

# On the Feasibility of Opportunistic Ad Hoc Music Sharing

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# Bob



























FileFactory  
bitshare  
LOAD IT FASTER

RAPIDSHARE  
EASY FILEHOSTING

M  
MEGAUPLOAD









?



→ Go back to share locally





AKTION

6.50

MARKT

MARKT

AKTION

Pfirsich

Kg 3,-

PREISKRA

Kilogramm

1.50







AKTION

6.50

MARKT

AKTION

Pfirsich  
K 3 - 2

PREISKRAN

Kaugummi  
1.50





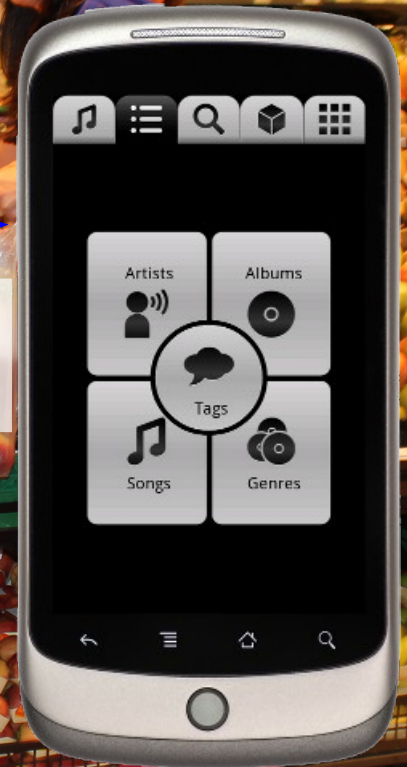
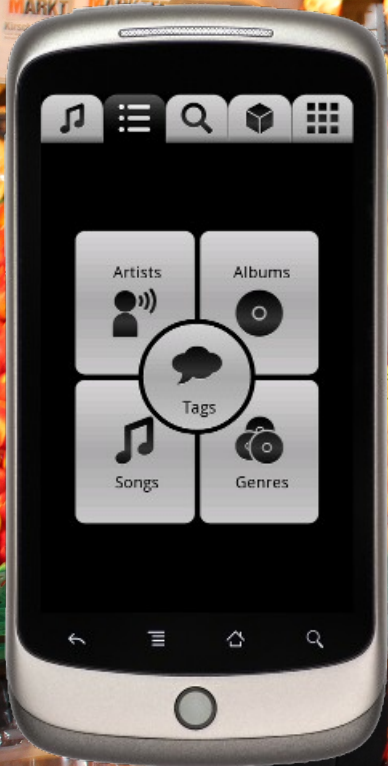






