





Career Tour: Amazon Music Note Catcher

The Big Question:

How do different technologies, business areas, and creative roles come together to bring the Amazon Music experience to life for listeners?




Directions: At each stop on the tour, match the new vocabulary word with its definition using the word bank below. At the end of each stop, reflect on what you learned about our investigation question.

personalised	artificial intelligence (AI)	cultural zeitgeist	user experience
channels	relationship	fraudulent	ingestion
			data-driven
			metadata

Stop:	Vocabulary	Facts I learned at this stop/ Questions I still have
<p>Music Ingestion</p> 	<p>_____ is the digital information (like song titles and artist names) that allows fans to search for and find music in the app.</p> <p>_____ is the technical process of submitting raw audio files alongside info like genre and release date to the system.</p>	
<p>Risk Management</p> 	<p>The team is constantly on the hunt for _____ activity, such as people uploading fake music to claim fake royalties.</p> <p>Red flags are often spotted early by _____, which can scan incoming songs before they even go online.</p>	

Career Tour:

Amazon Music Note Catcher

Stop:	Vocabulary	Facts I learned at this stop/ Questions I still have
<p>Product Management</p> 	<p>Launching new features is a _____ process where success is measured using metrics and listener testing.</p> <p>A major part of the role is focusing on the _____ to ensure the app is enjoyable and easy for fans to navigate.</p>	
<p>Working with Artists</p> 	<p>To connect fans with artists, the team analyzes data to see how artists resonate with the _____.</p> <p>A major part of the role is maintaining a strong _____ with labels and managers to ensure the long-term success of their artists.</p>	
<p>Marketing</p> 	<p>The marketing team uses data and insights to decide which _____, like social media, email, or in-app notifications, will most effectively reach their target audience.</p> <p>By using data from the wider Amazon network, the team can create incredibly _____ recommendations for fans.</p>	

Thank you for joining us on this Amazon Future Engineer Career Tour!





Career Tour: Amazon Music Note Catcher Answer Sheet

Music Ingestion: Metadata is the digital information (like song titles and artist names) that allows fans to search for and find music in the app.

Ingestion is the technical process of submitting raw audio files alongside info like genre and release date to the system.

Risk Management: The team is constantly on the hunt for **fraudulent** activity, such as people uploading fake music to claim fake royalties.

Red flags are often spotted early by **AI**, which can scan incoming songs before they even go online.

Product Management: Launching new features is a **data-driven** process where success is measured using metrics and listener testing.

A major part of the role is focusing on the **user experience** to ensure the app is enjoyable and easy for fans to navigate.

Working with Artists: To connect fans with artists, the team analyzes data to see how artists resonate with the **cultural zeitgeist**.

A major part of the role is maintaining a strong **relationship** with labels and managers to ensure the long-term success of their artists.

Marketing: The marketing team uses data and insights to decide which **channels**, like social media, email, or in-app notifications, will most effectively reach their target audience.

By using data from the wider Amazon network, the team can create incredibly **personalised** recommendations for fans.

