

Student Name: Colin Crook

Student No: 1705826

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Module Tutor: Richard Small

Introduction

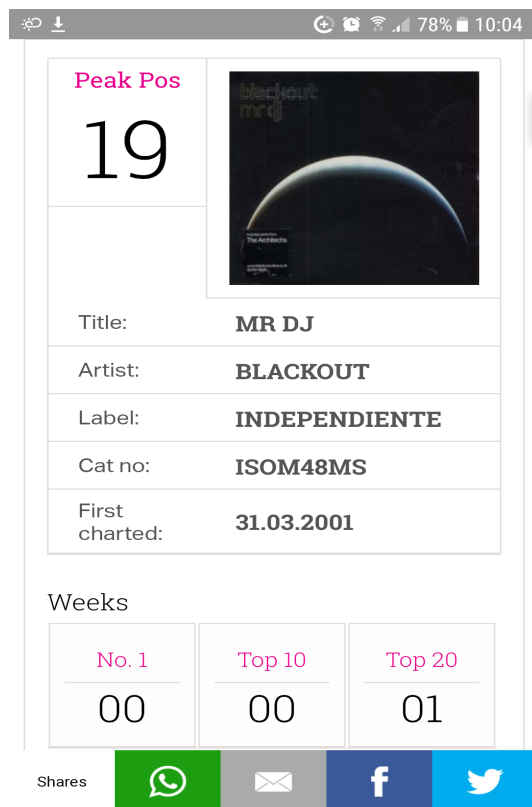
Presented within this marketing report is the strategy, budget, timeline, project plan and asset deliverables for the release of an original artist's album, single, national and international promotion and UK / European live promotional tour.

1. Summary

Record Label Hustlerz Inc Recordings Ltd plans to release a new single and album by an Urban Garage Music Band who were established in 2001 after achieving success in the UK Top Twenty Chart. After a long hiatus, the band have reformed and recorded a new album. The aim is to re-establish the band with its former audience and grow a wider audience to generate sales. This will be promoted by the band undertaking a UK and European live promotional tour in addition to radio, television, online and press interviews.

2. Situational Analysis

Blackout are a UK Garage band who were formerly contracted with Independiente / EMI Records. In 2001, the band had their first hit on the Official UK Singles Chart with their debut single "Mr DJ".



Their follow-up single “Get Up” looked set to be following as it quickly climbed up the Top 100 Chart on the heels of “Mr DJ”. However, internal changes within the EMI A&R Department left Blackout without support, resulting in them being unable to reach the full potential of their marketing and promotion campaign.

Disheartened, the band disbanded and continued working on solo projects. In 2017, the band decided to reform and has recorded two new singles and a new album. They have also recorded two music videos for the single releases.

Hustlerz Inc Recordings Ltd plans to release and promote two singles and an album primarily using Direct-To-Fan marketing strategies. The aims is are:

- a) To achieve a core, purchasing fanbase of one thousand subscribers or more
- b) Popularise the band and their music releases
- c) Re-establish the band’s market position as prominent figures within the UK Urban scene
- d) To widen the band’s audience reach into international markets.

3. Market Summary

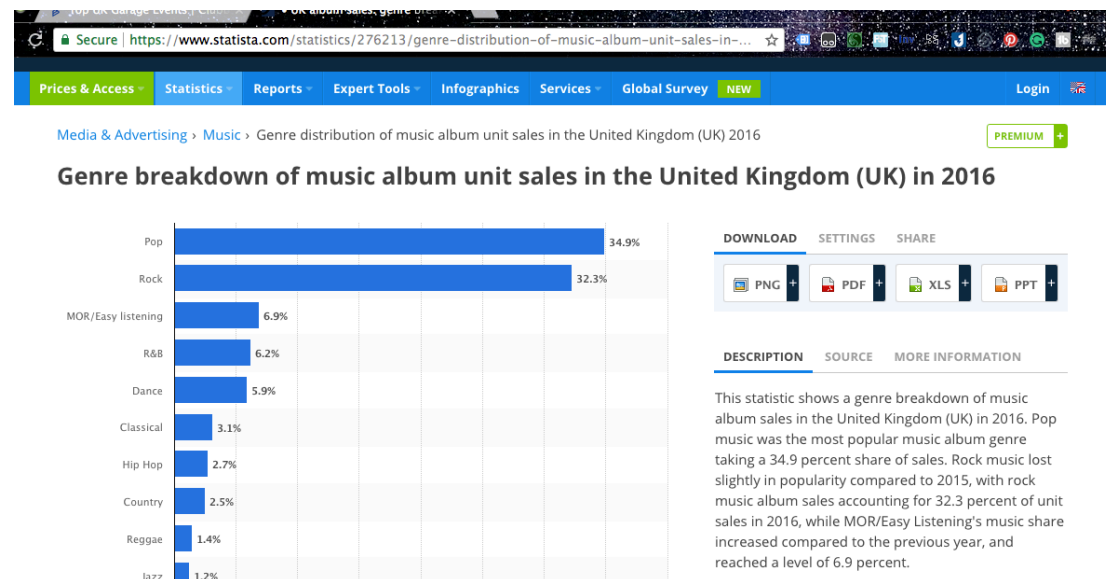
The three main markets Hustlerz Inc Recordings will focus on are:

