

COMPETITIVE ANALYSIS

COMPETITOR	Soundseeder	AmpMe	TuneMob	Speakerfy	Spotify Connect	Apple Family Sharing
PRODUCT	Soundseeder is an Android app that plays and streams music via Wif to additional devices, turning them into wireless speakers	AmpMe is an iOS and Android app that syncs multiple devices to create a sound system	TuneMob is an iOS app that uses Bluetooth to play music across 2-5 iPhones/iPods/iPads	Speakerfy is a iOS app that uses Wifi or a personal Wifi hotspot to play downloaded music across multiple devices	Spotify Connect is a Spotify Premium feature that allows the user to stream music through external speakers	Apple Family Sharing is a setup for iOS users that allows up to 6 people to share each others' iTunes and iBook libraries, and app store purchases
FEATURES	Music streaming capabilities across multiple devices Access to Google Music and 15,000 online radio stations Youtube support Internal microphone support Remote control speaker volume on all devices	Music streaming capabilities across multiple devices Ability to Host or Join Party Compatible with smartphones, tablets and bluetooth speakers Can stream audio for Youtube, your local music library, or Soundcloud	Music streaming capabilities across multiple devices Play music from iTunes library or stream from Soundcloud	Music playing capabilities across multiple devices Be a Host or Join the Party	Stream music from Spotify through multiple devices (though not simultaneously) Use your phone as a remote control for other devices Option to use a higher quality Wifi connection using Fon Gramofon	Stream music from Apple Music through multiple devices Share your location with family members Shared family calendar Ability to manage Child Accounts Ability to hide content from family sharing
TARGET MARKET/ AUDIENCE	People who want to stream music in group settings	Young people with smartphones who host or attend parties	iPhone/iPad/iPod owners and their friends who want to play music in group settings	Techy, iPhone owners who want to play music in group settings	Multiple device owners who prefer a subscription model of purchasing music	Families who all own Apple devices and content
REVENUE GENERATION	N/A	N/A	N/A	N/A	\$10/month Premium subscription fee	\$15/month Apple Music Family Membership subscription fee
STRENGTHS	Support for Google Music and Youtube	Strong branding	None	Chosen by Shaq as a favorite during SXSW 2013	Popularity - hundreds of millions of users Excellent desktop and mobile app design	Fully integrated with iOS/Apple apps
WEAKNESSES	Free version can only play on 2 devices at once and for up to 15 minutes at a time Some clipping when syncing Mismatched syncing	App is buggy Poor user ratings on both platforms	App is buggy App UI is confusing to some users Max of 7 connected devices	App UI is confusing to some users Media streaming is not supported	Inability to stream on multiple devices simulatenously Paid feature Music library limited by artists who don't want to participate in their network	Fragment sharing of content based on master account setup Complicated payment workflows for multiple Apple ID's Paid feature