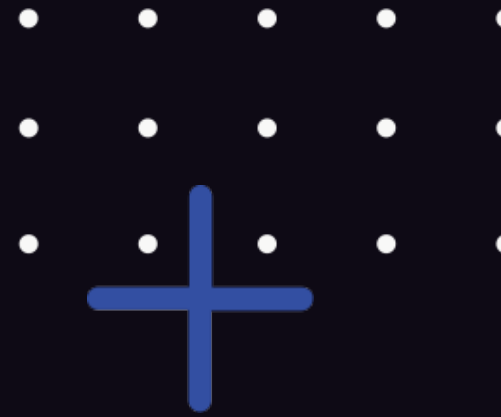


New Technology in Music & Creative Entertainment



MA MUSIC BUSINESS (Level 7)

MODULE CODE: SBTY7004

MODULE TITLE: NEW

TECHNOLOGY IN MUSIC &

CREATIVE ENTERTAINMENT

ASSESSMENT COMPONENT 2

MODULE TUTOR: ZOHE MUSTAFA

STUDENT NAME:
EMMANUELLA IDRIS
STUDENT NO: 1910409



**Things are
moving fast...**



Problems within the Creative Industry

+ Touring Expenses

+ Using the Internet

Although in this current pandemic it is allowing the creative to utilize this medium for promotion further.

+ Building a Team

With the increased rates of the DIY musician or creative, it can be difficult to build a unit of people to further individuals music career.



-
-
-
-
-
-

Solution 1



The ability to promote themselves.

Solution 2



The ability to expose themselves.

Solution 3



The ability to connect with 'like-minded' creatives,
build their following and creative team.





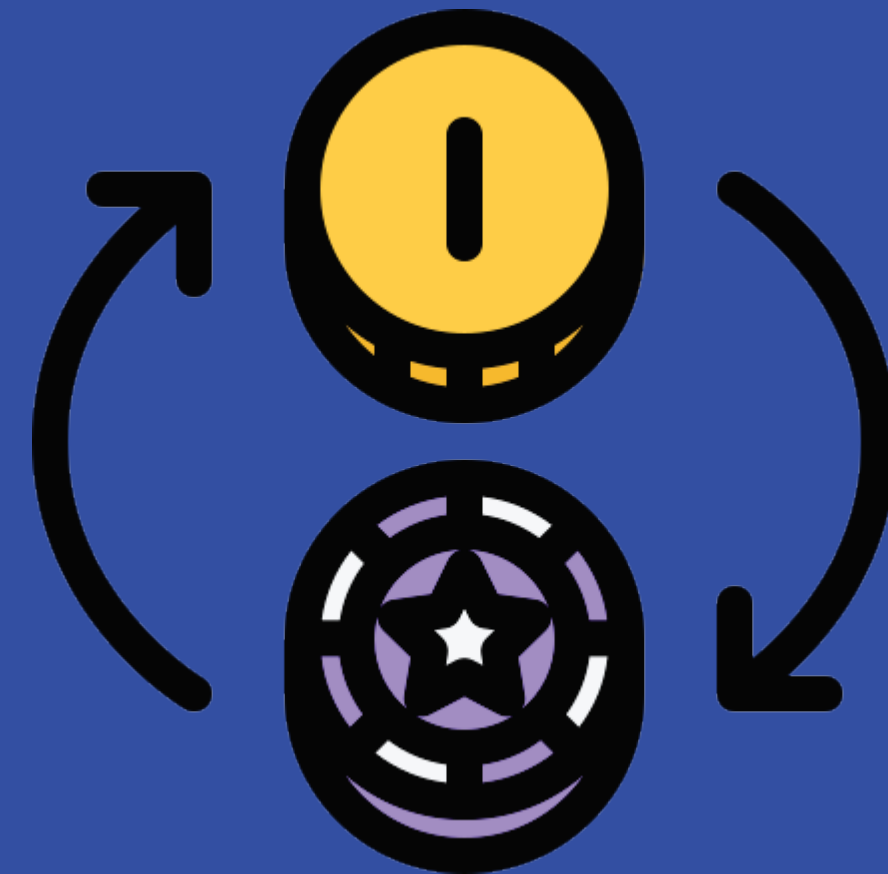
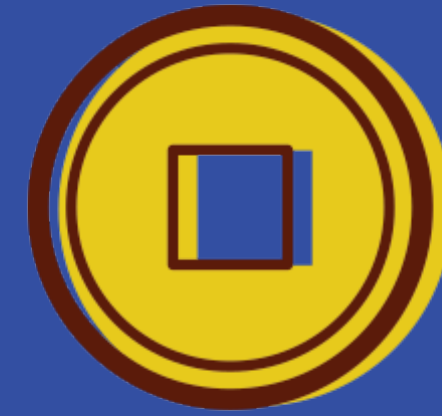
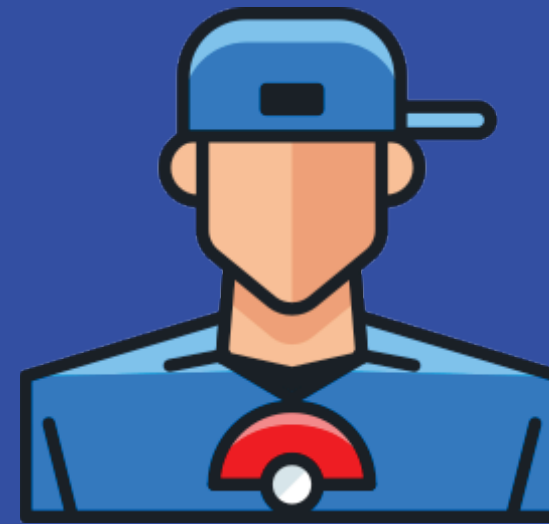
The Product

