

***Welcome to
Sensier Music Services***



**Sensier Music
Services**

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A Strategic & Modern Approach to Artist and
Label Services



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Our Aims

Sensier Music Services aims to make the industry fairer and to encourage and allow new, young upcoming artists and brands more creative freedom and autonomy.

A central goal for Sensier Music Services is to create a shift away from the current culture where young artists often sign unfavourable record contracts towards a culture where young artists can thrive and have control of their creative outputs.

Sensier Music Services are committed to helping modernise the music industry and to support the growth and sustainability of young artists within the industry into the digital age.



About Sensier Music Services

- Sensier Music Services is a digital-focused modern artist and label services company designed to help revolutionise the way the music industry operates.
- We are a service-based company offering monthly, quarterly and yearly subscriptions.
- We offer a variety of different services within the artist and label services sector on launch focusing on providing artists and labels with a range of high-quality services for a fair and competitive price.



Unique Selling Point

- Sensier Music Services' Unique Selling Point (USP) will be affordable pricing targeting new artists and talent from within the student population at colleges and universities whilst undercutting the current market and market competitors.
- Sensier Music Services will create networking links with music colleges and specialist music universities to help build a substantial client base.
- Sensier Music Services' offer will target entry-level musicians looking to make their big break within the industry and will aspire to support independent record labels and music companies with label services.



Our Services



Social Media Strategy and Management: we will offer Artist and Labels the option to create their bespoke digital marketing strategies, with particular emphasis on social media, providing our clients with the most effective, and current, methods and tools available. We can then continue to manage all our client's social media accounts.



Creative Services: we will offer to arrange creative assets for clients' online portfolios across all their digital accounts. This will be provided using in-house and highly rated third parties.



Digital Advertising: we will offer to create and maintain clients' digital advertising campaigns across all online platforms.



Label Services: we will initially offer Music Distribution, Rights Management and Licensing and Sync assistance to help ensure new and young artists and brands have access to high-quality information and support within these areas.



