

MARCH 7, 2020

 MELODY VR

MELODY VR -

LIVE MUSIC IN VIRTUAL REALITY

DISCUSSION FLOW

Problem

How It Works?

Solution

Market Analysis

Statistics

Market Strategy

Team

CRUCIAL TALKING POINTS



"VR HAS BEEN AROUND FOR DECADES,
BUT NEVER REALLY TAKEN OFF. THIS IS
CHANGING FAST AS THE TECH IS
ADVANCING AT A RATE OF KNOTS, WITH
SEVERAL BRANDS NOW VYING FOR
SPACE"

SAVILLS, 2019

- WHAT DO YOU DO WHEN TICKETS ARE SOLD OUT OR YOU CANNOT ATTEND AN EVENT?
- WOULD YOU STILL LIKE THE OPPORTUNITY TO EXPERIENCE IT AS IF YOU WERE THERE?

IN LIGHT OF THE RECENT COVID-19 PANDEMIC, VIRTUAL REALITY (VR) & AUGMENTED REALITY (AR) HAVE SOARED.

FURTHER INFORMATION

- AR MARKET IS WORTH A PURPORTED \$3.5 BILLION
- MOST AR USERS FALL INTO THE 16-34 AGE GROUP
- DURING THE LAST FEW YEARS, FACEBOOK ACQUIRED 11 AR/VR COMPANIES
- VIRTUAL REALITY IS A WAY FOR ARTISTS TO OFFER MORE CREATIVE CONTENT FOR FANS

IMMERSIVE TECHNOLOGY IS GROWING

NOW THERE'S A NEW WAY



Teaser Video: A New
Way of Live Music
(Click here)

HOW IT WORKS?

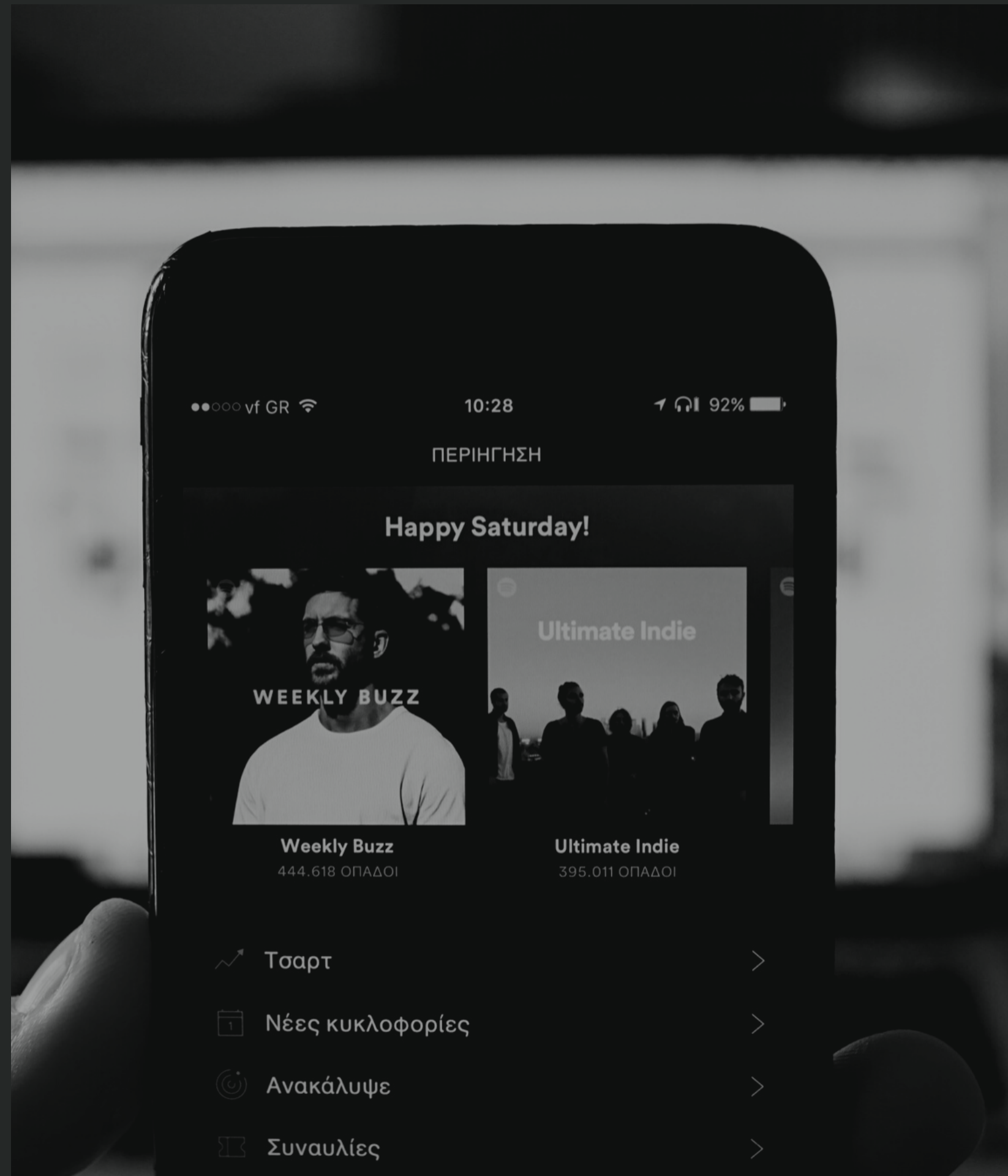
"TRANSPORT YOURSELF INSIDE
HUGE LIVE PERFORMANCES.
SWITCH JUMP SPOTS SO YOU
NEVER MISS A MOMENT.
DISCOVER A COMPLETELY NEW
WAY TO EXPERIENCE MUSIC"

