University of Wales
Trinity Saint David
LONDON

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EDUCATION

Level 7, Semester 2
Module Code: SBTY7004
Module Title: New Technology in Music and Creative Entertainment
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Component: 2/2
Module Tutor: John Zozzaro / Harry Leckstein
Student Name: Jonathan Farmer
Student Number: 1705825
Assignment Title: New Technology Presentation

FIESTA

EXPERIENCE LIVE



Image 1: (Ultra Music Festival, 2018)

Topics to be covered

- Company overview
- Providing solutions
- Market and opportunity analysis
- Audience segmentation
- Strategy and pricing
- Product launch

What is FIESTA?

"Applications have changed how people procure and consume music" (Cresswell-Jones, 2015)

- An app-based festival subscription service model
- Allows users to enjoy a range of events for a monthly/yearly fee
- Targets users based on their listening habits and preferences
- Delivers specially curated content, event lists and recommendations



Image 2: (Bandsintown, 2018)

What solutions does FIESTA provide?

Problems

- Festivals are too expensive
- Tickets can be easily misplaced
- Touts and resellers price consumers out
- No access to consumer data for promoters/artists

Solutions

- Simple and cost-effective solution to the end user who generally overpays for many tickets
- Integrated app membership as opposed to tickets
- No more touting and resellers
- Artists/companies can get a better insight of festival-goers

5 BENEFITS OF USING FIESTA



LIKE, LOVE, LIVE

FIESTA looks at the music it's subscribers listen to most on their chosen streaming platform. FIESTA then takes that data and recommends the festivals and events where that act will be playing. Notifications are pushed straight to the user's mobile device and they can then secure their tickets for the event.



SAVE MONEY TO SPEND ON OTHER THINGS

Because FIESTA works on a monthly subscription based model, users can spread the cost of their festival experiences without having to worry about going broke. This means that festival-goers never have to pay over the odds for a ticket again.



SHARE YOUR FAVOURITES

FIESTA allows it's subscribers to create their own personalised playlists, event lists and set-lists to share with friends on the app. This means that everyone can discover new music and new events together.



LEARN ABOUT YOUR AUDIENCE

FIESTA also helps artists and businesses. At present, if someone buys a festival ticket, there is no way to know who they came to see. FIESTA can show exactly how many people clicked through to buy festival tickets to see a specific artist or band. This means artists and promoters can better utilise their audience insights.



PARTNER WITH THE BEST

FIESTA provides a platform for festivals to be experienced by wider audiences. We also support smaller festivals and help them gain exposure to the biggest brands and bands. This means that regional acts can grow their audience on a national scale.

JOIN FIESTA / FIESTA FOR BUSINESS TODAY!

Why me and why now?

- Background – musician, performer and promoter
- Aim – to encourage the arts to grow through live music and help the economy
- Deep understanding of the importance of live events and the experience
- Understand needs of a business and what is needed to promote and develop a brand

Opportunity Analysis

Strengths	Weaknesses
In-depth understanding of the market area	Lack of experience in developing a national platform
Forward-thinking and always seeking to provide solutions	Minimal existing infrastructure or relationships in the sector
Opportunities	**Threats**
Live music is the biggest sector of the music industry at present	Inexperience may lead to delays or problems
Currently no competitor so opportunity to become the market leader	Backlash or similar service from major festivals/promoters could freeze us out of the market

Market analysis – The current industry

- Live music a growing industry (UK Music, 2017)
  - Grew by 14% in 2016
  - £1 billion of the £4.4 billion generated by music for the UK economy
- However, average festival cost has risen year on year (Jones, 2015)
  - Average ticket price for top festivals now £185
  - Up to 103% increase in the past decade
- Live music in 2016 in the UK in numbers (UK Music, 2017)
  - **30.9m – Total audience that attended live music events**
    - **27m – Total concert attendance**
    - **3.9m – Total festival attendance**

Market analysis - Competitors

- Main competitor: Jukely
  - Founded by Bora Celik in 2013
  - "Our biggest competition is getting people off the sofa from watching Game of Thrones." (Lawson, 2015)
  - £25 – one event per night, £45 – bring a friend or attend two events per night (Jukely, 2018)
- Other competitors: Ticketmaster, Dice, Eventbrite, Skiddle, Resident Advisor
  - Offer ticket sales/resales as opposed to subscription

