D. I. Live – Booking Agency and Touring Services

Taking Emerging Artists to Emerging Markets

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Assignment Title: Presentation

Module Title: Creative Business Project

Module Number: BMTY7006

Module Lecturer: Steve Cole

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Problem

- COVID-19 has stopped the live music industry for the past 18 months.
- Brexit:77% of musicians expecting their income to be negatively impacted (Cooke, 2021).
- Lack of action from the UK government to address these issues.

Solution

- China and SE Asia: fastest growing live music markets pre-COVID.
- An agency working with emerging UK artists on international tours outside the EU.
- Artist-label services model as an affordable monthly payment plan for the artist.

Company Description

- Profitable tours for emerging and independent British artists.
- Bespoke booking agency and tour management services.
- Break UK artists in Asian territories.
- Revitalise live music sectors across Asia.

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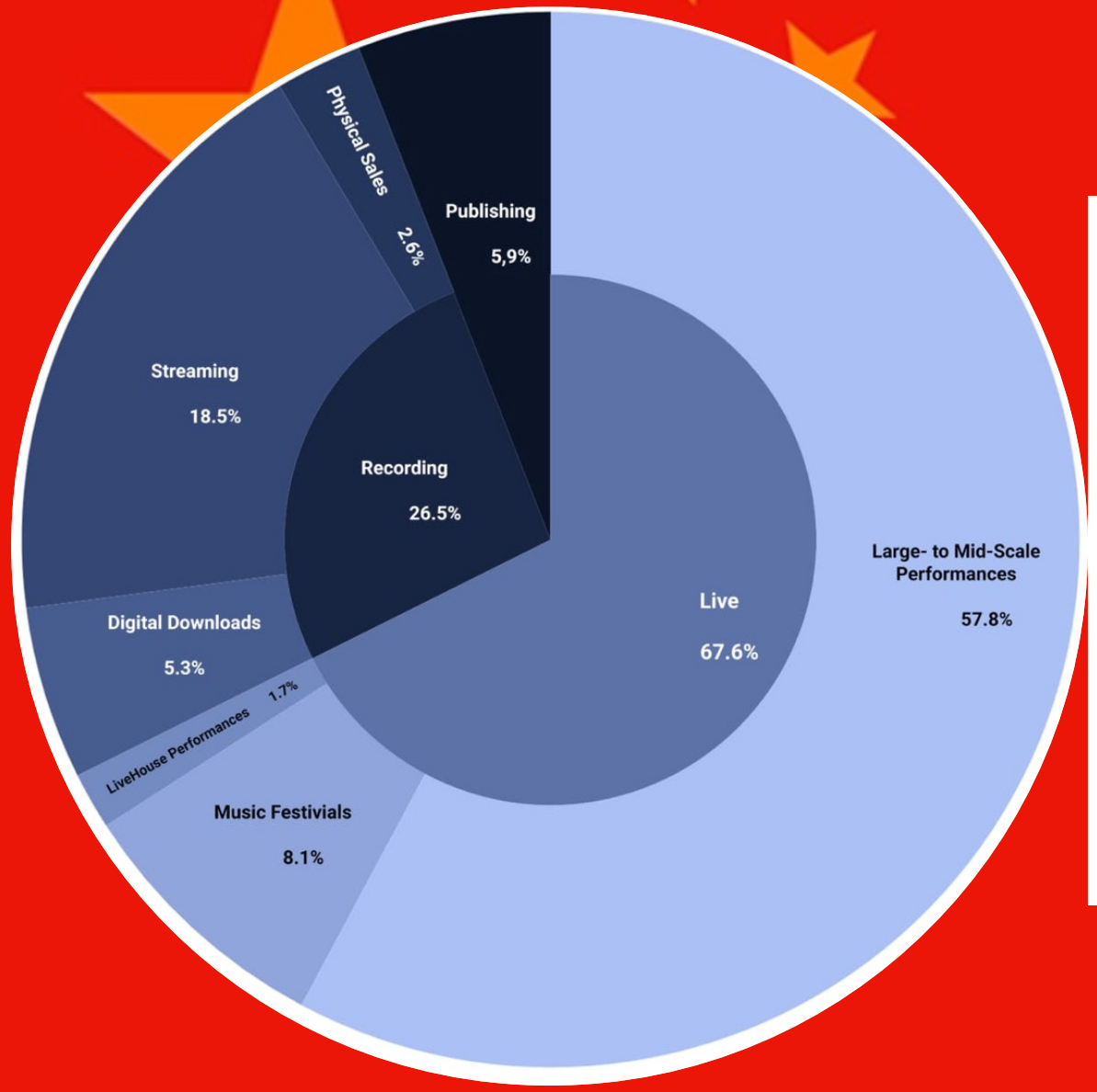
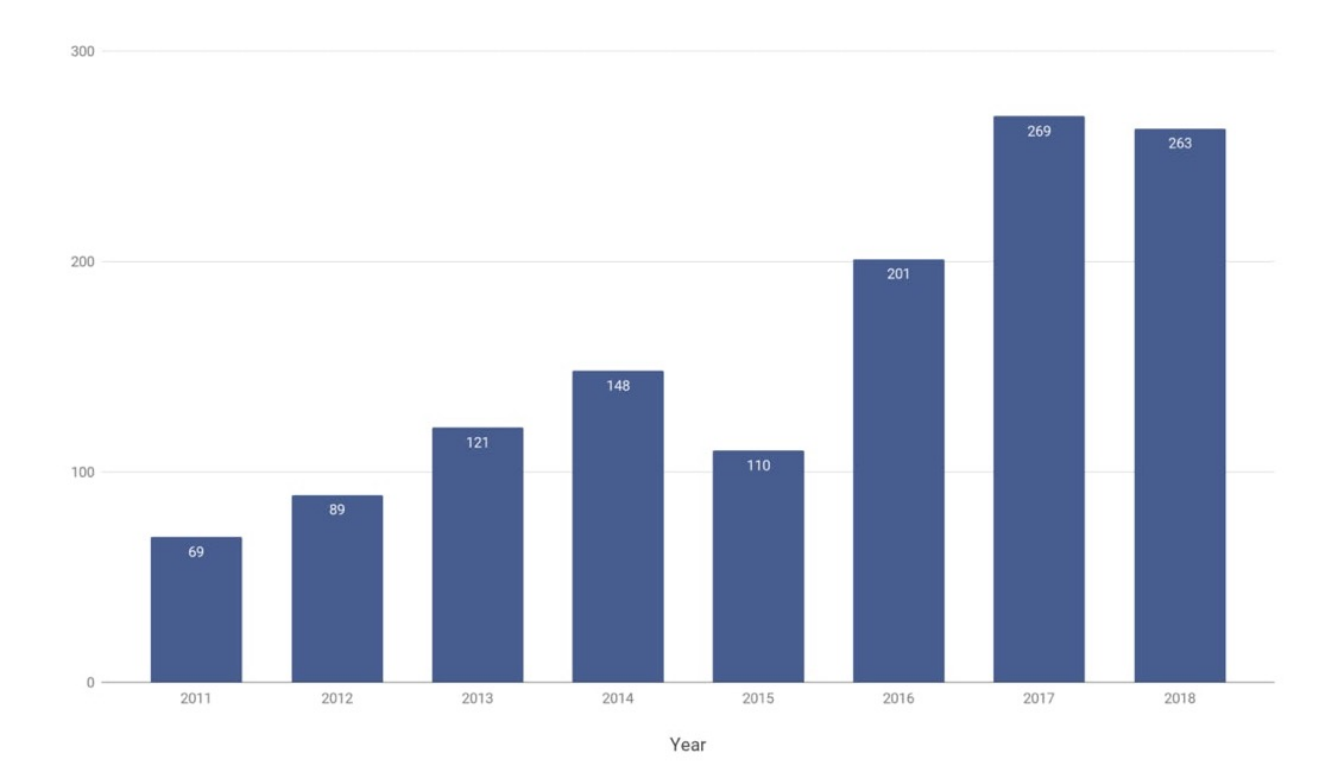
Market Analysis - China



