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Google Play
Music

HEADSPIN PERFORMANCE REPORT
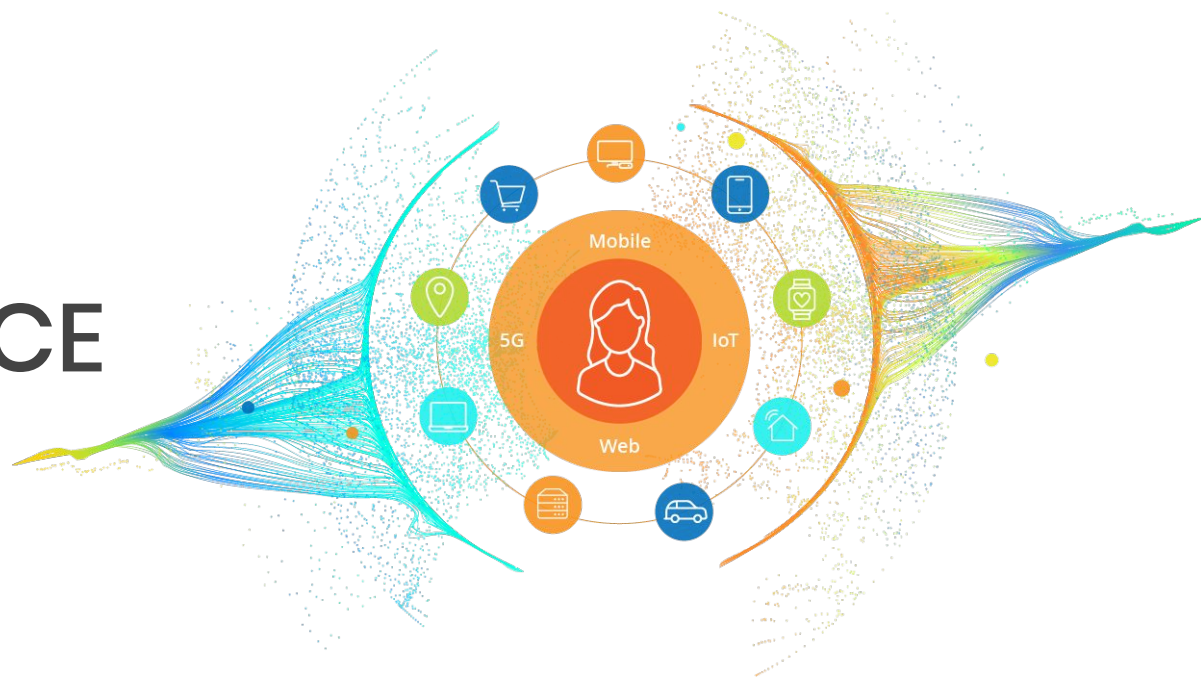
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" *Connected experiences are fundamental to the success of digital businesses and require a* *unified, proactive approach to testing, monitoring, and analytics* *across applications, devices, and networks.* "
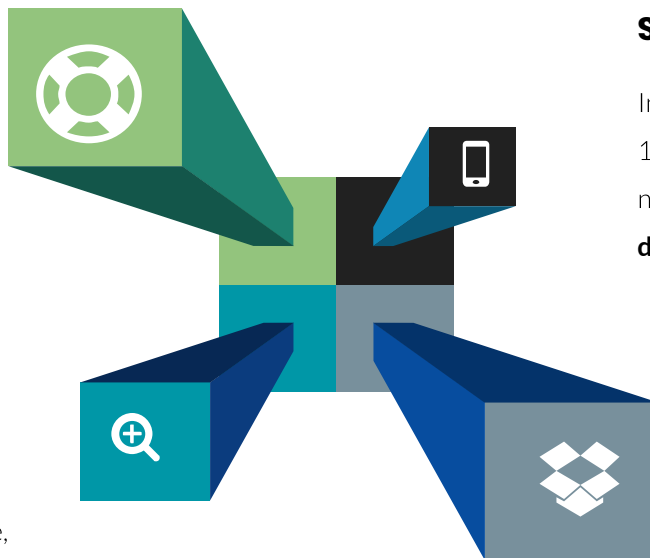
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HEADSPIN IS THE WORLD'S FIRST CONNECTED INTELLIGENCE PLATFORM ™

CONNECTED EXPERIENCES

HeadSpin provides **Mobile, IoT, and 5G** solutions to optimize connected experiences across applications, devices, and networks.

