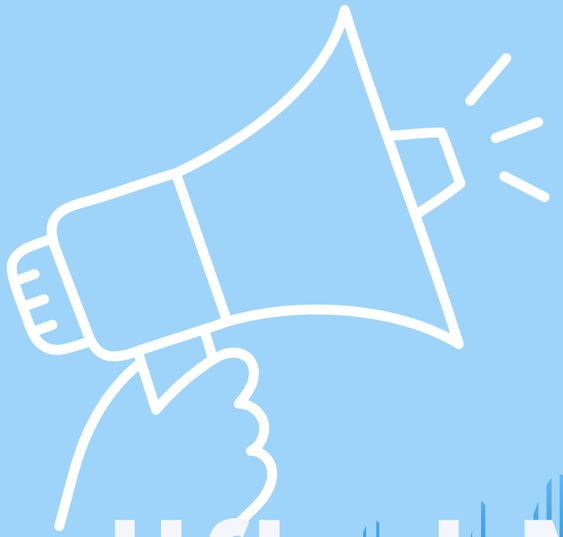


Amplified Music Management



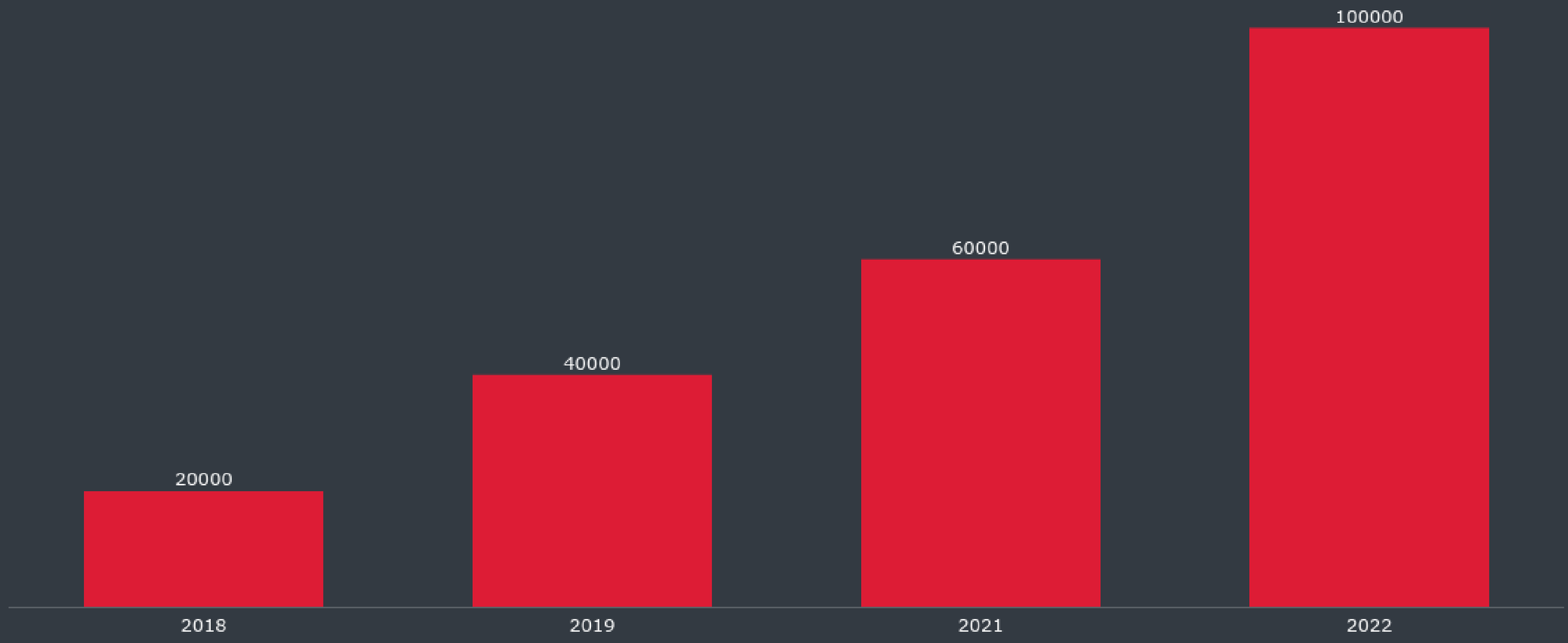
Amplified Music Management



Who are we?



Approx. number of tracks uploaded to Spotify and other music streaming services each day



Source: Spotify presentations. Except 2022 (source: Universal Music Group and Warner Music Group)

MBW

Inside the fight to fix streaming: “It's absolutely, fundamentally broken. Some people are getting paid an awful lot of money, and no one else is getting anything”

By Matt Mullen published February 14, 2023

Spotify Premium Subscription Price Raises, Artists Royalties Will Apparently Remain The Same

Musicians won't get an additional dime.