- (i) Fans (listeners and buyers) of UK Urban Music
- (ii) Music Industry Contacts; Deejaays, Journalists, Record Labels who specialise in the compilation album market and music licensing.
- (iii) Live Music Promoters / Festival Organisers

UK Garage is a part of the current mainstream Dance culture and music sector. Whilst it has been established since the 1990’s, it was integrated into the mainstream popular music charts during since 2000 and is the precursor to the current Grime music scene. There is currently a revival of the music genre, its influence being incorporated with Grime, Drum & Bass, Bassline and Dubstep music genres to name a few. Fans of UK Garage are often fans of additional musical styles such as R&B, Pop and Dance.

Popular annual festivals include Garage Nation and UK Garage Fest within the United Kingdom, in addition to Garage Nation In The Sun in Mallorca. There are currently over fifty UK Garage events throughout the year.

In a chart entitled “Genre breakdown of music album unit sales in the United Kingdom (UK) in 2016” by Statista, it shows that Dance Music was responsible for 5.9% of UK album sales in 2016. (Statista, 2018)



In their report “BPI official UK recorded music market for 2016”, the British Phonographic Society states:

*“Music consumption up 1.5% to 123 million albums (AES).”
(BPI, 2017)*

Using the two statistics provided, it can be ascertained that Dance Music is responsible for, on average, 7.25 million album sales per year within the UK alone. This provides a healthy market that, unlike the Official UK Album Charts, is not dominated by major record companies. Further reports establish a 9.5% rise in UK overall album sales in 2017. This gains Blackout potential to achieve new album music sales with a mainstream audience and the probability of live performance inclusion at leading music events and festivals.

4. Objectives

Objective: To complete the design of the Hustlerz Inc Recordings Bandcamp store and upload Blackout’s product assets.

Objective: To create a new Blackout account on the Hustlerz Inc Recordings Bandcamp store. Also required is a new Blackout Facebook page and website.

Objective: To introduce the debut album by Blackout, entitled “A New Dimension” in on CD and MP3 Digital Download format. Additional merchandise will also be created to promote the album, including tee shirts; sweaters, hoodies, caps, mugs, stickers and numerous other items produced on-demand.

Objective: To reengage Blackout's original fanbase from within the UK Garage and Urban Music Club Scene by use of Facebook targeted advertising. Whilst this is a primary objective, the aim is to produce additional fan growth and sales from across the world.

Objective: The first phase of the live tour campaign will start from within the United Kingdom. The second phase of the live tour campaign will be a tour of Europe, including France, Germany, The Netherlands and Belgium. Using data gathered from sales, radio airplay and the mailing list developed for the band, key cities would be identified where there is the most interest. This information will direct the booking placements for the second stage of the live tour campaign.

Objective: Using targeted advertising, the online promotion campaign will branch out into the US market; this is a marketplace that Blackout and Hustlerz Inc Recordings aim to move into. Using data analysis, a US tour can be planned and timed correctly in the third phase of the live tour campaign.

