New Technology in Music and Creative Entertainment

Present a new technology product or service designed to enhance and commercialise audience engagement with commercial music.

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MA Music Business

New Technology in Music and Creative Entertainment

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REPLAi

REPLAi - Re – (for reposting) / Plai- (Play/streaming of music, and i for information of commercial music)

REPLAi is a streaming, and social media app which allows listeners to rate, and share their favourite commercial music in the REPLAi community.

In the REPLAi app you can follow people and their favourite music, whilst discovering new music via the home page, and have the option to view the top songs in the official charts from your current location.

The main feature of the REPLAi is the ‘explore new music' tab which is situated on the home page once a consumer opens the app, this allows curious listeners to play the song, re- share the song to the REPLAi world, swipe left or swipe right deciding if they like the song or not. Some could say REPLAi is some sort of a ‘Music Dating’ app.

The songs that are liked (swipe right) will be stored automatically into the listeners library, where they can listen back to their liked songs anytime. The songs swiped left will be gone, and won’t be back to bother the lister again, and the songs re-shared will be shared to members of the REPLAi community home page.

Every week the song with the highest re-share in the REPLAi community will be displayed as the first song you see as you enter the app, this will be updated every Saturday. The first song that pops up will have a star to indicate that songs as being the most re shared song in REPLAi.

REPLAi

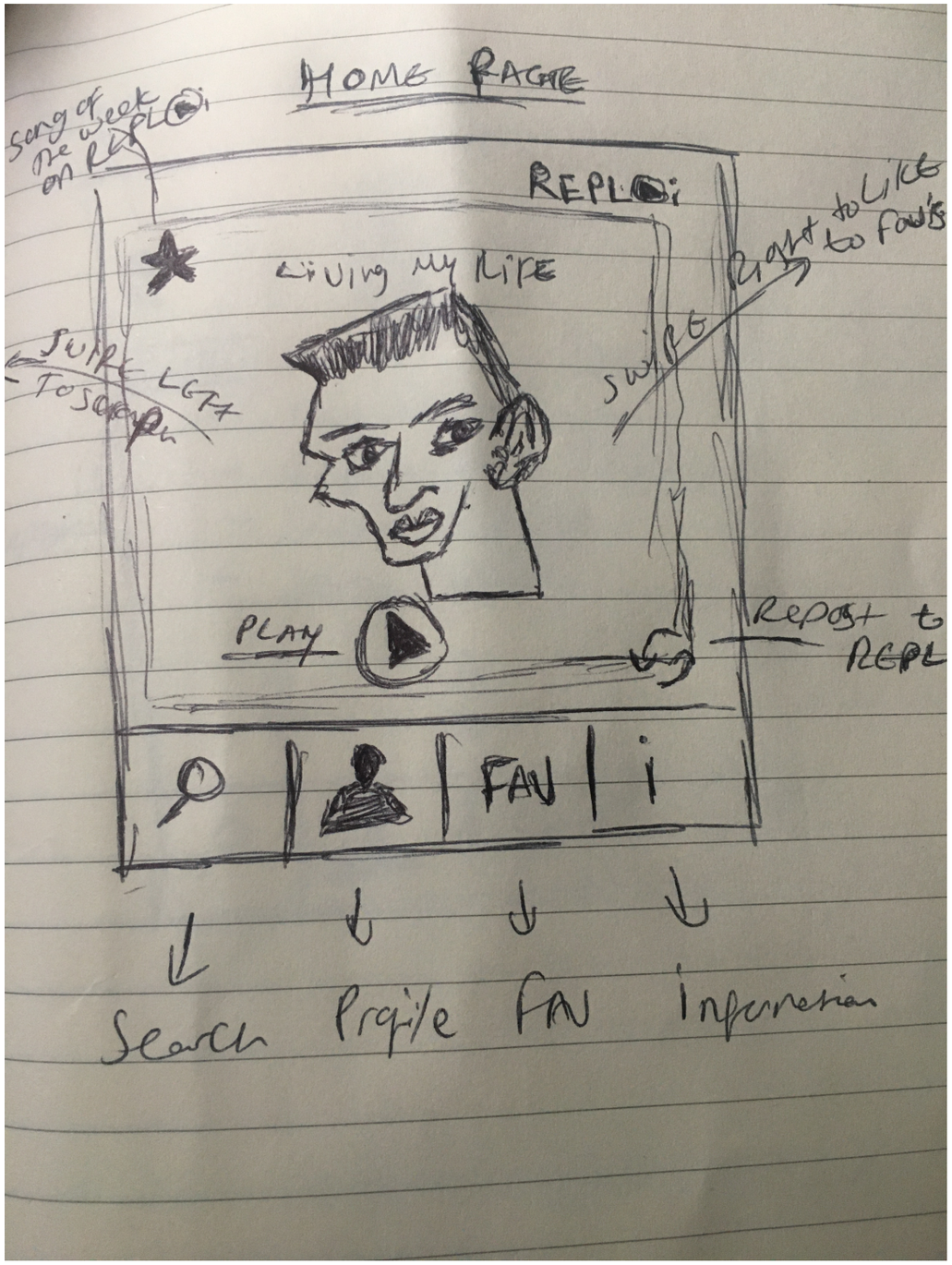
As you enter REPLAi the swipe page will be your main home page. on the bottom of the home page you will have 4 taps/bar options where you will be able to access the other elements to the app.