SCALABLE DEVICE INFRASTRUCTURE

Infrastructure consists of 32,000+ SIM enabled devices in 160+ locations in 110+ countries across 1,000+ telecom networks . **We Support every type of iOS and Android device** including phones, tablets, wearables and TVs

REAL TIME MONITORING

HeadSpin allows developers to test and monitor their apps in **real time, on real devices** and in real world conditions before, during and after an app is released.

NO SDK REQUIRED

All performance **data is monitored and captured through an API** with no code change or SDK needed
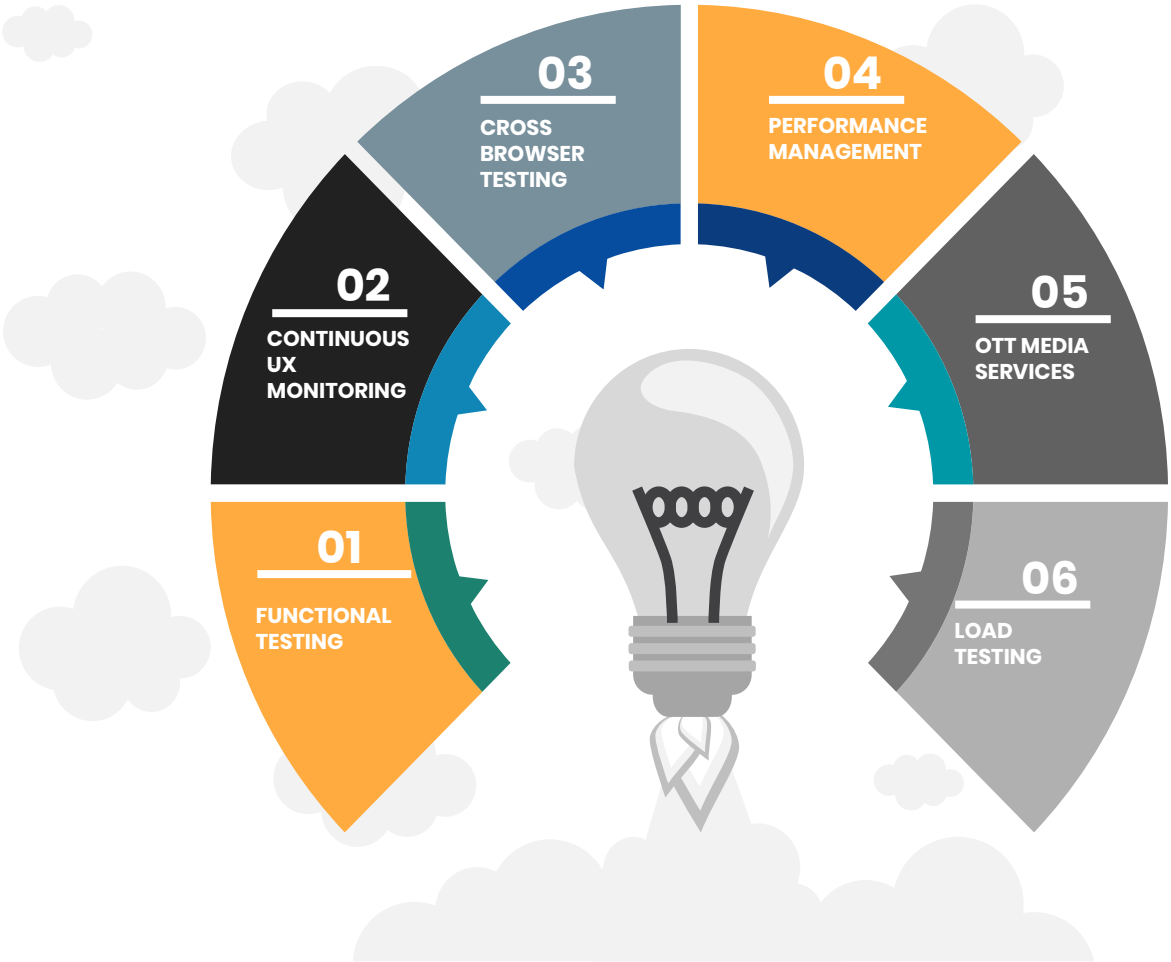
OUR CHANNEL PARTNERS

