

Shazam breaks 100 million monthly user mark

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Shazam applications have been downloaded to more than 500 million

[mobile devices](#) since the the 1999 launch of the firm, which said it was adding users at the rate of 13 million monthly.

The applications let people identify songs, [television shows](#) or even some ads by "listening" and then provides opportunities to make purchases or link to online content related to what was heard.

"Shazam is evolving from being a way to identify a song to a way for people to explore and connect with the world around them," chief executive Rich Riley said in a statement.

"Shazam now delivers a deeper discovery and content experience for music and TV, with retail, cinema and more coming soon."

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