Our app uses artificial intelligence to enhance the creative's development and experience to do just that!
Be CreAltive & Connekt in fun, new ways.





How does it work?



+ **360' Images**

CreAltive World based Optimzied imagery based on frequent locations of the user (GPS, Google Maps).

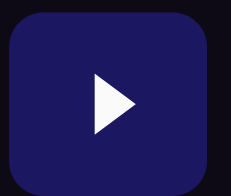
+ **CGI Imagery**

The player has the option of creating an avatar to join the app or using a CGI image of themselves (monetizing experience only viable with CGI Imagery - Integrity Initiative)

+ **Artificial Intelligence**

The use of Machine Learning to acquire data from players gaming activities. To maximize the player's creative process.

The Augmented Reality Experience



Birth of CreAltive Connekt

Research Process

2018

Spark AR

Heijar AR

Explorative Development

2019

Evo App – Virtual Reality &
Augmented Reality playing musical
instruments with eyes.

Opulous Screening App

Application Building

2020

Open source A.I Application
Developer

Licensing 3rd Party Machine
Learning



Why Now?

Reason 1

In this current climate we aim to assist people in reaching their full potential. Their greatness. We believe that CreAltive Connekt will help to do this.

Reason 2

Creating an environment where players can learn subconsciously, be engaged, have fun and thrive as creatives.



AI is the future - The development of A.I. will automate a whole host of expensive, time-consuming, and complicated processes across music creation and advertising, cutting out the middlemen and democratizing the industry.

Machine learning - Music production, event planning, playlist recommendation: machine learning making it all simpler (and more effective).

Different areas of media are starting to converge - Barriers that once existed between various media and creative industries like music, dance, fashion, and film are now melting down, and this trend will only quicken in the future. eg. Dance choreographer Wayne McGregor using A.I. to learn and reconstruct movement vocabularies of his dancers (Could Google Be the World's Next Great Choreographer?, 2019).



Trends within Industry

(Mechanics, 2020)

The Introductions to Artificial Intelligence (A.I) & The Advancements within the Music Industry.



Artificial Intelligence in Music

Case Studies

AI Music Ads - Cox Communications: Exploring a personalized experiences within audio advertising. By giving listeners brand experiences that were more relevant to them they wanted to increase the effectiveness of their ads, which can prove to be expensive.