By Joel Barrios
Published July 25, 2023

Snoop Dogg blasts streaming royalty model, expresses support for writer’s strike

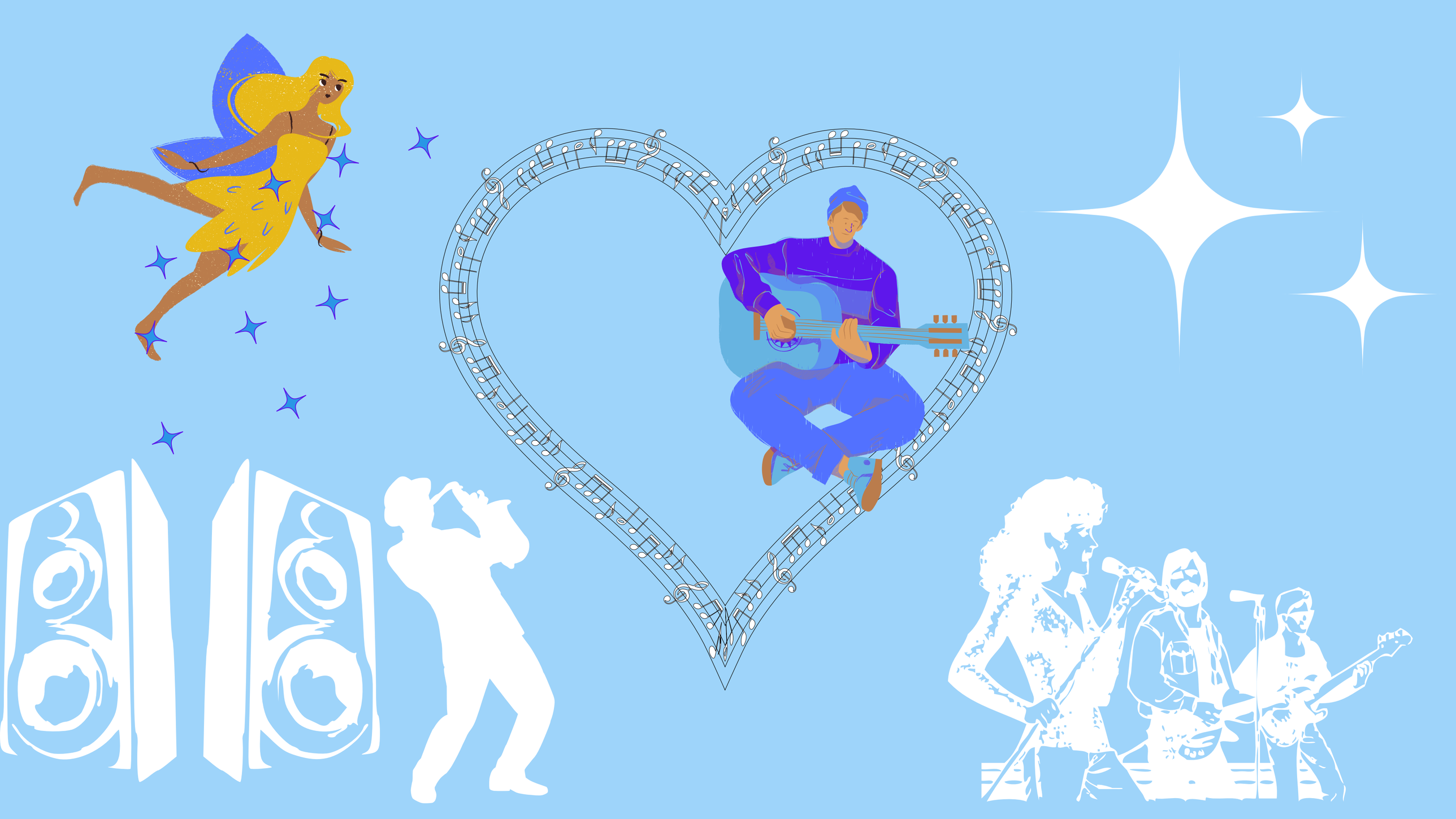
Welcome to the resistance, Snoop Dogg.

By **ARIELLE LANA LEJARDE**
May 08, 2023

There is something very, very wrong with today’s music. It just may not be very good.



By Alan Cross • Global News
Posted July 24, 2022 10:00 am · Updated July 25, 2022 8:28 am






R.I.P.

Our Priority is your priority…

Our Priority is your priority…

Music



BAD BLOOD

Why us?

Why us?

