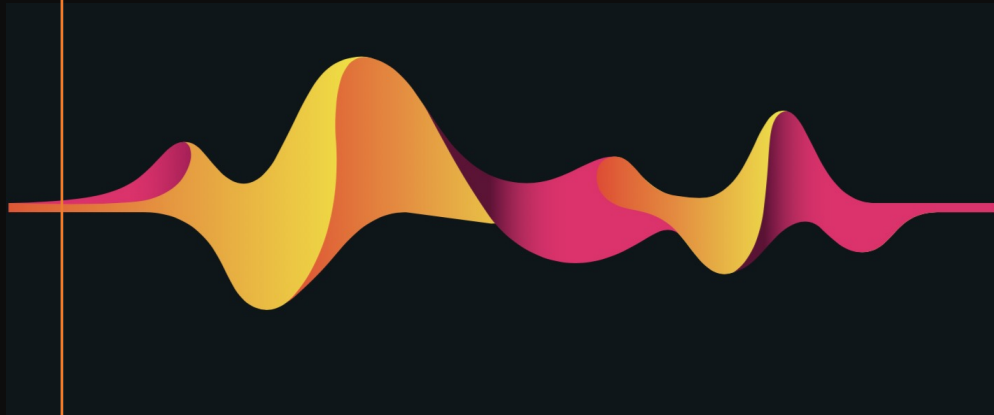
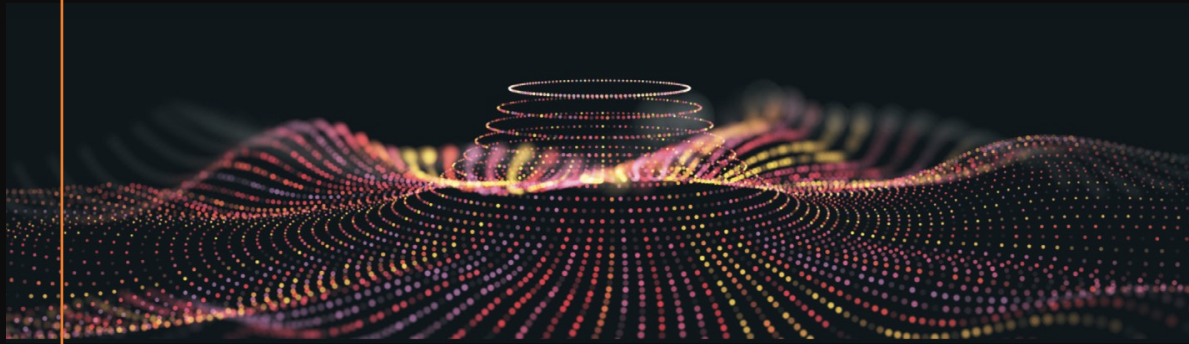




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Student Name: Christian Gillett

Student Number: 2009817

**Assignment Title: Assessment Component
2 - Presentation**

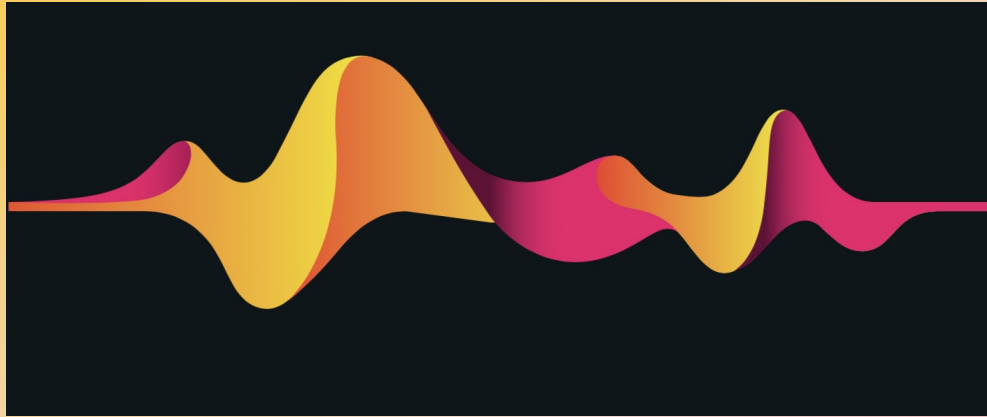
Module Title: Entertainment Marketing

Module Number: SBTY7004

Module Lecturer: Zohe Mustafa



PROBLEM



Technological advances and innovations over the last decade have allowed consumers to access songs within seconds, regardless of where they may be located.