MARKET ANALYSIS

ASSESSING THE LANDSCAPE

While the company is moving to a Spotify-like subscription model of £10 a month, it currently charges its users between £7 and £12 depending on the content. There is also many similar companies like WAVE or Digital Domain that exist within the marketplace.

The question with VR is how are we going incorporate this into an industry that has relied heavily on traditional methods?.





ARTISTS' INVOLVED WITH MELODY VR

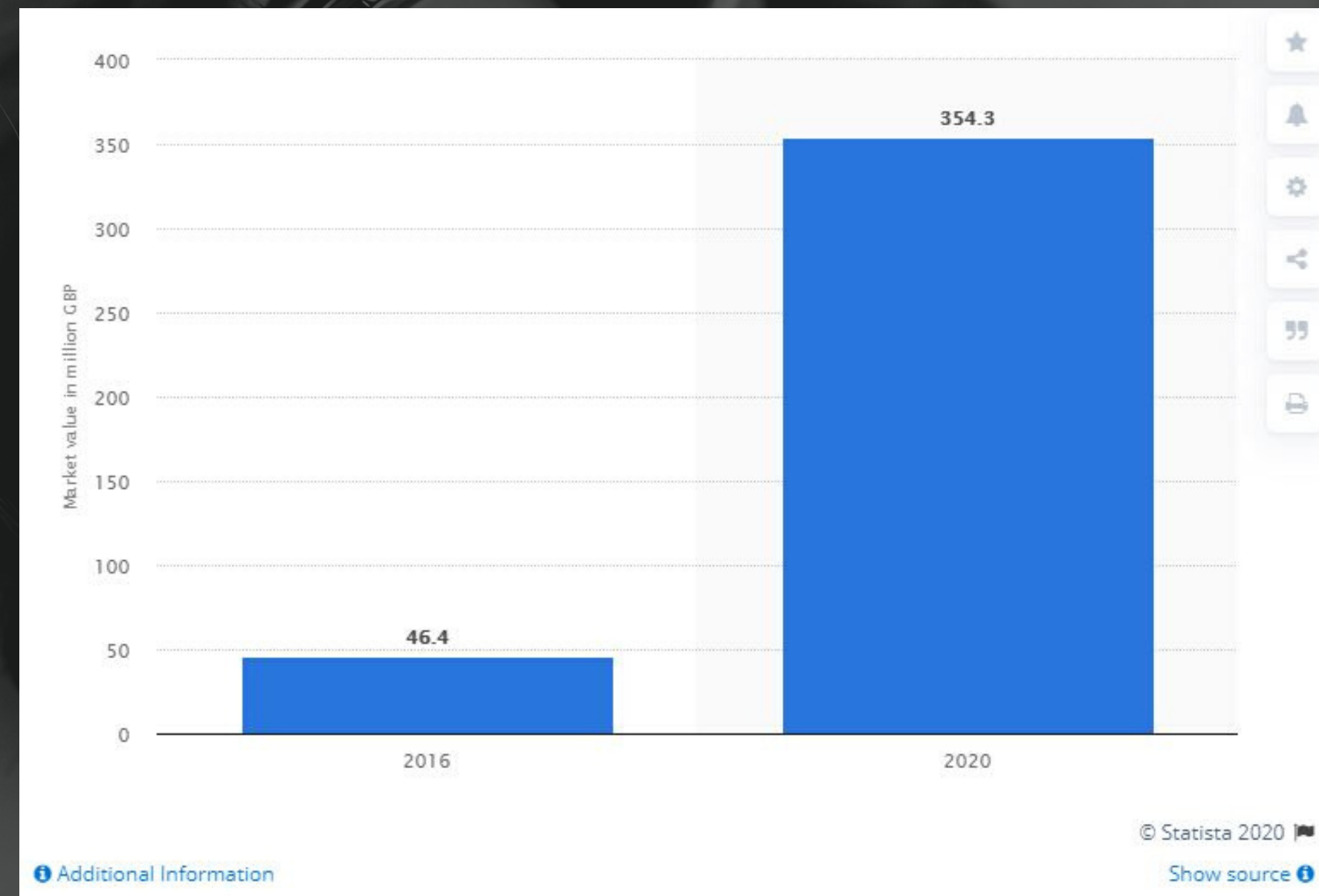


STATISTICS

MARKET VALUE OF VIRTUAL REALITY (VR) IN THE UNITED KINGDOM (UK) IN 2016 WITH A FORECAST TO 2020

In 2016, the market value was 46.4 million British pounds and is predicted to grow by a total of 390 percent over four years, bringing it to approximately 354.3 million in 2020.

Statista Research Department (2020)



PRODUCT

VR already comes in various different device types. There are devices based on game consoles, personal computers, and mobile devices

PRICE

Price mark depends on market, subscription-led service in conjunction with

PLACE

Launching in 4 additional territories, Canada, Spain, Italy and Portugal

PROMOTION

The main challenge for MelodyVR is converting non-VR users to VR, help by partnering with brands & other music companies

