

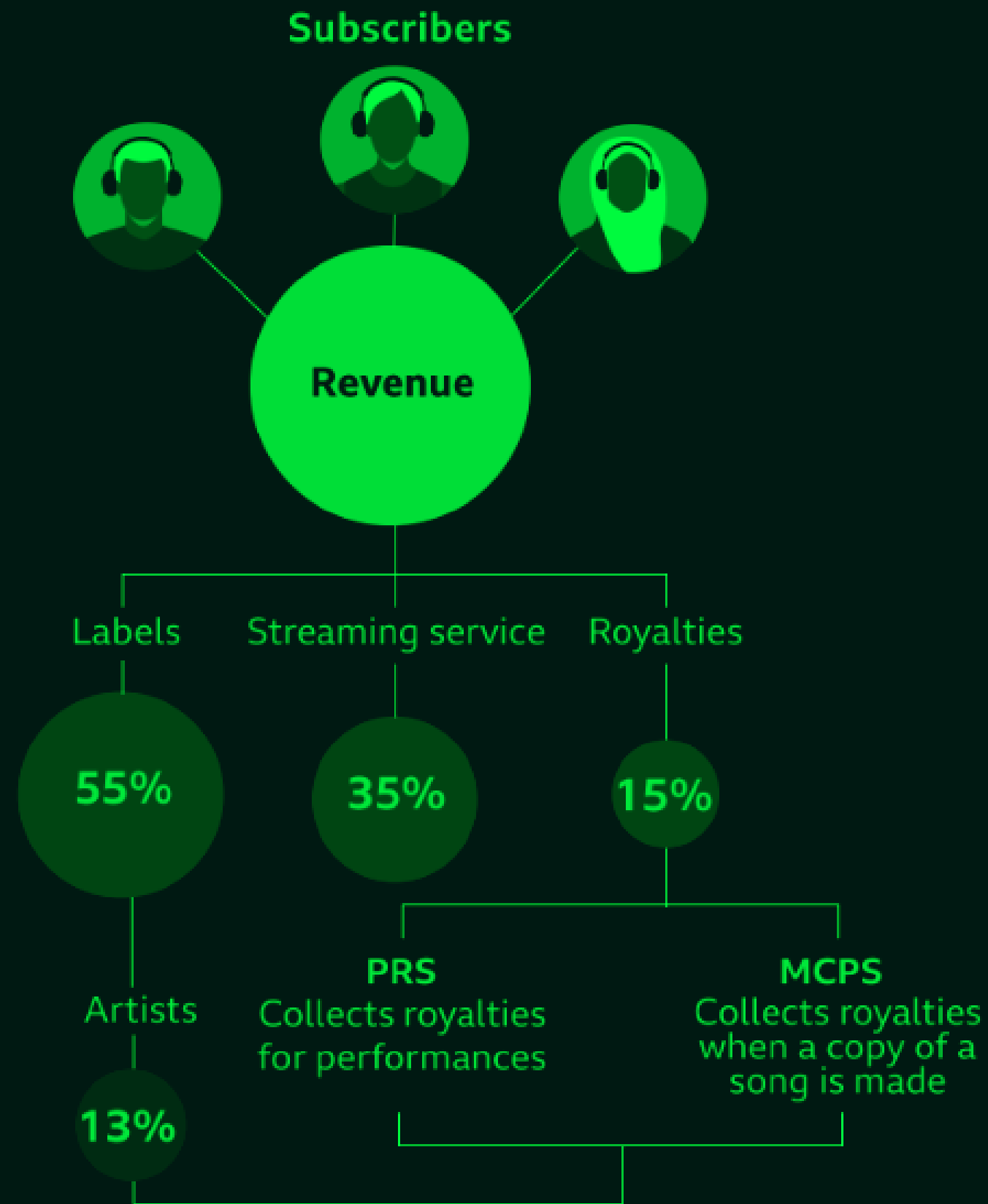
STREAMING IS NOT EQUITABLE

**'MPs call for a 'complete
reset' of music
streaming to fairly
reward performers and
creators'**

UK Parliament, 2021



Streaming - where does the money go?



