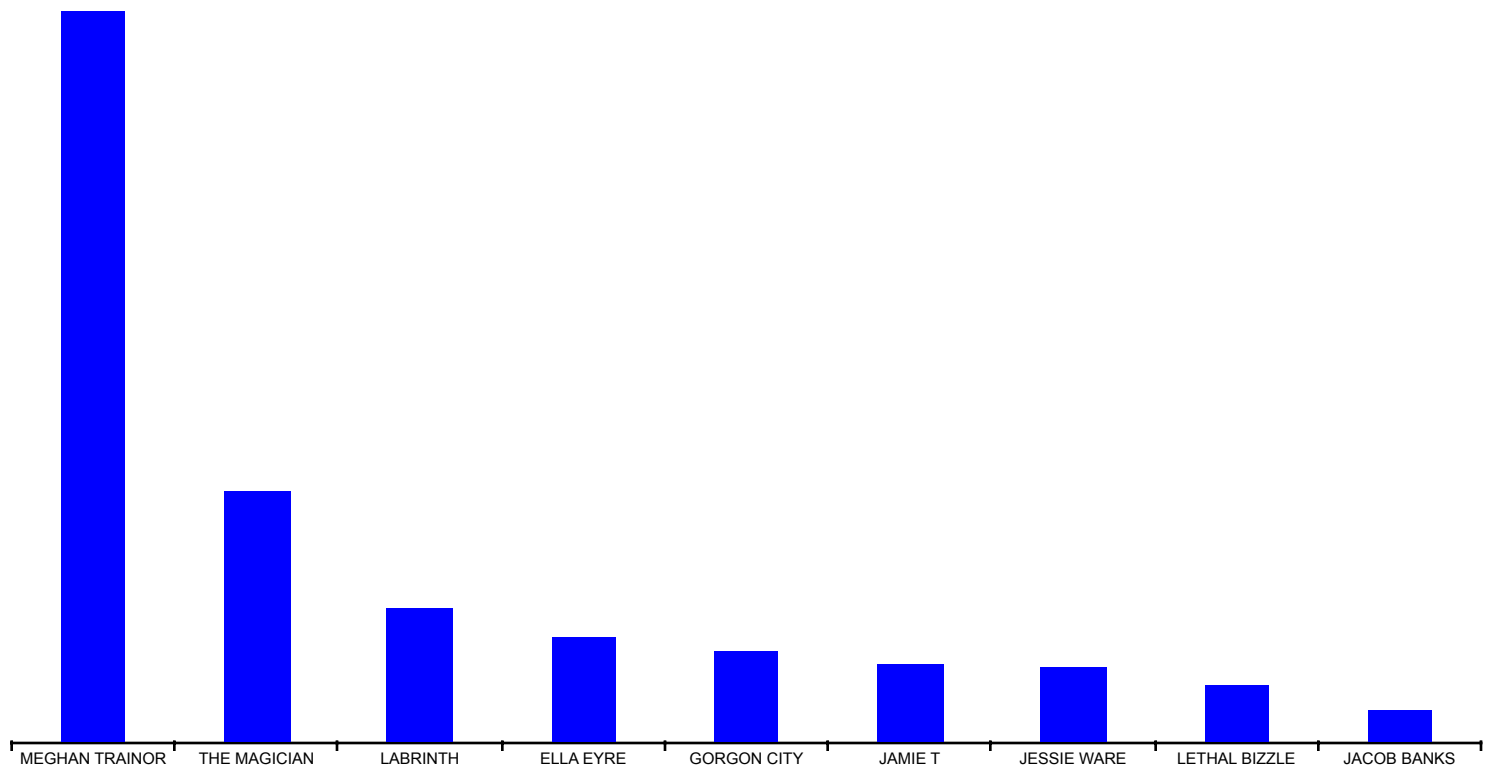


Meghan Trainor grew in the same way

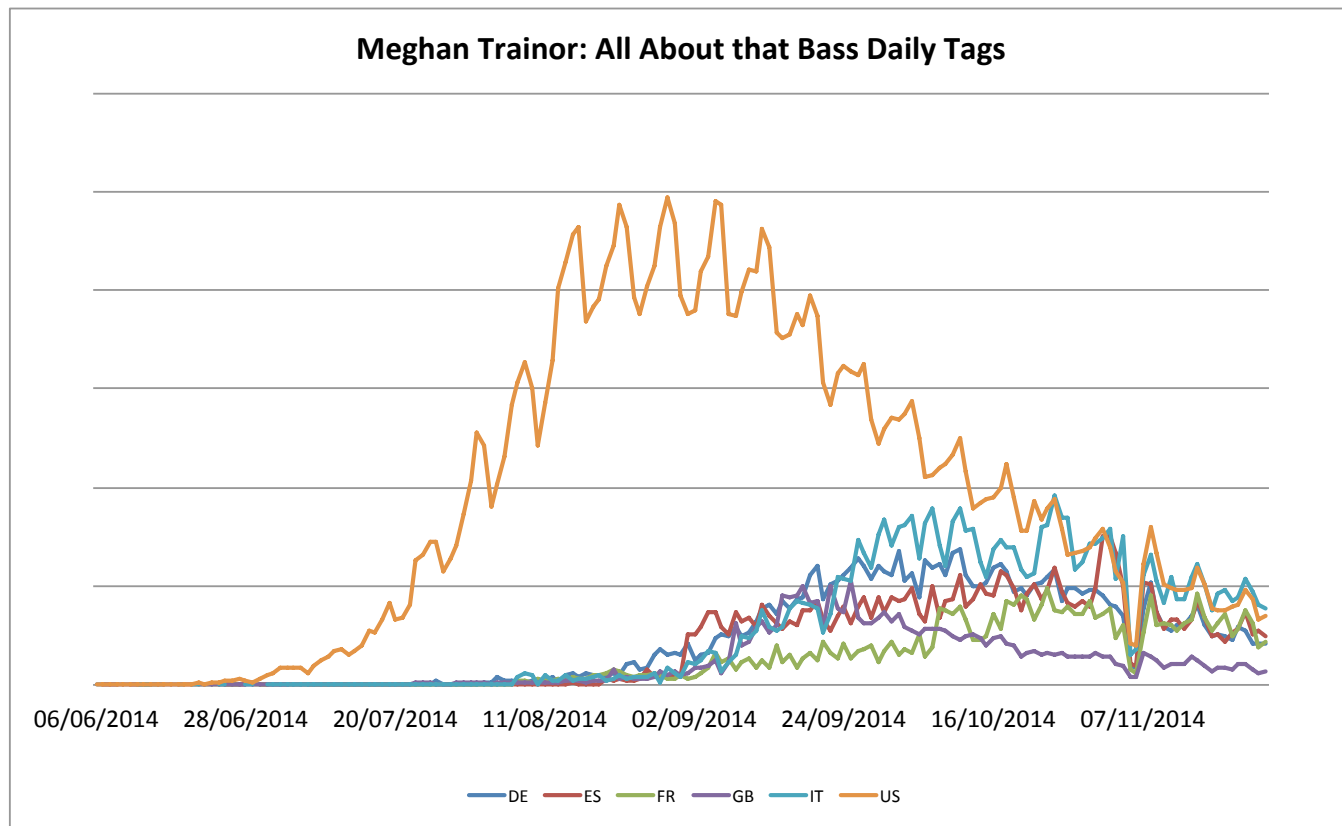
‘All About That Bass’ – Shazams per day