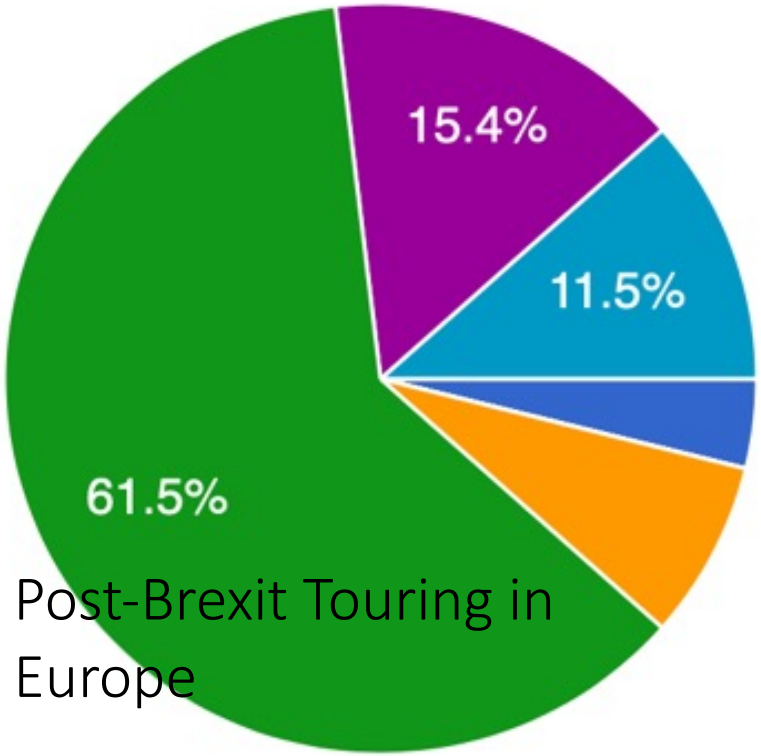
- No. of Music Festivals in China



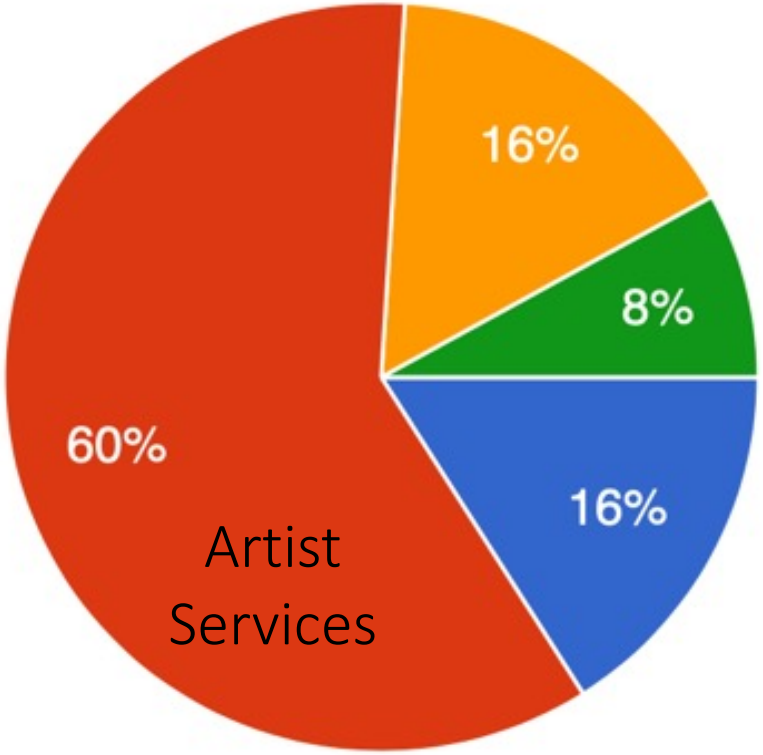
- Music events expected to top £228m - annual growth 16.7% reaching potentially £364m by 2024.
- The ARPU approximately £15 - projected to increase from 2.3% to 3% over the next three years (Statista, 2021b).
  - Hong Kong: 168% revenue growth with ARPU at £76.38 (Statista, 2021c).
    - Taiwan: 4 major festivals in 2000 to over 20 by 2015.
  - Taiwanese Government has been subsidising the local music scene since 2011.

