WE DELIVER MEMORIES
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 FOCUS OF POP MUSIC INDUSTRY SINCE 1955

1955’s teens now
1970’s teens now
1990’s teens now

13-19
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
### For Date 11/26/42
#### Retrieve 10 Songs, All Genres

<table>
<thead>
<tr>
<th>Song</th>
<th>Artist</th>
<th>Label</th>
<th>Single #</th>
<th>Chart Pos</th>
<th>Chart=Genre</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Christmas</td>
<td>Bing Crosby’</td>
<td>DECCA</td>
<td>18429</td>
<td>1</td>
<td>P</td>
</tr>
<tr>
<td>Travelin’ Light</td>
<td>Paul Whiteman (B. Holiday)</td>
<td>CAPITOL</td>
<td>116</td>
<td>1</td>
<td>R</td>
</tr>
<tr>
<td>Praise The Lord and pass..</td>
<td>Kay Kyser</td>
<td>COLUMBIA</td>
<td>36640</td>
<td>2</td>
<td>P</td>
</tr>
<tr>
<td>Serenade in Blue</td>
<td>Glenn Miller</td>
<td>VICTOR</td>
<td>27935</td>
<td>3</td>
<td>P</td>
</tr>
<tr>
<td>My Devotion</td>
<td>Charlie Spivak</td>
<td>COLUMBIA</td>
<td>36620</td>
<td>4</td>
<td>P</td>
</tr>
<tr>
<td>When the Lights Go On ...</td>
<td>Vaughn Monroe</td>
<td>VICTOR</td>
<td>27945</td>
<td>5</td>
<td>P</td>
</tr>
<tr>
<td>Mr. Five By Five</td>
<td>Freddie Slack</td>
<td>CAPITOL</td>
<td>115</td>
<td>2</td>
<td>R</td>
</tr>
<tr>
<td>When The Lights Go On..</td>
<td>Lucky Millinder</td>
<td>DECCA</td>
<td>18496</td>
<td>3</td>
<td>R</td>
</tr>
<tr>
<td>Stormy Monday</td>
<td>Earl Hines</td>
<td>BLUEBIRD</td>
<td>11567</td>
<td>4</td>
<td>R</td>
</tr>
<tr>
<td>What’s The Use of Gett..</td>
<td>Louis Jordan</td>
<td>DECCA</td>
<td>8645</td>
<td>5</td>
<td>R</td>
</tr>
</tbody>
</table>
WhoSangIt Songs4ADay Search
Demonstration Customer Interface

Date
- Month – Day – [Year]
- [Year only] for annual ranking of songs

Genre
- [] Pop / Rock
- [] R&B/Soul
- [] Country
- [] Easy Listening
- [] All

Number of Songs to Retrieve
- [_____] Per Genre
- [_____] Total

Calendar
For 11/26/42

### SONG HIT CALENDAR SEARCH RESULTS

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

[ ] SELECT or SELECT ALL [ ] PLAY SELECTED [ ] [Click on Song to graph song’s popularity] [PURCHASE]
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

John W Lehman
1566 Bedford Avenue
Sunnyvale, CA 94087
408-480-2592
jlehman@whosangit.com
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)