Our values

- Diversity
- Equality
- Justice
- Transparency
- Accountability


Revenue Model

Lilli









Stats this period

Aug 14, 2022 - Aug 13, 2023 · Worldwide

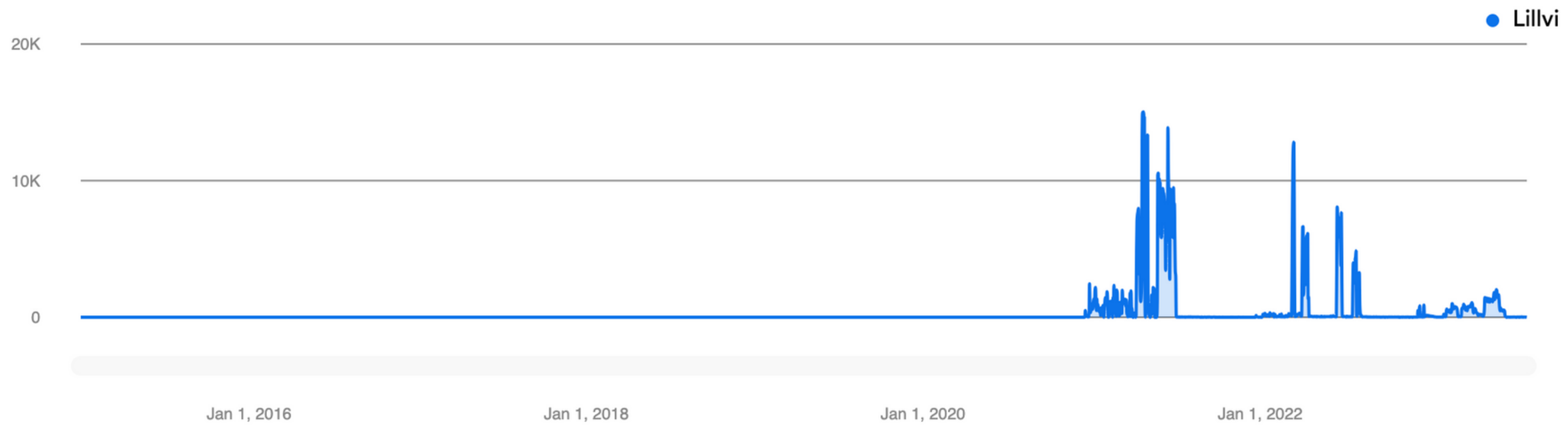
Last 12 months

Listeners	Streams	Streams / Listener	Saves	Playlist adds
71,664	101,582	1.417	11,317	1,028

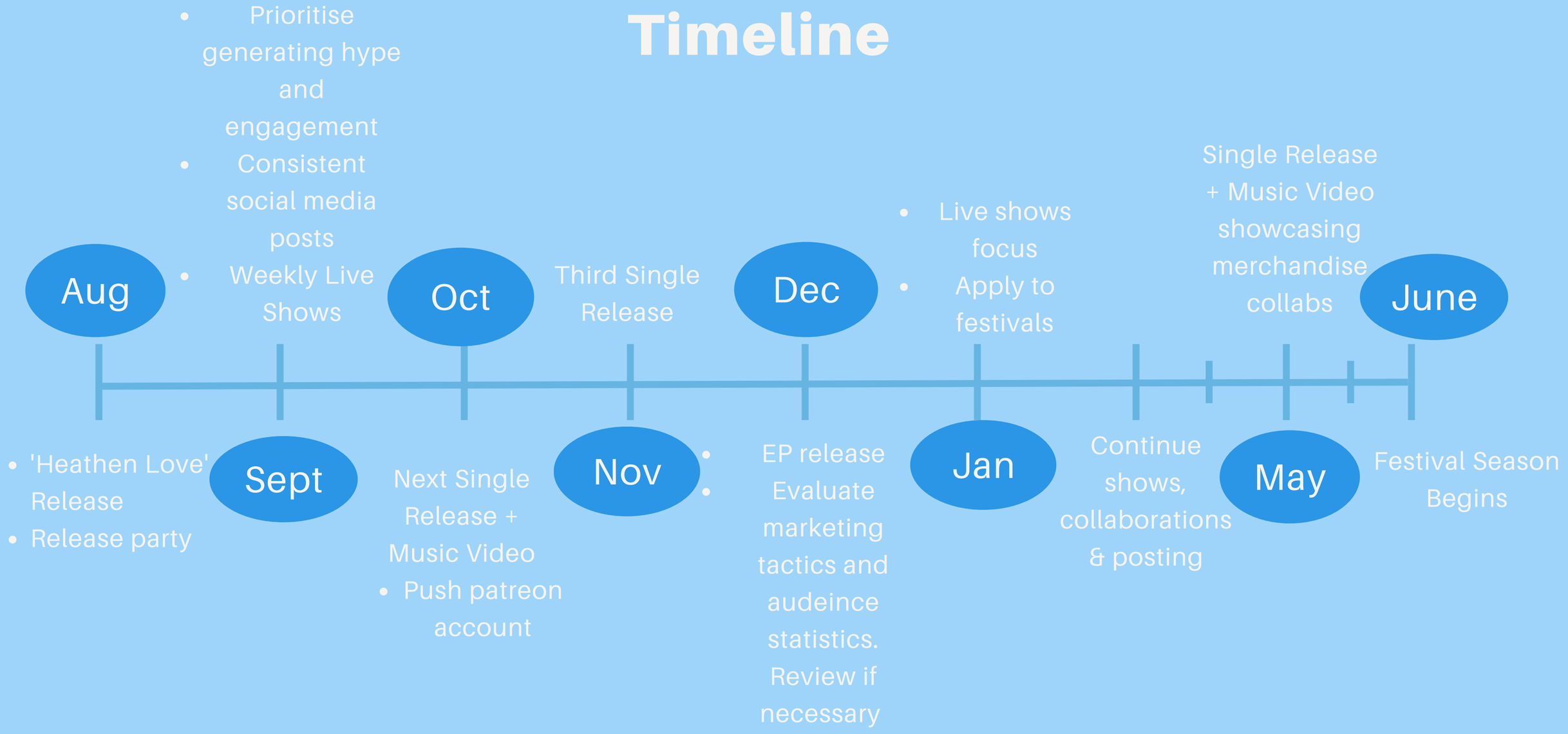
Followers
1,624

You have 139,171 listeners in your total audience on Spotify.

