



DroppTV provides a huge opportunity for both artists and brands to reach their respective communities and build engagement | Photo source [dropp.tv](#)

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## WORLD'S FIRST SHOPPABLE STREAMING PLATFORM



**Fans can watch music videos and buy what they see in real-time, all with the click of a button**

**Spotted:** The first-ever shoppable streaming video platform launched last month, allowing artists to create virtual pop-up shops in their music videos and earn revenue from sales.

DroppTV provides a huge opportunity for both artists and brands to reach their respective communities and build engagement through products that will only be available on the platform — limited edition “dropps”.

DroppTV will produce weekly content, featuring everyone from Grammy Award winners to upland coming artists looking to find a larger audience and earn revenue from sales within their video. With new offices in London and Riyadh, DroppTV promises a diverse offering of brands and products.

“Music videos are very unique as they are at the intersection of culture, art, music and fashion and were the obvious choice for the first large-scale application of our technology,” said DroppTV CEO & Co-Founder Gurps Rai.

Artificial intelligence, machine learning and computer vision algorithms allow the recognition of products in video content, tagging them in real-time for one-click in-content purchasing. Viewers can watch droppTV and make purchases on any iOS or Android device.

Written By: Katrina Lane

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## **Takeaway:**

There is a growing trend towards content-driven commerce and like droppTV, the world is seeing greater crossovers between music, culture and fashion. This should satisfy trend-hungry consumers driven by hedonistic shopping motivations and impulse buying. However, in a world where overflowing landfills are forcing us to start buying less, not more, how will these incorporate sustainability?