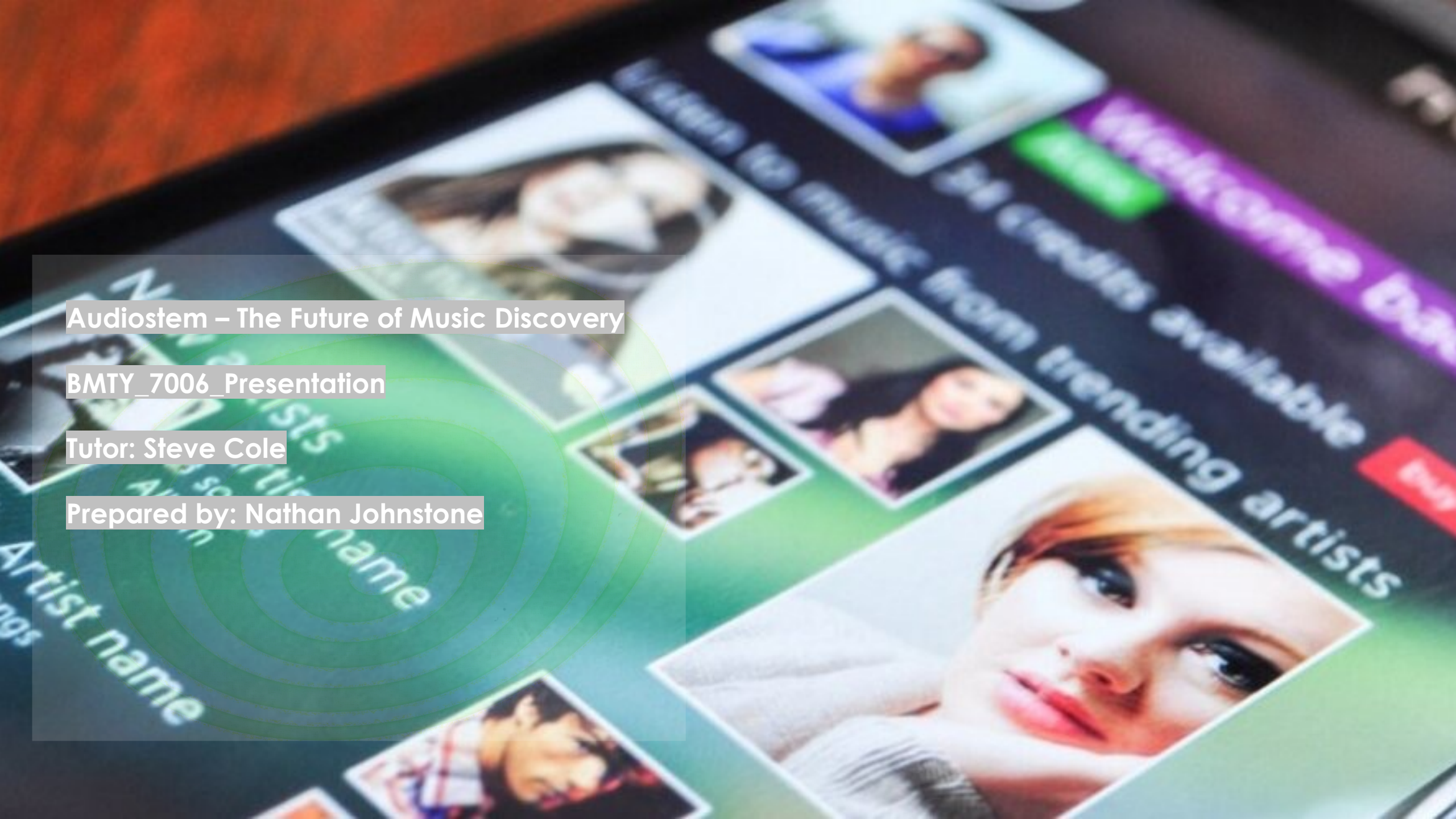


Audiostem – The Future of Music Discovery

BMTY_7006_Presentation

Tutor: Steve Cole

Prepared by: Nathan Johnstone

The Statistics

93% of businesses surveyed agreed that music has a positive effect on their business*