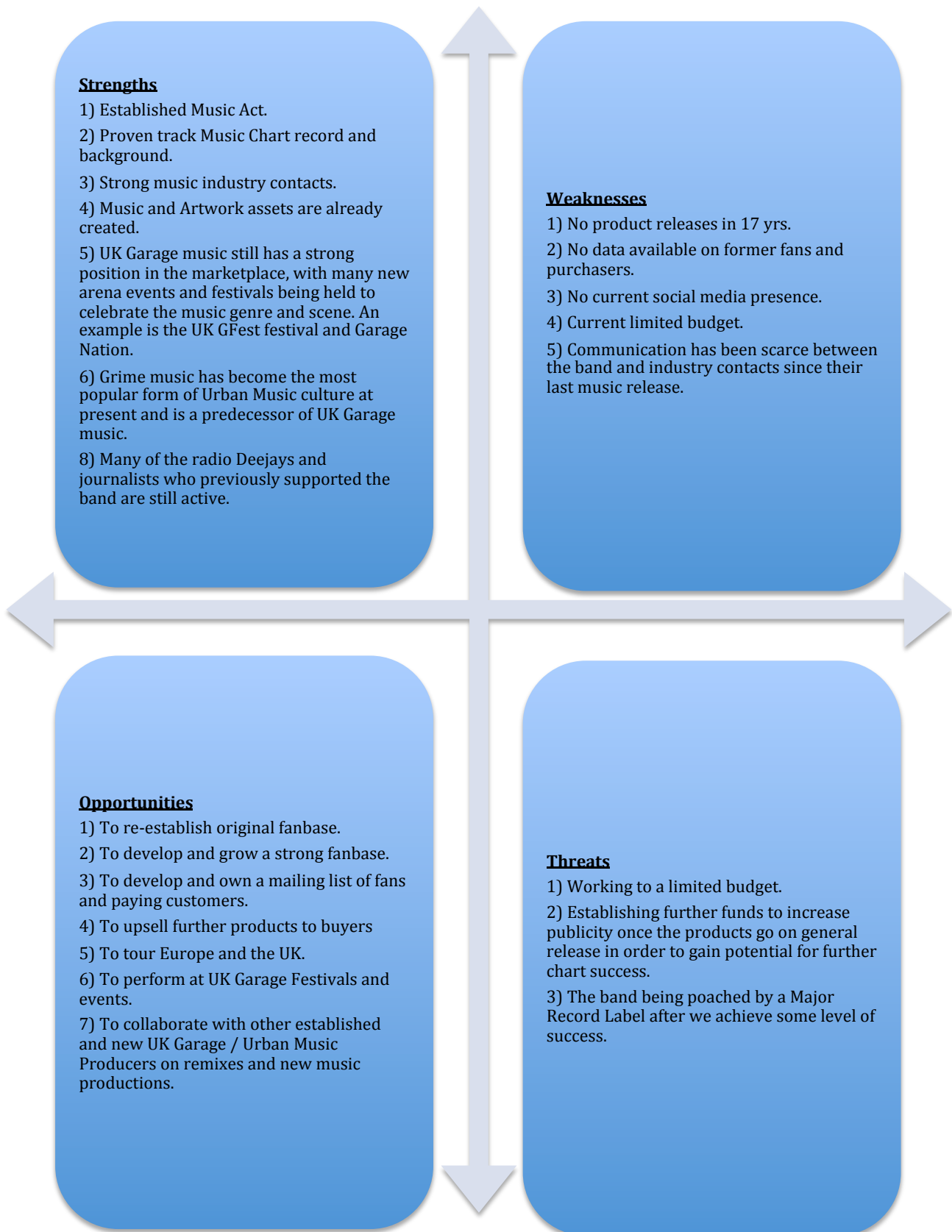
Objective: To develop a minimum of 1,000 core Super fans subscribed to the Blackout Facebook Page throughout the term of the campaign. This will enable the Record Label to retarget these core fans using Facebook advertising to sell further products or discounted bundles.

Objective: To create interest and sales through Direct-To-Fan marketing and Facebook promotional campaigns, which will subsequently drive the promotions of other forms of media. Sales will be derived from CD's, Digital Downloads, Streaming, compilation licensing, merchandise, live performance fees and music synchronization contracts.

Objective: To achieve a higher ROI (Return-On- Investment) per customer acquisition. Combining a Music Sales Funnel strategy with a Facebook advertising campaign whereby the targeted audiences are split-tested ensures the Cost-Per-Click (CPC) rate is kept low. Identifying and defining a very narrow targeted audience increases the chances of securing purchasers.

Objective: To maintain control of the release plan and benefit from the sales and data of early adopters.

5. SWOT Analysis



6. Strategy

The strategy will focus on building a strong online presence using the advertising and promotion strategies contained herein, alongside a strong live tour campaign. It is estimated that this will have a large impact on album, single and merchandise sales.

This was recently highlighted in an interview on the AWAL Internet blog page, whereby it states:

“The two things that are going to make a difference in your career, outside of just making great music, are having some traction online, and the other is in the live space,” says Hamish Crombie, Senior Director of A&R at AWAL/Kobalt, former live agent, and touring musician himself. “Having one is handy to try and build the other. There's a lot of artists that can't get arrested online that build a loyal fanbase live.” (Boron, 2018)

Hustlerz Inc Recordings will ensure the entire music publishing and master recording details are registered with the correct music collection societies to monetise these assets. All CD products and merchandise will be sold and distributed on demand, avoiding any wastage of unsold stock.

The company will also use Facebook Business Manager Tools to develop insights into Blackout's Target Audience. This information will then be used in a Facebook advertising campaign to acquire target audience data via subscription based opt-in landing pages. This will develop sales and increase the numbers of fans subscribed to the mailing list. These subscribers can then be retargeted with up-sell adverts for Blackout music releases, merchandise, event tickets, newsletters and fan information.

A radio, television and press campaign will also be run to strengthen and widen the reach of the online promotional campaign. In addition, a three-phase live tour campaign will be run starting within the UK, extending to wider Europe and then finally conclude with a tour of the USA.

7. Timeline

Pre-Release Timeline

Three Months Prior To Release Date

The Music Publishing division of Hustlerz Inc Recordings Ltd, Hook Or By Crook Music, will register all of the songs with their administrator, Sentric Music Ltd. Sentric Music will ensure that all of the songwriting details and shares for the single and album releases are correctly registered with the Performing Rights Society and the Mechanical Copyright Protection Society. This will ensure correct monetization from broadcast and performance royalties for the songwriters and the music publishing company.