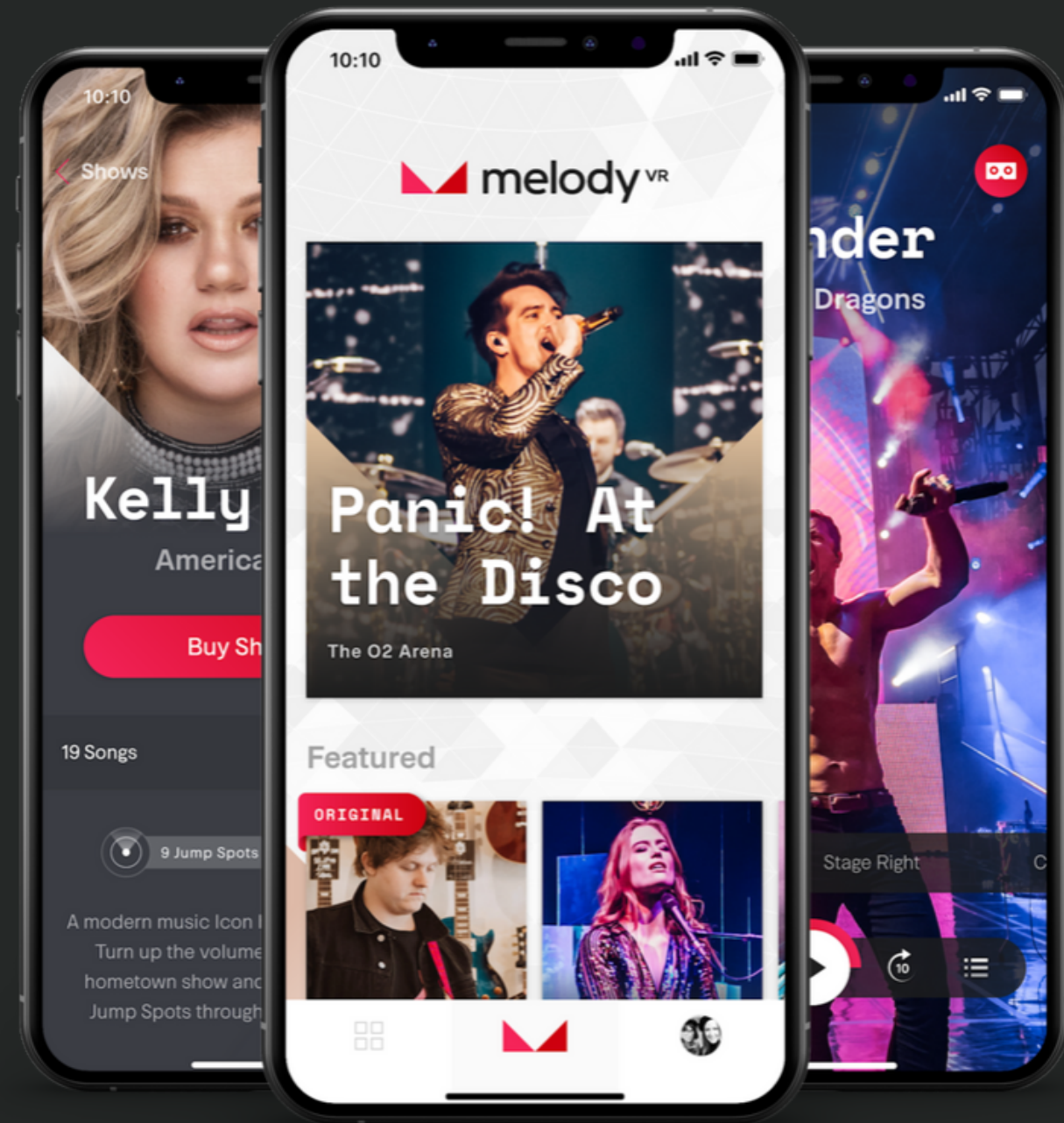
PEOPLE

Target audience is music enthusiasts, people all over the world, both existing & new consumers

PROCESS

A native iOS app was developed and launched on the App Store

What does the future look like?





TRACEY
KASONGO
CEO



STEVE
HANNOCK
COO



JAMES
GARSIDE
Head of Product
(Former @ DAZN)

**ANY
QUESTIONS!**

BIBLIOGRAPHY

- Cremades, A. 2018. *How To Create A Pitch Deck*. [online] Available from: <https://www.forbes.com/sites/alejandrocremades/2018/03/02/how-to-create-a-pitch-deck/#6a07674f56c0Country>
- Cremades, A. 2018. *How To Create A Pitch Deck*. [online] Available from: <https://www.forbes.com/sites/alejandrocremades/2018/03/02/how-to-create-a-pitch-deck/#3ac6ef0656c0>
- Hogan, M. 2020. *Where Can Virtual Concerts Go After Travis Scott's Fortnite Extravaganza?