TELSTRA

wipro

Infosys

vodafone

TATA
TATA CONSULTANCY SERVICES

accenture

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HEADSPIN SUITE OF SOLUTIONS

03
CROSS BROWSER TESTING

04
PERFORMANCE MANAGEMENT

02
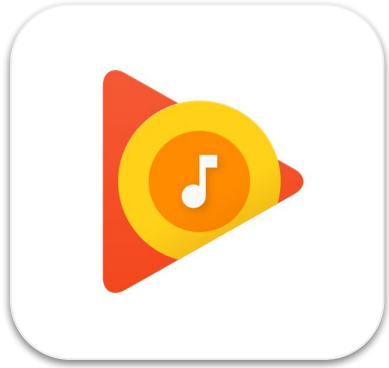CONTINUOUS UX MONITORING

05
OTT MEDIA SERVICES

01
FUNCTIONAL TESTING

06
LOAD TESTING
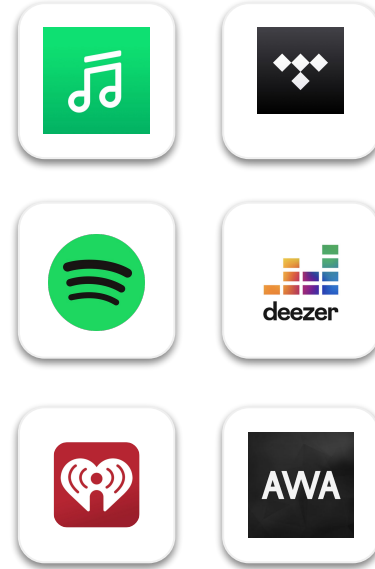
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HEADSPIN DID AN INITIAL COMPARISON OF PERFORMANCE TESTING OF TOP KPIS FOR GOOGLE PLAY MUSIC VS ITS PEERS ON REAL SIM-ENABLED DEVICES
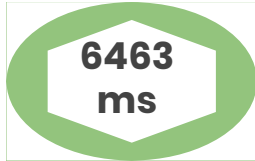

VS

Metrics are captured on both WiFi and Telco networks across low tier, mid tier and high tier mobile devices
No SDK, code change or instrumentation was required

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GOOGLE PLAY MUSIC'S KPI COMPARISON ACROSS
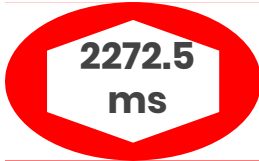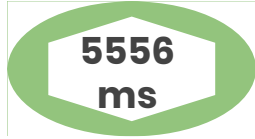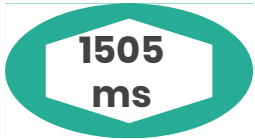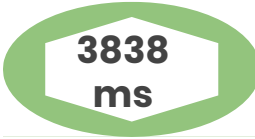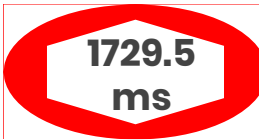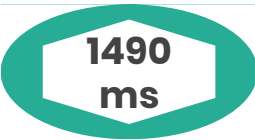
	LAUNCH TIME	SEARCH TIME	PLAY LATENCY
LOW TIER DEVICES	2024.5 ms	2272.5 ms	6463 ms
MID TIER DEVICES	1505 ms	1918 ms	5556 ms
HIGH TIER DEVICES	1490 ms	1729.5 ms	3838 ms

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LAUNCH TIME

GOOGLE PLAY MUSIC COULD IMPROVE LAUNCH PERFORMANCE ACROSS DEVICES

LOW TIER

App Name	TTI
LINE MUSIC	1048.5
DEEZER MUSIC PLAYER	1433.5
AWA	1618
GOOGLE PLAY MUSIC	2024.5
SOUNDCLOUD	2611
PANDORA	2700

MID TIER

App Name	TTI
TIDAL MUSIC	665.5
DEEZER MUSIC PLAYER	694.5
AWA	709
LINE MUSIC	736.5
GOOGLE PLAY MUSIC	1505
NAPSTER MUSIC	1735