Hustlerz Inc Recordings will register the details of the master recordings for both the single and album releases with the Phonographic Performance Ltd, including details of performers and producers, label catalogue numbers and barcodes for each product

and international standard recording codes for each song recording. This will ensure correct monetization from performer royalties for the band, music producers and the record company.

Hustlerz Inc Recordings will work as a team alongside the band on its social network pages. This will include following and adding friends and influencers on Twitter, Instagram and Facebook (including groups and blogs) to their Facebook Artist Page. A number of these newly added individuals will follow the band back, which will assist in increasing their audience.

The team will design and devise a digital newsletter for the band. This will include an introduction to the band members using graphics, photos, videos and long-form stories. This will include a video interview with the band discussing the recording and mixing of the forthcoming single and album.

Two Months Prior To Release Date

The single and album artwork and video assets will be completed.

A Music Sales Funnel will be set up using Converzly, a page building and copy creation software program that includes hosting the landing pages for each advert. This will consist of an opt-in and an upsell-landing page. The opt-in page will be advertised to the fourteen 'Saved Audiences' on the Hustlerz Inc Recordings Facebook Business Account for one week. This will be to A/B split test the audience.

After analyzing the data for strengths in return on investment (ROI), thirteen of the audiences advertised to will be cancelled and the advertising budget will be channeled to the strongest audience that generated the most mailing list subscribers.

Jo Hart of Hart Media Ltd will be contacted to arrange a series of radio interviews on national and regional radio stations. This will assist with listener reengagement and to drive interest in the band's new music release. The interviews will be planned over the two weeks leading up to the release date. Blackout previously performed on the BBC Live Lounge at BBC Radio One and had two UK Singles Chart entries, which would be a strong selling point to gain further radio interviews placed.

Contact will also be made with Echo Location, a Global Talent and Booking Agency who represent other UK Urban and Grime acts including Chase & Status, Giggs, Heartless Crew, Katy B, Mistajam, Ms Dynamite and Tinie Tempah. The aim will be to book a UK Tour, followed by a European tour with particular focus on Germany, plus the Greek and Spanish islands such as Ayia Napa and Ibiza. These are markets where Urban Music and UK Garage are particularly prominent. The full length of the UK tour will be four weeks. The remainder of the tour will be spent in Europe over two months. A North American Tour can be planned for six weeks on completion of the European Tour. As this is a specialist area, the strategy for developing this tour further will be the responsibility of the Booking Agency.

The Managing Director of Hustlerz Inc Recordings is an Ambassador for Hamburg based Music Business networking website Music2deal.com. Using his association

with the Managing Director of Music2deal, plans will be made to secure a series of live performances for Blackout in Hamburg.

Using Blackout's previous music industry contacts from within the UK Garage and Urban Music scene, plans will be made to perform at various specialist events and festivals.

Six Weeks Prior To Release Date

Hustlerz Inc Recordings will upload the single and/or album media files to their Bandcamp.com Record Label Store. Kunaki.com, a CD manufacturing and publishing service, will manufacture physical CD copies of the product on demand. The single/album will be exclusively available from the Bandcamp Label Store until its general release in month four of the Release Schedule.

A Press Release will be designed with details of the band and release, plus contact details for live performance bookings and press requirements.

A launch party will be announced. A live performance will be given by Blackout showcasing their new single and songs from their forthcoming album. Music industry contacts of both the band and the label will be invited to attend the event.

A Competition Landing Page will be created online and advertised on Facebook to subscribers of the Blackout fan page and the band mailing list. Twenty winners will win tickets to attend the launch party for free and receive a VIP visit with the band. All other tickets for the event will be sold.

One Month Prior To Release Date

The single and/or album will be submitted to appropriate blog targets using online services such as SubmitHub, direct emails and messaging.

The single will be uploaded to Radio, Club and College DJ Pools including Digital DJ Pool, mymp3pool.com, latenightrecordpool.com, Syndicast.co.uk and iDJPool. A Press Release embedded into an email will be sent to Independent and College Radio Stations on the Hustlerz Inc Recordings mailing list. This will ensure global coverage and reviews. Additionally, local radio and press will be approached directly to add a more personal approach.

The music video and single audio files will be uploaded to IMD Fastrax, a music and video delivery system to television, satellite and radio stations. Using Hustlerz Inc Recordings contact within MTV, the label will aim to get the video placed on the television station, as well as targeting other teenage-targeted stations such as Channel AKA.

A promotional CD single or album and Press Release will be sent to the Music Press for possible editorial coverage, reviews and interviews. This will be done using the Journalists for music periodicals listed within the Hustlerz Inc Recordings mailing list, including Mixmag, DJ Magazine, Blues & Soul and The Voice to name a few.