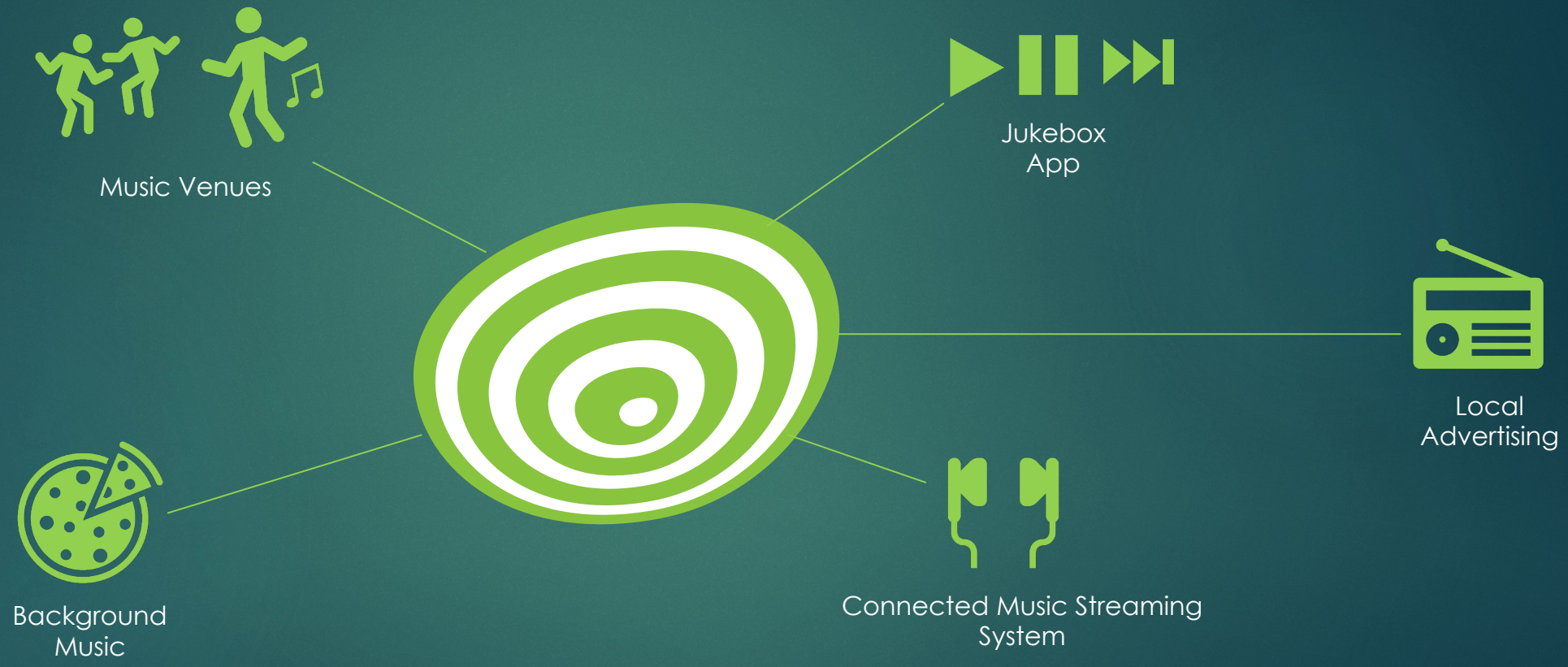
88% of businesses surveyed agreed that music lifts the mood and creates a more welcoming atmosphere*



Not only this, but music could boost staff morale, improve concentration and productivity whilst helping to make employees feel more engaged, driving collaboration with colleagues and their interaction with customers or clients.

- Research performed by PPL PRS in relation to TheMusicLicence, February – March 2020. Figures based on a group of 73 participants belonging to the hair & beauty industry.