THE AI MUSIC SOLUTION Spark Foundry used AI Music's technology to produce a new type of audio ad that was distributed on AdsWizz digital audio advertising platform (provides a variety of genre targeting publishers across US and Europe).

AI Music's proprietary artificial intelligence tools, enable real-time shape shifting of existing music and audio assets. With our technology Spark Foundry were able to create dynamic and personalized audio ads, which complimented a listener's music genre within the ad, all in under 10 minutes. Our innovative techniques reduced the standard production time, enabled make the media budget go further, and saved time for the agency to focus on other more strategic tasks.

(CASE STUDIES: HOW COX COMMUNICATIONS REDUCED TIME TO MARKET AND MORE THAN DOUBLED AD PERFORMANCE, 2020)



Target Market 1

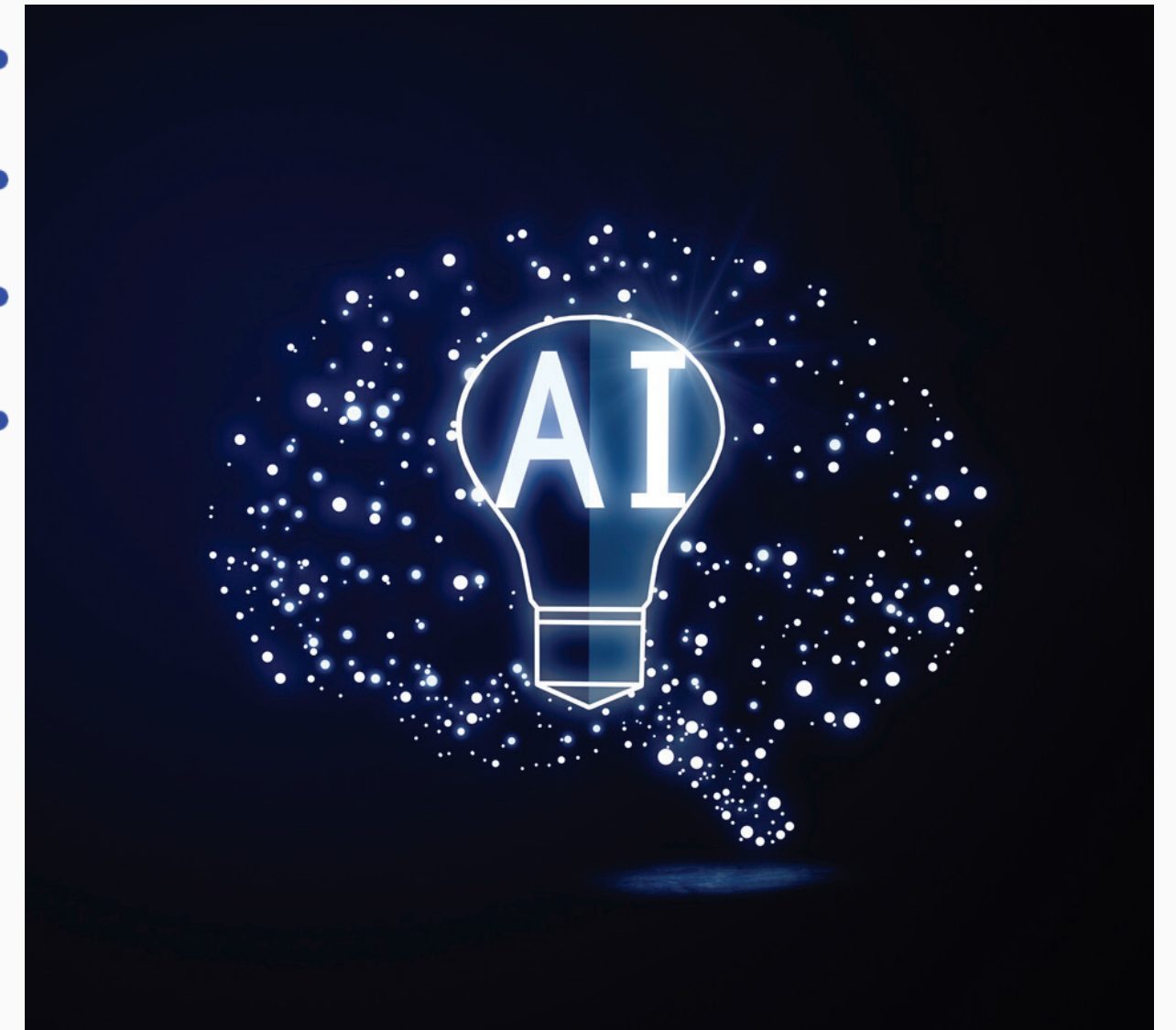
Gamers, Smartphone users

Target Market 2

Established or Aspiring Creatives - Singers, Music Producers, Management, PR, Graphics Designers, Photographers.

Target Market

Who are the customers you want to cater to?



Direct Competitors



FORTNITE

Indirect Competitors



● **Advantage 1**

Accumulation of Knowledge via Competitors observations.

● **Advantage 2**

We are creating a platform that accommodates a lot of facilities all in one place (Music Sync, Virtual Gigs, Connecting to other creatives).

● **Advantage 3**

Gives the opportunity to create revenue for themselves.

● **Advantage 4**

Pioneering the Incorporation of Artificial Intelligence into an Augmented Reality game app - innovating the use of Machine Learning for more intricate tasks.

Competitive Advantages



Competitors Approach



Approach 1

Prior to app launch popularity for branding was built for a TV franchise ('Pokemon - Pokemon GO').



Approach 2

Giving player an adventurous way to meet their fitness goals ('Zombies, Run').