(Savage, 2021)



THE ISSUE

345 Million Monthly Users

155 Million Paid

199 Million Freemium

Operating margin 3.2%

(Spotify, 2021)



The Fan

Who's that band?

I don't think artists get paid
enough



**'77% of music streaming
consumers believe that
artists are not paid enough
by streaming services'**

(YouGov, 2009)



The Artist

Who are my fans?
How can I earn more
from streaming services?



**'Most people
still place the
greatest
value
on their
connection to
an artist'**

(Kusek & Leonard, 2005: 22)

**People prefer
music from
artists that
share their
personality
traits.**

(Greenberg *et al*, 2020)

**'The more
engaged the
fan is, the
more they
will be willing
to purchase'**

(Herstand, 2020)

A possible solution for Spotify to...

- • • get less criticism from the media • • •
- • • provide a way for artists to generate more income • • •
 - • • enhance audience engagement • • •
 - • • bring artists and fans closer together • • •
- • • keep their 30% of revenue they need to survive • • •



INTRODUCING

...

BACKSTREAM PASS



BEHIND THE STREAMS ACCESS TO YOUR FAVOURITE ARTISTS



KEY FEATURES OF BACKSTREAM PASS

MUSIC, NEWS, SOCIAL,
LIVE – ALL IN ONE PLACE
ON THE WORLD'S BIGGEST
STREAMING PLATFORM



NEWS FEED



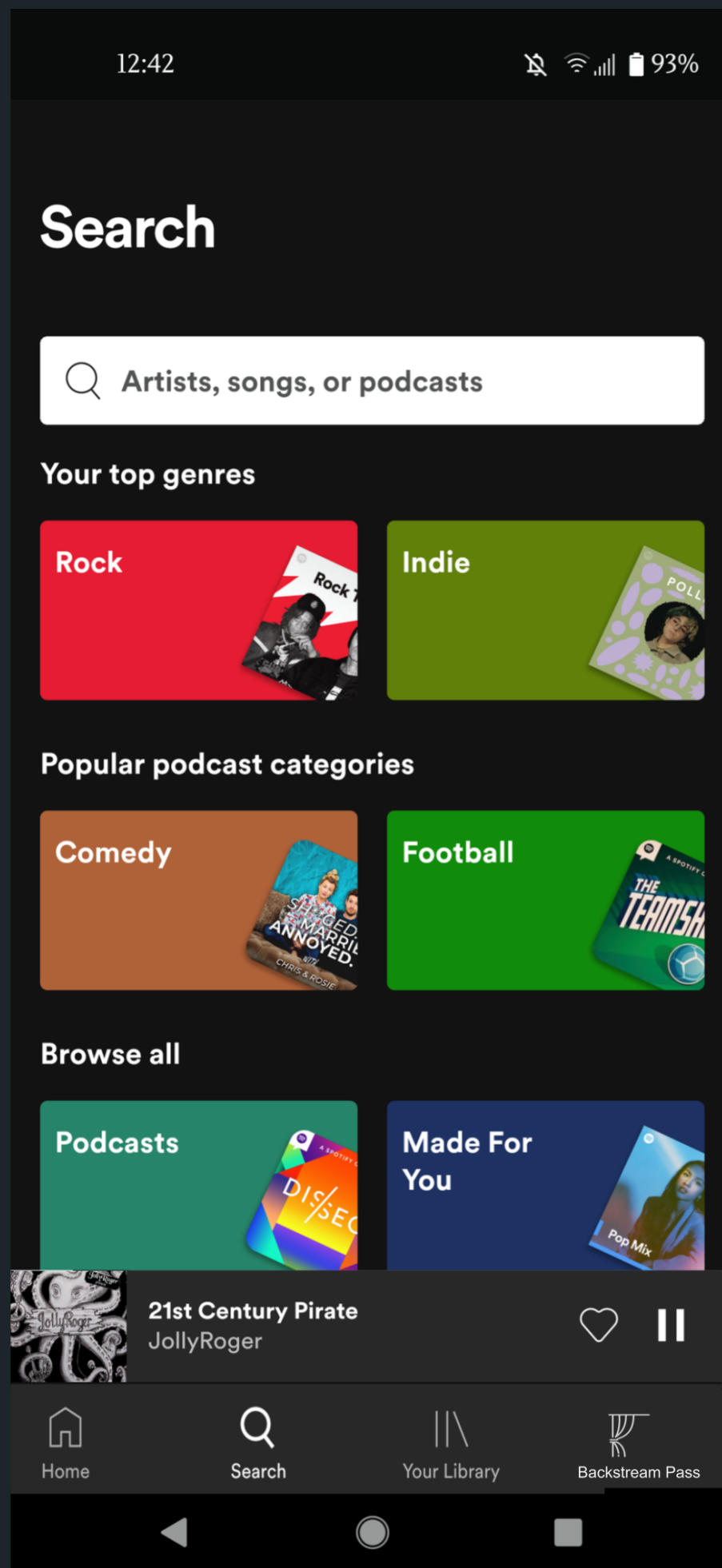
LISTEN LIVE



ARTISTS CAN CHARGE FOR
CONTENT AND KEEP INCOME



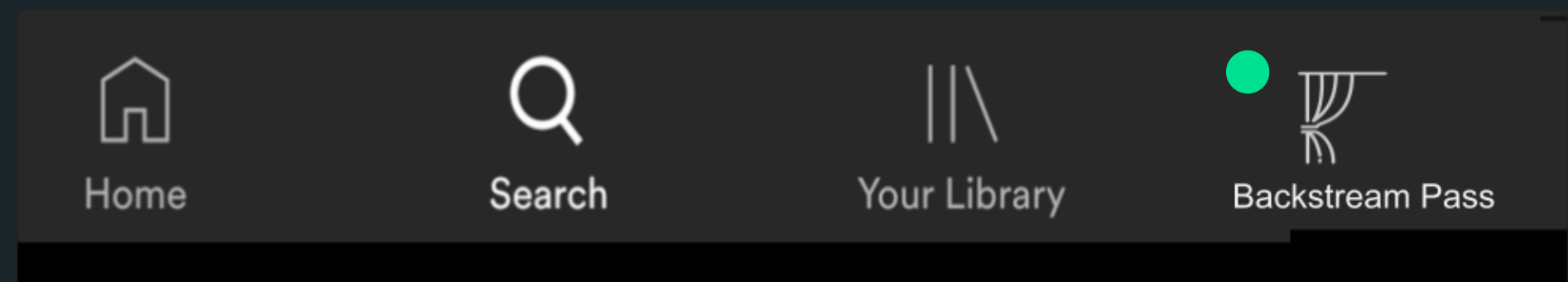
ARTISTS AND FANS CAN
COMMUNICATE VIA MESSAGES



Behind the streams access to your favourite artists with backstream pass



MORE THAN THE MUSIC – CONNECT WITH THE ARTIST



...

**Click the icon on
participating artists
pages to add them to
your Backstream Area**

...



Find out what life as a musician is like

Access live broadcasts
or listen on catch up

Backstream Area

[Live](#)[News](#)[Artists](#)[Backstreams](#)

● Live backstreams



Jolly Roger



Foo Fighters

Upcoming Live Backstreams

[View all](#)