Two Weeks Prior To Release

An Upsell Landing Page will be launched via Converzly offering fans the chance to purchase the album prior to general release at a thirty percent discount. This will be launched as a Facebook advert targeted to responders of the Opt-In Landing Page, ensuring an increased likelihood that the person may make a purchase. A GIF file countdown clock will be added to the Landing Page to create a sense of urgency to purchase the album.

Radio interviews will be conducted nationally and regionally on stations including the BBC and Independent Radio. Press interviews with magazines, periodicals and bloggers will need to be undertaken by the band.

Release Day

All banners on the band and label social networking sites will be rebranded with the slogan 'Out Now!' pinned to the top of each page.

A series of stories and behind-the-scene videos of the recording sessions for the new album and single will be shared via social media posts. Data will be analysed on these posts at the end of one week to identify which has had the strongest organic audience reach. The identified post will be boosted on Facebook for thirty days at a cost of one pound per day to extend audience reach and secure a larger mailing list.

A newsletter announcement will be made to current subscribers on the mailing list about the new music product release.

Release Schedule Timeline

Month 1: The first Single product, including CD's and Digital Downloads will be sold exclusively and directly from the Blackout and Hustlerz Inc Recordings Bandcamp stores. Additional merchandise will also be sold from the online stores, including T-Shirts, Caps and other items. An advertising campaign will run on Facebook to drive sales.

Month 4: The second Single product will be distributed exclusively via the Blackout and Hustlerz Inc Recordings Bandcamp stores, targeted at subscribers. The first Single will be delivered to the Record Label's Digital Distributor for release to Digital Music Stores, excluding Spotify.

Month 7: The second Single product will be delivered to the Digital Distributor for release, excluding Spotify. The first Single is delivered to the Digital Distributor for release on Spotify.

The album product (CD's and Digital Downloads) will be sold exclusively and direct from the Blackout and Hustlerz Inc Recordings Bandcamp Stores.

Month 10: The album will be delivered to the Digital Distributor for release to streaming sites (excluding Spotify). The album is delivered to Createspace for on-

demand CD release distributed on Amazon.com. The second Single is delivered to the Digital Distributor for release on Spotify.

Month 13: The album will be delivered to the Digital Distributor for release on Spotify.

The reason I would suggest releasing in this pattern is that it will allow for maximum direct sales for three months before making it available to the general public. This strategy is called ‘Windowing’, a theory widely used in the Film Industry in relation to distribution, whereby a film is distributed to cinemas at maximum price for a period. Once this has been fully monetised, the film is released on DVD and Blu-ray. After maximising the monetisation from these formats, the film is made available for streaming.

Whilst there are some concerns by marketers about the effect of piracy with regards to the windowing strategy, Author Frank Sinton has come up with an effective slant on this:

“Instead, the “windowing” we should be examining is the kind of content that can’t be ripped and placed elsewhere. In particular — access to the creator. Assume for the moment that any new video released is available to any viewer, paying or otherwise, who wants to see it regardless of whether you’ve tried to limit its release or not. You can still offer paying viewers a unique experience by offering a connection between the creator of that video and the fans who are paying for a higher level of access.” (Sinton, 2015)

In addition, downloads from iTunes pay significantly lower than selling downloads directly via the Blackout web site and Spotify are extremely lower, offering micro currency. However, distribution through these channels is required in the long-term for a wider impact on the market.

The effect on Blackout’s subscribers would leave them feeling privileged that they are receiving exclusive early-bird previews and music releases. A method that would strengthen this would be to make only the Single releases available on streaming sites and withhold the album as available only on Digital Download and CD formats, therefore maximising the revenue generated.

This marketing strategy uses the ‘Long Tail’ theory’, which was theorised in the mid 1940’s and developed by mathematician, Benoit B. Mandelbrot, during the 1950’s. It has more recently been popularised by Author and Editor-In-Chief of Wired Magazine, Chris Anderson in 2004. On the Wired Blog Network, Chris Anderson explains the basis of this theory:

“The theory of the Long Tail is that our culture and economy is increasingly shifting away from a focus on a relatively small number of “hits” (mainstream products and markets) at the head of the demand curve and toward a huge number of niches in the tail.” (Anderson, 2009)

By focusing on the niche UK Garage market, the product is not attempting to compete with the Major Record Label's for chart positions and is more focused to acquiring specialist fans and sales. As case history shows, a high number of successful artist's and recording's started their life in an independent, niche music sector. With increased demand and sales, these artist's have inevitably elevated up to a major artist standard. Examples of this include Elvis Presley, the Motown label and artist roster, Oasis, Stormzy and Ed Sheeran to name a few.

