yupumu is a music comparison- and music search engine across ALL formats and online music shops.

„We are Shopping.com for music.“
Problem

iTunes does neither guarantee best price nor other formats than downloads nor niche content.
The Hype Machine

Popular songs on The Hype Machine
To keep things fresh, only songs in the last 3 days are included.

Most Popular Music Chart Last 3 Days Last Week RSS

1. "What You Need (Hey Champ Remix)"
   Download Artist: eMusic (25 FREE)
   iTunes

Hejwen.se: “Gotta post this, it’s been my soundtrack for this sunny Saturday. is from French Priors and I...” Read full post →
### Albums

<table>
<thead>
<tr>
<th>Album</th>
<th>Artist(s)</th>
<th>Price</th>
<th>Purchase Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prior to the Fire</td>
<td>Priestess</td>
<td>$9.99</td>
<td>BUY ALBUM</td>
</tr>
<tr>
<td>Piae Cantatæ</td>
<td>Harry and the Potters</td>
<td>$9.99</td>
<td>BUY ALBUM</td>
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<tr>
<td>Eternal Light</td>
<td>Canonesess of the Holy See...</td>
<td>$11.99</td>
<td>BUY ALBUM</td>
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<tr>
<td>J. Matthias - N. Ryan...</td>
<td>John Matthias, Trinity Coll...</td>
<td>$9.99</td>
<td>BUY ALBUM</td>
</tr>
<tr>
<td>Let Me See Your Eyes</td>
<td>Cory Asbury</td>
<td>$9.99</td>
<td>BUY ALBUM</td>
</tr>
<tr>
<td>Carols at Christmas</td>
<td>Maddy Prior &amp; The Carnival...</td>
<td>$9.99</td>
<td>BUY ALBUM</td>
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### Songs

<table>
<thead>
<tr>
<th>Name</th>
<th>Artist</th>
<th>Album</th>
<th>Time</th>
<th>Popularity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seiah (Instrumental)</td>
<td>Cory Asbury</td>
<td>Let Me See Your Eyes</td>
<td>3.01</td>
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<tr>
<td>More Pride Than People</td>
<td>The Pine Box Boys</td>
<td>STABI</td>
<td>3.17</td>
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<tr>
<td>Show Me Heaven</td>
<td>Sharon Prior</td>
<td>The Very Best of C...</td>
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<tr>
<td>Priory Kings</td>
<td>Blue Tribe</td>
<td>Deep Egypt</td>
<td>4.54</td>
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<tr>
<td>Prior to a Prayer</td>
<td>Perry</td>
<td>Almost Morning</td>
<td>4.27</td>
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<tr>
<td>Libera Me (The Priory Singers, Original Film Score)</td>
<td>Sherlock Holmes (...</td>
<td>4.13</td>
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<tr>
<td>Raccoon Eyes</td>
<td>Priestess</td>
<td>Prior to the Fire</td>
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<tr>
<td>The King Shall Come</td>
<td>The Priory Singers, Original Film Score</td>
<td>Christmas Music (...</td>
<td>2.11</td>
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<tr>
<td>Setting Out (The Priory Singers, Original Film Score)</td>
<td>Sherlock Holmes (...</td>
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<td>Murphy's Law</td>
<td>Priestess</td>
<td>Prior to the Fire</td>
<td>2.54</td>
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</tbody>
</table>
Solution

A music comparison engine that instantly and consistently shows the best price and where to buy according to chosen criteria.

• Save up to 4 EUR (CD, Vinyl) or 80 Cents (Download)
• Comprehensive data from over 50 shops
• All formats: downloads, CDs and Vinyl
• Filter options
**Solution**

**Popular songs on The Hype Machine**

To keep things fresh, only songs in the last 3 days are included.

**Most Favorited Music Chart**

Blogged 3 days ago, 83 mins left in chart

1. **Priors - What You Need (Hey Champ Remix)**
Solution

FF Add-On:
• Best price
• Format
• Quality
• Payment opts.
• Availability
Technology

100 million songs

artist | title | label

yupumu.com

play.fm

Firefox & other affiliates
Prototype

2,000 leads per month
Market Opportunity

• **Music market on the Internet 2008**
  – 7 billion USD (IFPI report 2008)
  – Downloads 4 billion USD
  – CDs and Vinyl 3 billion USD

• **Google Search Market**
  – Lady Gaga: 25 million hits / month
  – Coldplay: 13 million hits / month
Business Model

• **Transactional**
  – 10% sales lead commission from shops
  – Example: 1 million unique clients / every 10th user * buys music for 5 EUR * 0.1 commission rate = 50,000 EUR turnover

• **Premium services**
  – 1 login / checkout for purchase in different shops

• **Advertising**
Thank you!