Listeners | Streams | Followers



Timeline


Aug
'Heathen Love' Release
Release party
Sept
Prioritise generating hype and engagement
Consistent social media posts
Weekly Live Shows
Oct
Next Single Release + Music Video
Push patreon account
Nov
Third Single Release
Dec
EP release
Evaluate marketing tactics and audeince statistics. Review if necessary
Jan
Live shows focus
Apply to festivals
Continue shows, collaborations & posting
May
Single Release + Music Video showcasing merchandise collabs
June
Festival Season Begins

S M A R T

	SHORT TERM	MID TERM	LONG TERM
SPECIFIC	GROW LILLVI'S ONLINE PRESENCE TO MAXIMISE MUSIC REACH	GROW LILLVI'S NAME ONLINE AND IN PERSON	HAVE MUSIC FEATURED IN FILM OR TV
MEASURABLE	REACH 10,000 INSTAGRAM FOLLOWERS REACH 1000 TIKTOK FOLLOWERS	PLAY FESTIVALS AND LIVE SHOWS REACH 100,000 STREAMS ON LATEST RELEASE GET SPONSORSHIP DEALS WITH BRANDS	GET A SYNC DEAL
ATTAINABLE	CONSISTENT POSTING AND ANALYSIS OF ANALYTICS TO TAILOR CONTENT TO AUDIENCE INCREASE PERSONAL CONTENT AND INTERACTIONS	THROUGH CONSISTENT ONLINE PRESENCE HER INFLUENCE AND POPULARITY WILL GROW	THIS WILL DIVERSIFY HER AUDIENCE AND INCREASE ROYALTY REVENUE
RELEVANT	HAVING A STRONG ONLINE PRESENCE WILL AID THE SUCCESS OF FUTURE RELEASES, LIVE PERFORMANCES AND MERCHANDISE SALES	RESULTING IN FESTIVAL SLOTS AND SPONSORSHIPS AND COLLABORATIONS, INCREASING INDUSTRY NETWORK	IT WILL PAVE THE WAY FOR MORE SYNC DEALS WHICH SUIT HER MUSICAL STYLE WELL
TIME- BOUND	WITHIN 3 MONTHS	6-12 MONTHS	12 MONTHS +

Cash Flow Forecast

Cash Flow Forecast - Annual													
Month:	Week **Pre-Start**	Month **Aug**	Month **Sept**	Month **Oct**	Month **Nov**	Month **Dec**	Month **Jan**	Month **Feb**	Month **Mar**	Month **Apr**	Month **May**	Month **Jun**	Month **Jul**	**Totals**
Income														
Streaming DSP's		95	95	95	95	50	50	50	50	50	50	50	50	**780**
Patreon		200	200	200	200	200	500	500	500	500	500	500	500	**4,500**
Artist's own input		500	500	500	500	500	500	500	500	500	500	500	500	**6,000**
Sponsorships + Brand Endorsements		50	50	100	100	100	100	100	100	100	100	100	100	**1,100**
Merchandise			50	100	200	300	300	300	300	300	300	300	300	**2,750**
Total	**0**	**845**	**895**	**995**	**1,095**	**1,150**	**1,450**	**1,450**	**1,450**	**1,450**	**1,450**	**1,450**	**1,450**	**15,130**
Video Production			2,000											**2,000**
Marketing		500	500	500	500	500								**2,500**
Facebook Ads		500	500	500	500	500								**2,500**
														0
Website	15.60	16	16	16	16	16	16	16	16	16	16	16	16	**208**
														0
Digital Distributor		2	2	2	2	2	2	2	2	2	2	2	2	**23**
Total Payments	**16**	**1,018**	**3,018**	**1,018**	**1,018**	**1,018**	**18**	**18**	**18**	**18**	**18**	**18**	**18**	**7,230**
Cashflow Surplus/Deficit (-)	**(16)**	**(173)**	**(2,123)**	**(23)**	**77**	**132**	**1,432**	**1,432**	**1,432**	**1,432**	**1,432**	**1,432**	**1,432**	**7,900**
Opening Cash Balance	**0**	**(16)**	**(189)**	**(2,311)**	**(2,334)**	**(2,257)**	**(2,125)**	**(693)**	**739**	**2,171**	**3,603**	**5,035**	**6,468**	
Closing Cash Balance	**(16)**	**(189)**	**(2,311)**	**(2,334)**	**(2,257)**	**(2,125)**	**(693)**	**739**	**2,171**	**3,603**	**5,035**	**6,468**	**7,900**	