‘All about that bass’ saw huge Shazams from C-list plays



Meghan Trainor: All about that Bass



2015 predictions



Young Thug



Echosmith



Rae Sremmurd



Oliver Heldens



DeJ Loaf



Sam Hunt



James Bay



Maddie & Tae



Years & Years



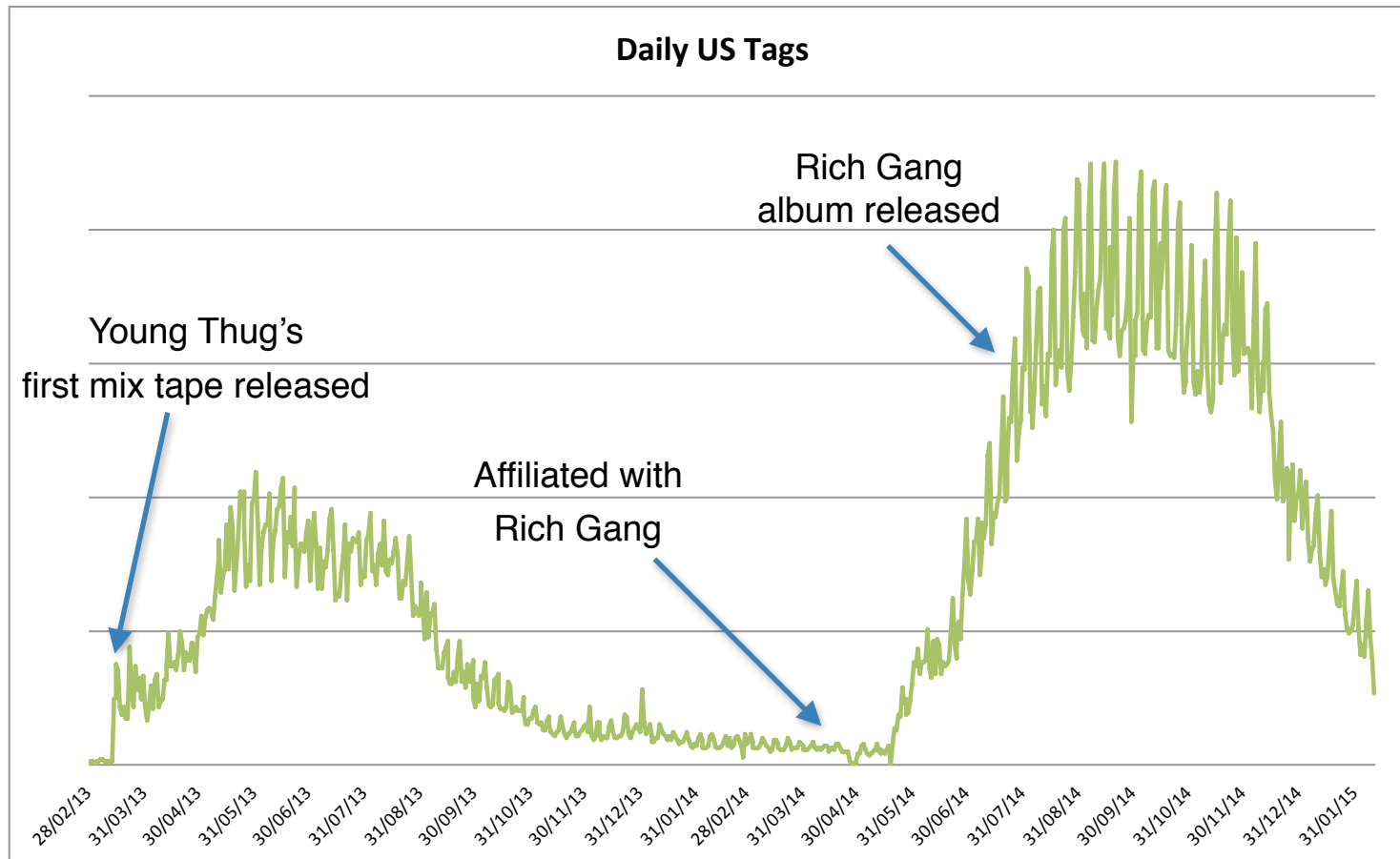
Tchami

