

APP CULTURE

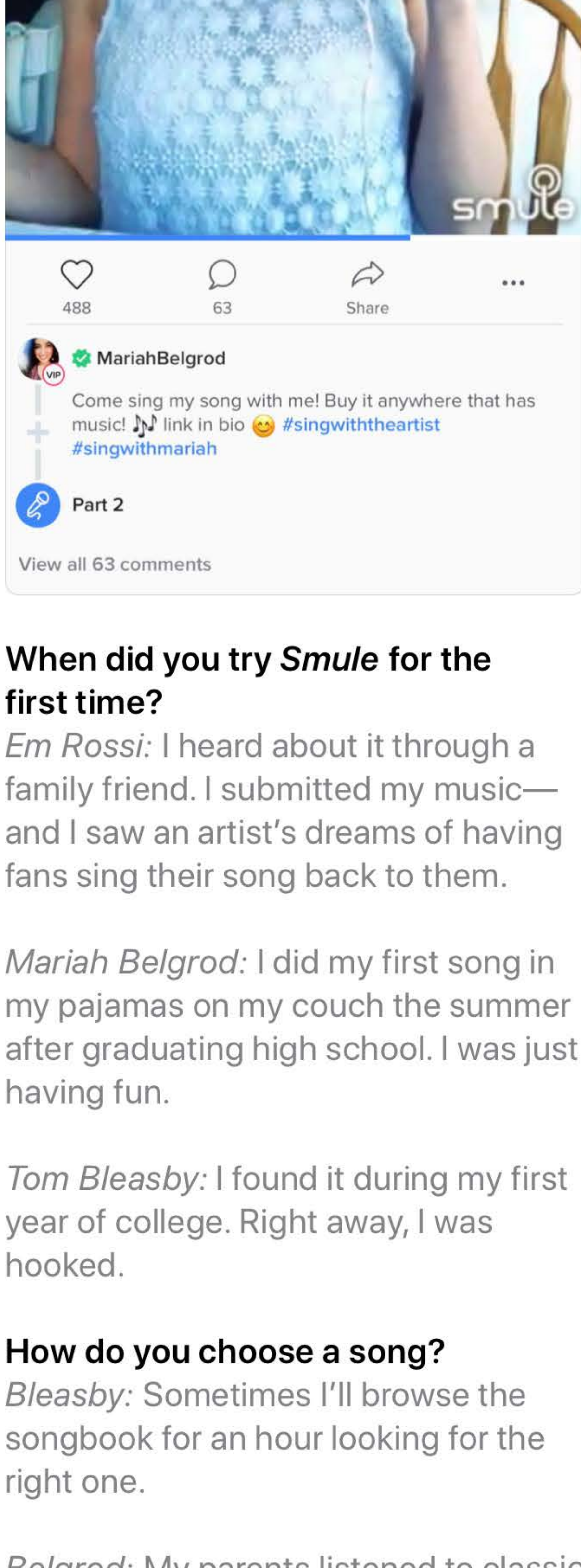
Meet the Stars of Sing! by Smule

Sure, you've probably sung karaoke—but have you ever done it on video, then shared it with the entire world? *Sing! by Smule* lets you choose from thousands of songs, throw on some headphones, then belt out the lyrics on camera.

After you've recorded your video, you can add filters, polish the audio, and post your creation. Other *Smule* users can find it in the app's feed, leave comments, and even sing a duet with you.

Smule's superstars, some with more than 200,000 followers, have made friends across the world, gone viral, and even launched singing careers.

Here, three of the app's most popular performers—Em Rossi, Tom Bleasby, and Mariah Belgrad—explain how *Smule* has transformed their lives.



When did you try *Smule* for the first time?

Em Rossi: I heard about it through a family friend. I submitted my music—and I saw an artist's dreams of having fans sing their song back to them.

Mariah Belgrad: I did my first song in my pajamas on my couch the summer after graduating high school. I was just having fun.

Tom Bleasby: I found it during my first year of college. Right away, I was hooked.

How do you choose a song?

Bleasby: Sometimes I'll browse the songbook for an hour looking for the right one.