Project Plan

Music Sales Funnel

The AIDA Funnel was created by American advertising and sales pioneer, E. St. Elmo Lewis in 1898. It uses a systematic approach to sell products or services and was created to explain the mechanics of the personal effect of selling. The "AIDA Funnel" describes how people become motivated to make a purchase based on external stimulus from the sales person or the advert. Lewis believed that buyers go through a four stage cognitive process when presented with new ideas or deciding to purchase a new product.

The music funnel is based on these principles, as highlighted in the diagram below.



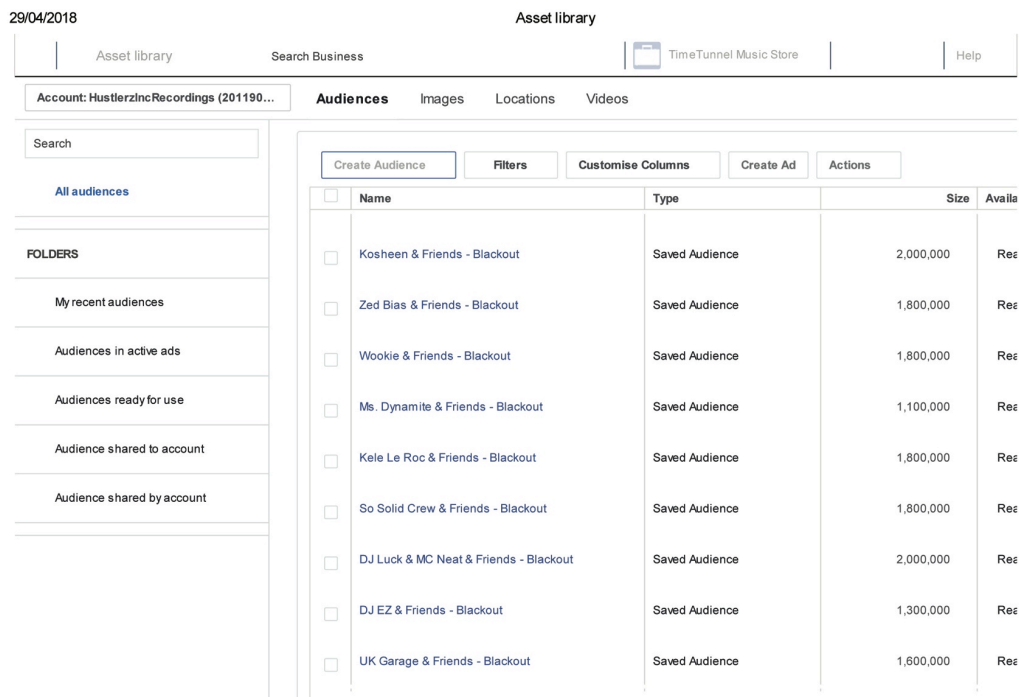
Audience Insights & Targeting

I have developed 14 different target audiences of between 1 – 2 million people who share similar music tastes and have similar interests to fans of Blackout. These are listed on the diagram below:

Artists similar to / influenced Blackout and each Artist's Audience Insights using data retrieved from Facebook Business Manager (Audience Insights)		
UK Garage	DJ EZ	DJ Luck & MC Neat
Jagged Edge	DJ S.K.T	KISS FM UK
Lisa Raye	Bop DJ	KISSTORY
Avant	Bassfest	Rinse FM
Kandi Burruss	INSTAGRIME	RatPack
Anthony Hamilton	Innovation	DJ EZ
Nia Long	Hannah Wants	Stormzy
Tami Roman	People Just Do Nothing - Kurupt FM	We Are FSTVL
So Solid Crew	Kele Le Roc	Ms. Dynamite
Dizzee Rascal!	Moondance	Big Brovaz
Wiley	Brixton Jamm	Liberty X
Giggs	Ministry of Sound Club	Alesha Dixon
Lethal Bizzle	Bellyman	Another Level
MC Skibadee	Stormzy	Shola Ama
I love garage	DJ EZ	Eats Everything
General Levy (Official)	DJ Hype	Ibiza Rocks Hotel
DJ Rap	Zed Bias	Kosheen
KOOLLONDON.COM	Zed Bias AKA Maddslinky	Annie Mac
MC FEARLESS	Chimpo	Verena Kosheen
MC GQ	Soul:r	Sian Evans
RaggaTwins Crew	Matt Jam Lamont	Boomtown Fair
Suburban Base Records	DOC SCOTT	Hospital Records
Ray Keith (OFFICIAL)	MJ COLE	Ministry of Sound
Rave Archive	DJ GROOVERIDER	fabriclondon
Roll Deep	Artful Dodger	Sia
Riko Dan	Craig David	Amy Schumer
DJ TARGET	ANDY C	RuPaul's Drag Race
Flowdan	I love garage	Lorde
D Double E	DJ EZ	No Doubt
P Money	MC Skibadee	Missy Elliott
TODDLA T	General Levy (Official)	Lily Allen
Kahn	StevoTheMadMan	Gwen Stefani
Wookie	Matt Jam Lamont	
Roska	Karl "Tuff Enuff" Brown	
People Just Do Nothing - Kurupt FM	Ukg Active	
Flava D	Smokey Bubblin' B	
Mala	DJ S	
Jme	MC KIE	
Gorgon City	UK Garage Saturdays	
Preditah	MistaJam	