● LIVE NOW

How we write songs

Free

08:00am
14/10/2021

Listening party - new EP

Get tickets

02:00pm
22/11/2021

Tales of the bassist

Free

While
connecting
with the ones
you listen to

In the same place
as your music

Backstream news



Inside the
green room -
practicing our
new tune **We
Rise**



225



22

11:14am - 14/07/2021



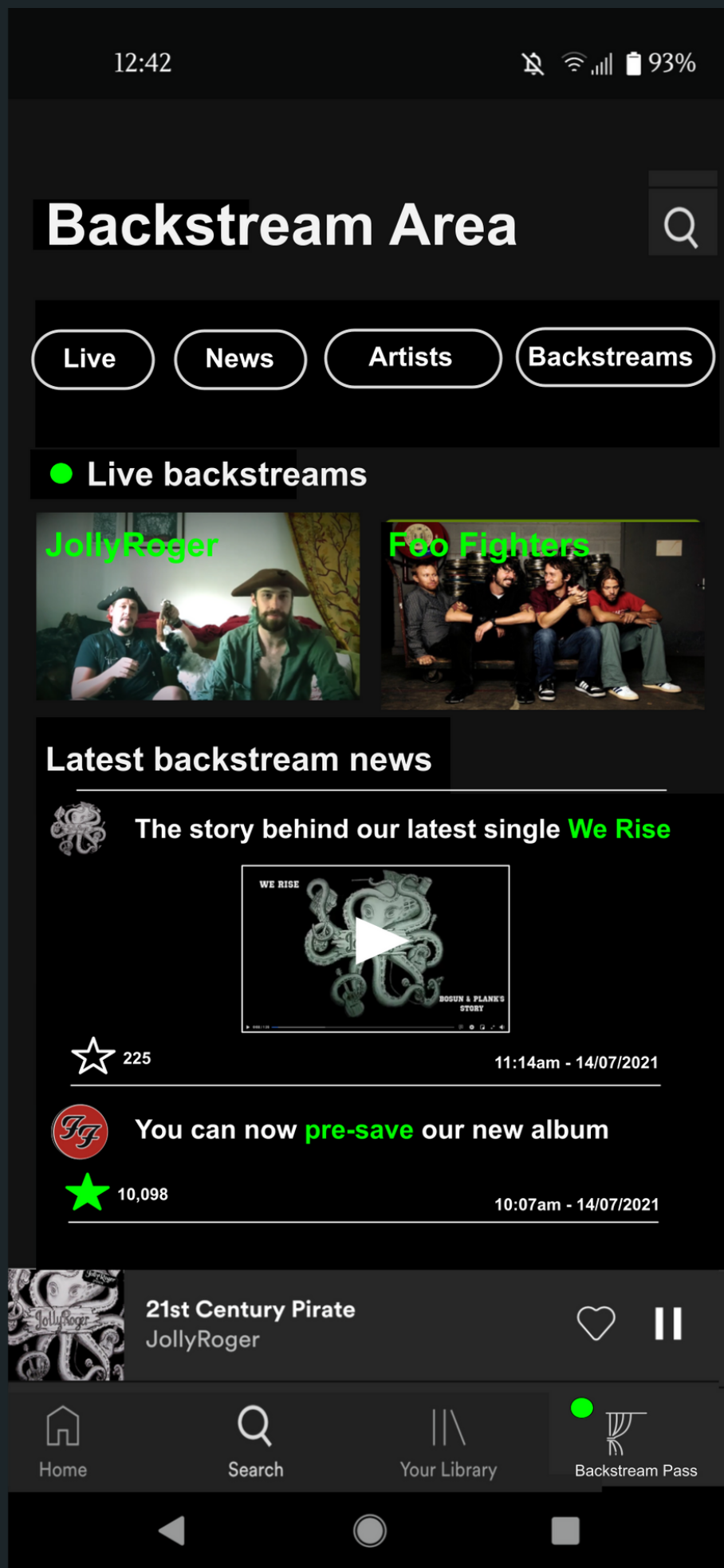
Jony The Plank 11:17am - 14/07/2021

I love **We Rise**. When are you guys
coming to Florida?