Profile

Search

Favourite

Information



REPLAi

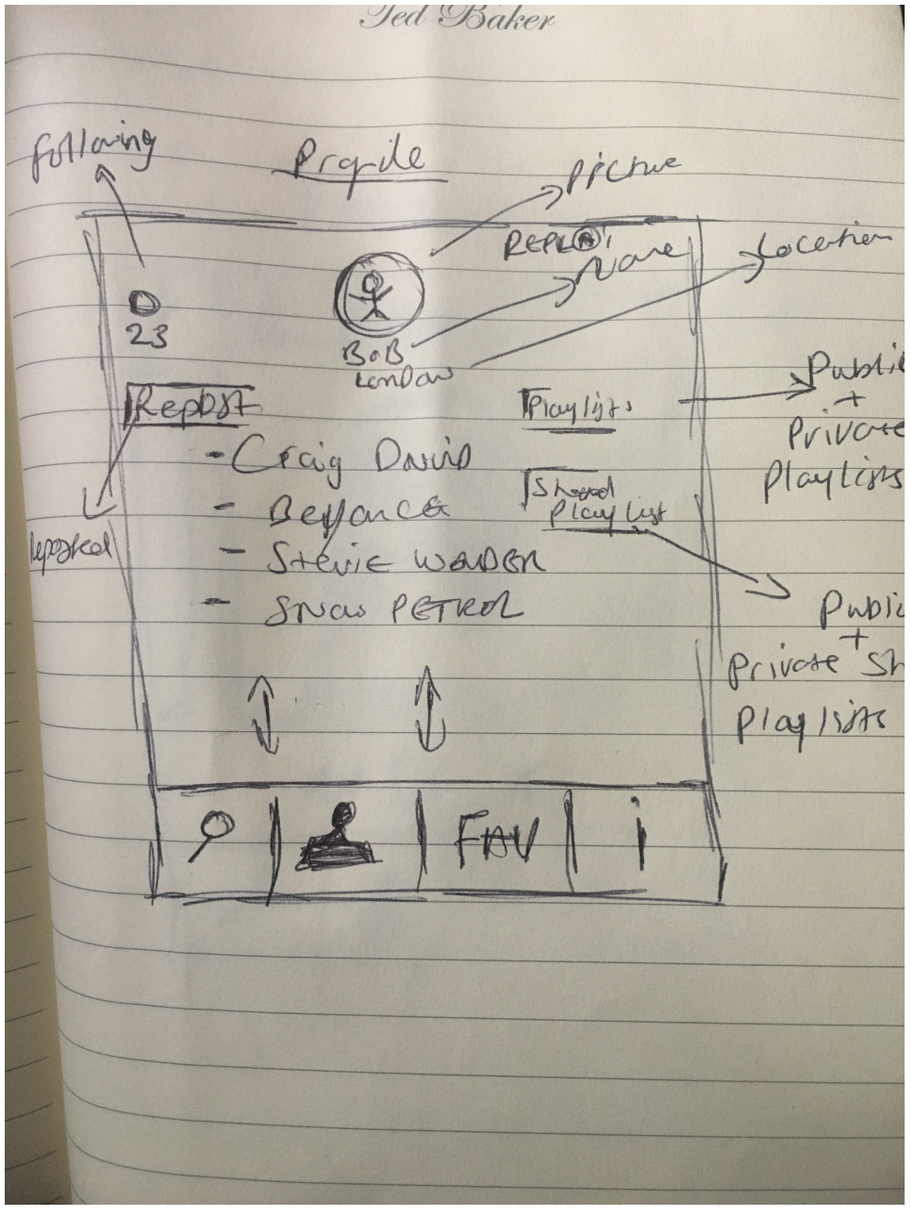
Profile

Once the profile icon has been clicked, each account holder will have the ability to create their own profile page that will include a profile picture, name or nickname, and their location.

The profile page will display the users favourite songs reposted on the REPLAi community, as well as their own public, and or private playlists of their choice.

The account holder will have the ability to follow their friends and family's own created playlists, and be able to even have joint public, and or private playlists that can hold up to 10 people by the simple (share playlist) button. The account holder has the power to accept, and or decline the shared playlist add.

for example if each member of little mix had an account with REPLAi they will have the ability to create joint playlists via their profile with as many people they want, and they can actively add and remove songs as they please, making them public to the REPLAi community or private.



