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Shazam Sees 500% Growth in Music Recognition Service Usage

Shazam, the service which identifies music when played into a mobile phone says that it is now registering one and a half million calls per week, and boasts 11 million unique users. The company is launching services in 25 new countries giving it coverage across 45 markets in all major territories including the United States, Europe, Latin America, Asia Pacific and MENA.

Shazam works by end-users holding their phone to the music for 5 to 10 seconds while it identifies the track using a process based on unique 'fingerprints.' The service immediately sends the user the name of the artist and song title. Having received the music recognition result, users can then choose to buy associated products (ringtones, full track music, wallpapers etc), find out more about the track or artist, or engage with like-minded fans. To use Shazam's music recognition service, customers do not need any additional hardware or software for their mobile phone, and no user registration is required.

Andrew Fisher, CEO of Shazam commented: "We are delighted and proud to have reached this milestone in our history. 500 per cent growth in just five months is unprecedented and not only reflects the maturity of the market but also the depth of our service in delivering end users the rich music experience they want and need. We are confident that our agreements with AMG and LyricFind will continue our commitment to innovation and support our expanding global footprint."