However, the process of compensating creatives remains neglected.



Royalties have traditionally been calculated by estimations through radio play and manual entry.



Artists only paid 12% of the £35b annual revenue.



Artists and composers are unfairly and inaccurately compensated and could be losing up to \$3.2b each year.

(Edwa





SOLUTION: The Audoo Vision

Audoo is a music royalty technology start-up which aims to:

Revolutionise the performance royalties industry.

Instant music recognition and reporting.

Create a more transparent system for metadata tracking and royalty distribution.

Create a more efficient and accurate way to compensate writers and performers.

Digitise and streamline Performance Rights Organisations' (PROs) processes.



ABOUT AUDOO

- Company launched in 2018
- Inspired by CEO Ryan Edwards hearing one of his songs in a department store
- Months later - no royalty payment received for that airplay
- After realizing royalties were paid by estimation, Edwards wanted to create a system which would digitize and streamline royalty tracking and distribution
- With one simple device, the guesswork can be removed from the process
- Currently has several music industry veterans on advisory board: Nigel Elderton, (Chairman PRS for Music), Chris Herbert (Spice Girls manager) and Rick Riccobono (former VP of BMI Western Region and Australia).



FEATURES/USP

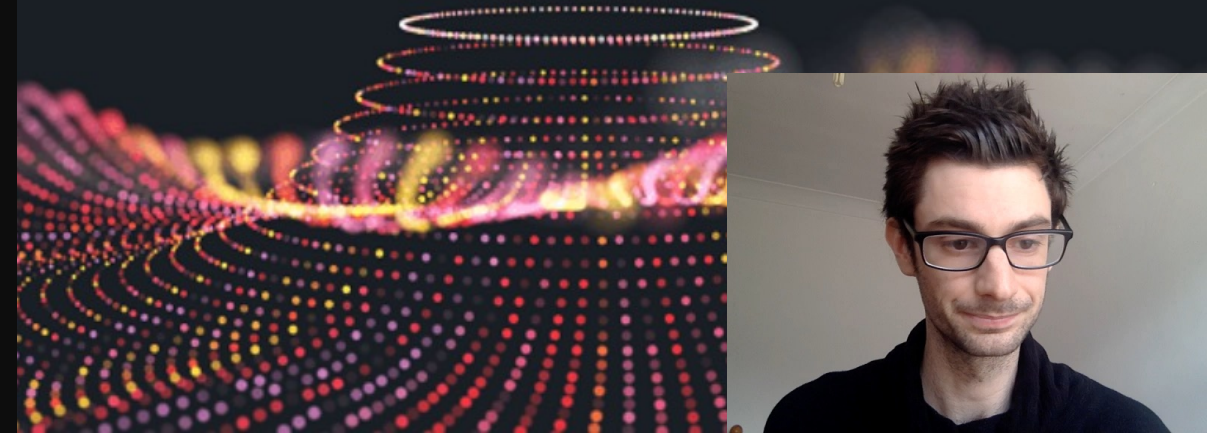
- No administrative requirements
- No need to download/install any apps or dashboards in order to use
- No maintenance required
- Devices distributed for free to UK businesses
- Suitable in any environment with a standard plug socket.
- Simply plug in and the audio meter does the rest.