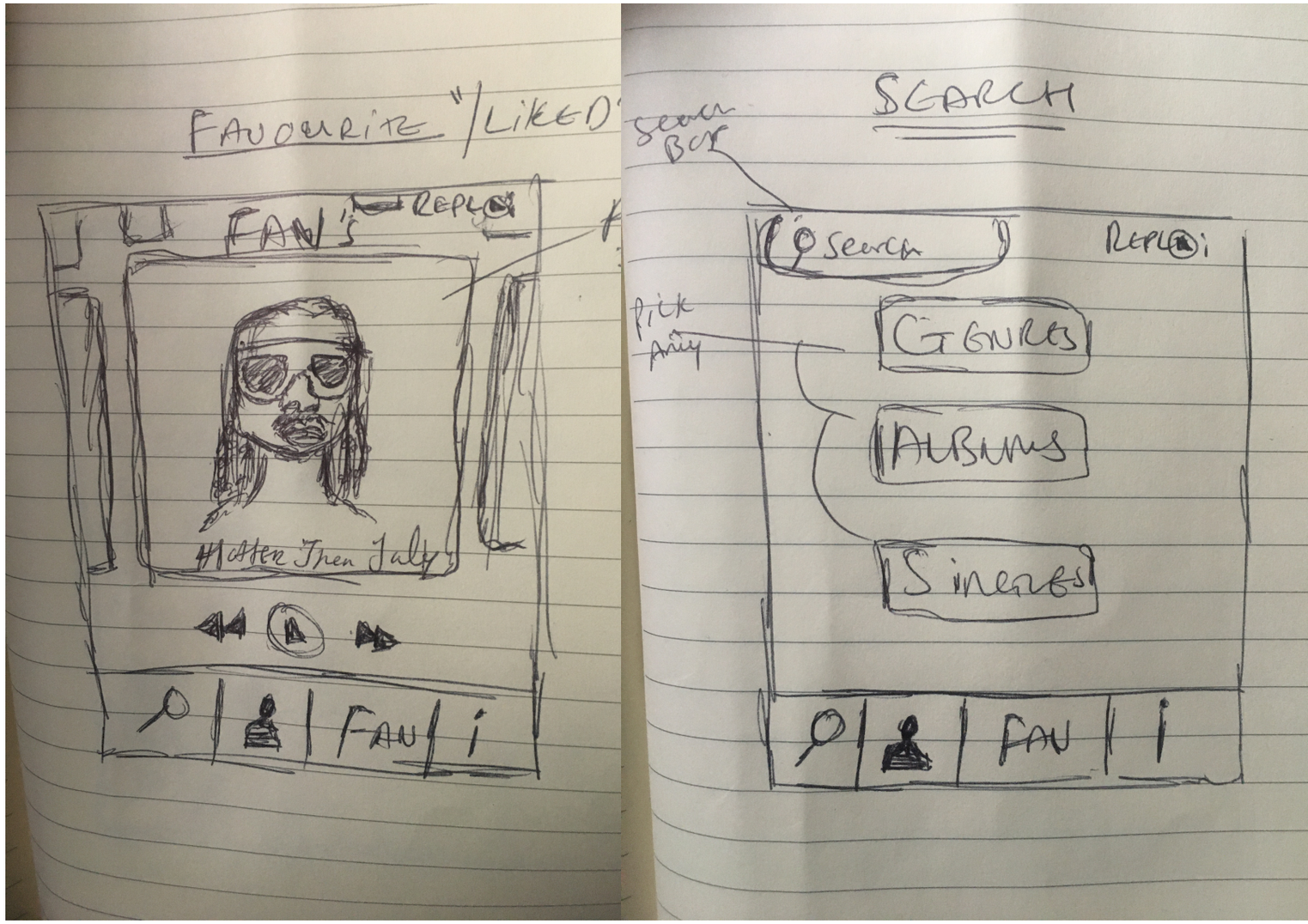
REPLOi

Search Bar

Once the search bar is clicked, the account holder can look for, and listen to any song of their choice.

Favorites Bar

From every swipe right on the home page, those songs will be added to the favourite app ready to be played, and streamed.