The Market

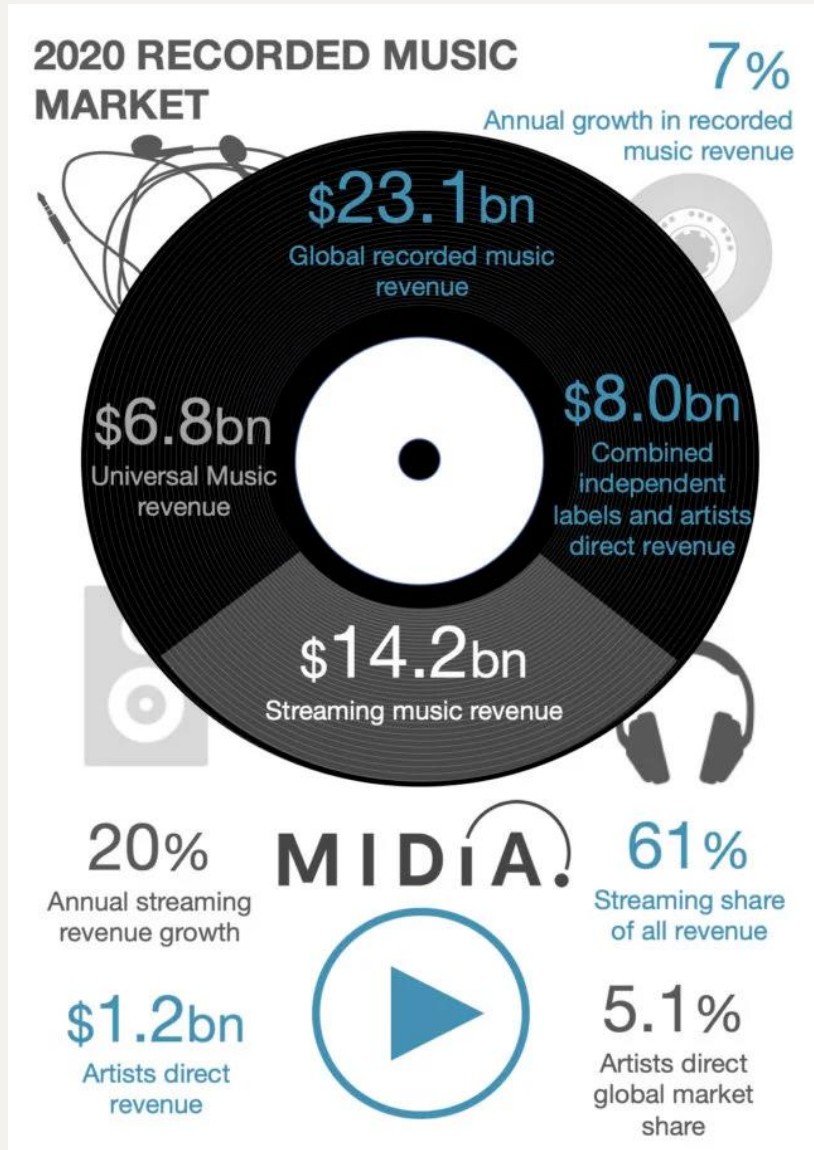


THE ARTIST & LABEL
SERVICES SECTOR IS THE NEW
COMPETITIVE PLAYER IN THE
GLOBAL MUSIC-INDUSTRY
ARENA, IN THE 2020S
(MIDEM, 2020).



ACCORDING TO MIDIA
RESEARCH ESTIMATES,
ARTIST AND LABEL SERVICES
GENERATED US\$1.58BN IN
2018 (MIDEM, 2020).





The Market

- Global annual recorded music streaming revenues grew *faster* in 2020 than they did in 2019.
- Midia's numbers suggest that total (recorded music trade) streaming revenues grew by \$2.3bn (+19.6%) to \$14.2bn in 2020

(Ingham, 2021)



Competition

We are researching and analysing a select few businesses within our sector – our competitors. I will be focusing on three competitors for research and analysis.

They are:

- Ditto Music
- AWAL
- PIAS



Pricing Structure

Sensier Music Services will be using a subscription-based pricing model featuring a three-tier system; offering choices of prices and packages for our clients who will have a range of different service requirements.

- Basic
- Artist
- Label



Subscription Price List

Basic £9.99 per month	Artist £22.99 per month	Label £79.99 per month
• Music Distribution • Creative Services -access to artwork and content creation advice from a member of our team. • Social Media Campaigns limited to 4 weeks long. • Digital Advertising Campaigns limited to 4 weeks. • Social Media Management services will be limited to Facebook and Instagram with a reduced price of £6.99 per month	• Music distribution. • Rights management, licensing, and sync support from our Artist and Label services. • Creative Services will allow access to artwork, photoshoot and content creation advice from a member of our team. • Social media campaigns - 4 or 8 weeks. • Digital Advertising Campaigns - 4 or 8 weeks. • Social Media Management services will be available across all platforms that we support. £14.99 per month.	• Music distribution. • Rights management, licensing, and sync support from our Artist and Label services. • Creative Services, with access to artwork, photoshoots, video shoots, editing and content creation advice from a member of our team. • Social media campaigns - 4 weeks, 8 weeks or 12 weeks. • Digital Advertising Campaigns - 4 weeks, 8 weeks or 12 weeks. • Social Media Management is offered at £6.99 per Artist.