Market Analysis

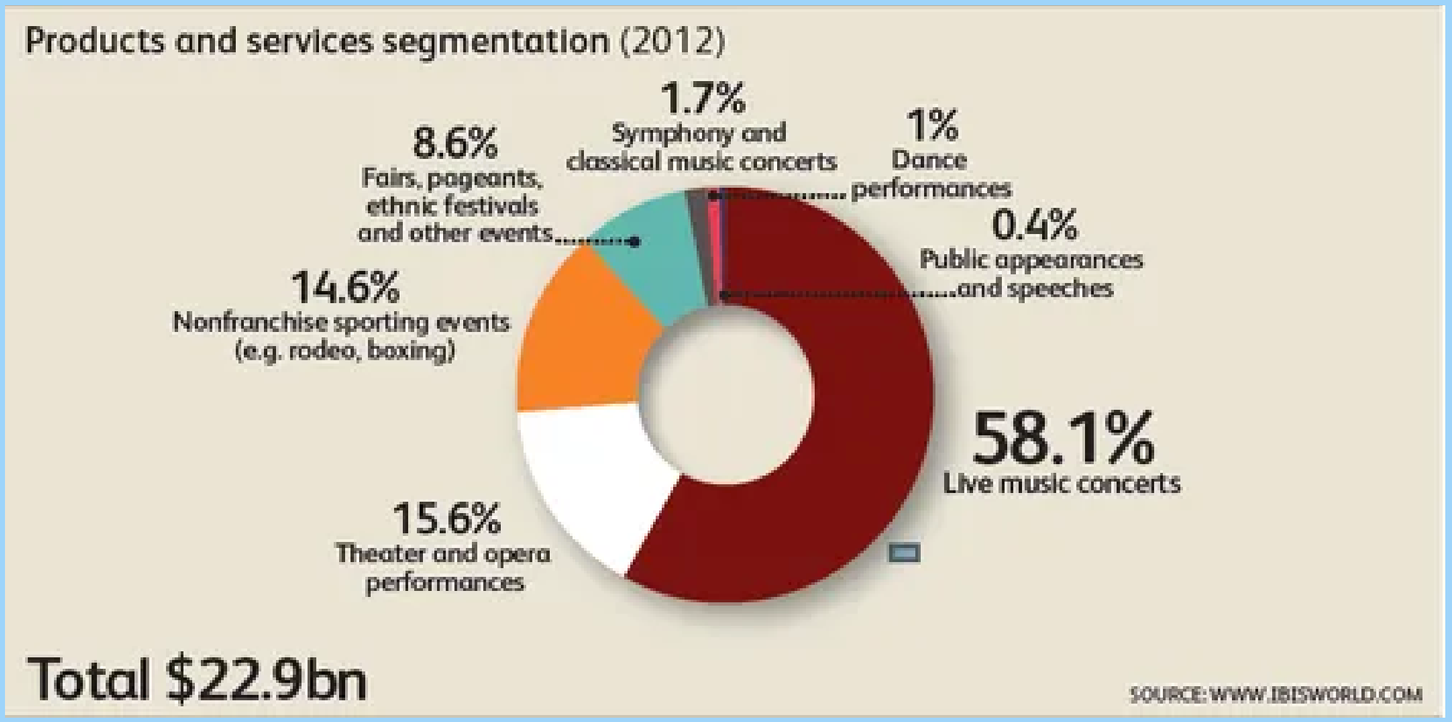
SWOT ANALYSIS

STRENGHTS	WEAKNESSES	OPPORTUNITIES	THREATS
• Being a model allows for an abundance of high-quality, aesthetically pleasing photos • Meets Western beauty standard • Artist enjoys using social media and posting on Instagram	• Disorganised • Busy with non-music-related tasks • Needs to be directed and reminded • Artist has worked with controlling people who have sole access to her work and platforms	• Socialist political alignment can be exploited on social media for attention • Use playlists to grow career • Market herself as an unsigned artist- often praised on TikTok	Unpredictable market • Not getting as many streams as predicted • Not getting onto any playlists • Competing with labels/ signed artists