HIGH TIER

App Name	TTI
DEEZER MUSIC PLAYER	547
AWA	611.5
LINE MUSIC	616
TIDAL MUSIC	663
SOUNDCLOUD	1254
GOOGLE PLAY MUSIC	1490

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SEARCH TIME

GOOGLE PLAY MUSIC COULD IMPROVE SEARCH PERFORMANCE ACROSS DEVICES

LOW TIER

App Name	TTI
DEEZER MUSIC PLAYER	98
SOUNDCLOUD	697
AWA	726
PANDORA	818.5
SPOTIFY	822
GOOGLE PLAY MUSIC	2272.5

MID TIER

App Name	TTI
DEEZER MUSIC PLAYER	144
IHEARTRADIO	477
SOUNDCLOUD	726
AWA	767.5
SPOTIFY	914
GOOGLE PLAY MUSIC	1918

HIGH TIER

App Name	TTI
DEEZER MUSIC PLAYER	104
SOUNDCLOUD	659
IHEARTRADIO	554
SPOTIFY	791.5
LINE MUSIC	1237
GOOGLE PLAY MUSIC	1729.5

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PLAY LATENCY

GOOGLE PLAY MUSIC COULD IMPROVE PLAY LATENCY ACROSS DEVICES

LOW TIER

App Name	TTI
DEEZER MUSIC PLAYER	193.5
SIRIUSXM	247.5
BUGS	1149.5
SPOTIFY	1885
SOUNDCLOUD	2011
IHEARTRADIO	4521
GOOGLE PLAY MUSIC	6463

MID TIER

App Name	TTI
LINE MUSIC	87.5
DEEZER MUSIC PLAYER	120.5
SIRIUSXM	330
BUGS	387
SPOTIFY	1202
IHEARTRADIO	3243
GOOGLE PLAY MUSIC	5556

HIGH TIER

App Name	TTI
LINE MUSIC	61
DEEZER MUSIC PLAYER	70
SIRIUSXM	232
SPOTIFY	294.5
MELON	514
IHEARTRADIO	1365
GOOGLE PLAY MUSIC	3838

USERS EXPECT AN UNINTERRUPTED EXPERIENCE WHEN LISTENING TO MUSIC, BE IT IN THE COMFORT OF THEIR HOME OR ON THE ROAD
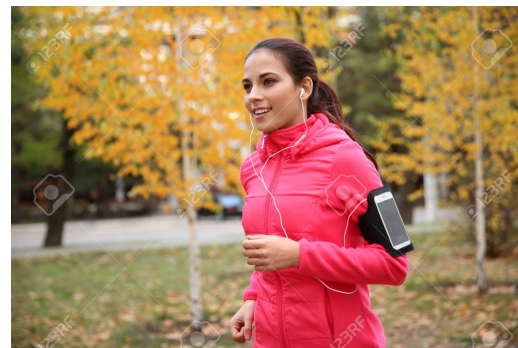
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HEADSPIN EXCLUSIVE

CAPTURE GOOGLE PLAY METRICS ON THE GO
WHILE DRIVING ON HIGHWAY 101
Commuters spend 90 mins on this congested highway for a 15-mile ride
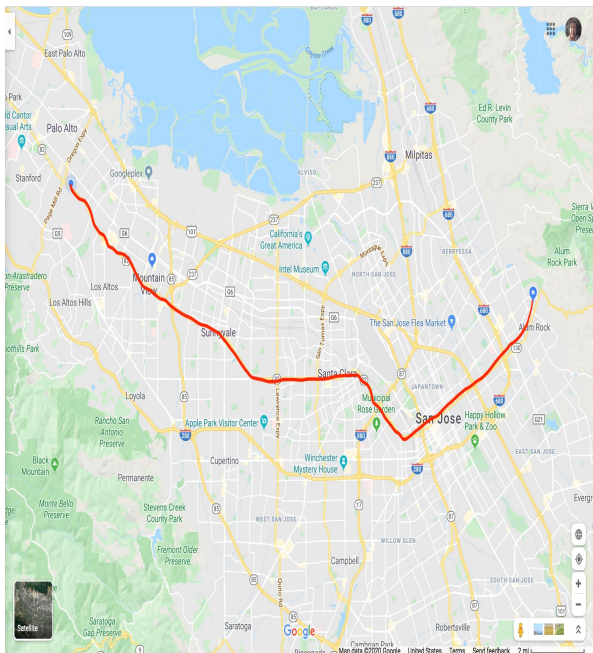
LAUNCH TIME