my music taste

my music taste

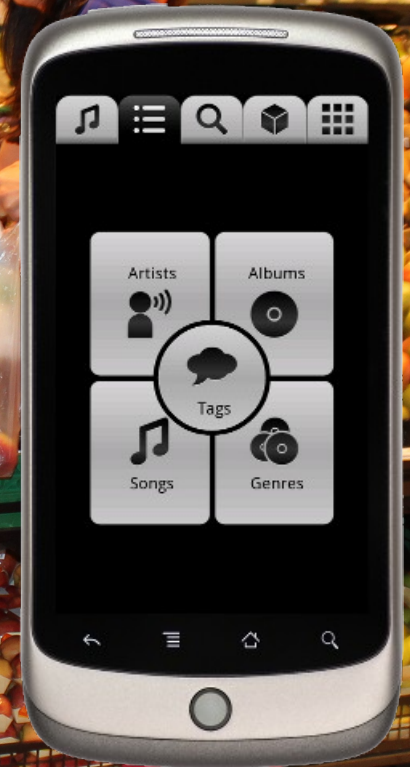




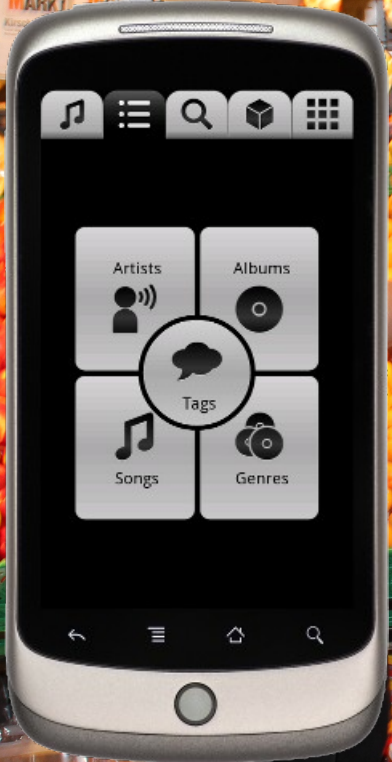
calculate  
matching music



calculate  
matching music

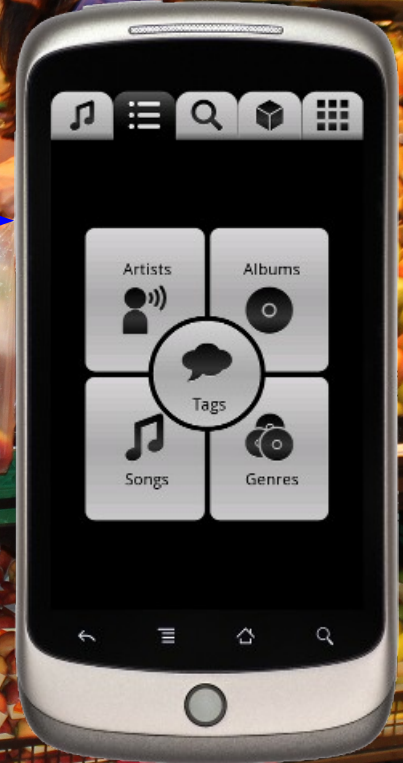






Your music

Your music





Nice Story, but...