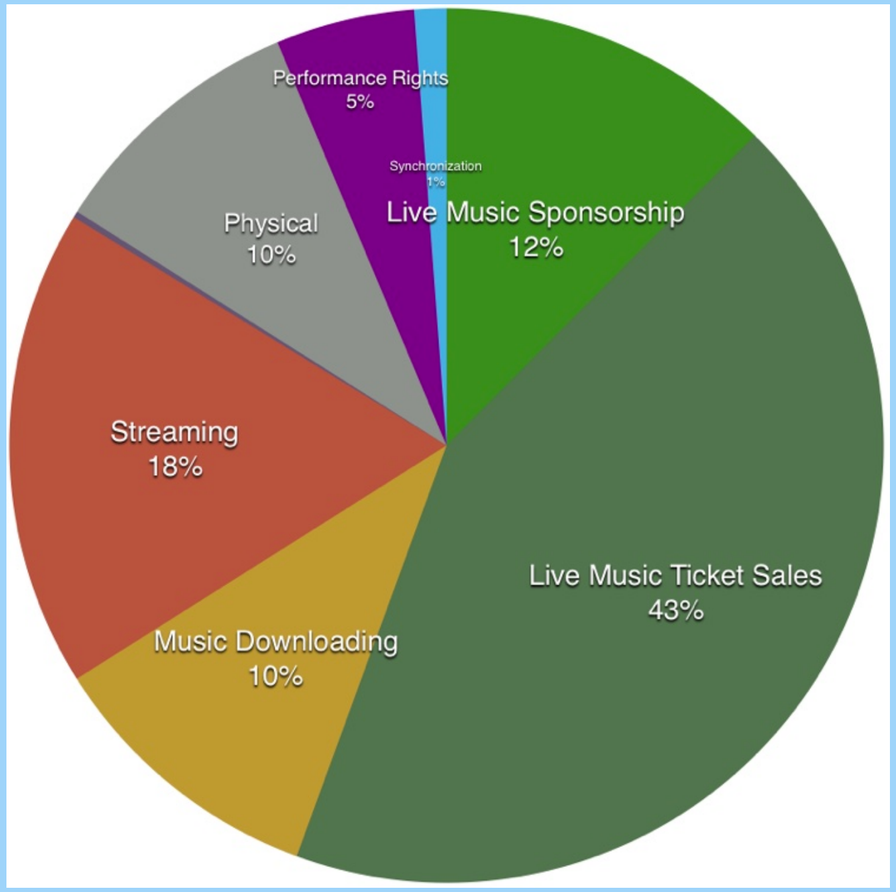
PEST ANALYSIS

POLITICAL	ECONOMIC	SOCIAL FACTORS	TECHNOLOGICAL FACTORS
• Brexit effects: Touring, travel, international collaborations, changes in visa requirements, tariffs, and trade agreements. These may affect the artist's ability to work in Europe or collaborate with artists from other countries. • Lillvi is Swedish and any changes to immigration/ visa laws may effect her directly and unexpectedly • Laws on music education impact young people's passion for music and pursuit of it as a career	• Cost of living and inflation effects what the audeince priortiyise their spending on • Touring costs increased due to fuel prices and travel costs • Income disparity between audience members	• Covid effects on live shows and audience habits • Music Trends and audience preferences: • Social media and the artist's likability can fluctuate based on tiny mistakes • Passive listening to music in the background decreases likelihood of listeners turning into fans	• Unpredictable market • Not getting as many streams as predicted • Not getting onto any playlists • Software improvements • AI introduction making songwriting easier • AI threatening creative careers • Lack of Radio play • Blockchain for transparent royalty tracking and payment distribution, potentially revolutionizing how artists are compensated. •

