



# CLAPSTR.COM

## CHANGING THE WAY PEOPLE SEARCH, LISTEN AND SHARE MUSIC

**Clapstr [klapstər] is a user-controlled online music community that combines an outlet for people to listen to and find music along with a social media aspect: it links songs to emotions, events, activities and keywords.**

The online music market is a growing and very attractive market. According to the latest Nielsen Music 360 Report, ten per cent of all online users are discovering new music through social media, friends and relatives. Revenues generated by online music consumption increased by 9% between 2011 and 2012 to reach 5.6 billion US\$<sup>1</sup>. Moreover, two thirds of Internet users aged 16-64 engaged in some legitimate digital music activity in the past six months<sup>2</sup>.

Clapstr is a response to people's continuous demand for music and desire for new sounds. Music has a psychological importance to humans and carries deep associations unique to each person<sup>3</sup>. Clapstr taps into this human-music connection by allowing users to associate particular songs with feelings, which is then accessible to all other users. For example, 550,000 people monthly search the Internet for songs associated with "party" and then are provided with search results of blogs or webpages of individuals discussing or expressing their own associations with that particular keyword<sup>4</sup>. Instead, Clapstr aggregates search results into a single platform where many users (the crowd) will determine the best association of a song with a specific feeling. Songs associated with 'party' or any other keyword will then be displayed to other users searching the same word. The crowd opinion is evaluated through votes ("Claps"), testing the strength

of the link between a song and an emotion. Users can not only search and listen to songs connected to an emotion but also suggest new emotion-keywords for songs. Clapstr users will be able to share their own associations through social media platforms, such as Facebook, Twitter or Google+, adding exposure to both Clapstr and music artists. To round out the user experience, Clapstr provides a mobile app which offers the same services as the Clapstr webpage. However the app includes a music identification component (via Echonest API) which makes it easier for users to link an emotion to a song currently playing.

Clapstr generates its revenues through five different means. First, using sponsored sites on the Clapstr webpage. Companies can purchase an exclusive advertisement slot for a specific emotion. For example, if a company wants to be associated with "Party" they can rent the advertisement on this particular emotion or keyword; each time a user searches that keyword, an advertisement will display.

Secondly, businesses can purchase advertising space for video or audio ads to be played before the song. Furthermore, advertisers can opt to play audio ads between songs of playlists associated with a specific emotion. Additionally, users of Clapstr can purchase a recently discovered song or a whole playlist through iTunes, Amazon, GooglePlay or the Samsung Music Hub. Clapstr would then

1 International Federation of the Phonographic Industry 2013, Digital Music Report 2012

2 Ibid

3 Torres, C. A. & Torres, L. R., 2007. Notes on music. St. Maries, ID: LMN Publishing International.

4 Google Adwords keyword tool, keyword: "Party song", monthly global search request 550 000.



receive a 4 to 5% commission on each song sold through its website or mobile app. Companies may decide they do not want to do be associated with particular emotions or keywords, in which case, Clapstr will use Google AdSense. Google AdSense is a service that automatically provides advertisement content based on advertisers specifications. For example, when a company does not want to associate itself with the word "sad," Google AdSense will automatically provide a suitable ad for that word.

Clapstr has existing competitors, namely musicoverly.com, stereomood.com, moodagent.com, Spotify and Pandora.com. However, the abovementioned competitors differ from the value proposed by Clapstr. Musicoverly.com offers to find music associated to emotions, however, users cannot insert new keywords or agree/disagree with specific linked emotions. Furthermore users pay a monthly fee if they wish to use different services on their webpage. Stereomood.com, like Clapstr, links songs to the emotions but the data necessary to create the linkage is gathered through online blogs, not directly from listeners. The music available to listeners, however, is very limited in that it solely uses songs from unknown artists. Moodagent.com is a mobile app, which plays songs according to a specific mood chosen. This program has no Internet page and solely operates in the mobile market. Moreover, users cannot vote for their emotions. The program assumes which song can be associated with which emotions with no active user participation.

Spotify and Pandora can be seen as indirect competitors, as they allow users to listen to songs, create playlists or share songs they listen to on social media platforms.

The music industry is evolving; the increasing consumption of music on the demand, the democratization of music discovery, as well as completely new revenue sources are changing the way in which users listen to and expect to find music. Clapstr.com takes these user-generated demands and combines them to provide an innovative online and mobile music service. Clapstr, a highly interactive and personalized interface, offers music on demand everywhere and at no cost for the user; revenues are generated solely through different advertising means. Music can be discovered not only by genre but also through the search for emotions, keywords and activities. This is similar to hashtags that have become a popular device on social networking sites to categorize and search for particular content. These innovations are unique in the online music industry. Competitors offer music on mobile devices with a subscription of around 10\$/month, give their users no opportunity to specify their search for emotions and do not consider new revenue sources. Clapstr's innovative approach will give it an competitive advantage and, moreover, the chance to tap into new markets, like Asia or Latin America which at present are barely considered by the online and mobile music market.