Market Analysis – Southeast Asia

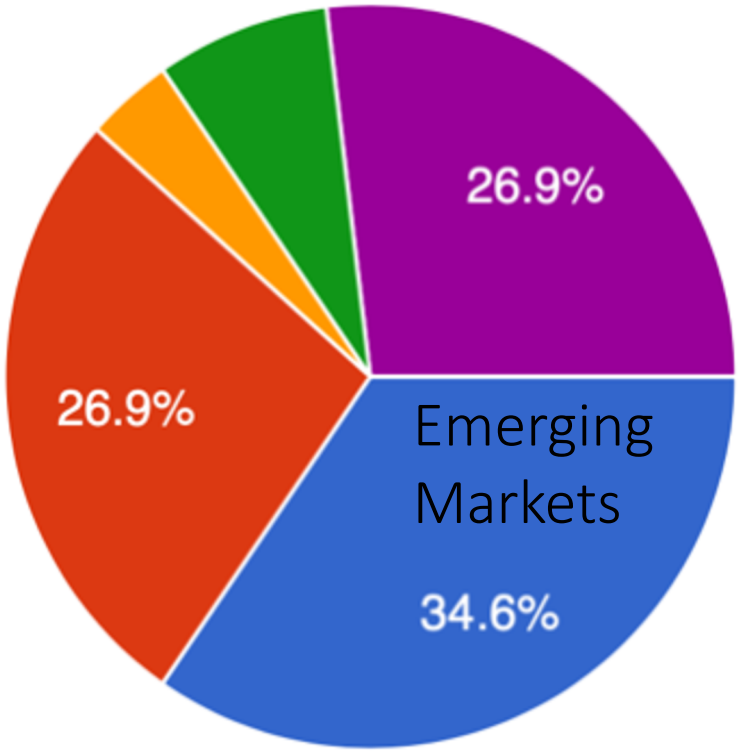
Market Analysis – UK Artists



Post-Brexit Touring in Europe



Artist Services



Emerging Markets

SCORCHED

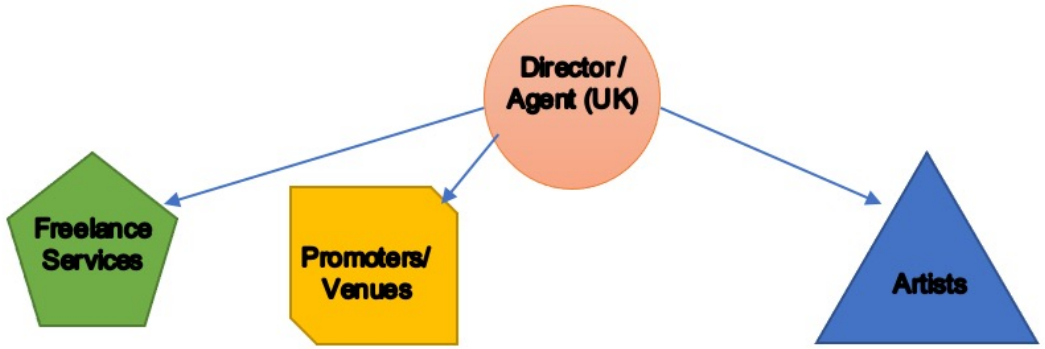