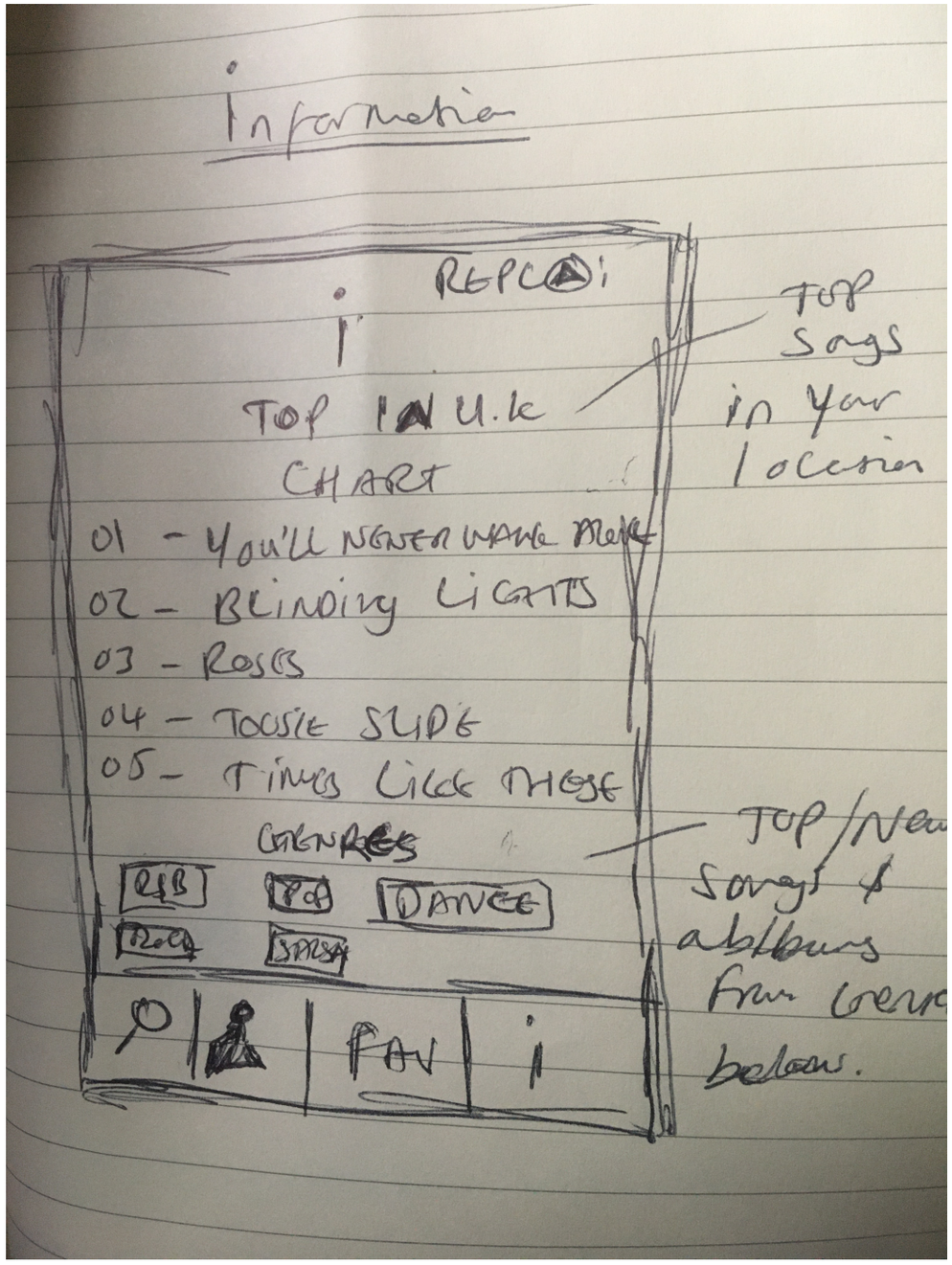
REPLAi

Information Bar

The information tab I believe is the unique selling point of REPLAi

the information tab will be an option to view the latest charts ie top 10 songs in the world for increase of commercial engagement. This brings both worlds of music together, from the musicians, the the business execs.

latest music news ie most recent albums, and singles that are genre specific ranking what genre the user listens to the most at the top (through the REPLAi algorithms)

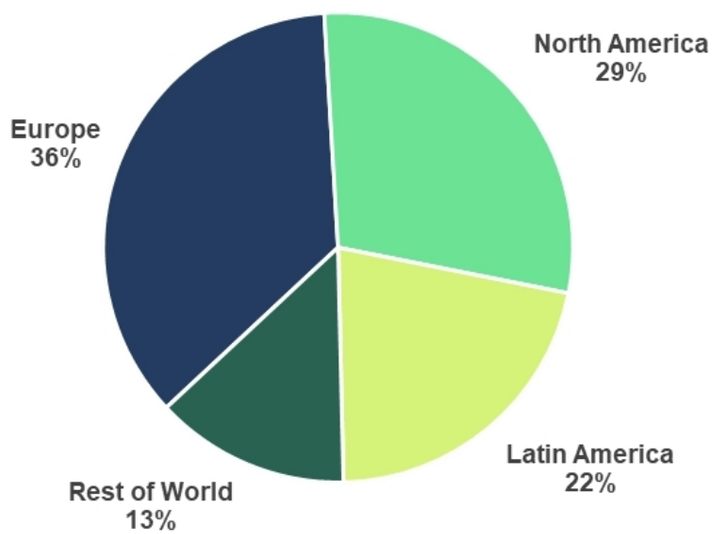


Competitors

I believe REPLAi could be the next global streaming, and social media service in enhancing, and commercialising audience engagement with commercial music by a push of a button.

Our main competitor is Spotify holding about 36% of the streaming market. Spotify Q1 2019 report of 217 million monthly active listeners, with 100 million being premium subscribers.

With REPLAi the aim is that everyone should be a premium subscriber with a very discounted price of 0.99p for the first 3 months, then increasing to £4.99 for another 3 months, then will revert to the original price at £9.99 a month for membership targeting first Europe, then branching out slowly to the rest of the world. Spotify stats show that Europe have the most engagement with streaming music so it would be a good idea to target the Europe market and give them more options to streaming music.



SWOT

Strength - New streaming service, Music Focused, Information tap, Shared play listing with up to 10 people, shared song of the week in the REPLAi community, strong iconography, follow and listen to other playlists from friends and family. Offers streaming, and social interactions.

Weakness - Has not been created, and tested. No connection to licensing company to license music to app. No funds to build app right now.

Opportunities- With investment may be able to stand a chance in being the next go to streaming service. Partnering with YouTube in the near future to incorporate video re shares.

Threats- Spotify, Apple Music, Tidal

REPLOi

Reference

Mansoor, I. 2020, *Spotify usage and revenue statistics* [Online] Available at < https://www.businessofapps.com/data/spotify-statistics/ > [Accessed 20th April 2020]

Pendlebury, T. 2020, *Best Music Streaming service for 2020: Spotify, Apple Music, Amazon and more.* [Online] Available at < https://www.cnet.com/how-to/best-music-streaming-service-for-2020-spotify-apple-music-amazon-and-more/ > [Accessed 25th April 2020]