

<i>Company:</i>	Soundcrank was created out of frustration with the digital music experience. The digital music world of MP3s and iPods provided unprecedented convenience and flexibility but something was missing. In the move from physical to digital only formats we lost something. After thoughtful examination of the digital music experience we realized there had to be a better way!
<i>Headquarters:</i>	9467 N Avanyu Dr Cedar Hills, UT 84062 United States
<i>Founded:</i>	April 2006
<i>Status:</i>	Privately Held
<i>Website:</i>	<a href="http://www.soundcrank.com">www.soundcrank.com</a>
<i>Founding Principles:</i>	<p><b>Don't Just Listen. Be Heard.</b> The music experience isn't passive. It requires listeners to be actively involved. Unlike most companies, Soundcrank wants you to play an active role in shaping the music experience.</p> <p><b>The future of the music business isn't selling tracks.</b> Consuming music goes far beyond purchasing and listening. The future of music is connecting listeners with the information and people that add depth to the experience. Ultimately, it's about finding meaning on both a personal and social level.</p> <p><b>Music is more than an MP3.</b> With physical formats we had album artwork, lyrics, and credits. The digital format should include those same items. While listening to music users should have easy access to content about the artist they are listening to.</p> <p><b>You choose what you listen to.</b> You don't need giant corporations deciding what you listen to. You deserve a system that accommodates your individual tastes, regardless of how diverse. Getting recommendations from friends is the best way to find music that you will actually like.</p>
<i>Leadership:</i>	<p><b>Ben Hodson</b> – Co-Founder &amp; CEO</p> <p><b>Brent Barnett</b> – Co-Founder &amp; Directory of Marketing</p> <p><b>Steve Jones</b> – Chairman of the Board</p>
<i>Products:</i>	Products include <b>Soundcrank.com</b> and the <b>Soundcrank iTunes plug-in</b> . The iTunes plug-in provides users with highly targeted content related to the artist that they are currently listening to. Soundcrank.com allows users to share their tastes and find new music through social interaction.
<i>Customers:</i>	Soundcrank is a worldwide company with thousands of users in over 160 countries.