Young Thug

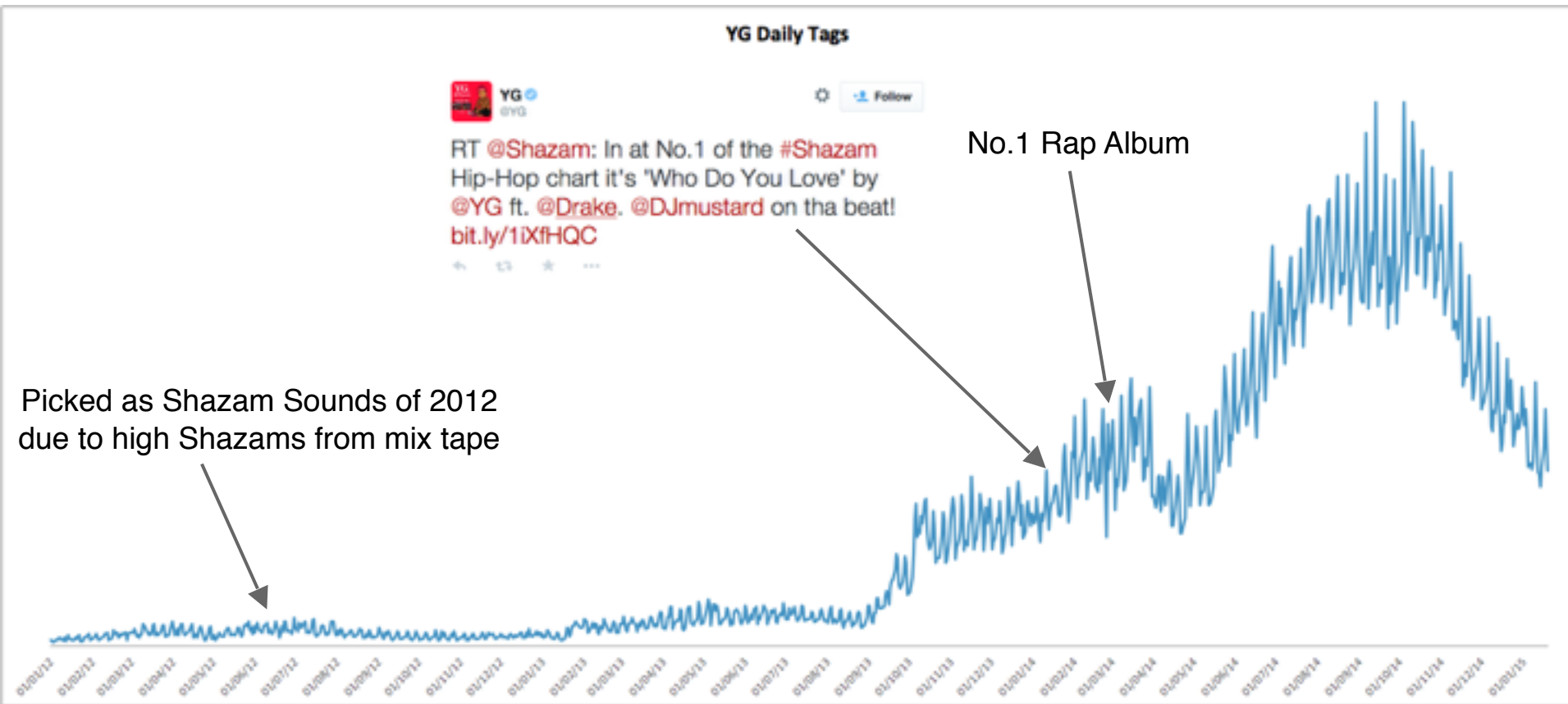
STONER



Young Thug



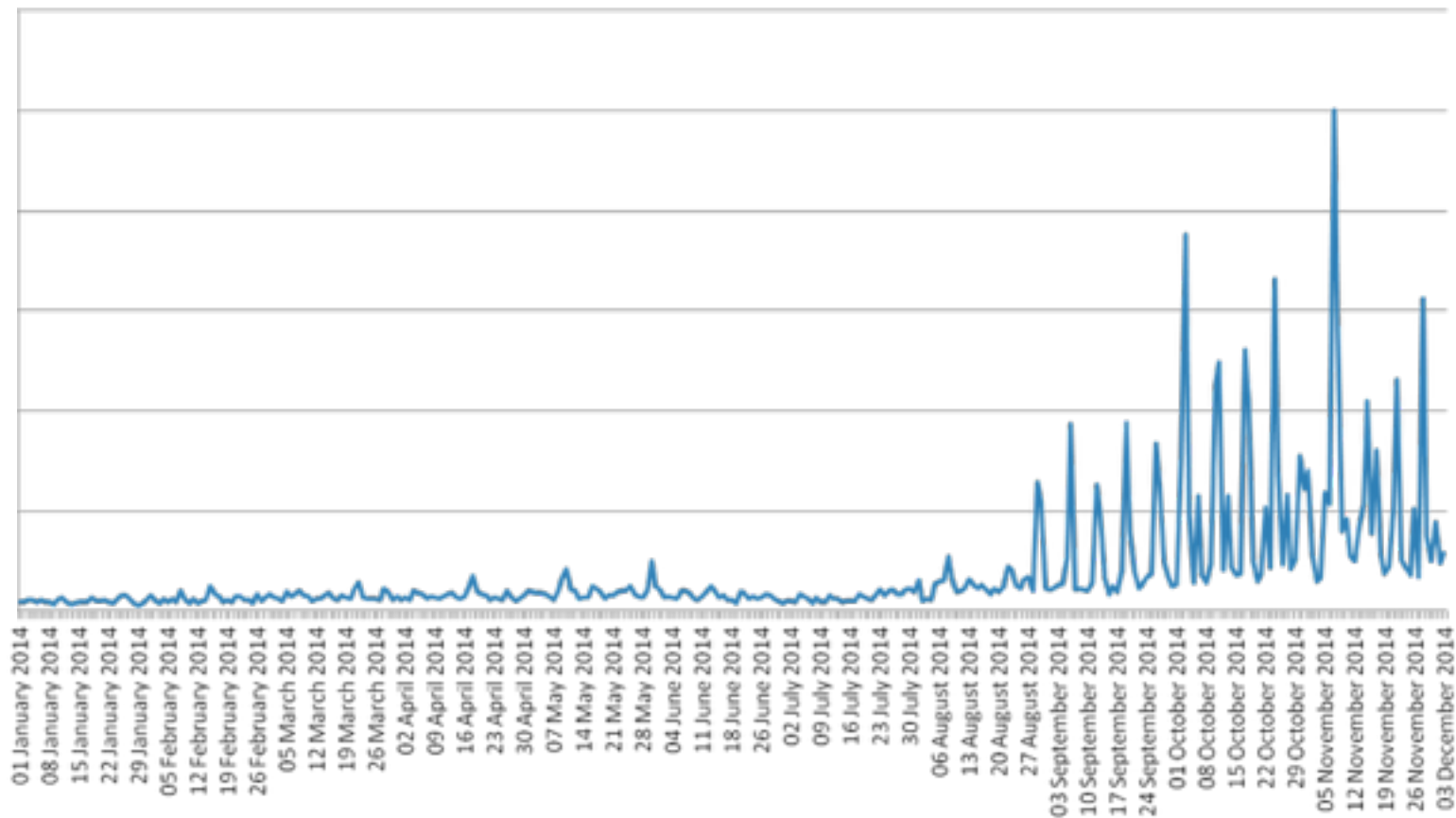
Shazam Hip Hop Chart