...what has this to do with the **Nokia Mobile Data Challenge?**





# Proof of Concept:

**Meet people often enough?**

**Meet people long enough?**

**Would people get new music?**



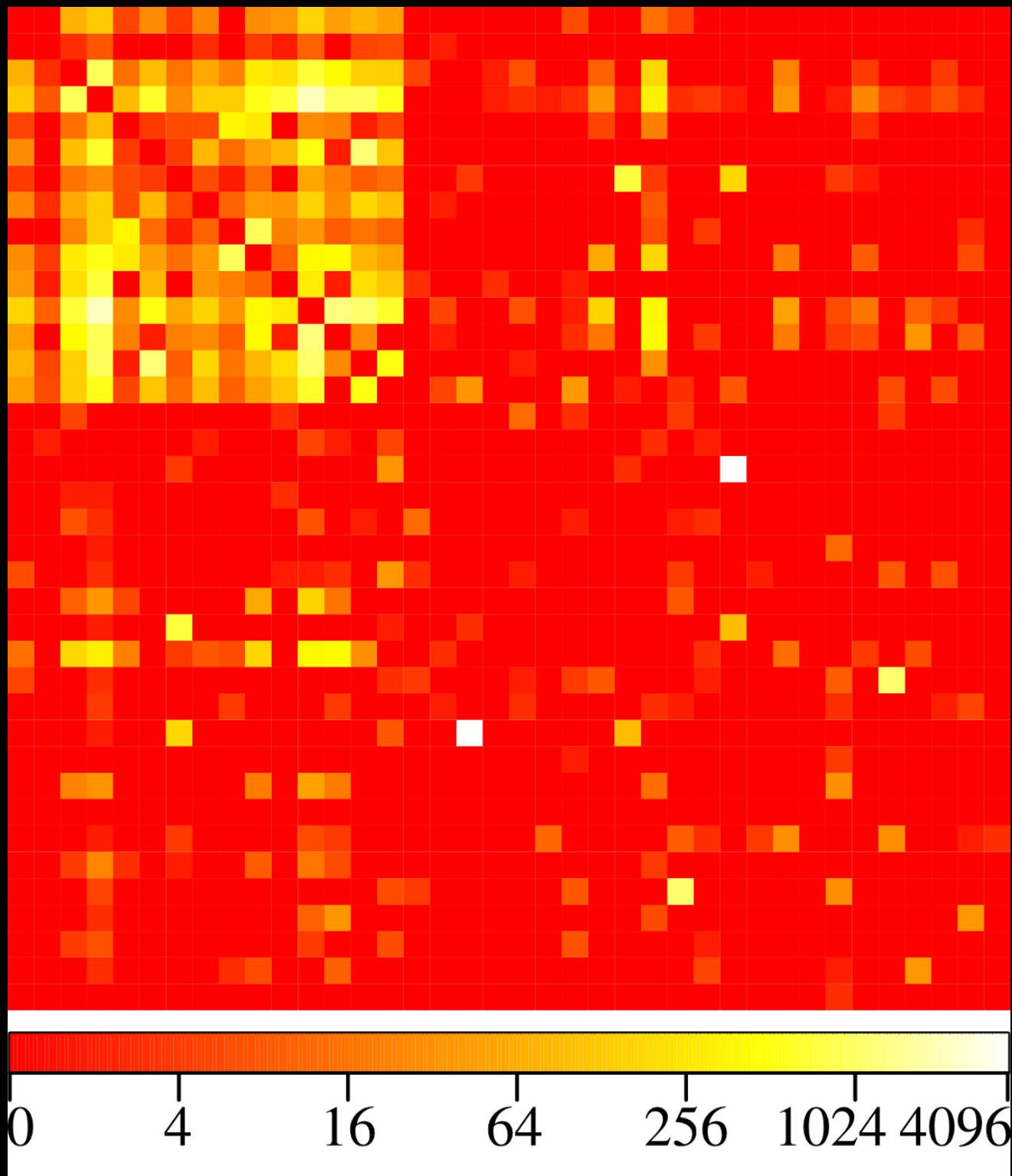
# Meetings

Distance < 30 meter (50 meter)

time < 10 min

Maximal distance	Minimal duration	Total number of meetings	Mean meetings per user
50 meters	1 second	30556	804
50 meters	90 seconds	25925	682
50 meters	300 seconds	18618	490
30 meters	1 second	28804	758
30 meters	90 seconds	24390	642
30 meters	300 seconds	17562	462





# Meetings

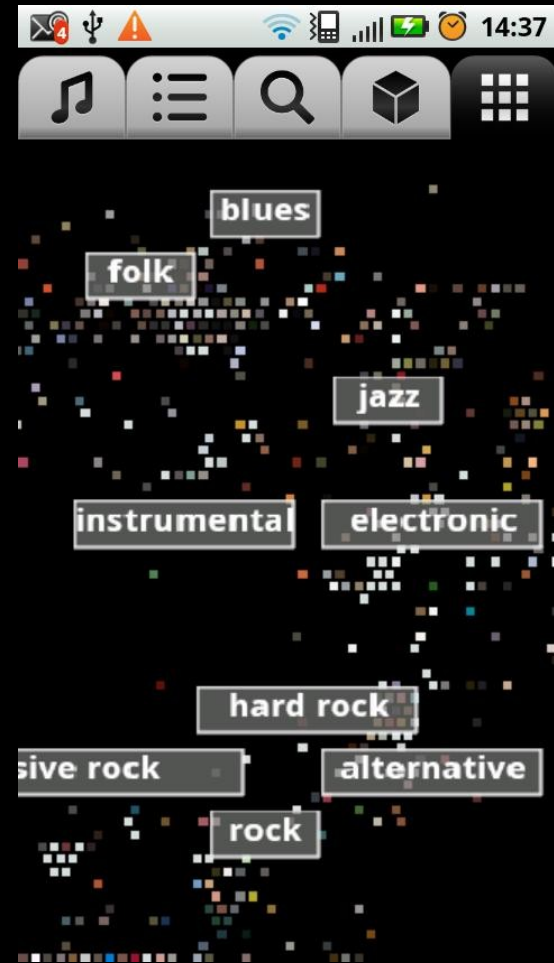
## Sharing?

