

How much does an app like Shazam cost?



The world's
most popular music apps

The document contains requirement analysis, detailed feature list, design & development time analysis and approximate cost by expert business analysts at OpenXcell, a leading mobile app design & development company.

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Intorduction

Shazam is a one of its kind of application which allows user to find their favorite music via audio. There must have been many occasions in your life where you have heard a song which you really liked but you don't know the title of the song. Shazam is the best place to find the song which you hum and find the title from humming. It just does not provide you with the tile of the song but also tells you from which album the track belongs and who the artists of the song are.

Shazam contains a huge database in billions of songs fingerprints which enables users to search their favorite song.

Shazam allows artist to claim their fingerprints and create their profile on Shazam which is applicable upon getting a verified tag. As an artist I can see list of my songs in Shazams database and can update YouTube and Saavn link.

Each search of a song is known as Shazam and based upon no of Shazams charts are generated where the user can see most Shazamed in his city/country/category/etc.

Shazam recently enabled artist participation on Shazam where normal users can follow their favorite artists and see what their artists have Shazamed.

Domain

This application belongs to Music & Audio category

Algorithm

- The Shazam's algorithm fingerprints each song by creating a spectrogram which plots three dimensions – frequency, amplitude, and time.
- The same algorithm filters this spectrogram by identifying “peak intensities”, i.e. their frequency and the time they occurred. Thus, the spectrogram can be represented as a 2-column table, where the first column corresponds to the frequency and the second one corresponds to the time.
- When the application creates a quick graph of a song being tagged, it compares it with those already existing in the fingerprint database; in this process, frequency plays the main role. Shazam finds as many songs with similar frequency as possible and then checks if these frequencies correspond in time to the one of a requested song (it can be several frequency matches but the time can differ). If there is a match, a user will get the information on a song.

Features

- **Login via email or FB**
 - Fetch FB friends who are also using the app and show their recent Shazams
- **Home Screen (feeds)**
 - This screen will show feeds of recent Shazams across artists and FB friends
 - Ability to like & share Shazams as done by artist
 - Ability to only share Shazams done by my FB friends"
- **Shazam by audio**
 - Recording the song for 10 seconds and checking the frequency fingerprint with the all the available songs at the database
 - If a song is found user will see the song screen
 - If a song isnt found user will see an error
 - Algorithm: The Shazam's algorithm fingerprints each song by creating a spectrogram which plots three dimensions – frequency, amplitude, and time & when these matches with a song in database with the sound being recorded it is a match
- **In app Advertising**
- **Artist Profile**
 - Follow
 - Top Tracks (determined based upon no of times they have been searched
- **My Shazams**
 - List of all songs I searched
- **Selected Song Details Screen**
 - Fetching youtube link (in app youtube player)-Youtube api integration
 - Fetching Saavn link (redirect to saavn website)"
- **Recommended**
- **Share songs on social media**

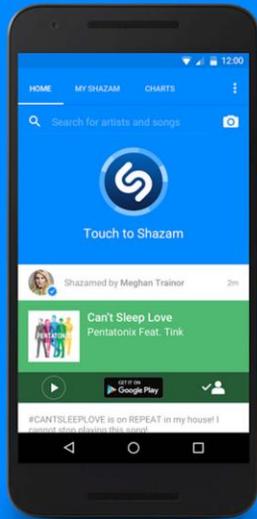
- **Charts**
 - Shows songs most searched in by ranking
 - Ability to view songs by country
 - Ability to view songs by category
 - Ability to view songs by currently trending
 - Ability to view songs by all time most searched
 - Ability to view songs by just searched
- **Google Maps API integration**
 - Shows pins of most Shazamed songs city wise as you zoom in.
 - Zoomed out will show country and as you zoom in, cluttered pins will scatter city wise
 - Tapping will show up list of songs by ranking
- **Settings**
 - Notifications
 - Shazam on start up
 - Vibrate
 - Use Location
 - T&C
 - Privacy Policy
 - Open Source Licenses
 - Help
 - Diagnostic Report
 - Log Out
- **Shazam via image**
 - Creating Shazam QR code
 - Capturing which the relevant page or a website will open"
- **Search**
 - -artist & songs
- **Artist Login**
 - Verified tag
 - Place youtube links for his songs
 - Place saavn links for his songs
 - Update lyrics
 - Same features as of normal user

Assumptions:

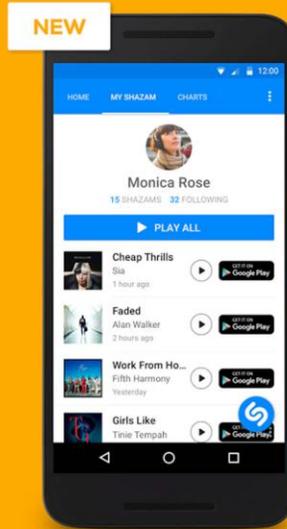
- We have considered only application features
- We have assumed there is no quiz in application
- We have assume artist can login via app
- We have assumed Youtube links/Saavn links and Lyrics are entered by artist
- We have assumed Shazam has his own database of song fingerprints.
- We have assumed 3rd party integration for ads

App Screenshots:

