



A POWERFUL CLOUD-BASED MUSIC STREAMING PLATFORM

CLIENT PROFILE

The client is in the entertainment industry specializing in music production, marketing strategy and artist representation. The company offers record label services for the global community of music lovers.

BUSINESS CHALLENGE

Since, the growth of music listeners is increasingly transforming into the mobile app consumer Market, the client was on the lookout to hire experts that can help him build a powerful music streaming App/Web application. The envisioned music streaming/sharing platform is to compete with the global music streaming giants like Spotify & SoundCloud. The client was willing to hire experts with a complete knowledge of the technology stacks, features and monetization models that could augment their revenue intakes.

Statistically speaking, the versatility & availability of hand-held devices has changed the attitude of users who are willing to buy/purchase record labels (physical products) and play them on huge and not-so-portable devices. In other words, mobile apps in general have ultimately changed users' attitude to music where users can access cloud-based music streaming applications that grant them access to free or partially free music from anywhere and anytime. This evidently shows the growing demand for music streaming apps. The client is a music enthusiast who dream to provide a service to the users, where they could upload their music online and share them with the world.

SURETEK SOLUTION

Keeping in mind that the music streaming platform will be beneficial for both music lovers and music artists, the team at Suretek suggested the development of a cloud-based streaming platform that would allow artists to upload their tracks, and on the other hand, the community of music lovers could stream music on-the-go. The developed solution enables the client to build their own community of music enthusiasts and increase their global revenue of "Music Streaming" segment.

The custom-build cloud-based music streaming app is made available for iOS and Android devices, as well as a desktop version. To stand out from the market leaders in this segment, we set up the service where users (music lovers) could download their favorite tracks on the cloud storage for a small amount of credits and play tune without any internet connection. This allowed us to create a thriving music marketplace that ensures users' retention and loyalty.

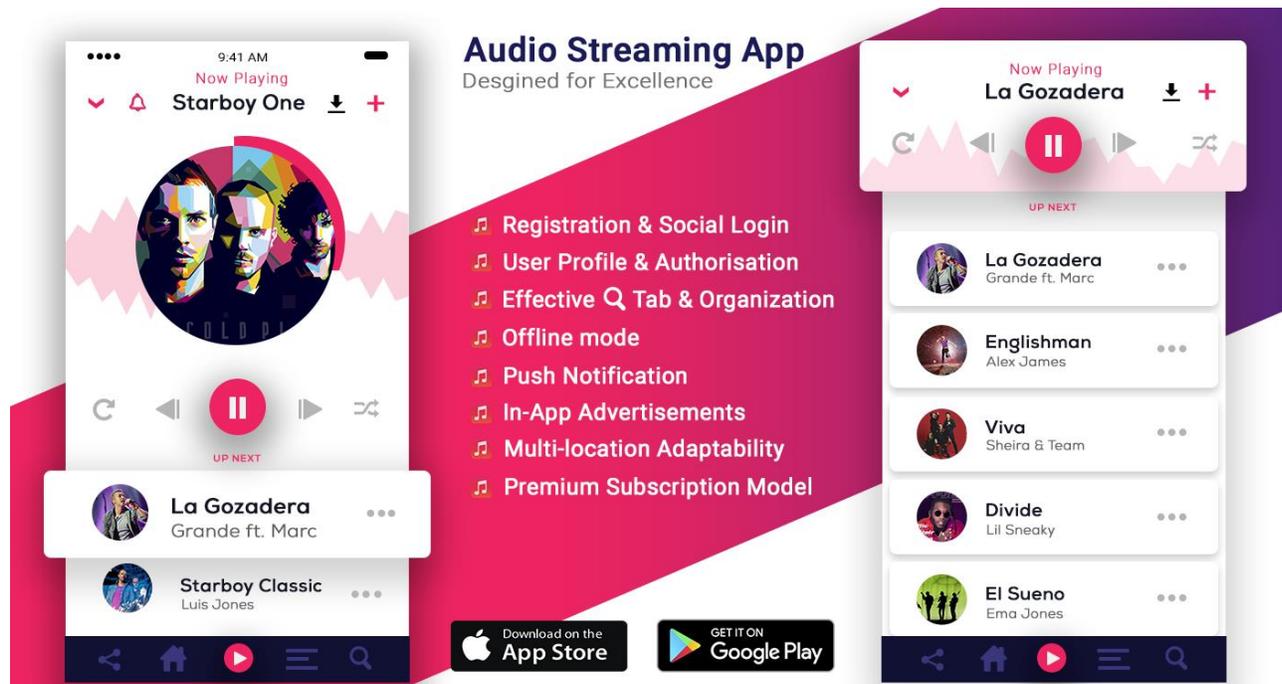


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SURETEK'S CONTRIBUTION AND WORK PROFILE:

- We deployed a unique software with incorporates modern responsive design that tends to adapt the layout to the viewing environment. PayPal and social integration for Pro Accounts and social authentication.
- The music streaming platform is set up to support all major browsers and big operating systems like Android, iOS, macOS and windows.
- Set up a user registration/social login from scratch that allows users for a simple, easy and short registration process for the user to get started.
- Set up a feature that'd let users create their own playlists for different moods and activities. The user can not only create their personalized playlist, but also share playlists with other users that have signed up for the service.
- Embedded the user registration module with endpoints to retrieve a complete information about the user's profile and authorization, with the user's similar database such as email address, Password etc. to minimize spam interferes.
- Developed a user-centric platform to manage every track on the user's profile. Using this the user can pinpoint favorite tracks.
- Integrated a Membership Subscription module for pro users to stream unlimited music, ad-free. Users can register for the Pro plan, make payment through their preferred mode of payment, and manage the subscription as per their requirement. The client being an admin, can can also fix recurring profile for a customer and select unlimited subscription that can be canceled by a customer or an administrator.
- Offered the users with an ability to listen to the chosen tracks on anytime without the use of the Internet—downloading on the cloud storage provided to Pro users.
- Designed & developed a powerful and accurate search algorithm to navigate through the integrated APIs that enables legal on-demand playback of millions of tunes.
- In order to get the most out of recent updates form Artists, Community and Friends on the application circle for the users to engage, we enabled push notifications. This enables the users with an option to share songs/playlists with friends and see what others are sharing, privately or publicly.
- Embedded an HTML5 based multimedia player that allows for delivering high-quality audio streaming with amazing features that perform on multiple platforms.
- The music streaming platform is launched on a self-hosted setup where users you can upload/stream/download music on any geographical area.
- In all modesty, we helped the client design, develop and launch a feature-rich & powerful music streaming platform that can be accessed on hand-held devices and desktops.

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Audio Streaming App
Designed for Excellence

- Registration & Social Login
- User Profile & Authorisation
- Effective Q Tab & Organization
- Offline mode
- Push Notification
- In-App Advertisements
- Multi-location Adaptability
- Premium Subscription Model

Download on the **App Store** | GET IT ON **Google Play**

TECHNOLOGIES USED

Xamarin, Cross Platform Development Framework, Rest APIs, Java, AWS, XML, JSON, jQuery, Google maps API, Android SDK, iOS SDK, Last.fm API, Rdio API, Blip.fm API, Eventful API.