



WHO.SANG.IT

WE DELIVER  MEMORIES

Why is there a W.F.O.S.A.N.G.IT

Neuroscience: Since the 1980s neuroscientists Oliver Sacks and Daniel Levitin have proved that ages 13-19 are when songs heard are best cemented in memory - due to hormones, emotions, brain development. We are each exposed to over 10,000 popular songs during those years.

Memory After 3 years, we can't remember our favorite songs from our teen years, unless we hear them, and we can't hear the songs unless we can find them.

Digital Music: music obtained by downloading or adding to streaming playlists for mp3 players, computers, smartphones, touchscreens. Consumers also want song-customizable Facebook posts, tweets, radio stations, and they need pre-packaged songs sets for their parents or other loved ones.

WhoSangIt is a company which offers a webservice (Songs4ADay) to the retail digital music industry.

WhoSangIt offers no consumer products.

This web site is only to alert and provide business and technical details for the retail digital music industry for the purpose of Licensing or purchase of the webservice.

Please contact johnny.whosangit@gmail.com for a demonstration.



WhoSangIt – THE COMPANY AND TEAM

CALIFORNIA C-CORP



THE TEAM

Search concept/design, all databases, by JOHN W LEHMAN, serial search-classification entrepreneur & musicologist. Founder of Verity (1995 IPO, now in HP Enterprise), Sageware, Highclassify

Business Development VP: JAY GANESH, 25 years in digital product management and business development at Xerox.

Software VP/Architect: JAMES STRATTON, 25 years in content management and search

PATENTS, COPYRIGHTS AND DOMAINS

Databases, search software, names are copyright protected. Mp3 Kit file enhancement provisional *process patent pending*. *Provisional software patent for Songs4aDay*.

WhoSangIt owns domains whosangit.com, songs4aday.com, product names “SONG HIT CALENDAR” “iRemember Now”

Digital Music Industry Fact of Life

Age

90

65

40

13-19

1955's teens now

1970's teens now

1990's teens now



AGE FOCUS OF POP MUSIC INDUSTRY SINCE 1955

1955

2018



WHAT/WHERE ARE THE SONGS CONSUMERS WANT?

- **50 million DIGITAL DOWNLOAD Song choices: to Keep, Stream or Share AVAILABLE TODAY:**

Only searchable by Title, Artist, Album name

90% (44 Million) ARE ALBUM TRACKS; 40 Million are “copies”.. unpopular knockoff versions, OR NON-ORIGINAL VERSIONS

2,000,000 Popular / hit songs from 3 YEARS AGO and earlier are 95% UNACCESSED, and half or more are missing.

- **LOCAL / REGIONAL / SATELLITE RADIO STATIONS offer less than 5% of their audience’s eras and they can’t tell their audiences which 5%.**

Missing Opportunity for Digital Music Providers

- *Music Consumers aged 22 and older*: the 2,000,000+ popular songs we experienced as teens are missing from our lives unless we kept the records, cassettes, CD's
- *Music Providers*: iTunes, Pandora, iHeart Radio, Hallmark etc. "Consumer, unless you remember the titles or artists, we can't help you"



How WhoSangIt Helps Digital Music Providers

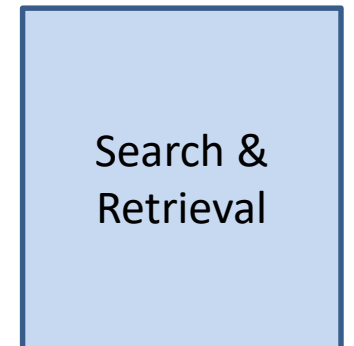
- WhoSangIt exposes 2,000,000 new or newly found songs (every “single” in history) for Downloads, Streaming, social media, using calendar dates and genre
- Over 200,000 ready to use playlists for streaming (every date beginning in March 1890, paired with one or more genres), with 10-1500 songs each.
- WhoSangIt has all the songs, if you need them



****Popularity** .. Chart ranking on national music genre charts such as Cashbox, Billboard, Chum, Hit Parade, New Musical Express
Rankings change frequently for each genre

WhoSangIt's Songs4aDay Webservice

- **The ONLY digital databases OF SONGS BY DATES, *POPULARITY* AND GENRE FOR EVERY *SINGLE* RECORD**
 1. CALENDAR DATE, POPULARITY AND GENRE ON CALENDAR DATE
 2. SONGS AND ARTIST DETAILS
- **THE ONLY organized song base of 2,000,000 original mp3 files from original "Singles"**
- **The ONLY song search by Calendar Date & genre jointly**
- **The ONLY CALENDAR DATE SONG SEARCH APP:**
 - RETRIEVES SONGS RANKED BY POPULARITY AND *GENRE* FOR ANY d-m-y DATE FROM March 1890 TO PRESENT.
 - RESOLVES DATE across many charting services and sources
 - LOCATES SONG SET, attaches song data
 - RANKS RESULTS by popularity-genre
 - CHARTS ANY SONG throughout its popular life



WhoSangIt is Non-Competing Middleware

- **NON-COMPETITIVE TO MARKET; OFFERS INCREMENTAL REVENUE**
- **“SONG HIT CALENDAR” WEBSERVICE APP INCORPORATED INTO RETAIL DOWNLOAD / STREAMING PROCESS - *ROYALTIES***
- **“SONG HIT CALENDAR” API LICENSE TO DOWNLOAD & STREAMING COMPANIES ... *OEM***
- ***READY TO LICENSE PACKAGED songsets TO TOUCHSCREEN INDUSTRY***