Saved Audiences

From these insights, I have been able to prepare and save 14 new-targeted audiences to my Business Manager Account on Facebook. These are fans with more probability of knowing Blackout or will like their type of music. An example of how these audiences are stored within Facebook Business Manager is provided:



The screenshot shows the Facebook Business Manager interface for the account 'HustlerzincRecordings (201190...)'. The 'Audiences' tab is selected, displaying a list of 14 saved audiences. Each audience is named after a Blackout track and 'Friends - Blackout'. The table lists the audience name, type (all 'Saved Audience'), size, and availability (all 'Reachable').

Name	Type	Size	Availability
Kosheen & Friends - Blackout	Saved Audience	2,000,000	Reachable
Zed Bias & Friends - Blackout	Saved Audience	1,800,000	Reachable
Wookie & Friends - Blackout	Saved Audience	1,800,000	Reachable
Ms. Dynamite & Friends - Blackout	Saved Audience	1,100,000	Reachable
Kele Le Roc & Friends - Blackout	Saved Audience	1,800,000	Reachable
So Solid Crew & Friends - Blackout	Saved Audience	1,800,000	Reachable
DJ Luck & MC Neat & Friends - Blackout	Saved Audience	2,000,000	Reachable
DJ EZ & Friends - Blackout	Saved Audience	1,300,000	Reachable
UK Garage & Friends - Blackout	Saved Audience	1,600,000	Reachable

Split Testing Audiences

I will place £1.00 per day on each audience for five days ($14 \times £5.00 = £70.00$). At the end of the five days, I will analyse the statistical data from the results to define which is the strongest performing audience advert. I will continue running the most successful advert for a further 25 days, then reanalyse the data. If the advert is continuing to deliver a good ROI, I will continue with it and include lookalike audiences. If it under delivers, I will adapt the audience targeting and advert design.

Estimated budget: £200.00

Product Manufacture and Costs

All products are being manufactured on demand, eliminating upfront manufacturing costs. This includes CD's, Vinyl, Clothing and items of Merchandise. I have secured contracts to ensure adequate profit is generated from each sale with no overheads (suppliers fees are generally between 20 – 30% of profits in each instance). All products are sent directly to the customer from our suppliers with free shipping, eliminating additional postage and shipping costs.

Physical CD's are sold via Amazon and direct from the Blackout website.

PR & Radio

The releases will be serviced via the Fastrax delivery system to National and Regional Radio and Television (Cost: £200.00).

The music videos and songs will be delivered to SubmitHub.com to achieve inclusion in online blogs, Spotify and Youtube Playlists.

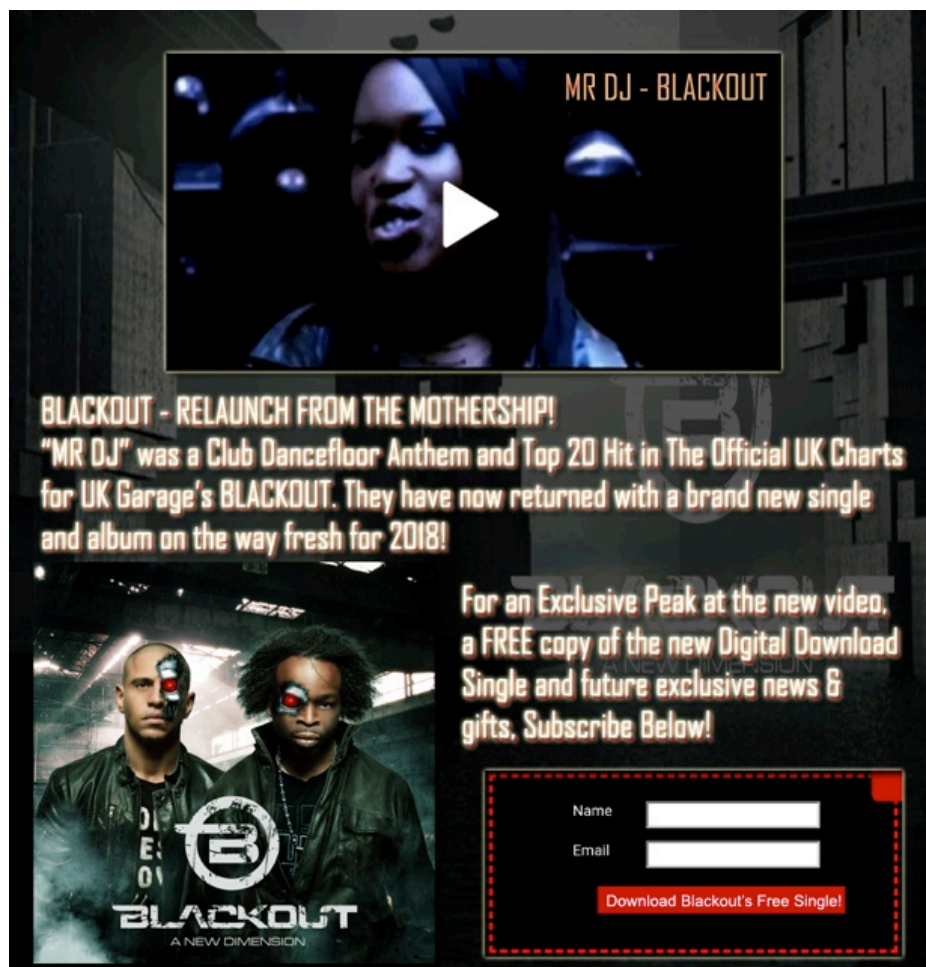
The releases will be delivered to five different online DJ Pools to service Club and Radio DJ's worldwide and receive feedback.