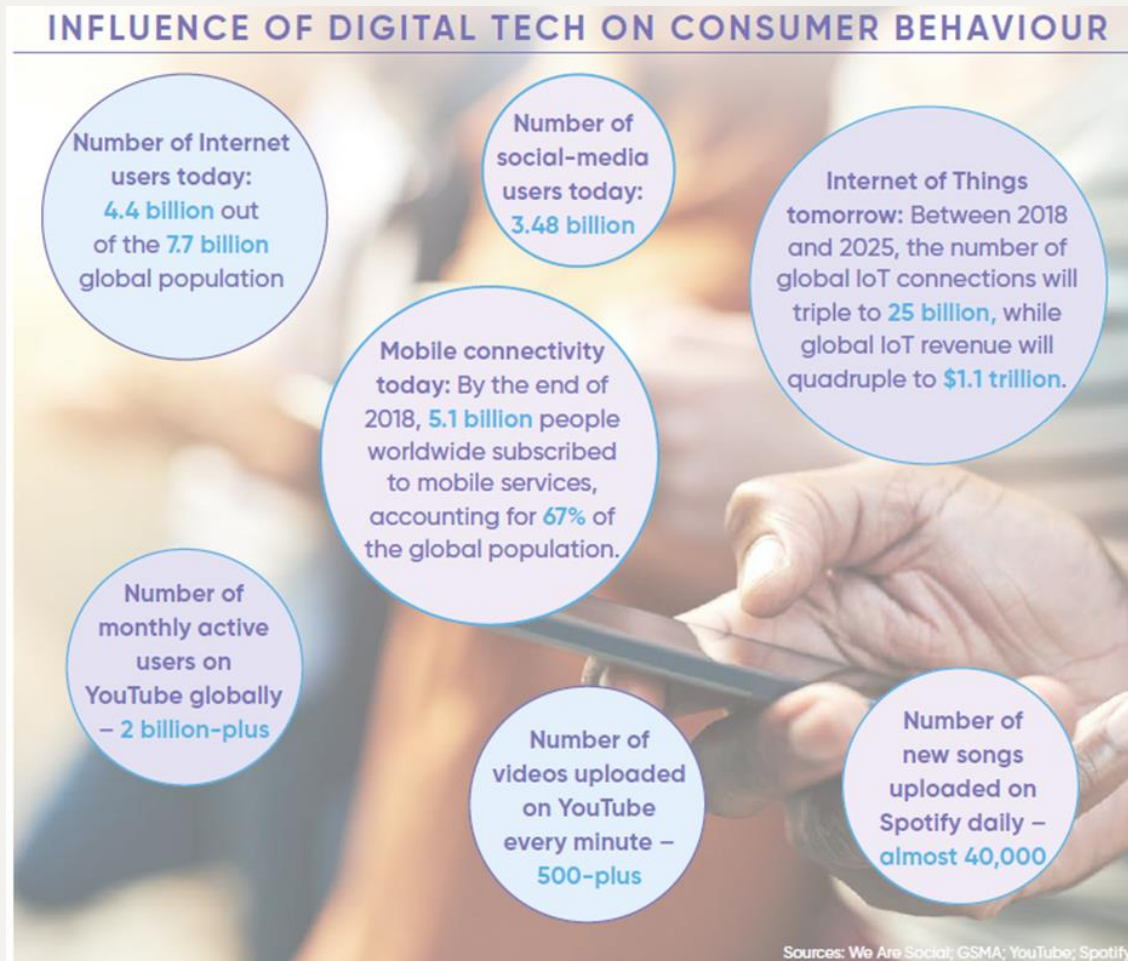
Services Price List

Weeks	Social Media Strategy	Digital Advertising	Creative Services
4	£45	£40	£POA
8	£70	£65	£POA
12	£100	£95	£POA

If Social Media Management and Digital Advertising are purchased together the price for both is discounted.

Discounted	Prices
4	£35
8	£60
12	£90





Source: (Midem, 2021)

Marketing & Promotions

- Social media growth hacking
- Social Media adverts
- Digital Adverts
- Partnerships with influencers to boost our online presence
- Reviews and Adverts by major news outlets
- Radio and TV adverts
- Google Ads / SEO

(Editorial, 2013)



Finances

Managing the business finances sensibly and correctly is crucial for the stability and longevity of the business. I will discuss the funding and projections for the company's financial forecasts.