2012

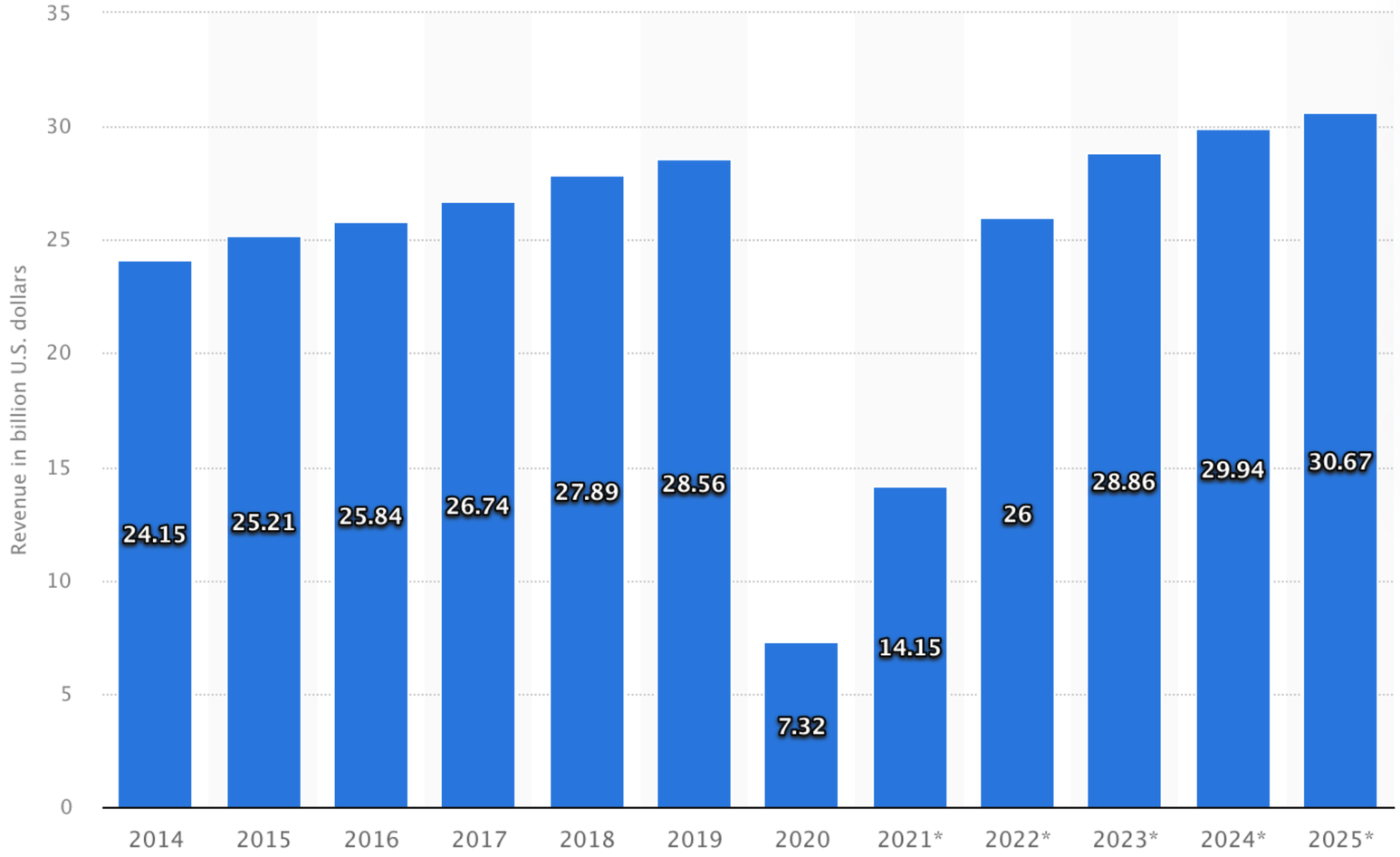

Products and services segmentation (2012)
1.7%
Symphony and classical music concerts
8.6%
Fairs, pageants, ethnic festivals and other events
1%
Dance performances
0.4%
Public appearances and speeches
14.6%
Nonfranchise sporting events (e.g. rodeo, boxing)
58.1%
Live music concerts
15.6%
Theater and opera performances
Total $22.9bn
SOURCE: WWW.IBISWORLD.COM

2017


Performance Rights
5%
Synchronization
1%
Live Music Sponsorship
12%
Physical
10%
Streaming
18%
Live Music Ticket Sales
43%
Music Downloading
10%

Live music industry revenue worldwide from 2014 to 2025

(in billion U.S. dollars)