### How to formulate requests?

- People may do not precisely know what they are looking for
  - If request is too specific the probability of finding a match is small
- define music taste

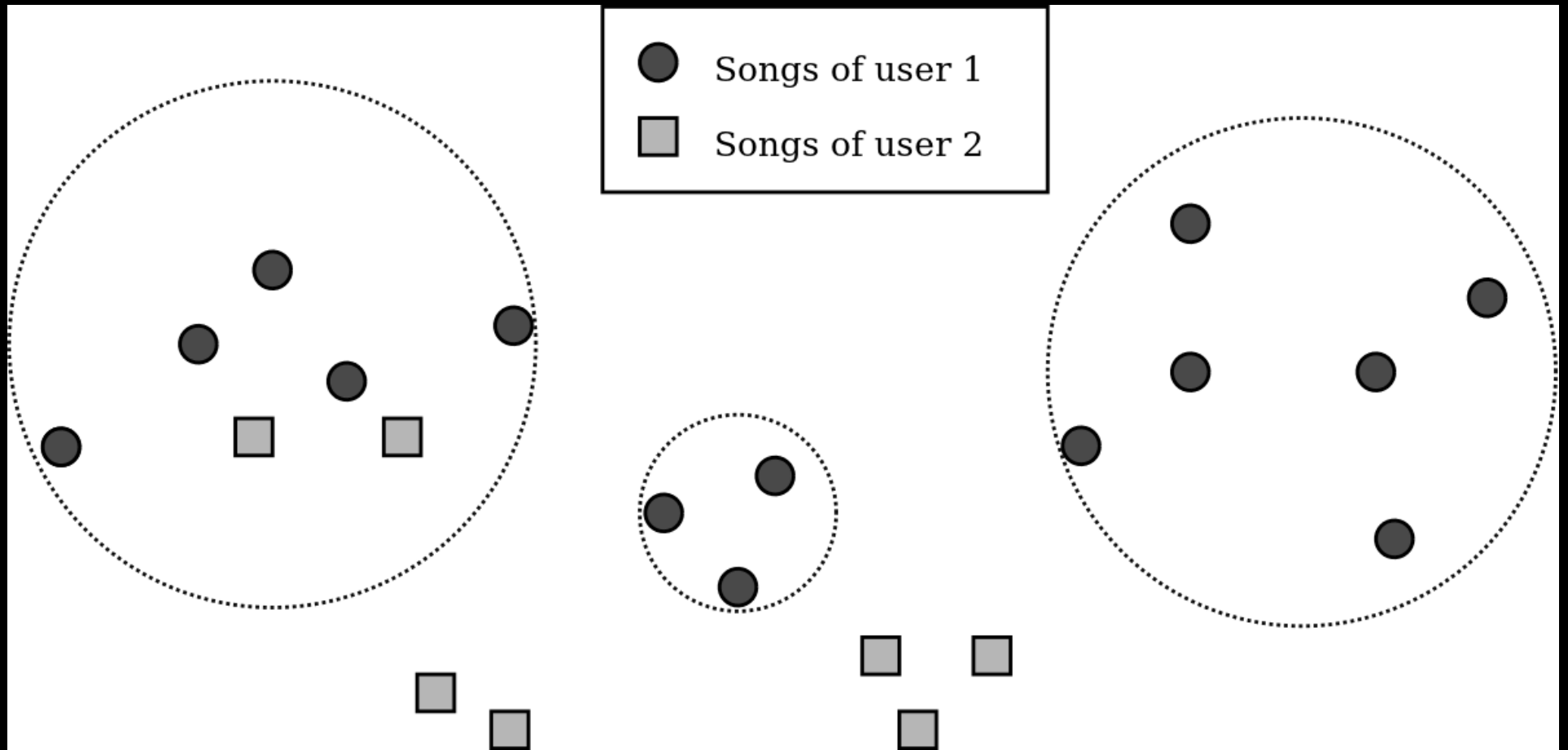


# Jukefox





# Music Taste





# Confession

Used music of Jukefox user profiles instead of the actual logged music.