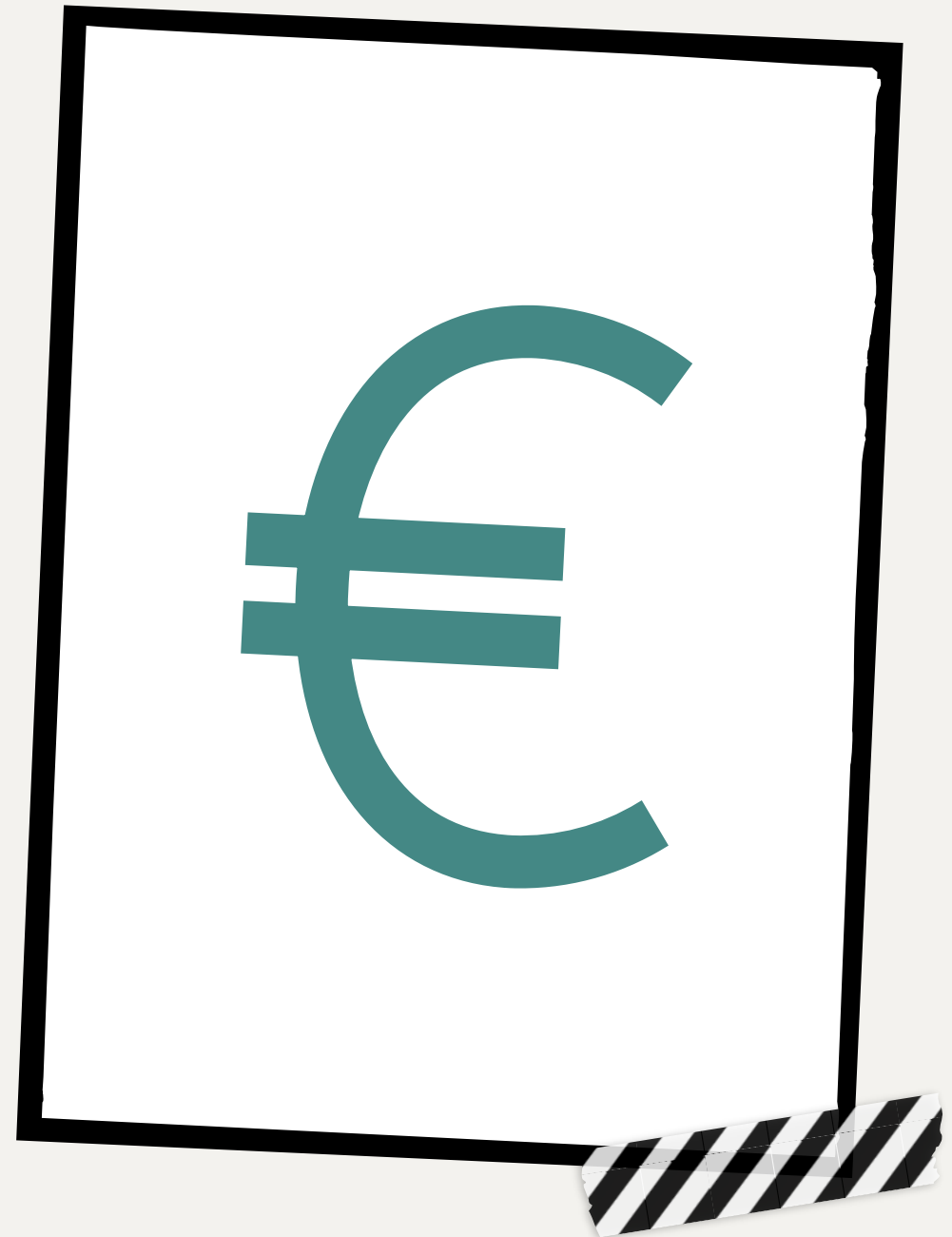
	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	Totals
	£	£	£	£	£	£	£	£	
Cash balance*	0	28	41,156	32,184	23,712	15,218	7,848	1,965	
Income									
Investor Capital	0	50,000	0	0	0	0	0	75,000	125,000
Founder Capital	5,000	0	0	0	0	0	0	0	5,000
Seed Captial	15,000	0	0	0	0	0	0	0	15,000
Loans	0	0	0	0	0	0	0	0	0
Sales	950	1800	1,700	2,200	2,178	3,302	4789	5123	22,042
Total Monthly Income*	20,950	51,800	1,700	2,200	2,178	3,302	4,789	80,123	167,042