11:18am - 14/07/2021

As soon as Lady
finishes Uni



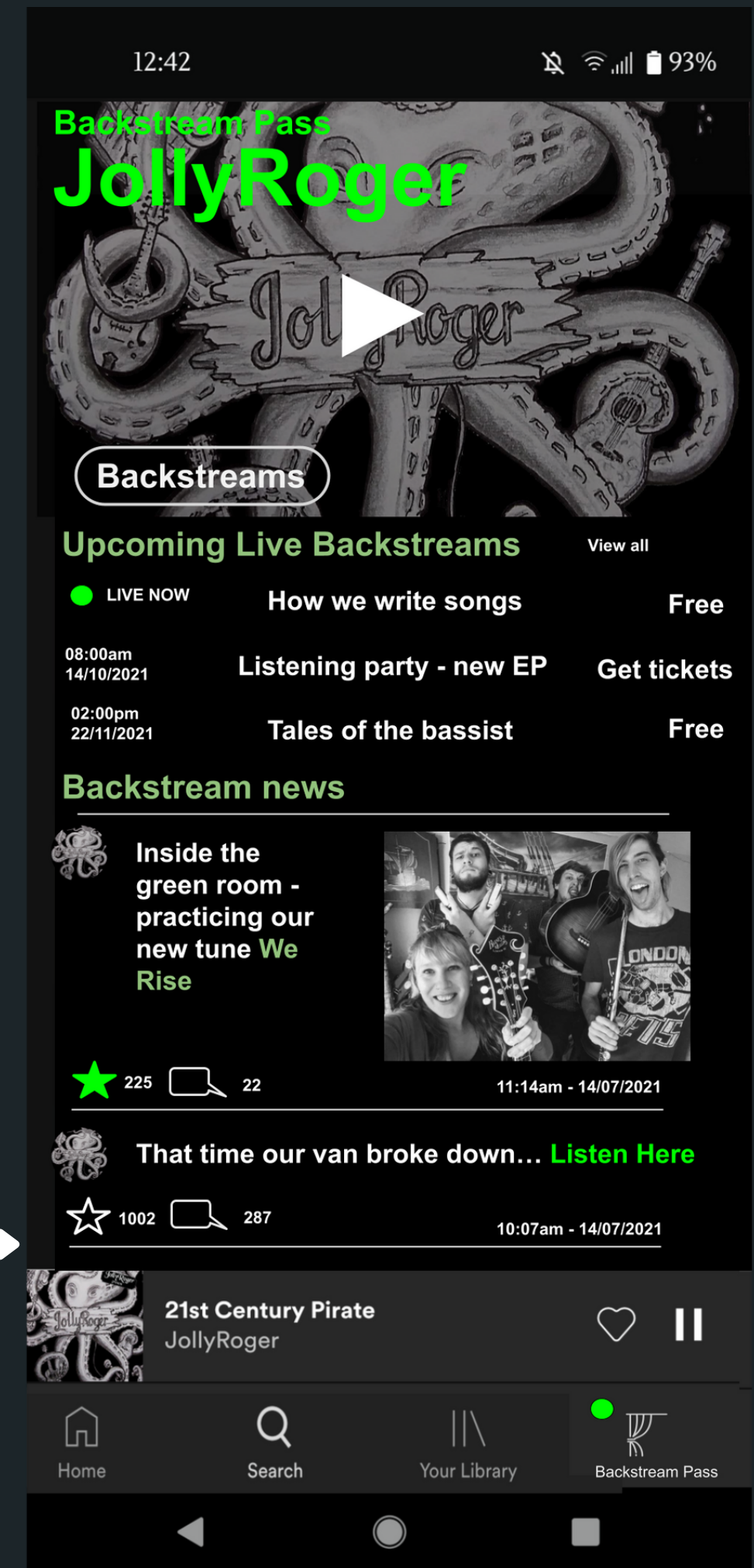
...

Mobile App

← Home Page

Artist Page →

...



Desktop



 Home

 Search

 Your Library

 Backstage Pass

 Create Playlist

 Liked Songs

80s Hidden Gems

Calm Your Mind

Love Songs For Intelligent C...

Buzzworthy

Break-Thru

Rap Playlist 2021

Pop Playlist 2021

Tik Tok Sea Shanty

JollyRoger Radio

 Install App



 Sammantha H... 

Backstream Area

Live

News

Artists

Backstreams

● Live backstreams



JollyRoger

What we do on tour



Foo Fighters

Live gig at Wembley



Muse

The bands we love



Green Day

How it all started

Latest backstream news



The story behind our latest single

We Rise



WE RISE

BOSUN & PLANK'S STORY

 225

11:14am - 14/07/2021



You can now pre-save our new album

 10,098

10:07am - 14/07/2021



We have been listening to the new Single by JollyRoger and it's great

 11,987

08:19am - 14/07/2021



21st Century Pirate

JollyRoger





0:00 2:44



Home

Search

Your Library

Backstage Pass

Create Playlist

Liked Songs

80s Hidden Gems

Calm Your Mind

Love Songs For Intelligent C...