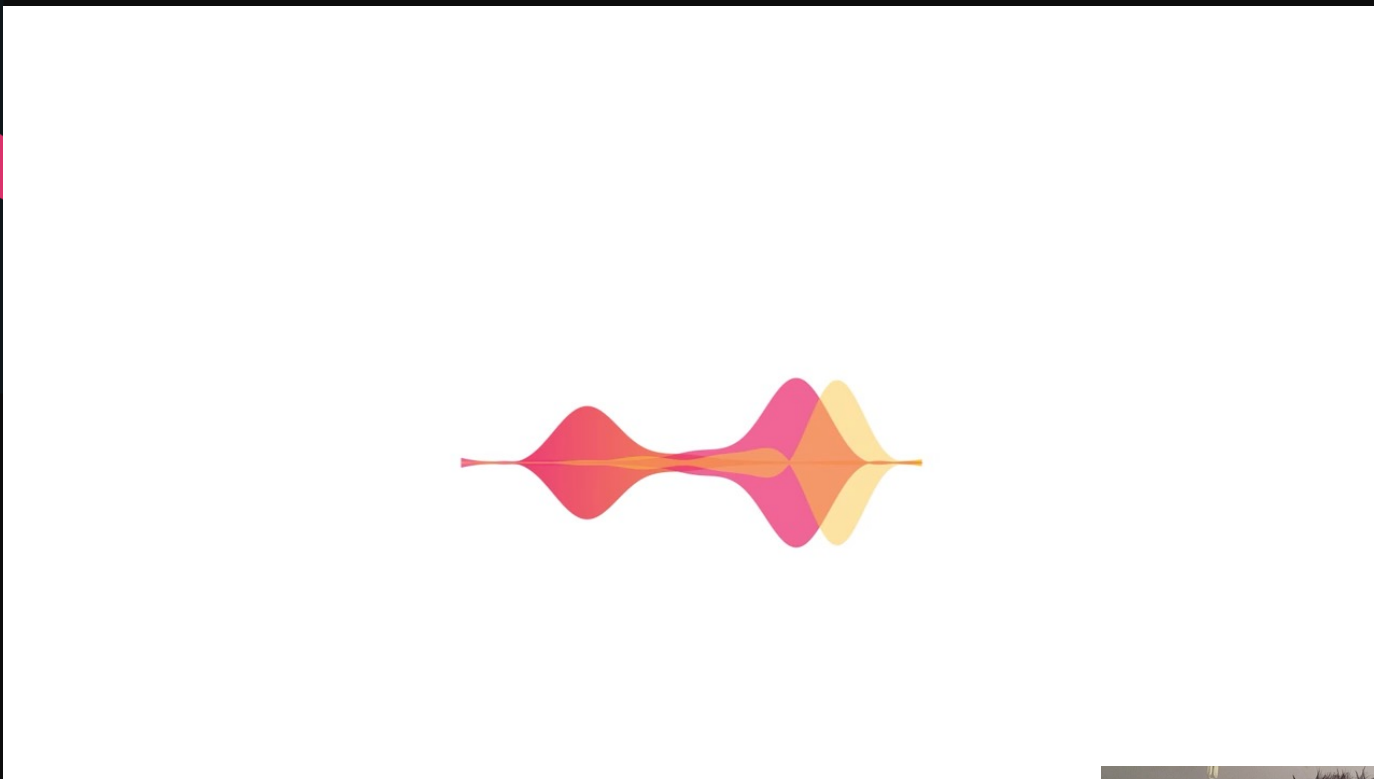
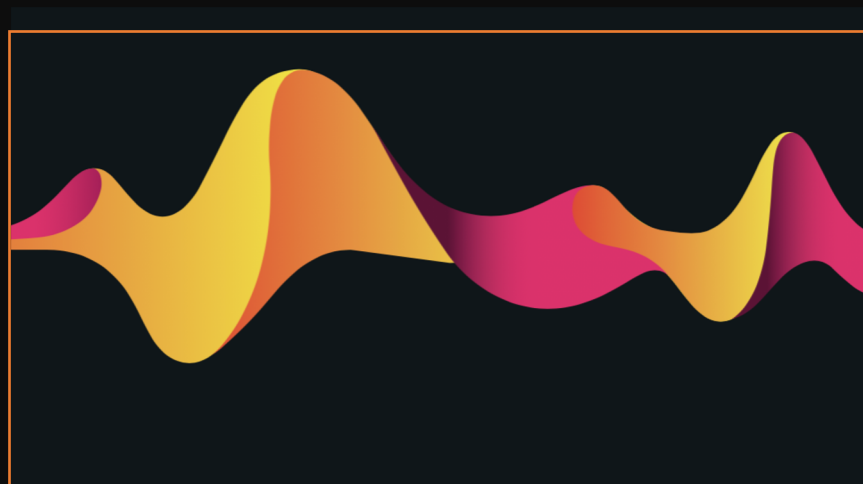
(Audoo, 2019)



