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Flash Research: Apple iTunes & App Store

There is a great opportunity for our company in the “Radio Conversion App.” This app recognizes songs or talk shows on the radio and allows people to instantly them from iTunes. This will drive consumers to our site as well as increase our sales.

The “Radio Conversion App” would allow any advertisement, song, or talk show to be instantly streamed to your Apple device by recognizing a recording. The recorded advertisement would pull up the company’s site or related apps that relate to this advertisement. The recorded song would instantly download the iTunes version of the song onto your device including information related to the artist. The talk show recording would be downloaded and it would pull up all the available recordings or episodes of the talk show. This app would have multiple benefits for the user. These benefits include hands free driving so it takes the chaos out of trying to save a song to your device while in the car. It also takes the hassle out of having to search for something on the internet when you’re not really sure what you are searching for and get lost in multiple search results. Users of this app would pay for this the same way iTunes charges for any other app, by the credit card on the iTunes account. The “Radio Conversion App” will make searching for media very simple.

By creating this app, our business will be able to benefit greatly. This application will direct Apple users directly to our iTunes store, rather than to multiple other sources found when going into search engines. By directing consumers to our stores, we will be able to drive up our sales. Especially right now when the economy is hurting and piracy is growing, this application will skip multiple steps that are involved in piracy and will attract consumers to us because it is direct and simple. Apps like this one are known as “go-to” apps and should become a staple in everyday life. We will be able to gain our popularity and share of sales back by limiting piracy and cutting down on steps in downloading music and other media..