

SAYLISTSVIDEO TRANSCRIPT

1 in 12 young people have some form of speech impediment. The best way of overcoming one is through repetition.

Practicing problem sounds over and over and over. The problem is repetition is boring!

The burger, bearer, roared. The burger, bearer, roared.

I have trouble pronouncing those words.

The burger, bearer, roared around the rarer wearer.

It's boooooooorrrrrrrrrinnnngggggg.

Except when it happens in music.

That's where Saylists come in. We created an algorithm to analyze popular music for patterns of repetition that are helpful for speech therapy. Songs where particular sounds occur in particular patterns that are helpful for overcoming an impediment. Apple Music then conducted the single largest data analysis of song lyrics ever, scanning millions of tracks to isolate their songs with therapeutic value. These songs were curated by Warner Music and weaved into Saylists, playlists where singing along can help your speech. A Saylist of songs from T, K, D Ch, F and more.

The Saylists live on Apple Music and with more sounds and more languages to come, Saylists are only just beginning.

Saylists, a collaboration by Warner Music and Apple Music.

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