Approach 3

Building strong communities within the AR worlds via other players and game activities, players build more investments within them ('Sims 4' & 'Pokemon GO').



CreAltive App Revenue Model

-
-
-
-
-



Advertising



Sponsorship : Partnering with Google team's
Magenta - Media & Art Machine Learning.
Snapchat - Bitmojis. Integrating Spotify,
Apple Music, Voisey & Instagram



In-App purchases



Physical Purchases & Merchandise

(How Do Free Apps Make Money on Android and iOS |
Thinkmobiles, 2020)



References

25 Best Augmented Reality Games for Android and iOS | Thinkmobiles (2020). Available at: <https://thinkmobiles.com/blog/best-augmented-reality-games/> (Accessed: 27 April 2020).

CASE STUDIES: HOW COX COMMUNICATIONS REDUCED TIME TO MARKET AND MORE THAN DOUBLED AD PERFORMANCE (2020). Available at: <https://www.aimusic.co.uk/casestudy> (Accessed: 27 April 2020).

Could Google Be the World's Next Great Choreographer? (2019). Available at: <https://www.dancemagazine.com/is-google-the-worlds-next-great-choreographer-2625652667.html?rebelltitem=3#rebelltitem3> (Accessed: 27 April 2020).

Mcdonald, H. (2019) 3 Problems in Today's Music Industry Every Musician Needs to Know, The Balance Careers. Available at: <https://www.thebalancecareers.com/problems-of-new-music-industry-2460307> (Accessed: 27 April 2020).

Mechanics (2020) Soundcharts | Market Intelligence for the Music Industry, Soundcharts.com. Available at: <https://soundcharts.com/blog/music-industry-trends> (Accessed: 27 April 2020).

How Do Free Apps Make Money on Android and iOS | Thinkmobiles (2020). Available at: <https://thinkmobiles.com/blog/how-do-free-apps-make-money/> (Accessed: 27 April 2020).



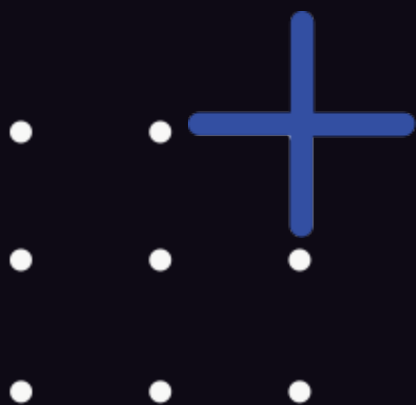


icgreatnessarts@gmail.com



www.icgreatnessarts.com

Contact Us



Thanks for Listening!