Booking Agency: Asia

Competitors

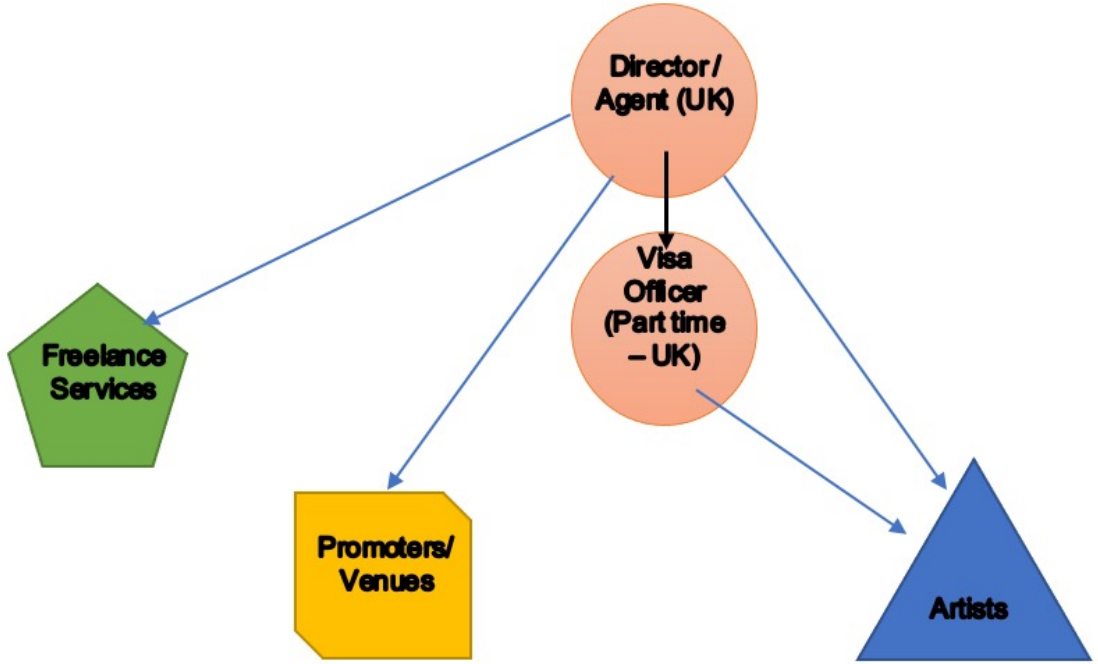
- Scorched: Asia
- Adapt Asia
- Songs For Children

Management & Organisation

Year 1:

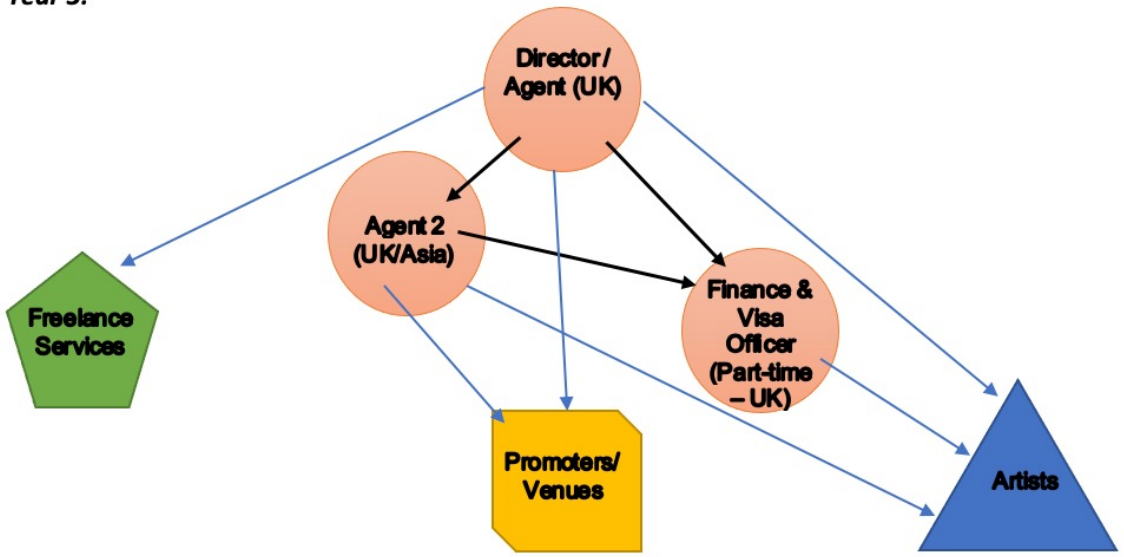


Year 2:

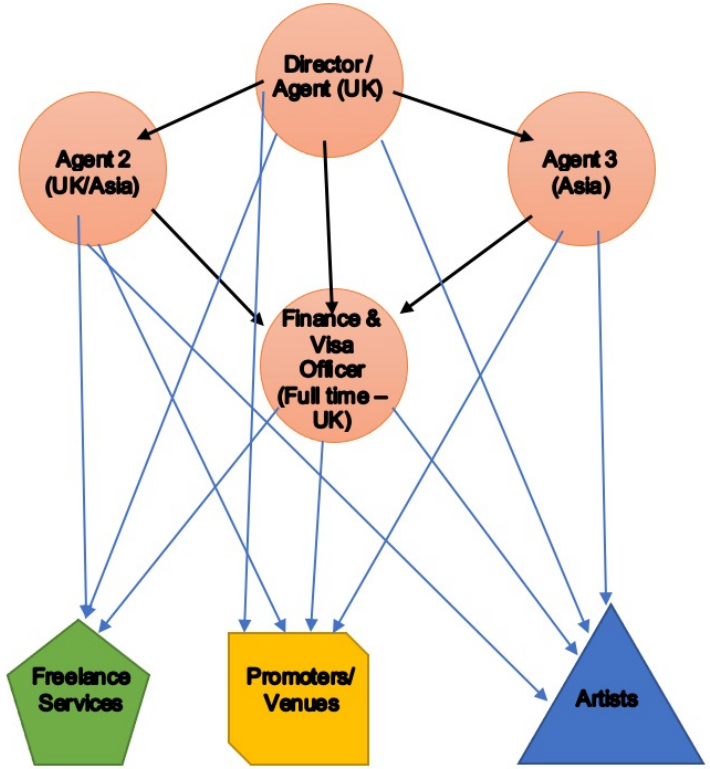


Management & Organisation

Year 3:



Year 4 & 5:



Products & Services

A bespoke artist services tour package which includes:

- International bookings
- Tour management
- Budgeting
- Travel arrangements
- Visa applications
- Affordable and flexible monthly payment plan (6-9 months).