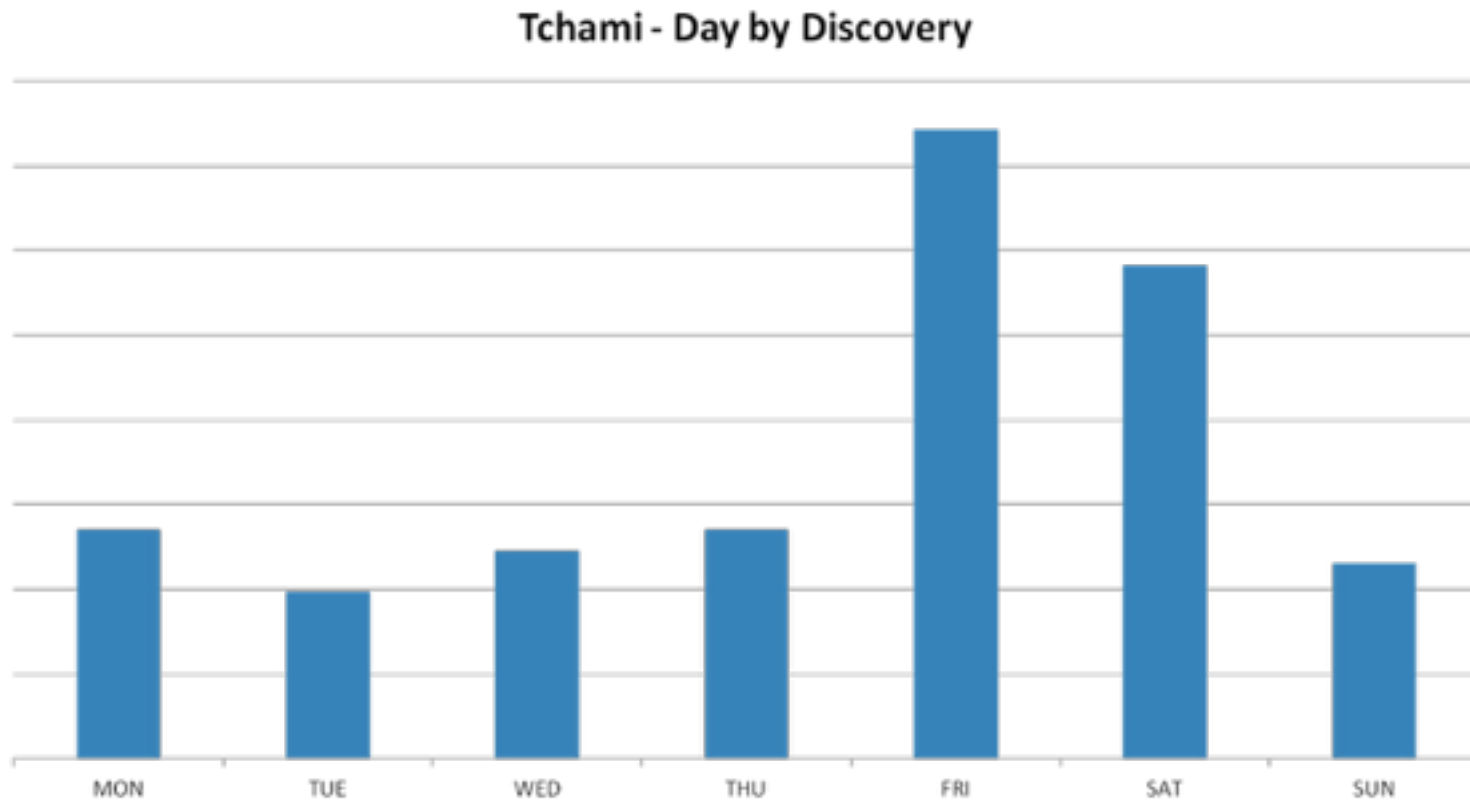
Tchami



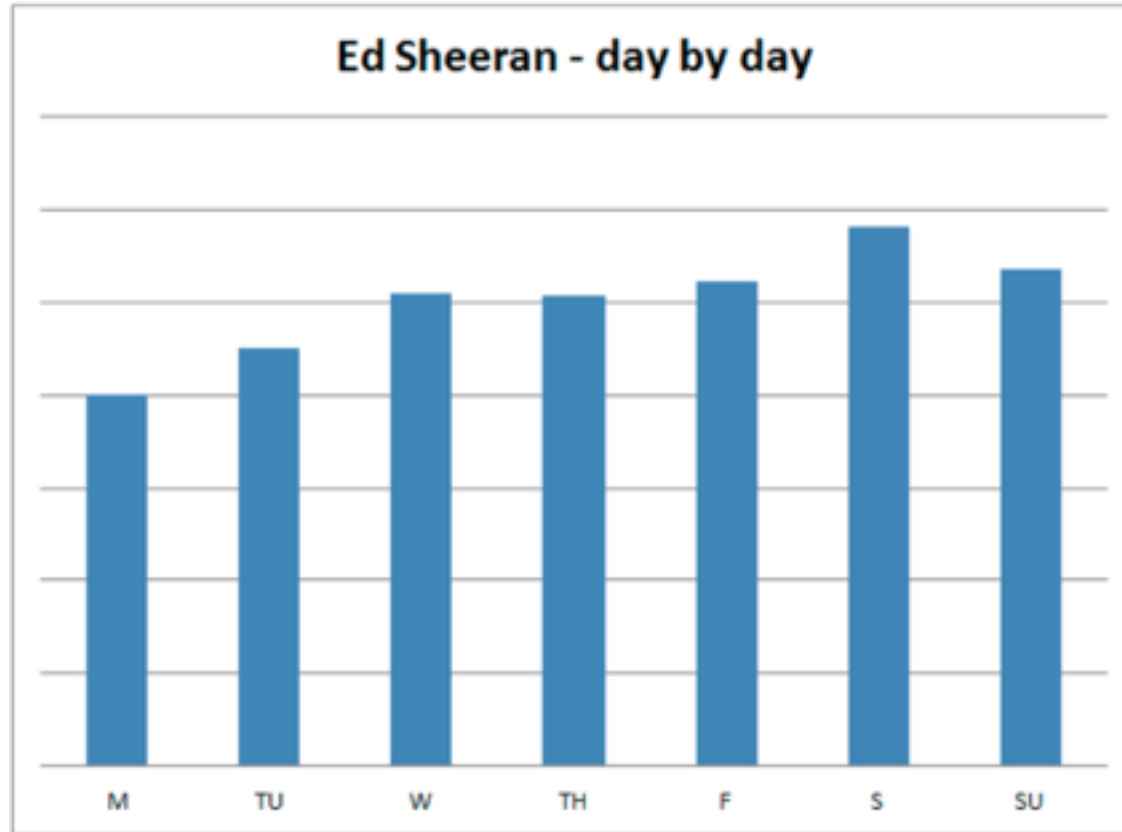
Tchami UK tags across the year



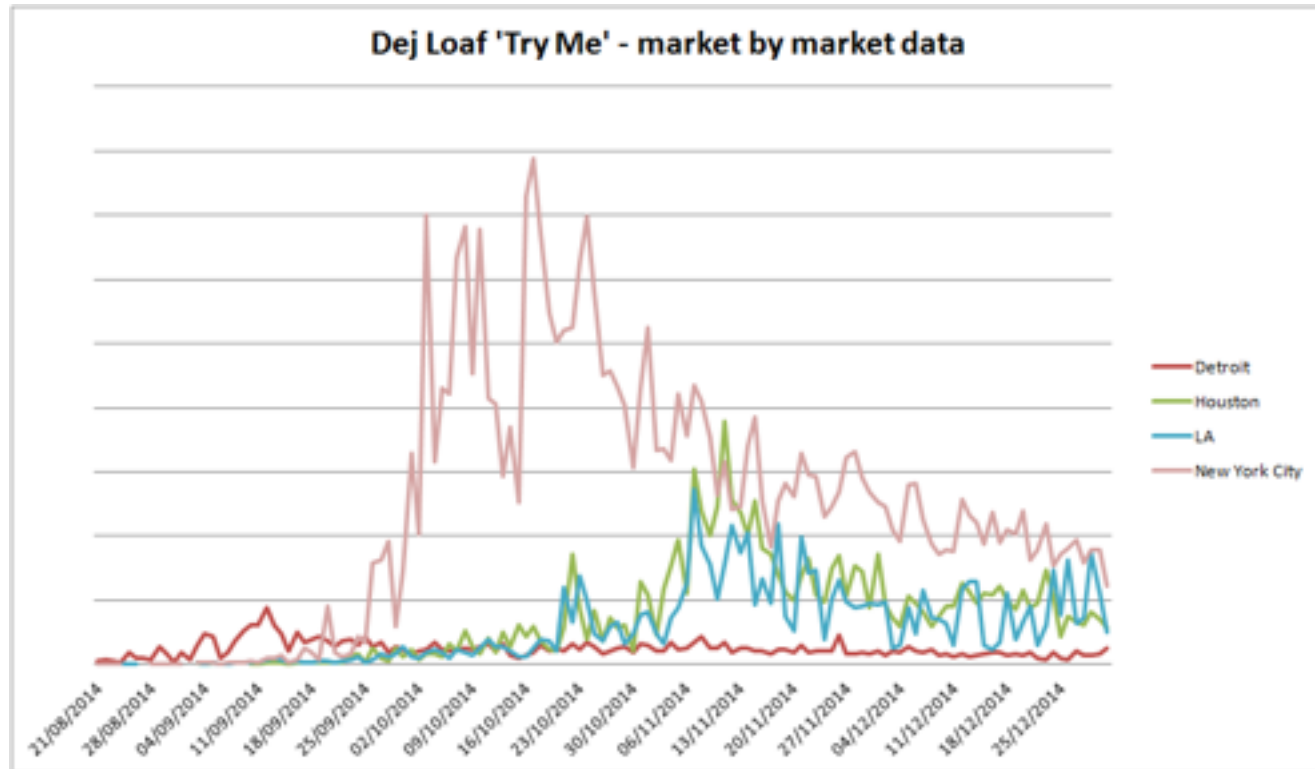