01-15-2020 Morning Run			01-14-2020 Evening Run			01-14-2020 Morning Run	
App Name	TTI		App Name	TTI		App Name	TTI
SPOTIFY	1206		SPOTIFY	1022		SPOTIFY	1170
GOOGLE PLAY MUSIC	1723		GOOGLE PLAY MUSIC	1613		GOOGLE PLAY MUSIC	1489.5
DEEZER MUSIC PLAYER	2364.5		YOUTUBE MUSIC	1672		DEEZER MUSIC PLAYER	2866.5
YOUTUBE MUSIC	3335		DEEZER MUSIC PLAYER	2275		YOUTUBE MUSIC	2982
TUNEIN	3614.5		TUNEIN	3354.5		TUNEIN	3864
PANDORA	3689		PANDORA	3600		SOUNDCLOUD	5036
SIRIUSXM	4728		SIRIUSXM	4384		SIRIUSXM	5039
IHEARTRADIO	4785.5		IHEARTRADIO	4764		PANDORA	5141.5
SOUNDCLOUD	5505		SOUNDCLOUD	5125		IHEARTRADIO	5639

SEARCH TIME

01-15-2020 Morning Run			01-14-2020 Evening Run			01-14-2020 Morning Run	
App Name	TTI		App Name	TTI		App Name	TTI
DEEZER MUSIC PLAYER	124		TUNEIN	77		DEEZER MUSIC PLAYER	114.5
PANDORA	637		IHEARTRADIO	340		IHEARTRADIO	658
IHEARTRADIO	655		SPOTIFY	700		TUNEIN	659
SPOTIFY	729		SOUNDCLOUD	840		SPOTIFY	727
TUNEIN	753		GOOGLE PLAY MUSIC	1234		SOUNDCLOUD	798
SOUNDCLOUD	798		DEEZER MUSIC PLAYER	1376.5		SIRIUSXM	1342
SIRIUSXM	1270.5		SIRIUSXM	1612		PANDORA	1384.5
YOUTUBE MUSIC	1599		YOUTUBE MUSIC	1871.5		YOUTUBE MUSIC	1657
GOOGLE PLAY MUSIC	1712		PANDORA	3057		GOOGLE PLAY MUSIC	1979.5

PLAY TIME

01-15-2020 Morning Run			01-14-2020 Evening Run			01-14-2020 Morning Run	
App Name	TTI		App Name	TTI		App Name	TTI
SPOTIFY	82		YOUTUBE MUSIC	58		DEEZER MUSIC PLAYER	84
YOUTUBE MUSIC	92		SPOTIFY	110		SPOTIFY	86.5
DEEZER MUSIC PLAYER	98		DEEZER MUSIC PLAYER	133		PANDORA	115.5
PANDORA	424.5		SIRIUSXM	188		SIRIUSXM	193.5
SIRIUSXM	453		PANDORA	956		IHEARTRADIO	1591
IHEARTRADIO	1497		TUNEIN	1325		YOUTUBE MUSIC	1706
TUNEIN	1884		GOOGLE PLAY MUSIC	1704		TUNEIN	2043.5
GOOGLE PLAY MUSIC	2484		IHEARTRADIO	2382		GOOGLE PLAY MUSIC	2886.5
SOUNDCLOUD	10309		SOUNDCLOUD	10225		SOUNDCLOUD	10178.5

Note: Each metric is a median of iteration over multiple sessions

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HEADSPIN COULD POWER GOOGLE PLAY MUSIC TO CONTINUE TO DELIVER FLAWLESS CONNECTED EXPERIENCES BY MEASURING MANY MORE KEY METRICS YOU CARE ABOUT