Buzzworthy

Break-Thru

Rap Playlist 2021

Pop Playlist 2021

Tik Tok Sea Shanty

JollyRoger Radio

Install App

Backstream Pass

JollyRoger

Backstreams

Upcoming Live Backstreams

LIVE NOW	How we write songs	Free
08:00am 14/10/2021	Listening party - new EP	Get tickets
02:00pm 22/11/2021	Tales of the bassist	Free
SEE MORE		

Backstream news

Inside the green room - practicing our new tune **We Rise**

225

22

11:14am - 14/07/2021

That time our van broke down... **Listen Here**

1002

287

10:07am - 14/07/2021

The story behind our latest single **We Rise**

225

722

11:14am - 14/07/2021

21st Century Pirate

JollyRoger

0:00

2:44

PRODUCT

Backstream area on Spotify, where listeners can access live streams and news from Artists and communicate with them.

PRICE

The option for artists charge directly to fans for specific content. (Spotify take 5%)

PLACE

Spotify App for mobile and desktop for UK customers.

PROMOTION

Paid advertising on social media. Ads to freemium users.

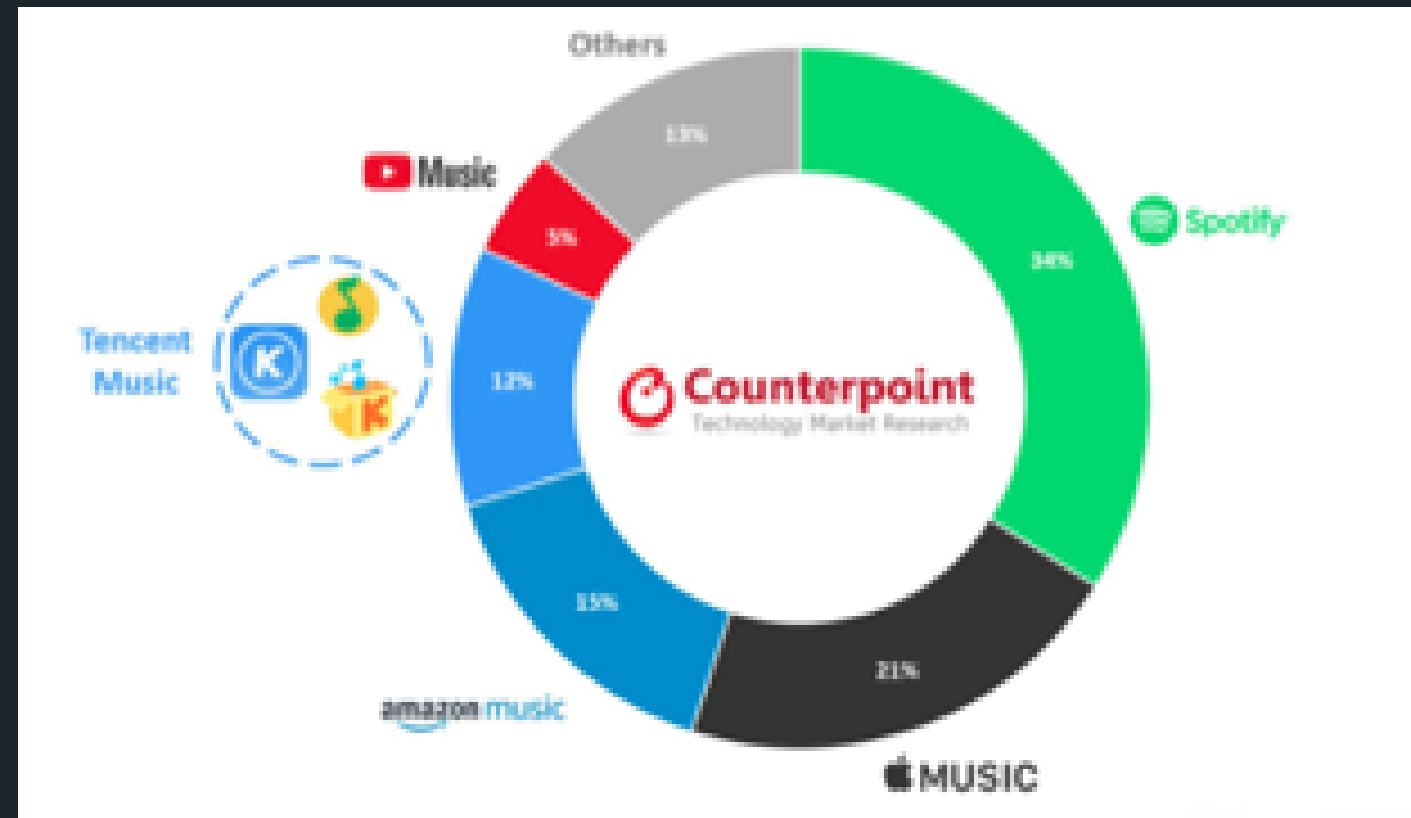
PEOPLE

Spotify Premium Customers. Artists and music industry enthusiasts.

PROCESS

Created and launched by Spotify

... Market Analysis ...



Barriers to Entry

Possible Solutions

No experience in creating a social media type platform
Cost of set up and experts



Team up with a social media giant such as Facebook
create a plug-in / partnership

Getting independent artists on board



Pitch to independent artist tastemaker / influencer such as Glass Animal

Bibliography

Gaille, B. (2021). 'Spotify SWOT Analysis for 2021: 26 Strengths and Weaknesses' in Brandon Gaille Small Business & Marketing Advice. [online]. Available at: <https://brandongaille.com/spotify-swot-analysis/>

Greenberg DM, Matz SC, Schwartz HA, Fricke KR. The self-congruity effect of music. J Pers Soc Psychol. 2020 Jul 2. doi: 10.1037/pspp0000293. Epub ahead of print. PMID: 32614219.

Herstand, A. (2017). How to Make It in the New Music Business: Practical Tips on Building a Loyal Following and Making a Living as a Musician. 2nd Edition. New York: Liveright Publishing Corporation.