Pricing Structure

- Bronze - £40 per month *or* £400 annually
  - 5 premier festivals per year plus advance notice for access to our special events
- Silver - £60 per month *or* £600 annually
  - 8 premier festivals plus priority access to our special events
- Gold - £80 per month *or* £800 annually
  - 12 premier festivals plus priority access to our special events
  - Priority booking for all festivals
  - VIP upgrade available for free on up to four events
- Platinum £100 per month *or* £1000 annually
  - 15 premier festivals plus priority access to our special events
  - Priority booking and early ticket access
  - Share early access link with up to three friends
  - VIP upgrade available for free on all events

Audience Segmentation

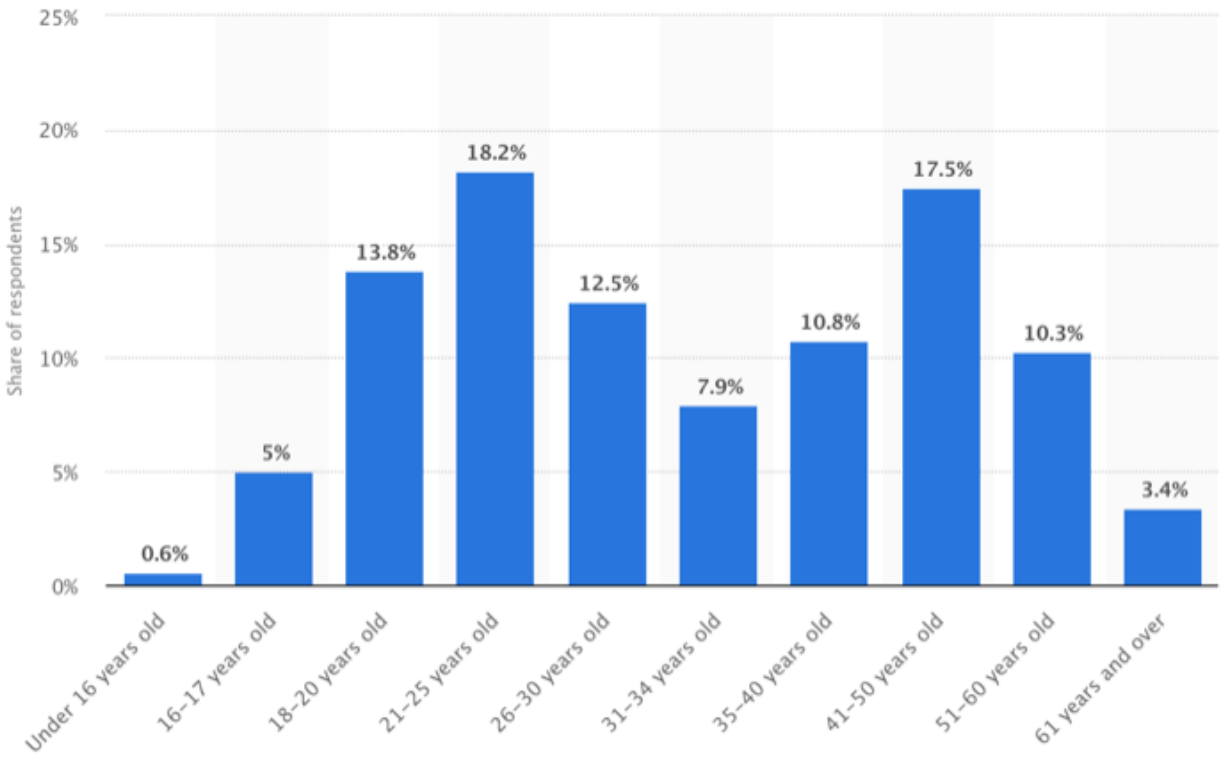


Figure 1: Age distribution of festival goers in the UK in 2016 (Statista, 2017)