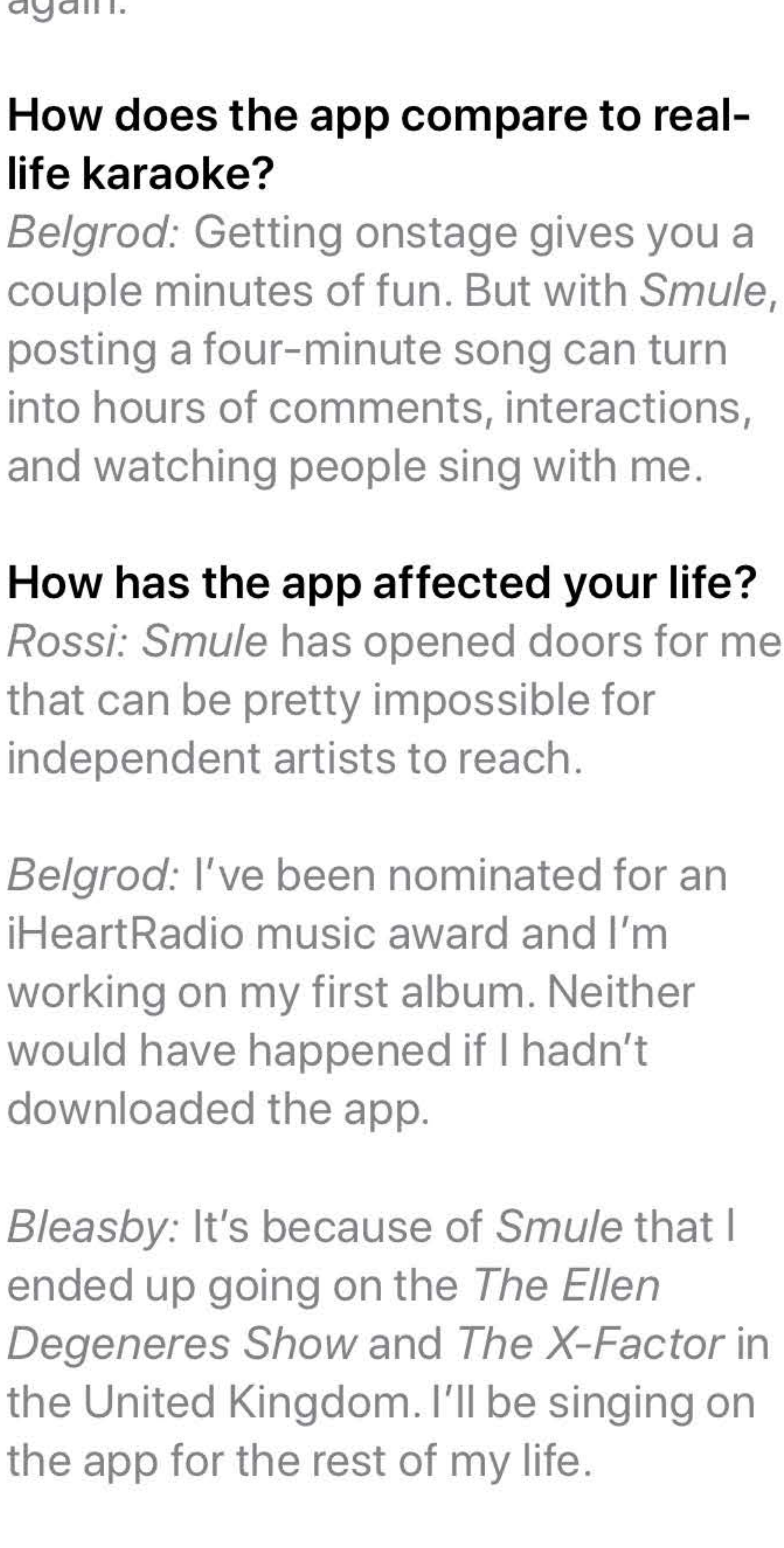
Belgrad: My parents listened to classic rock like Pink Floyd, Queen, and Journey when I was growing up, so that's where I get a lot of my power ballads.

How do you get ready to sing?

Rossi: I do covers once a week. I treat it like any performance. Having practiced the song, I warm up, check my settings, then hit start.

Bleasby: I usually warm up for 10 to 15 minutes. I do a range of scales and tongue trills.

Belgrad: I'm spontaneous. If I hear a song on the radio and I'm feeling it, I just go for it.



What if you mess up while performing?

Bleasby: I usually need two or three takes before I nail it.

Belgrad: Sometimes when I know I hit a note flat or I flubbed a word, I'll still post the video. I rewatch it once. If I look like I'm enjoying myself, I feel like other people will enjoy singing with me.

Rossi: I'm a perfectionist. I want to make sure it's something the fans will love. If I think I can do better, I'll try again.

How does the app compare to real-life karaoke?

Belgrad: Getting onstage gives you a couple minutes of fun. But with *Smule*, posting a four-minute song can turn into hours of comments, interactions, and watching people sing with me.

How has the app affected your life?

Rossi: *Smule* has opened doors for me that can be pretty impossible for independent artists to reach.

Belgrad: I've been nominated for an iHeartRadio music award and I'm working on my first album. Neither would have happened if I hadn't downloaded the app.

Bleasby: It's because of *Smule* that I ended up going on the *The Ellen Degeneres Show* and *The X-Factor* in the United Kingdom. I'll be singing on the app for the rest of my life.

Songs by the artists