HOW IT WORKS

- The device is an audio meter which effortlessly plugs in to any setting
 - Restaurant, gym, bar, venue, retail store etc.
 - The Audoo meter works similarly to a Bluetooth speaker.
 - Listens, monitors and logs the music being played in a public setting using Artificial Intelligence.
 - Relays this information directly to the PROs.
 - Results in accurate royalty payments to artists and rightsholders.
-
- (Clic, 2020) (Forsdick, 2019) (Gordon, 2019)
-





VIDEO



COMPETITORS

SongTrust

US Based publishing administration company formed in 2010.

Works with PROs

Has a YouTube monitor over what music is being played and streaming services.

Charge \$100 per artist and takes 15% royalty

(Edwards, 2019)



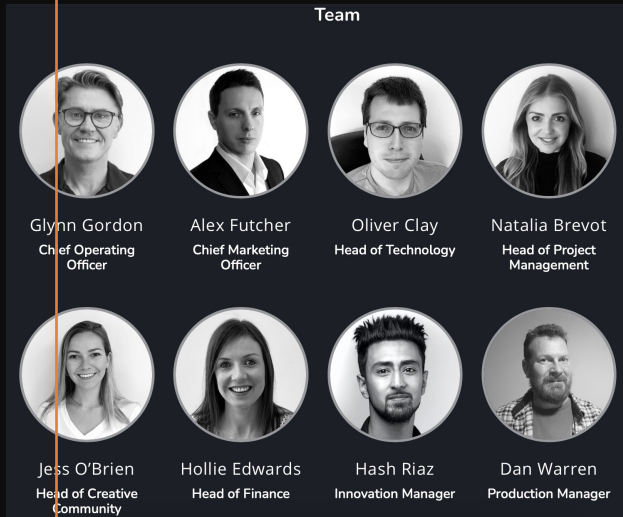


FUNDING & INVESTMENT

- Looking for £1.2m total investment.
- Raised £50k on first day of Seedrs Crowd-funding Campaign.
- Raised £600k so far.
- Receiving mentorship from Universal and tech start-up incubator Abbey Road Red.
- Already backed by high profile investors

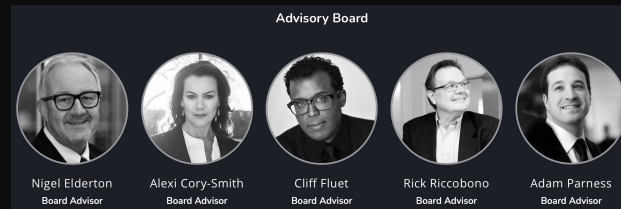
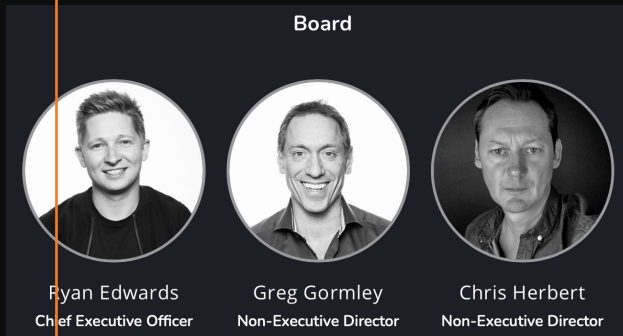
(Hope, 2020) (Stassen, 2019)





The Team

- 8 Full time staff – Marketing, Finance, Operations, Production, Innovation, Project Management & Technology.
- 3 Board Members – Chief Executive Officer and 2 Non-Executive Directors
- 5 Members of the Advisory Board.



Any Questions?

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