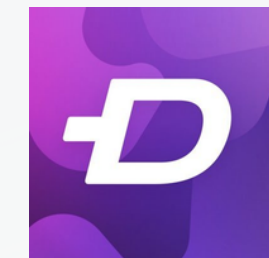


# CREATIVE INDUSTRY CHALLENGES

**ZEDGE™**



**PRESENTED BY: AIMAN, TAYYAB & LATEEF**



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# ABOUT US

- Offers a wide range of content such as wallpapers, ringtones, notification sounds, and games for smartphones.
- The platform allows users to personalize their devices with wallpapers and ringtones, often categorized by themes, genres, or popular trends.
- Zedge is popular for its ease of use and the variety of content.





# KEY FEATURES

01

**Wide Range of Content:**  
Zedge provides a vast collection of wallpapers, ringtones, notification sounds, and games, allowing users to personalize their devices according to their preferences.

02

**User-Friendly Interface:**  
The app has an intuitive and user-friendly interface, making it easy for users to browse and discover new content quickly.

03

**Customization Options:**  
Zedge offers various customization options, such as the ability to crop and resize wallpapers, trim ringtones, and customize notification sounds, allowing users to tailor their devices to their liking.

04

**Sync Across Devices:**  
Users can create an account and sync their customized content across multiple devices, ensuring a consistent experience across their smartphone and tablet, for example.

# **LIMITATIONS**

## **Limitation n° 1**

Quality Control: Since Zedge relies on user-generated content, the quality of wallpapers, ringtones, and other content can vary significantly. Some content may be of lower quality or may not meet the expectations of users.



## **Limitation n° 2**

Copyright Issues: Users can upload content to Zedge, which can sometimes lead to copyright infringement issues. While Zedge has mechanisms in place to address copyright violations, there may still be instances where copyrighted material is available on the platform.



## **Limitation n° 3**

Limited Selection: While Zedge offers a large collection of wallpapers, ringtones, and other content, its selection may not meet the preferences of all users. Some users may find that the available options do not match their tastes or interests.

# SOLUTIONS

## Solution n° 1

Quality Control Mechanisms: Implement stricter quality control measures to ensure that user-generated content meets certain standards before being made available on the platform. This could involve moderation by Zedge staff or community-based rating systems to highlight high-quality content.

## Solution n° 2

Copyright Verification: Enhance the platform's copyright verification process to prevent copyrighted material from being uploaded without proper authorization. This could involve implementing automated content recognition systems or increasing human oversight to detect and remove infringing content promptly.

## Solution n° 3

Expanded Content Selection: Continuously expand the selection of content available on Zedge to cater to a wider range of user preferences. This could involve partnering with content creators or licensing additional content to offer more variety to users.



# MARKET RESEARCH

- MOBILE CONTENT MARKET
- COMPETITION
- USER DEMOGRAPHICS
- MONETIZATION STRATEGIES
- TRADES AND PREFERENCES



# THANK YOU!!!!

*"Thank you for choosing Zedge to personalize your mobile experience! We're thrilled to be a part of your journey in making your device truly yours. With our vast collection of wallpapers, ringtones, and more, we aim to bring a touch of personality and style to every tap and swipe."*



**ZEDGE™**