Tchami: Day by Day



As a comparison.. Ed Sheeran: Day by Day

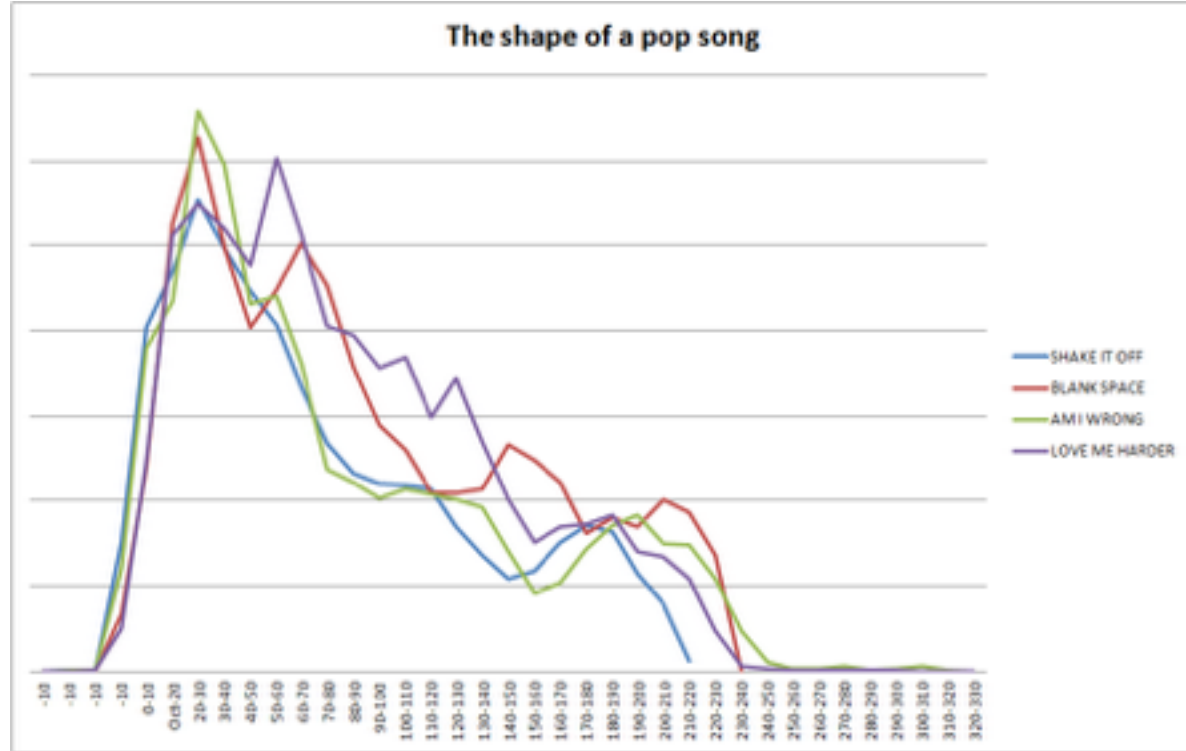
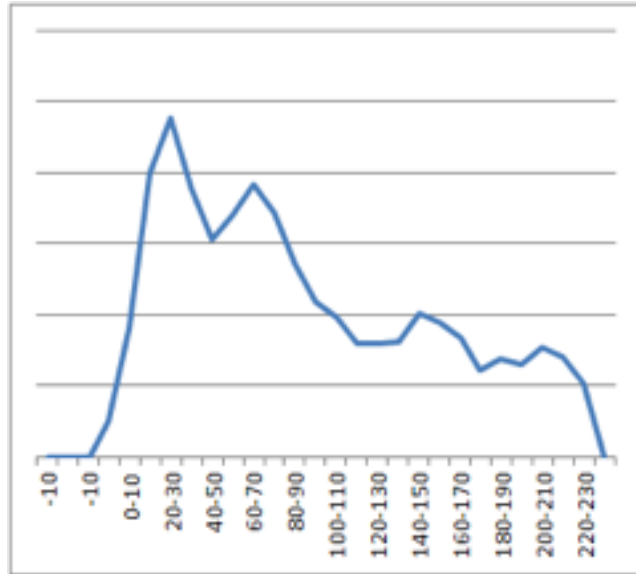


