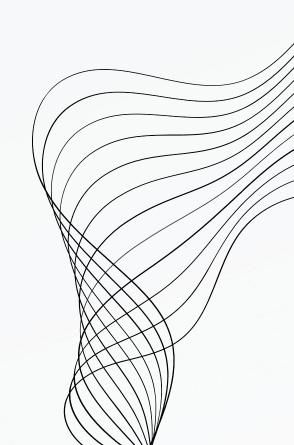


# CREATIVE INDUSTRY CHALLENGES





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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







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.

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

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.

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 usergenerated 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 ghlight 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.



# 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."