38 collections with 9 to 827 songs (mean: 264)

instead of 15 collections with 1 to 964 (mean: 108)

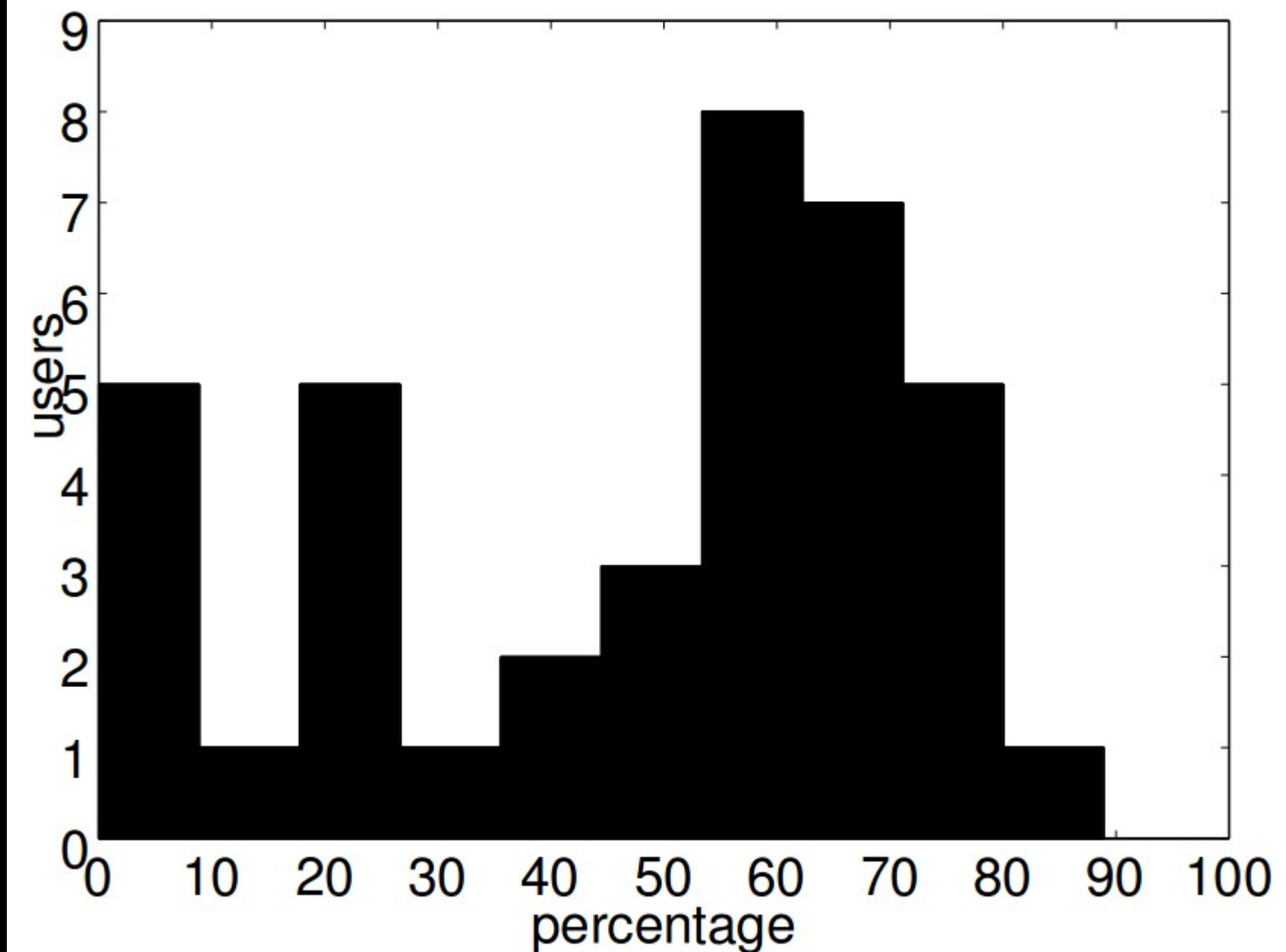


# Target Set

Music which matches my taste and is in the network of 9025 songs.

→ On average 480 songs per user





# Sharing Summary

Overall 7828 songs would have been shared

Some songs shared up to 11 times

On average a user received 206 new songs



**It works!**





















Thank you!



Questions and Comments?