Icon Scout. (2021). 'Curtain Icon'. In *Icon Scout*. [online]. Available at: <https://iconscout.com/dashboard/transactions>

Ingham, T. (2021). 'MAJOR RECORD COMPANIES HAMMERED BY UK POLITICIANS' STREAMING INQUIRY REPORT'. In *Music Business Worldwide*. [online]. Available at: <https://www.musicbusinessworldwide.com/major-record-labels-hammered-by-uk-politicians-streaming-inquiry-say-sources/>

JollyRoger. (2021). Videos. *Facebook*. [online]. Available at: <https://www.facebook.com/2022386144542628/videos/2085142071628427>

JollyRoger. (2021). Posts. *Facebook*. [online]. Available at: <https://www.facebook.com/JollyRogerBandUK/posts/3401429023304993>

Kusek, D. & Leonhard, G. (2005). The Future of Music: Manifesto for the Digital Music Revolution. Boston: Berklee Press

Kumar, A. (2020). 'Global Online Music Streaming Grew 32% YoY to Cross 350 Million Subscriptions in 2019' in Counterpoint. [online]. Available at: <https://www.counterpointresearch.com/global-online-music-streaming-grew-2019/>

Savage, M. (2021). 'MPs call for complete reset of music streaming to ensure fair pay for artists'. In *BBC News*. [online]. Available at: <https://www.bbc.co.uk/news/entertainment-arts-57838473>

Spotify (2021b). Shareholder letter Q4 2020. Spotify Technology S.A: Luxembourg. Available at: https://s22.q4cdn.com/540910603/files/doc_financials/2020/q4/Shareholder-Letter-Q4-2020_FINAL.pdf

Stone, J. (2020) 'The State of the Music Industry in 2020' in Finance [online]. Available at: <https://www.toptal.com/finance/market-research-analysts/state-of-music-industry>

UK Parliament. (2021). 'MPs call for a 'complete reset' of music streaming to fairly reward performers and creators'. In *Committees*. [online]. Available at: <https://committees.parliament.uk/work/646/economics-of-music-streaming/news/156593/mps-call-for-a-complete-reset-of-music-streaming-to-fairly-reward-performers-and-creators/>

YouGov (2020). YouGov /Tom Gray Music #BrokenRecord Survey. Great Britain: YouGov plc.