

CrowdDJ

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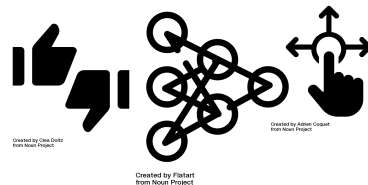
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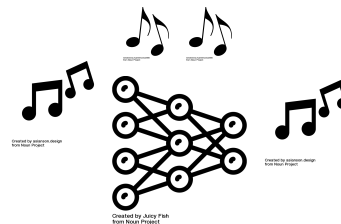
WHAT IS IT?



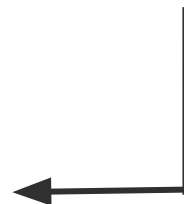
Thanks to CrowdDJ the party just got better!



**The algorithm learns
through users'
interactions with the
playlist**



An algorithm populates the playlist*



*Refer to How

Enter playlist name here

Q Search to add people

Daniel Ek	+
Michael Jackson	+
James Hetfield	+
Jimmy Page	+
David Gilmour	+
tigran hamasyan	+

Enter occasion

Starts at: 7:00 PM

Continue to add songs

INVITE

CrowdDJ

Q Search to add songs

Strobe - Deadmau5	+
The Middle - Jimmy Eat World	+
Song 2 - Blurr	+
Hump De Bump - Red Hot Chilli Pepper	+
Trap queen - Fetty Wap	+
The Real Slim Shady - Eminem	+

CREATE

CREATE

CrowdDJ




Strobe - Deadmau5
The Middle - Jimmy Eat World
Song 2 - Blurr
Hump De Bump - Red Hot Chilli Peppers
Trap queen - Fetty Wap
The Real Slim Shady - Eminem
Stairway to Heaven - Led Zeppelin
Temperature - Sean Pail
Don't Stop the Music - Rihanna
Right Hand - Drake

REQUEST SONGS

INTERACT

02:30

Up Next..

	Cast Away Etherwood
1	4
	

ENGAGE

WHY:

Users:

- Solves the problem of deciding what to play and lets users focus on the event
- Increases social interaction around music and creates fun moments

Spotify:

- Create stories around spotify => Increased brand awareness
- Social pressure to join spotify on guests who are not customers => Growth
- Understand user networks within Spotify => Better recommendations

HOW:

- Could build on top of existing recommender system.
- Collaborative Filtering
- Latent features in music audio
- Factor in additional data
 - Ex: Start, end time and occasion will help understand changes in moods over time
 - Song votes can help in improving personal recommendations

There's more but keeping it short for the sake of this presentation.