No. of Monthly Payments	Cost per month
6	£928.33
7	£795.71
8	£696.25
9	£618.89

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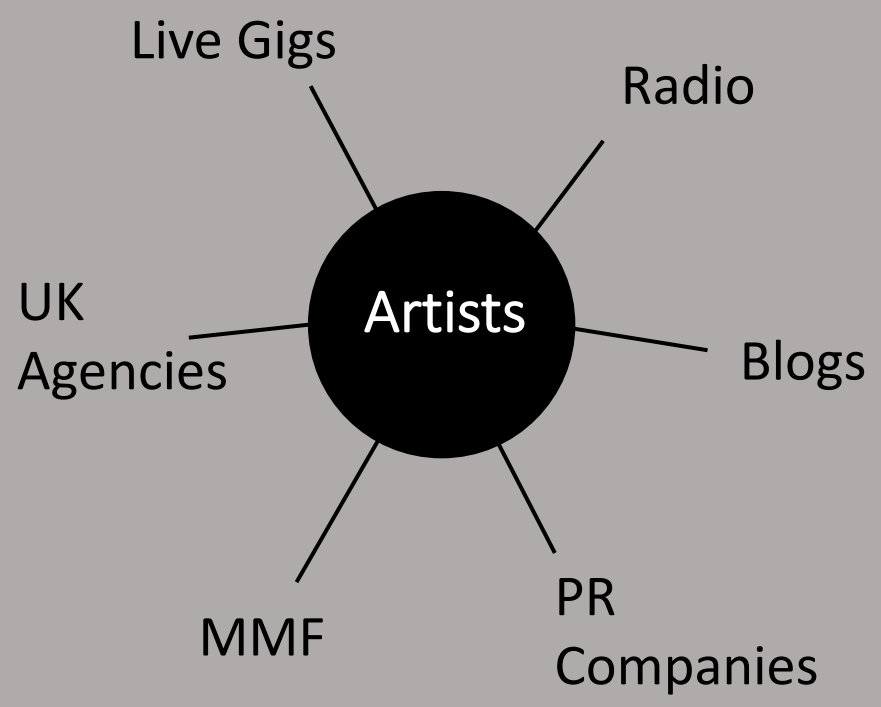
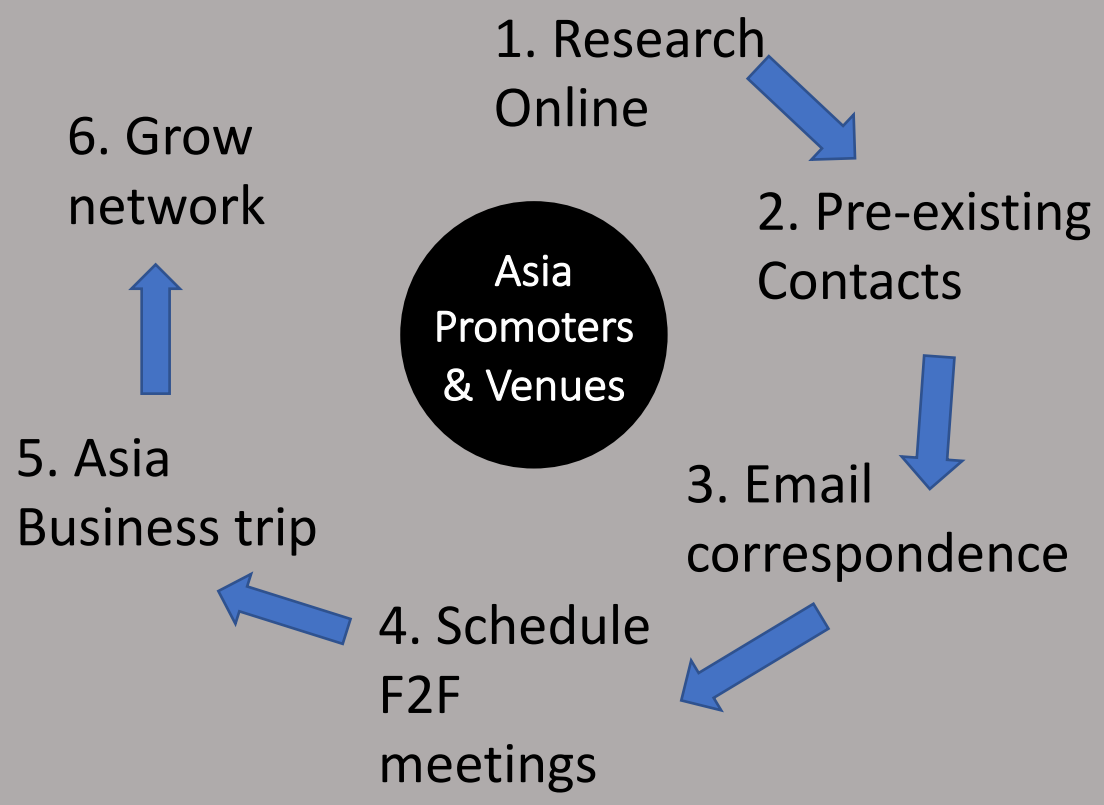
Marketing