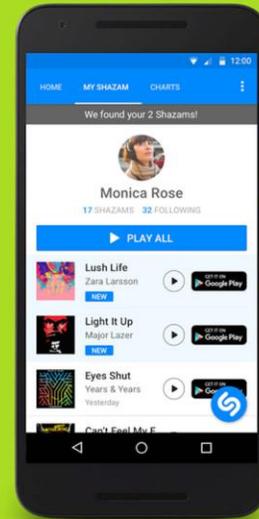
Name That Song
In Seconds



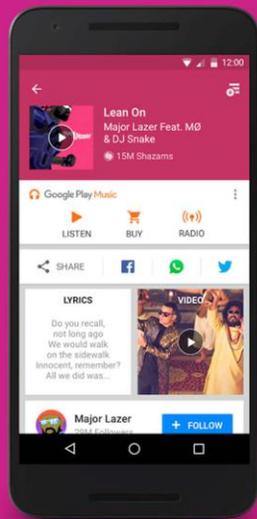
Access your Shazams
Anywhere, anytime



Shazam songs even
when you're offline



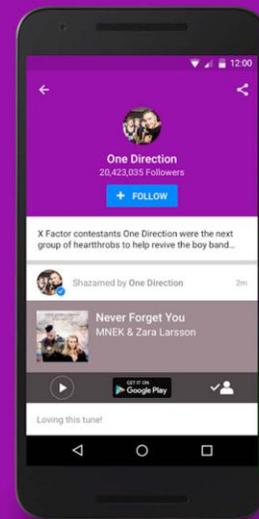
Discover lyrics
& videos



Find Music
You'll Love



See What
Artists Shazam



Approx. Timeline for Mobile Application Development

Feature List			
S.no	Features	iPhone	Android
1	UI Design	10	10
2	UI Integration	10	10
3	Login via email or FB -Fetch FB friends who are also using the app and show their recent Shazams	3	3
4	Home Screen (feeds) -This screen will show feeds of recent Shazams across artists and FB friends -Ability to like & share Shazams as done by artist -Ability to only share Shazams done by my FB friends	3	3
5	Shazam by audio -Recording the song for 10 seconds and checking the frequency fingerprint with the all the available songs at the database -If a song is found user will see the song screen -If a song isnt found user will see an error Algorithm: The Shazam's algorithm fingerprints each song by creating a spectrogram which plots three dimensions – frequency, amplitude, and time & when these matches with a song in database with the sound being recorded it is a match	10	10
6	In app Advertising	3	3
7	Artist Profile -Follow	3	3

	-Top Tracks (determined based upon no of times they have been searched)		
8	My Shazams -List of all songs I searched	2	2
9	Selected Song Details Screen -Song details -Youtube link (in app youtube player)-Youtube api integration -Saavn link (redirect to saavn website)	4	4
10	Recommended	0.5	0.5
11	Share songs on social media	0.5	0.5
12	Charts -Shows songs most searched in by ranking -Ability to view songs by country -Ability to view songs by category -Ability to view songs by currently trending -Ability to view songs by all time most searched -Ability to view songs by just searched	4	4
13	Google Maps API integration -Shows pins of most Shazamed songs city wise as you zoom in. -Zoomed out will show country and as you zoom in, cluttered pins will scatter city wise -Tapping will show up list of songs by ranking	5	5
14	Settings -Notifications -Shazam on start up -Vibrate -Use Location -T&C -Privacy Policy -Open Source Licenses -Help -Diagonistic Report	3	3

	-Log Out		
15	Shazam via image -Creating Shazam QR code -Capturing which the relevant page or a website will open	4	4
16	Search -artist & songs	1	1
17	Artist Login -Verified tag -Place youtube links for his songs -Place saavn links for his songs -Update lyrics -Same features as of normal user	4	4
Total Days		70	70
Total Weeks		14 Weeks	14 Weeks

Approx. Timeline for CMS and Web services (API) Development

CMS		
S No	Feature	Days
1	User Management	3
2	Artist Management	3
3	Songs fingerprint database management	5
4	Charts for Shazams -Most Shazamed by country/category/today/week/all time	5
5	Generating QR code management	4
6	Database Planning for API , API development	15
7	API development & Push notification integration	15
Total Days		50
Total Weeks		10 Weeks

Approximate Price For Development:

Price to develop similar App like Shazam \$8400 for users on iOS platform is approximate **\$8400 (Eight Thousand Four Hundred)**

Price to develop similar App like Shazam for users on Android platform is approximate **\$8400 (Eight Thousand Four Hundred)**

Price to develop CRM for Super admin for App like TaskRabbit is **\$6000 (Six Thousand)**

Total Price to develop a similar App like TaskRabbit on both Android and iOS including web services and CMS for super admin is approximately \$22,800 (Twenty Two Thousand Eight Hundred) and total delivery time will be around 3 to 4 Months

Limitation of Research:

This information is the result of a thorough research conducted by the skilled developers of OpenXcell Technolabs. OpenXcell Technolabs has developed more than 700 apps till date. At OpenXcell we always follow the best practices of iOS & Android suggested by Apple & Google respectively. Hence, our years of experience have helped us to come up with this information that is solely based on our views, knowledge and research process. The Price shared in the document does not include any optimization & maintenance cost which Shazam procured after launch. It is just an initial cost to develop a similar app like Shazam having the same functionalities

About Us:

OpenXcell is focused on providing its clients with best value for investments in internet technologies and mobile marketing, mobile application development and high-end multi-media applications. OpenXcell remains on top of every technological advances and best practices in its focused area to help clients reach their business objectives in most cost-effective and comprehensive manner.

Our core values represent the beliefs and the principles that we follow for the up-gradation of our services in terms of managing and exceeding our client's expectations. Our core values help us focus on shaping the company's character and thereby regulate the firm's day to day behaviour. Our enforced moral values and principles assist us in taking decisions, prioritize the business processes and thereby help in creating maximum value for our clients

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