WHAT IS IT?

In the field of speech and language therapy, every therapist has an arsenal of tools at their disposal. The vast majority of their patients are children which raises a problem that most tools cannot overcome, how to keep children engaged in their therapy.

Saylists is a first-of-its-kind reimagining of therapeutic repetition – one of the most widely used, and simultaneously mundane, speech articulation tools available to therapists around the world.

HOW DOES IT WORK?

Repetition is key to overcoming a Speech Sound Disorder but for kids, repetition is boring. Except when it happens in music. Warner Music teamed up with Apple Music to analyse over 70 million song lyrics, isolating songs in which particular sounds occur in particular patterns that are beneficial for speech therapy.

These songs were collated into Saylists: playlists categorised by problem sounds, providing an easy, accessible, and enjoyable way for kids to practice the sounds they have trouble with, simply by singing along to their favourite songs.

WHERE CAN IT BE FOUND?

The Saylists are hosted on Apple Music where they are easily accessible to all, with supporting communications on social channels.

These playlists will be available indefinitely, with data available to create additional Saylists in the future, to continually refresh the platform and the offering to listeners.

RESULTS

Saylists has been enthusiastically welcomed and praised by people around the world, with Spain's El Mundo describing it as 'Apple's next great invention'. Most important was the incredible response from the speech and language community. Saylists are already being recommended by therapists and used in therapy sessions - Cambridge University has gone so far as to publish lesson plans based on how Saylists can be used in classrooms.

Apple Music are now planning to expand the project into other countries, with playlists specific to languages beyond English.

SING MORE. SPEAK BETTER.









AS SEEN ON

"Apple's next great invention"

Recommended for use in classrooms by cambridge university































SOCIAL ASSETS