PROACTIVELY FIX ISSUES BEFORE THEY HIT USERS

REDUCE USER CHURN

STAY AHEAD OF COMPETITION

VISIBILITY IN USER EXPERIENCE

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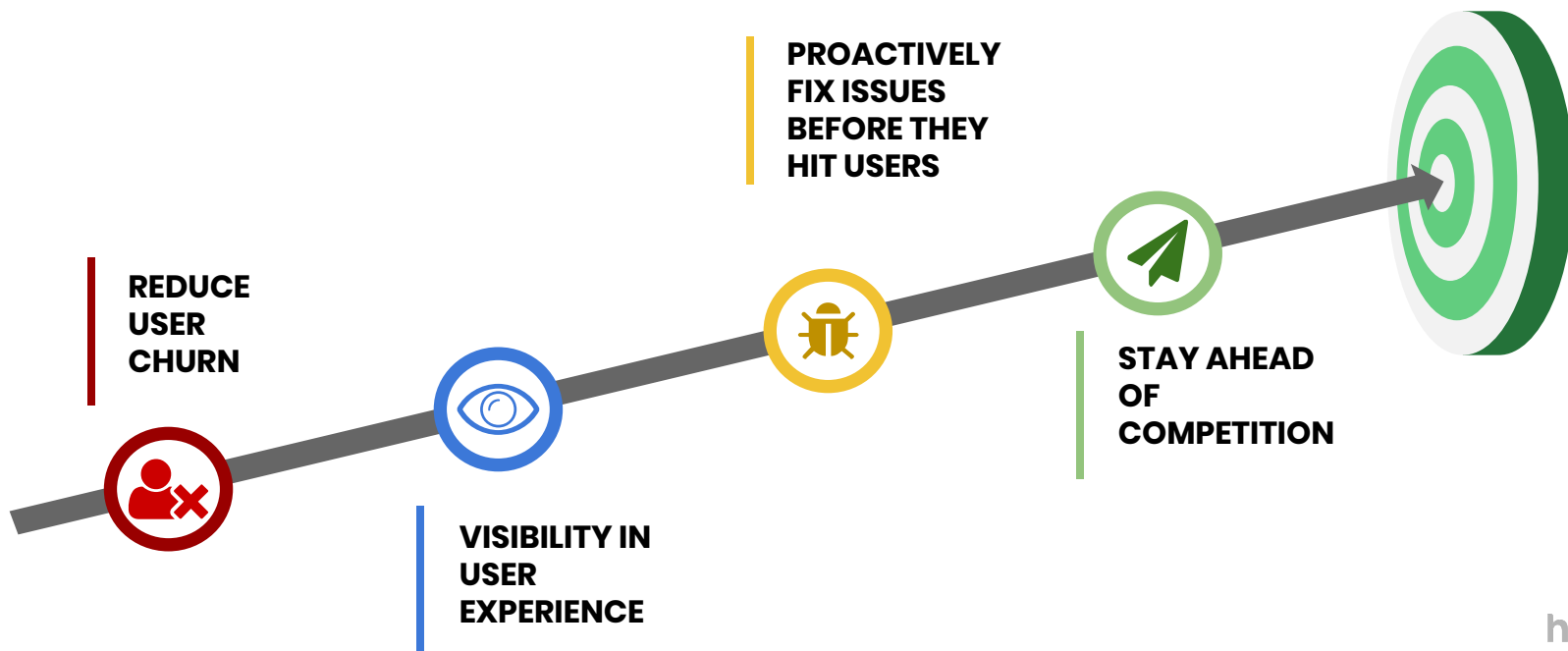
INCLUDING COMPREHENSIVE PERFORMANCE METRICS FOR MUSIC STREAMING COMPANIES