WhoSangIt – The Product

- ***Songs4aDay*** (*SEARCH BY DATE, CHART POPULARITY & GENRE*)
webservice
- Webservice based on Restful Interface for download and streaming retailers + social media interface, for laptop, pad, touchscreen, phone

Song Hit Calendar

User Input ----->

For Date 11/26/42
Retrieve 10 Songs, All Genres

Song	Artist	Label	Single #	Chart Pos	Chart=Genre
White Christmas	Bing Crosby'	DECCA	18429	1	P
Travelin' Light	Paul Whiteman (B. Holiday)	CAPITOL	116	1	R
Praise The Lord and pass..	Kay Kyser	COLUMBIA	36640	2	P
Serenade in Blue	Glenn Miller	VICTOR	27935	3	P
My Devotion	Charlie Spivak	COLUMBIA	36620	4	P
When the Lights Go On ...	Vaughn Monroe	VICTOR	27945	5	P
Mr. Five By Five	Freddie Slack	CAPITOL	115	2	R
When The Lights Go On..	Lucky Millinder	DECCA	18496	3	R
Stormy Monday	Earl Hines	BLUEBIRD	11567	4	R
What's The Use of Gett..	Louis Jordan	DECCA	8645	5	R

WhoSangIt Songs4ADay Search Demonstration Customer Interface

Date

Month – Day – [Year]

[Year only] for annual ranking of songs

Calendar

Genre Pop / Rock

R&B/Soul

Country

Easy Listening

All

Number of Songs to Retrieve

[_____] Per Genre

[_____] Total

For 11/26/42SONG HIT CALENDAR SEARCH RESULTS

Title	Artist(s)	Pos	Genre	Label	Single#	B Side
<input type="checkbox"/> White Christmas [Holiday Inn]	Bing Crosby	#1	Pop	Decca	18429	let's start the new year right
<input type="checkbox"/> Trav'lin' Light	Paul Whiteman & His Orch v/ Billie Holiday	#1	R&B	Capitol	116	you were never lovelier
<input type="checkbox"/> Praise The Lord And Pass The Ammunition	Kay Kyser & His Orch v/ Glee Club	#2	Pop	Columbia	36640	I came here to talk for Joe
<input type="checkbox"/> Mr. five by five	freddie slack & his orchestra [feat] ella mae morse	#2	R&B	Capitol	115	the thrill is gone
<input type="checkbox"/> Serenade in Blue	Glenn Miller & His Orch v/ Ray Eberle & Modernaires	#3	Pop	Victor	27935	that's sabotage
<input type="checkbox"/> When The Lights Go On Again (All Over The World)	Lucky Millinder & His Orch v/ Trevor Bacon	#3	R&B	Decca	18496	that's all
<input type="checkbox"/> My Devotion	Charlie Spivak & His Orch v/ Garry Stevens	#4	Pop	Columbia	36620	I left my heart at the stage door
<input type="checkbox"/> Stormy Monday Blues	Earl Hines & His Orch v/ Billy Eckstine	#4	R&B	Bluebird	11567	second balcony jump
<input type="checkbox"/> When The Lights Go On Again (All Over The World)	Vaughn Monroe & His Orch v / Vaughn	#5	Pop	Victor	27945	hip, hip hooray
<input type="checkbox"/> what's the use of getting sober	Louis Jordan & His Tympany 5	#5	R&B	Decca	8645	the chicks I pick are slender and

SELECT or SELECT ALL PLAY SELECTED
[PURCHASE]

[Click on Song to graph song's popularity]

Customer Pricing

- *License a token and meter package in units of 100,000 transactions, by month, or independent of period.*
 - *One meter transaction per date-genre search and one per selected song*
 - *Digital Songs sourced from WhoSangIt bear \$.22 royalty*
- Licensed databases: fee per year
- Licensed Application: fee per year



Customer Interface

- Webservice to Downloading and Streaming Companies
- Search Application and Data Management
 - All in the Amazon Cloud
 - Unlimited simultaneous users; thousands of simultaneous downloads
 - REST architecture handles complete customer and WhoSangIt security
 - Royalty Accounting and payment system handled through SQL databases and forms management / accounting packages





Contact

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TERMINOLOGY

- **Single** – song released on cylinder, 2 sided vinyl with 6 or fewer songs, cassette single, CD single ... **Single Era 1890-2000**
- **Popularity** – position **SINGLE** reached on a recognized popularity “chart” such as **Cashbox, Chum, Billboard, Hit Parade, Variety**
- **Chart** – national scope, **USA** or other, single song or album popularity rating system, frequently updated, genre specific
 - **New Musical Express – UK**
 - **Billboard – US**
 - **Variety, Hit Parade**
 - **Cashbox – US**
 - **CHUM - Canada**
- **Single Song Genre**
 - **Pop / Rock (1890ff)**
 - **R&B / Soul / Dance / Hip-Hop / Rap / Black (1942ff)**
 - **Folk / Country / Western (1944ff)**
 - **Middle of the Road (MOR) / Adult Contemporary (AC) / Easy Listening (1961ff)**