* [online] Available from: https://pitchfork.com/thepitch/virtual-concerts-travis-scotts-fortnite-100-gecs-minecraft/?curator=MusicREDEF&utm_source=AWAL+Marketing+List&utm_campaign=0db1d61fdb-EMAIL_CAMPAIGN_2019_06_06_09_20_COPY_01&utm_medium=email&utm_term=0_e19704b81a-0db1d61fdb-375978481&mc_cid=0db1d61fdb&mc_eid=f2cbec5b9e

BIBLIOGRAPHY

- Petrock, V. 2019. *Virtual and Augmented Reality Users 2019*. [online] Available from: <https://www.emarketer.com/content/virtual-and-augmented-reality-users-2019>
- PWC. 2017. *Growing VR/AR companies in the UK* [online] Available from: <https://www.pwc.co.uk/intelligent-digital/vr/growing-vr-ar-companies-in-the-uk.pdf> [Accessed 5 May 2020]
- Savills. 2019. *Leisure Market: Virtual Reality and Gaming* [online] Available from: https://www.savills.co.uk/research_articles/229130/274839-0
- Statista. 2016. *Market value of virtual reality (VR) in the United Kingdom (UK) in 2016 with a forecast to 2020*. [online] Available from: <https://www.statista.com/statistics/706194/virtual-reality-market-value-united-kingdom-uk/>