QoE ACROSS A VARIETY OF USE CASES

COMPREHENSIVE VIDEO METRICS

A/V STREAMING SCORE

REAL TIME AUDIO PLAYBACK & MICROPHONE QUALITY

WEBRTC SUPPORT

BENCHMARK LIVE TV AND VOD PERFORMANCE

CONDUCT DRIVE TESTS TO UNDERSTAND VIDEO PERFORMANCE ON THE MOVE

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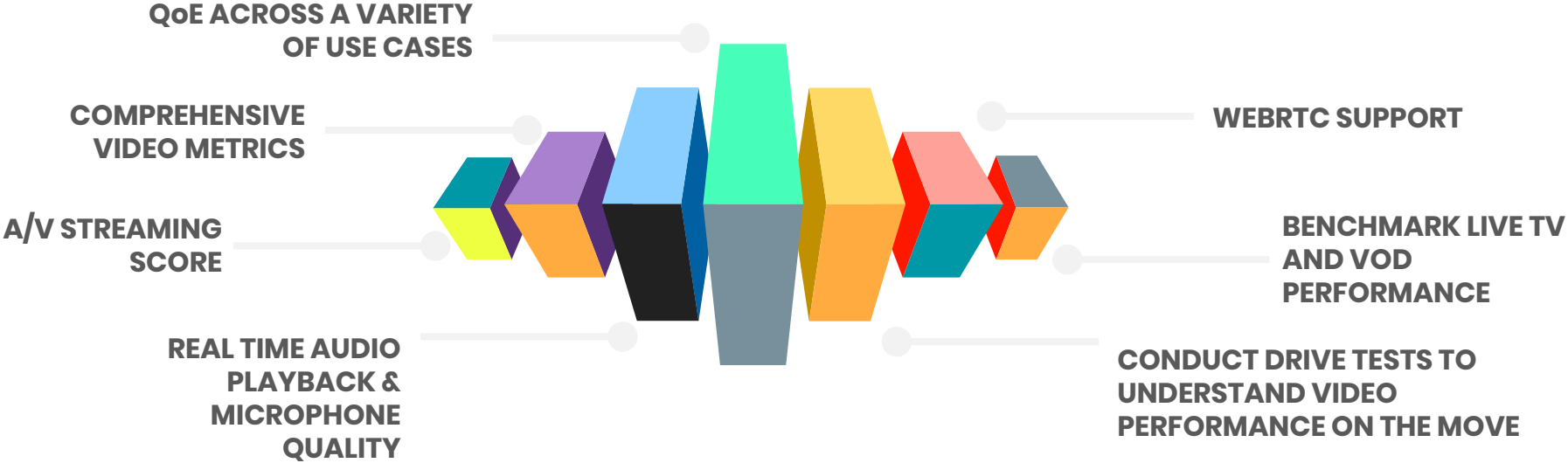
AI BASED ISSUE DETECTION TECHNOLOGY

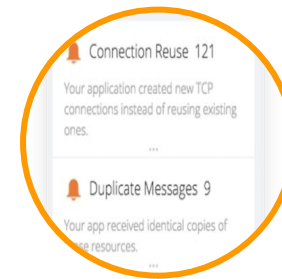**01**

DISCOVER CLIENT SIDE PERFORMANCE ISSUES

- Analyze mobile app performance
- Measure network, memory and disk usage
- Pinpoint slowdown root causes with method call stacks

02

FIND ROOT CAUSE FOR CLIENT SERVER APP PERFORMANCE ISSUES

- Fine-grained diagnostics
- Measure carrier network, APIs, SDK, CDN, impact on app performance
- Bug fix prioritization

03

IDENTIFY ISSUES WITHOUT HUMAN INTERVENTION USING AI

- Alerts
- Visibility
- Recommendations

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CLIENT PORTFOLIO AND SUCCESS STORIES

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OUR CUSTOMERS ARE SOME OF WORLD'S TOP COMPANIES – AND THEY CARE ABOUT EXPERIENCE

# OUR CUSTOMERS CONTINUE TO SEE HIGH ROI ON HEADSPIN PLATFORM

Tinder increased **user engagement by 65%** and **revenues by 20%** in India

Flipkart **reduced startup time to 2.2 seconds**, putting them far ahead of eCommerce competitors according to their developer team, boosting adoption by 28%

Pinterest increased **user engagement and revenues by 21%** with Pinners viewing more pins and sponsored content
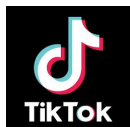
Tiktok **reduced their outages in India by 30%** with the insights derived from the performance sessions and continuous monitoring

Airbnb increased conversion to app installs by 2X, by **reducing their apk size from 83MB to 37MB**

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IN OUR CUSTOMERS OWN WORDS..

HeadSpin's data-driven platform is able to **proactively uncover hidden insights through learning.** This helps us fix our performance issues before launch and have something reliable and repeatable to test or measure.

**Bryan Li
Director, Engineering at Tinder**

HeadSpin provided access to Kenya and China to let us iterate and **improve the quality of service much faster than previously possible** and when we tried in India for routing changes on a few different carriers, only 1 carrier behaved as expected.

**Josh Staples
Solutions Architect at Twilio**

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