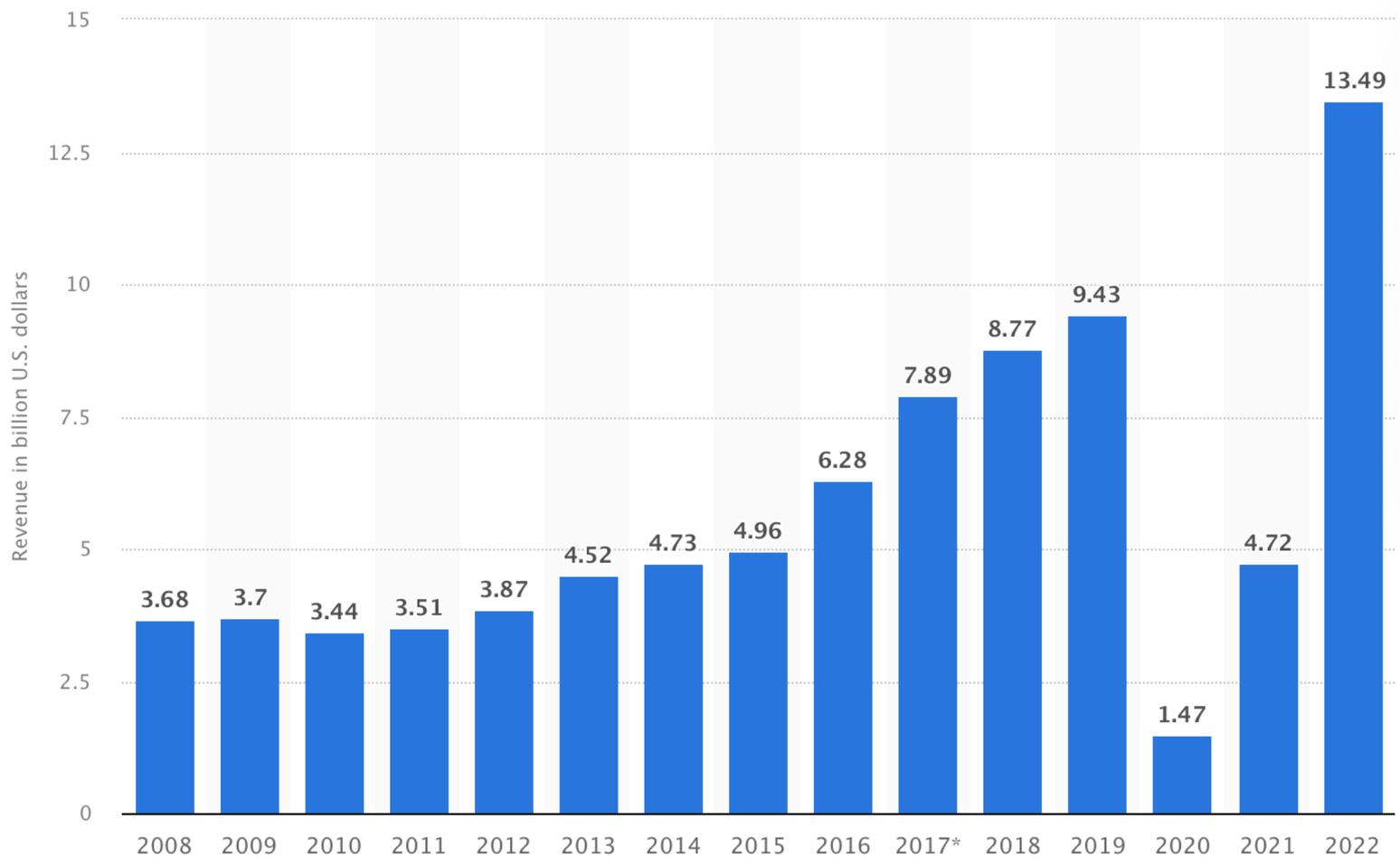
© Statista 2023

Additional Information

Show source

Live Nation Entertainment's concert revenue from 2008 to 2022

(in billion U.S. dollars)



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Additional Information

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View op

Target Market

Instagram Demographics



Age range
of your followers

All | Men | Women

13-17	8.8%
18-24	44.3%
25-34	32.3%
35-44	8.7%
45-54	3.4%
55-64	0.8%
65+	1.3%





One Direction 'rake in £3.2million in just one year despite not releasing new music since 2015 - beating Oasis who earned £2million'

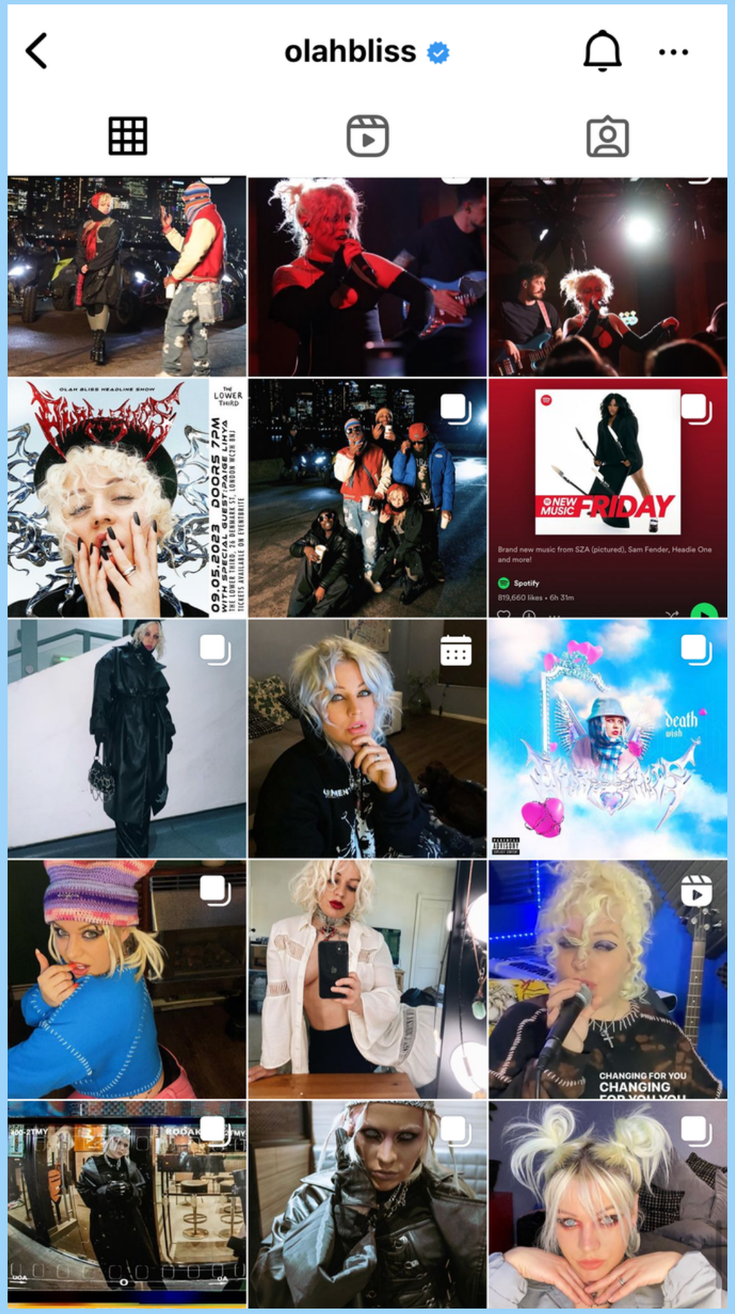
By KATE DENNETT FOR MAILONLINE



The power of fan loyalty: The key to a lifelong career



Competitors



Competitors

Olah Bliss



Marketing/ Upcoming Campaigns

- Release Party
- Fashion Designers Collaboration
- Modelling Photos at Venue
- Electro Pop Duo

Thank You



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