Specialist press and Radio will be sent Promo CD's and Press Releases direct by post (Require 50 x Promo CD's at a cost of £50.00 plus postage costs of £100.00).

Asset Deliverables

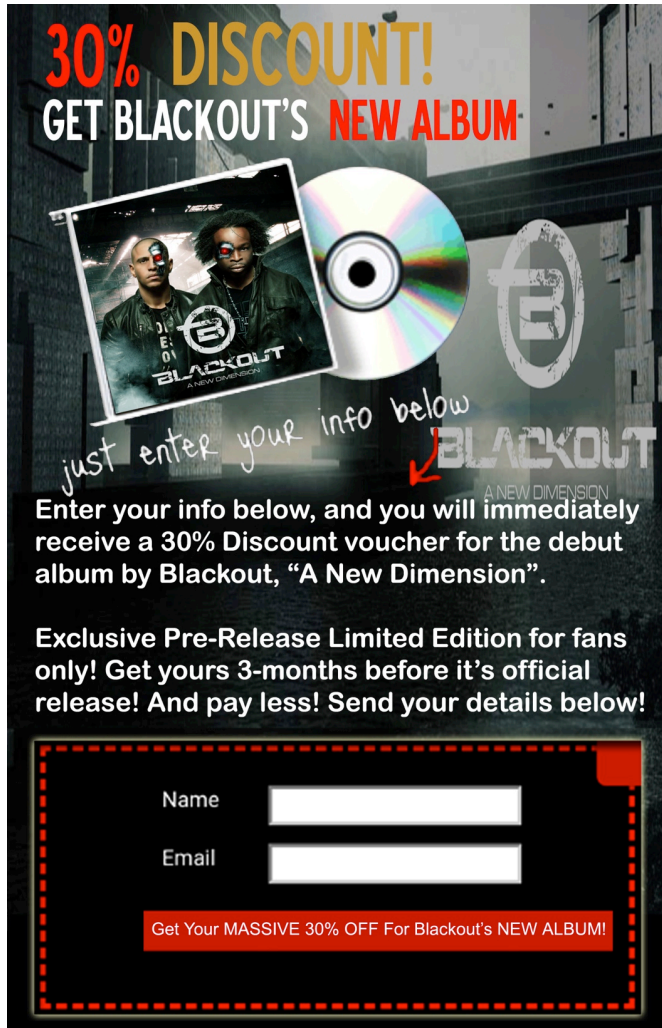
Facebook Post Landing Page (Opt-In)

I have designed a Landing Page to attract the audience to watch the band's previous UK Chart Single and subscribe:



Early Influencer Special Discount Offer

This is an Up-Sell Offer Landing Page to define the Super Fans from the general fans. This will ensure we are targeting someone who is more likely to purchase the Blackout album:



30% DISCOUNT!
GET BLACKOUT'S NEW ALBUM

just enter your info below

BLACKOUT
A NEW DIMENSION

Enter your info below, and you will immediately receive a 30% Discount voucher for the debut album by Blackout, "A New Dimension".

Exclusive Pre-Release Limited Edition for fans only! Get yours 3-months before it's official release! And pay less! Send your details below!

Name

Email

Get Your MASSIVE 30% OFF For Blackout's NEW ALBUM!

Blackout Album Cover:



CD Cover Tray card Inlay:



7. Financial Implications

Budget

- Split Testing FB Posts: £200.00
- National & Regional TV and Radio Delivery: £200.00 (three products = £600.00)
- Radio interview campaign, Hart Media Ltd: £500.00
- 50 x Album Promo CD's: £50.00
- Postage Costs: £100.00

Total Cost of Campaign: £1450.00

Conclusion

By using effective strategies to maximise the monetisation of the products, sales expectations are increased. It is important to identify the problems and the competition, then find effective strategies to solve those problems.

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