DEJ Loaf



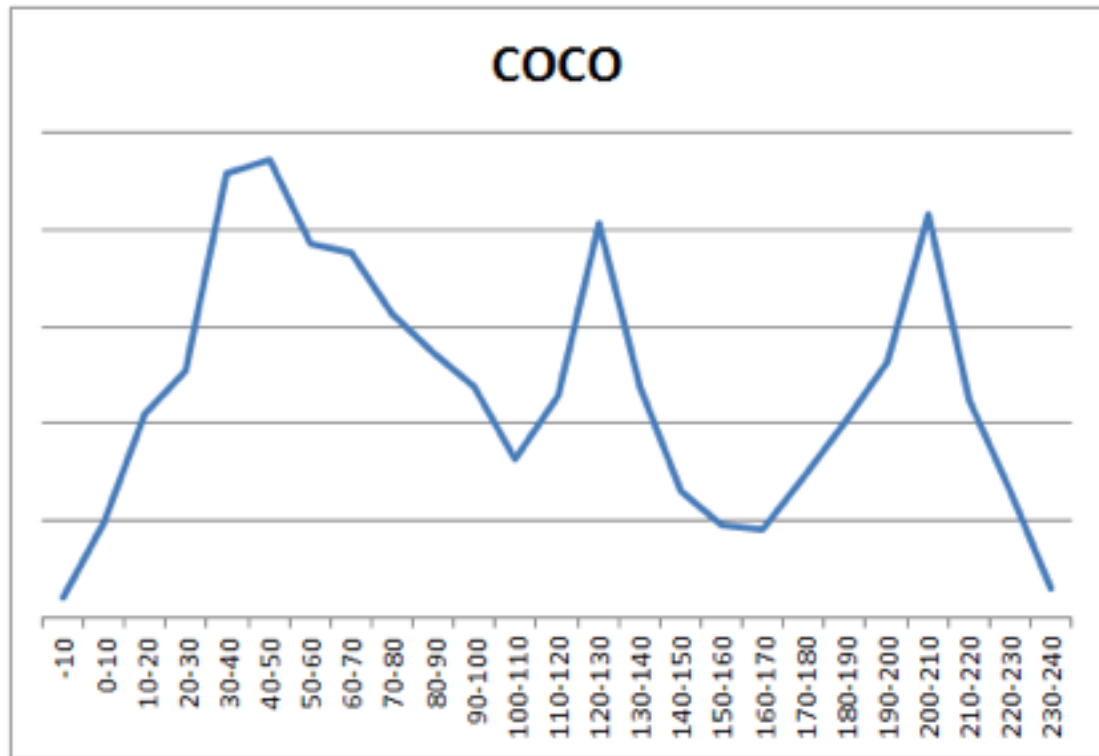
Finding the best part of a song

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'

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Wayne's World

Eddie Murphy


Libya

Results for I've got baking soda





Top / All


Save

1 new result








Beau Branham @B34U_Ja · 11h
Baking Soda I've got Baking Soda 🍷










Souled_Out @Angel_boebengel · Feb 14
Morgan is screaming to strangers: "I cause me maam! I've got baking soda! I've got baking soda!"










Lee Galbraith @lee_galbraith1 · Feb 14
Brother of 8 years old just started singing 'I've got baking soda i got baking soda' 🙏🙏🙏






Spider-Man @ArachnidPower · Feb 12
"Baking soda! I've got baking soda! No really, Arm & Hammer does good whitening teeth."

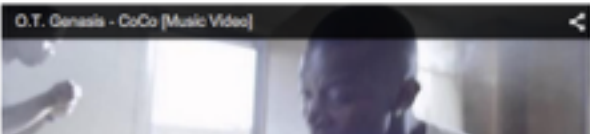




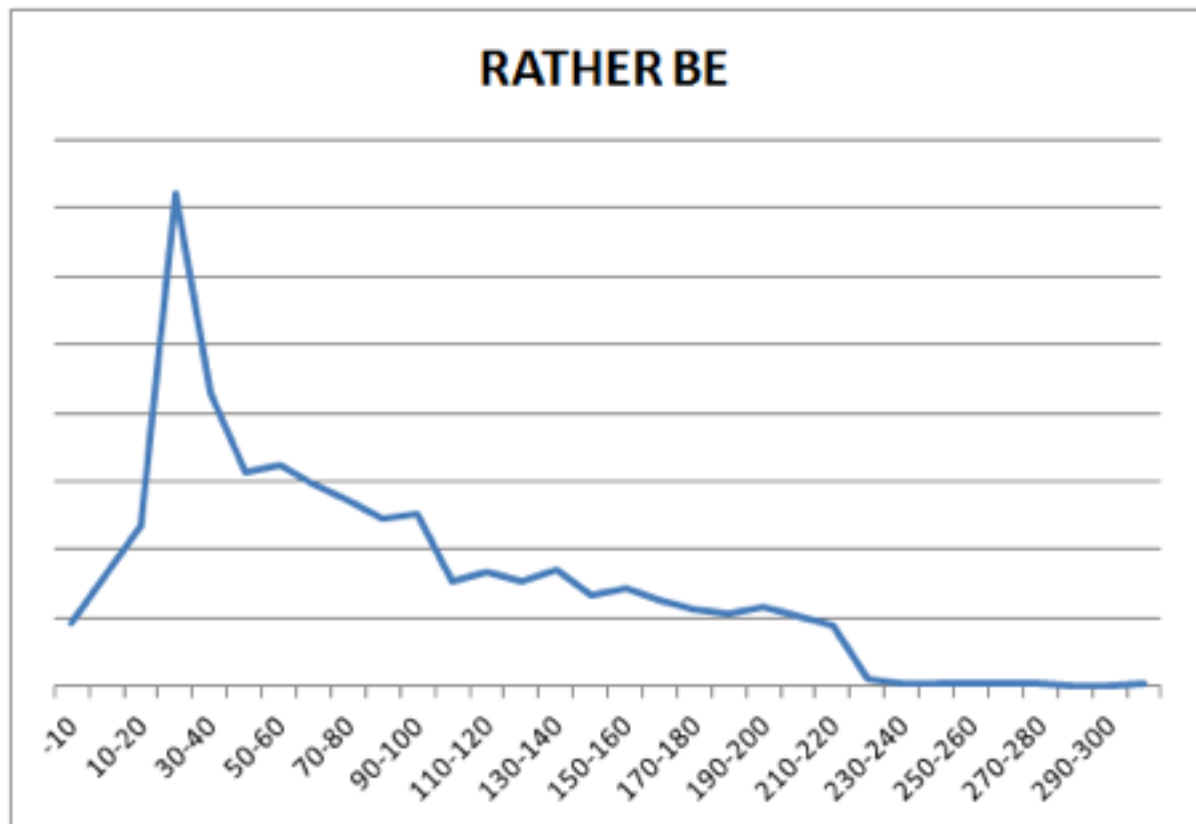
Brenda StoterBoscolo @BrendaStoter · Feb 12
Sorry 4 sharing, but I'm kinda fascinated by this song/video. "Baking soda I've got baking soda" I'm getting old... [youtube.com/watch?v=6vYna8...](https://www.youtube.com/watch?v=6vYna8...)