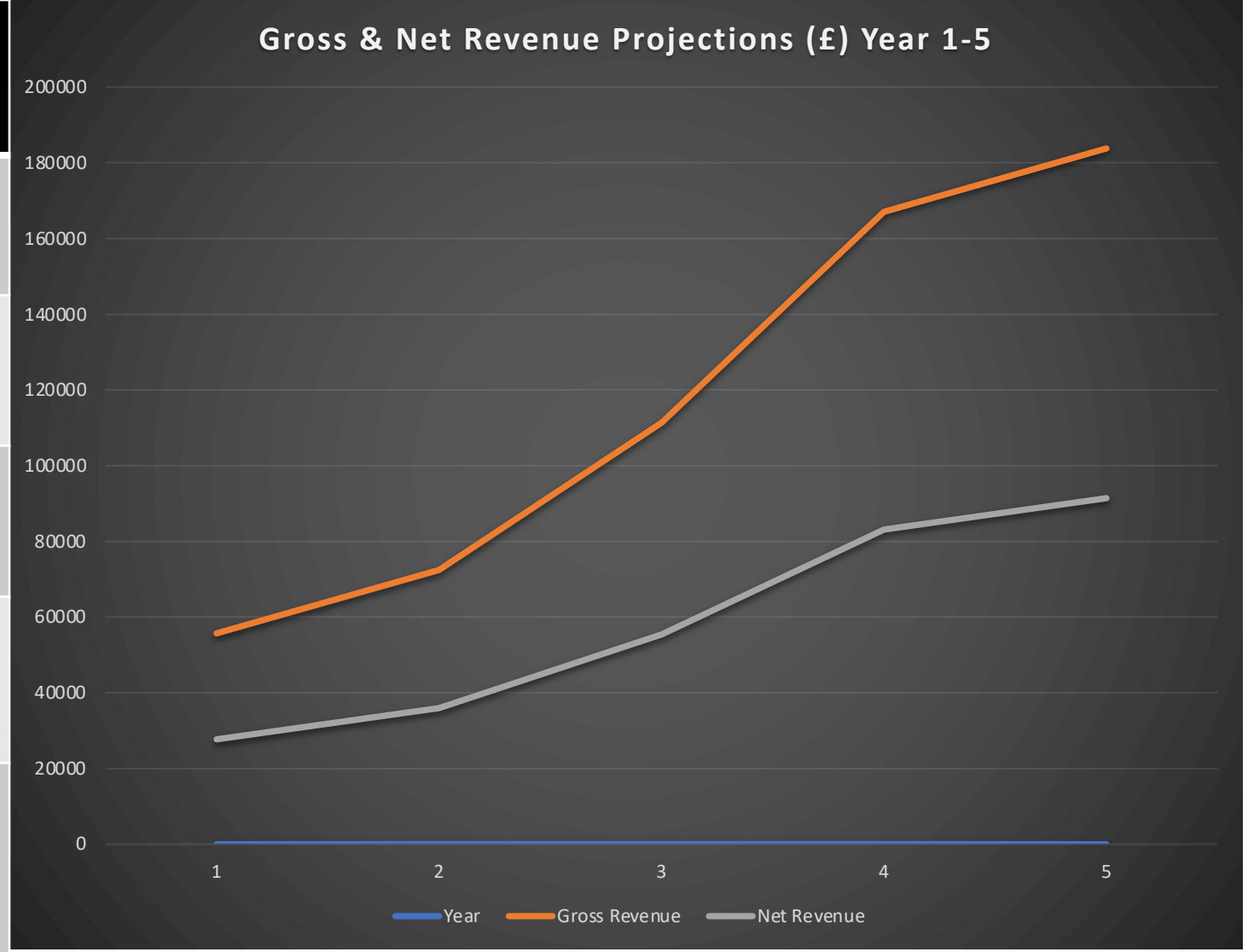
Primary Customers



Secondary Customers



Yr	No. Tours	Gross Revenue	Net Revenue
1	10	£55,700	£27,700
2	13	£72,410	£36,010
3	20	£111,400	£55,400
4	30	£167,100	£83,100
5	33-36	£183,810 - £200,520	£91,410 - £99,720



Financial Projections

Request For Funding

£15,000 investment to launch D.I. Live in April 2022.

How the investment will be used:

- Marketing: £7,993.60
- Business costs: £6,232.50
- TOTAL AMOUNT: £14,226.10

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IN ASIA

Thank You!

I will now open the floor to any questions.

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