Expenses*	20,922	10,672	10,672	10,672	10,672	10,672	10,672	23,172	108,126
Income less expenses*	28	41,128	(8,972)	(8,472)	(8,494)	(7,370)	(5,883)	56,951	58,916
Cash balance*	28	41,156	32,184	23,712	15,218	7,848	1,965	58,916	

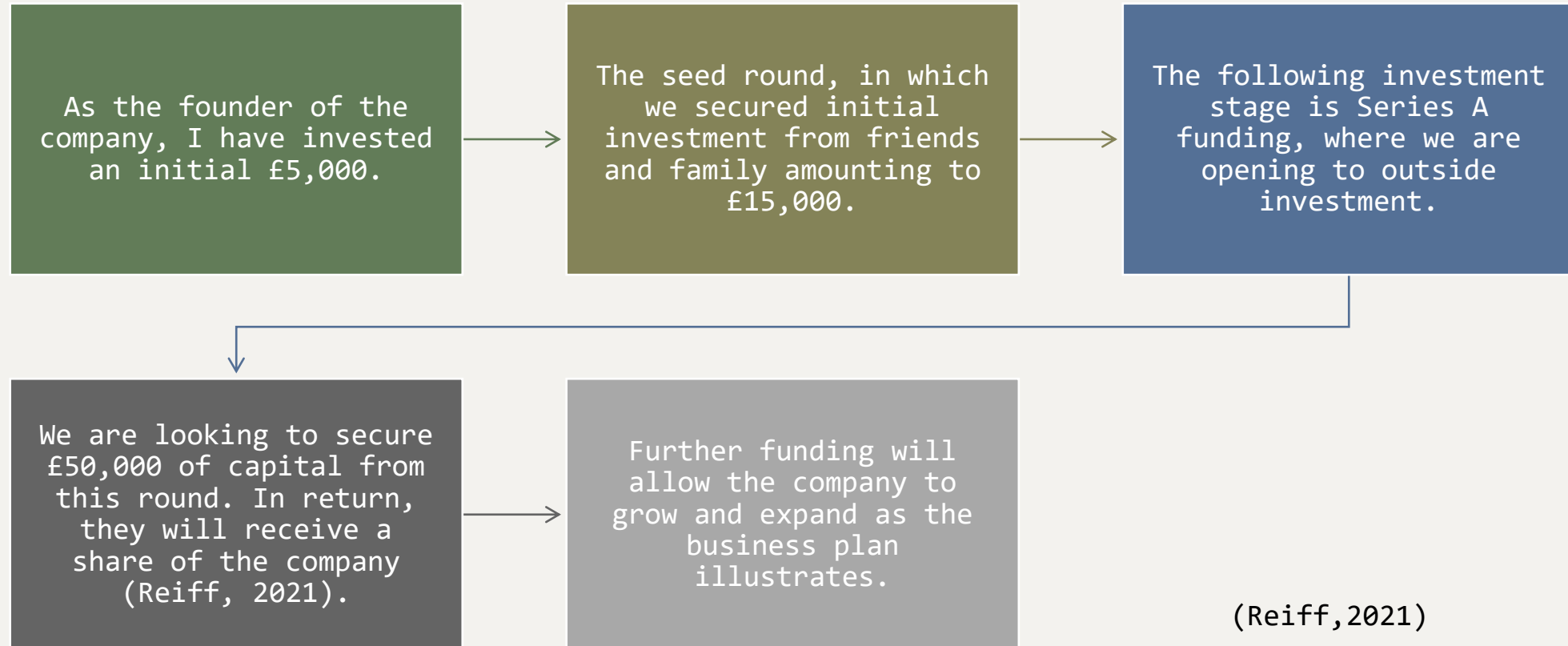


Finances

- As a start-up, we will be looking for significant investor capital to help facilitate the company's launch. These funds will be used to pay rent, staffing costs and to cover all general running costs.
- We aim for the business to be completely profitable by the start of 2023.



Funding



***Thank you for
watching***

Any Questions?



References

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