**YouTube**

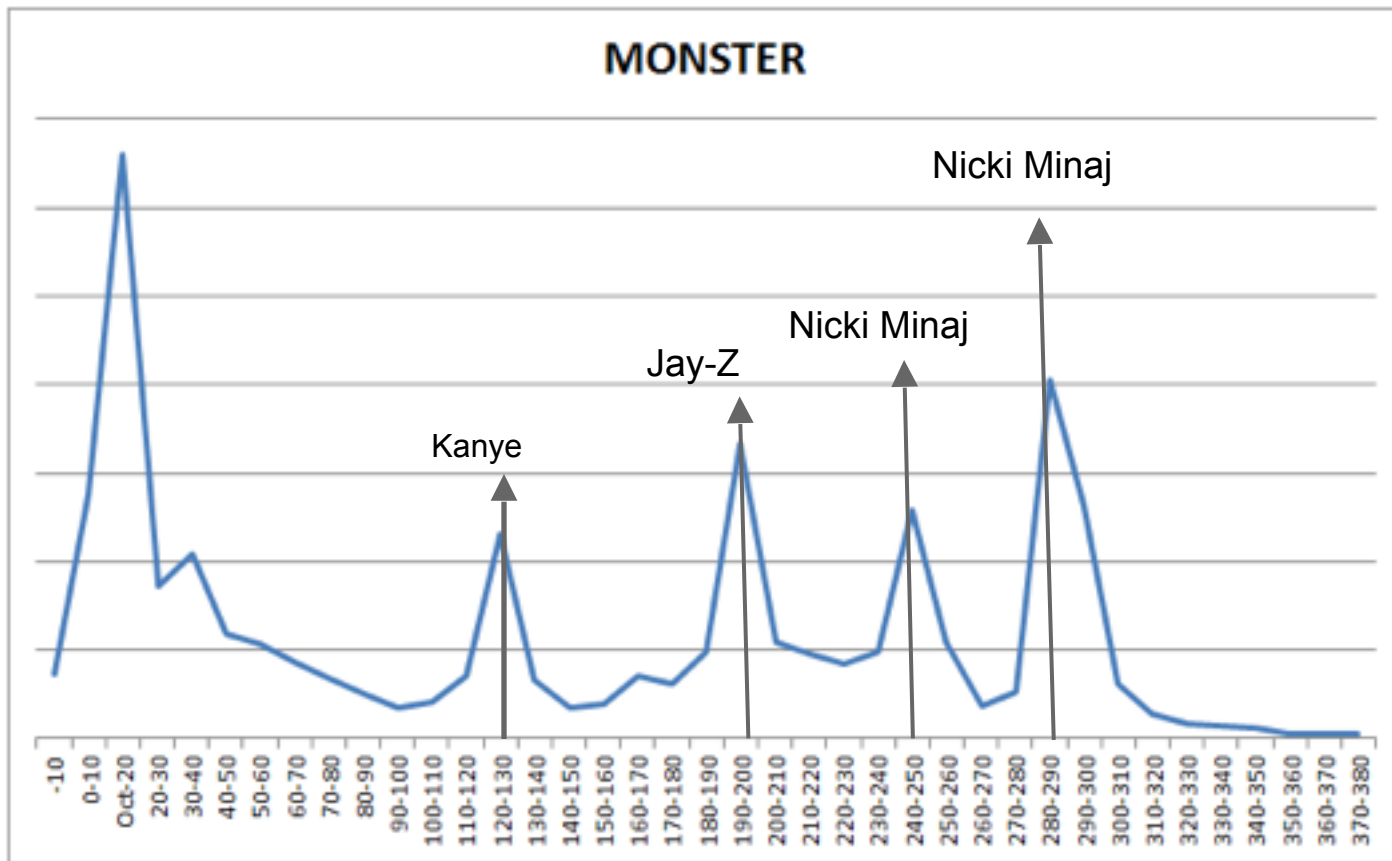
O.T. Genesis - CoCo [Music Video]



Clean Bandit - spikes at the start



Who had the best verse?





Thank you