Audience Segmentation

- Primary audience (Bronze & Silver)
  - 21-25 year olds – 18.2% of the market
  - M&F, Urbanised, low-to-medium disposable income
  - C1 (Junior / full-time student) / C2 (Skilled-working class)
    - Approx. 50% of the UK population (UK Geographics, 2014)

- Secondary audiences (Gold & Platinum)
  - 26-30 years olds – 12.5% of the market
  - M&F, Urbanised, medium-high disposable income
  - Less responsibilities than 41-50 year olds (the second biggest group)
  - Also – artists, labels, promoters, festival organisers, venues

Go-to-market strategy

- Approach festivals, concert promoters etc. for partnerships
- App and iPhone wallet integration for membership card
- Online music streaming platform playlists, curated by genre/mood
- "Reach beyond existing demand" (Chan Kim, 2005)
  - Utilise social media but also traditional forms of marketing to attract new users
  - Press, print and interactive billboards
- Using the university and college networks (student unions/services)

Growth strategy

- Constantly developing our business model
  - EU expansion within 3 years, global events within 5 years
  - Launching our own events using data gathered in the process of helping others
- Work with travel companies and offer package deals
  - Sellable add-ons and boosters
  - Learn more about users buying habits in the process
- Record label
  - Develop and promote new artists through the service and our partnerships
- Premium model with VR experience allowing users to stream exclusively curated content from their favourite artists from the comfort of their own home
  - VR - £7.99 per month – Exclusive VR content of your favourite artists performing live/studio cover versions filmed using a 360-camera

Solution requirements / Measuring success

Goals	Success
Make festivals available to everybody	Partnership with the UK's top 5 festivals, including Glastonbury and Reading & Leeds, within 3 years of launching (Consultancy UK, 2017)
Affordable ticket pricing for end user	Strong personable relationships to secure first refusal and low bulk prices
Wider reach	100,000 subscribers within 5 years
Impactful and useful tool	No.1 rated lifestyle app on the App Store / Google Play Store
Connect artists with their fans' data	Partner with the three major record labels to provide insights on touring

Launch overview – Timeline

Phase 1: Research and Development	Phase 2: Beta-testing and influencer marketing		Phase 3: Product launch				
6-4 months ahead	3 months ahead	2 months ahead	1 month ahead	**Launch**	1 month after	2 months after	3-6 months after & beyond
App building UX/UI design Audience insights Sourcing festival partners for launch	Social media branding Engage with print media Test app with early adopters	Blogger & influencer promotion Drive email sign-ups for marketing	Announce launch date of service Media push Announce major festival partners	App available on all major market places Website goes live Introductory offer 2500 subscribers within first month	Grow social media presence Competitions to encourage sign-ups	Announce exclusive artist partner Secret live gig exclusively available to subscribers with partner performing	Share insights and engagement statistics with potential partners for second year 5000 subscribers within 6 months

Budget

FIESTA Project Budget

Percentage of Income Spent



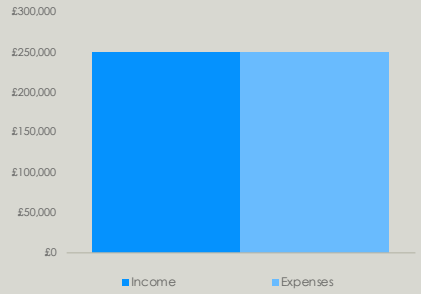
Summary

TOTAL INVESTMENT
£250,000.00

TOTAL EXPENSES
£250,000.00

TOTAL PROFIT GENERATED
£2,020,000.00

TOTAL REINVESTMENT AMOUNT
£2,020,000.00



Investment

ITEM	AMOUNT
Tileyard Education	£250,000.00

Expenses

ITEM	AMOUNT
App Development	£75,000.00
Asset development incl. photos, logo and website	£5,000.00
Social Media growth hacking	£5,000.00
Marketing, promotion and distribution	£50,000.00
Upfront ticket purchases	£50,000.00
Merchandise	£5,000.00
Staffing	£35,000.00
Contingency	£25,000.00

Income

ITEM	AMOUNT
2250 Bronze Subscribers	£540,000.00
1750 Silver Subscribers	£630,000.00
750 Gold Subscribers	£600,000.00
250 Platinum Subscribers	£250,000.00

Thank you

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