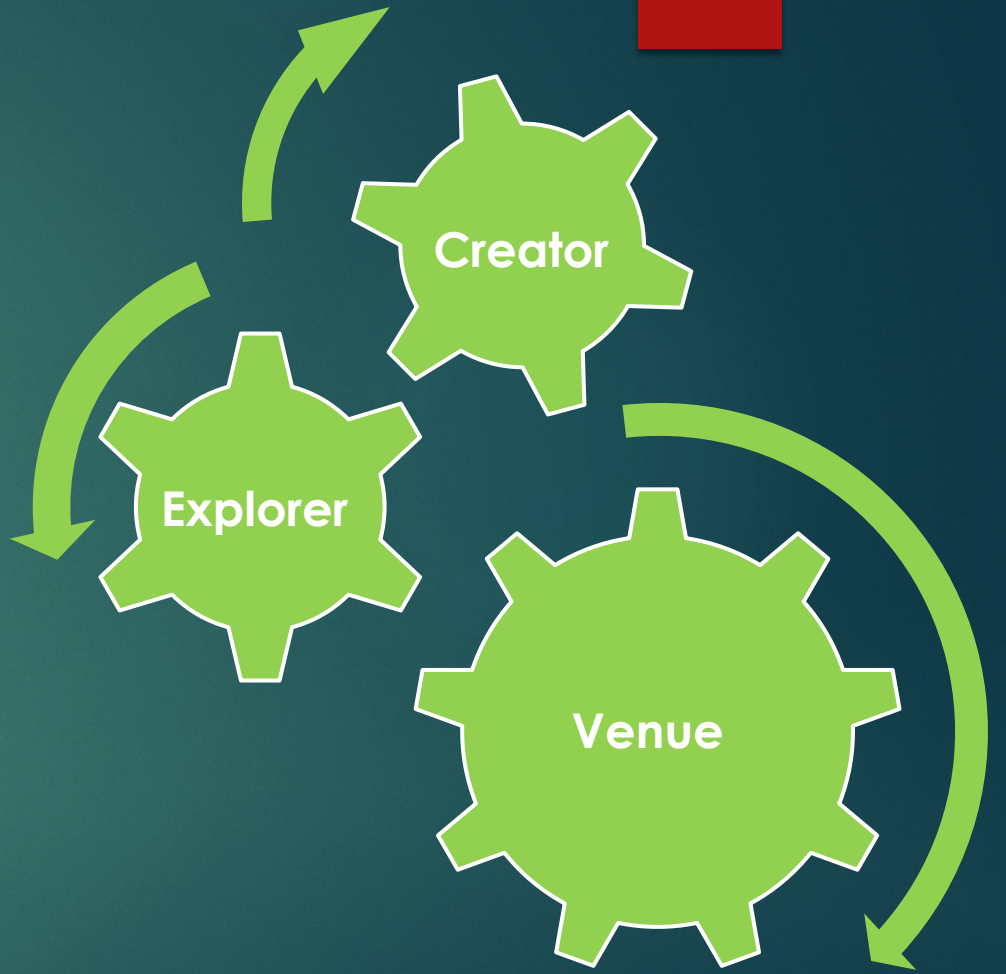
Audiostem - Introduction



Audiostem – The Product

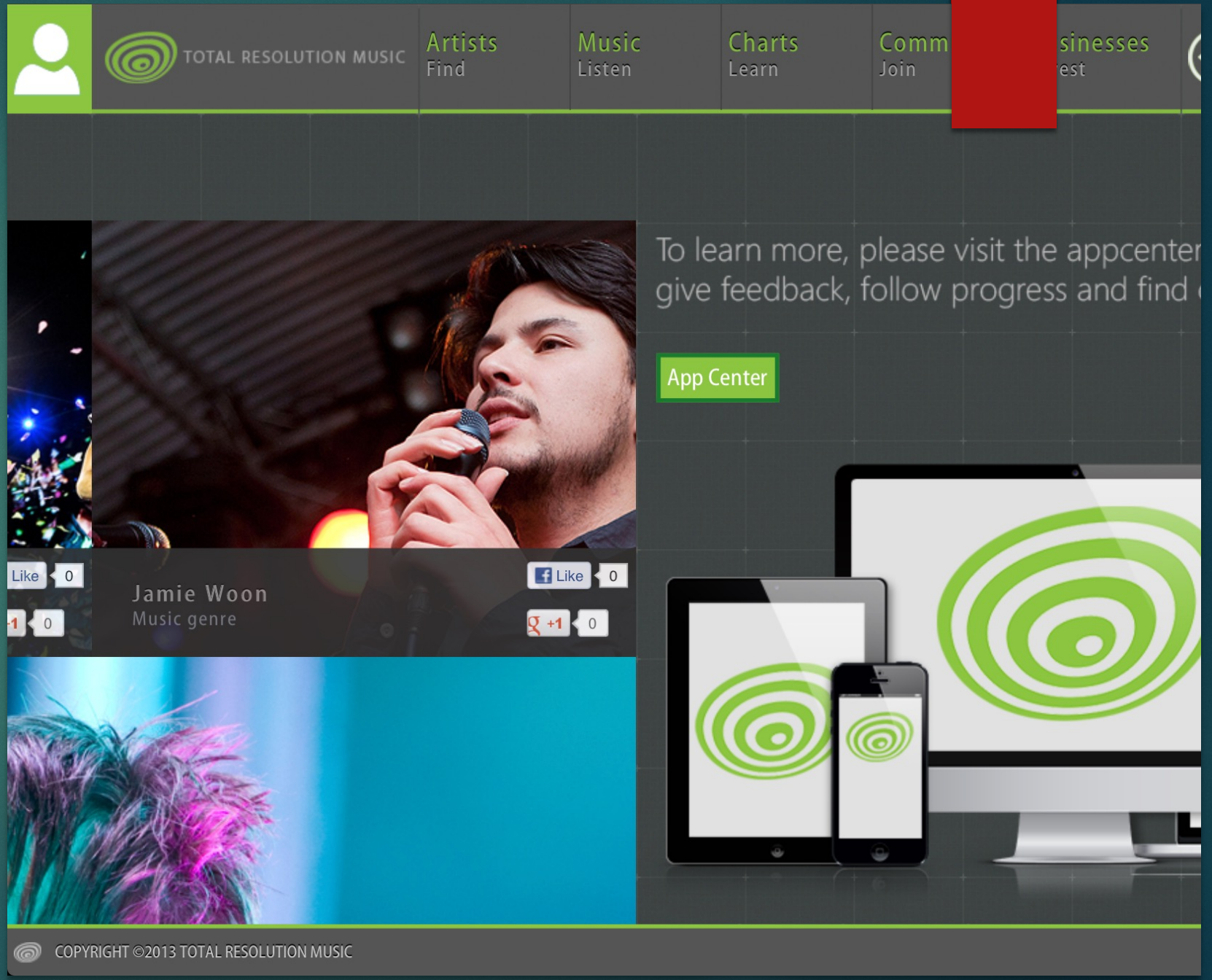
Audiostem – The Options

- Audiostem **Venue**
  - **Background Music Service for Business**
  - **Local Advertising System**
- Audiostem **Explorer**
  - **A Music Streaming system**
  - **Jukebox App**
- Audiostem **Creator**
  - Catalogue Management System
  - Music Campaign Management System



Audiostem Venue

- Access to an extensive music catalogue
- Tailored playlists to suit specific business needs
- Tailored radio stations to promote business
- Access to local musicians and artists
- Minimal hardware required
- Music Reporting and Tracking for reporting and licensing



Hardware Options



Pro-Ject Stream Box S2 Network Streamer

£269.00

See more Pro-Ject products.

The Stream Box S2 is a high-quality network audio streamer with support for high-resolution data up-to 24-bit / 192kHz. With both ease of use and sound quality at its core, the Stream Box S2 makes playing your music easy – whether it's owned music stored on your phone or held on a NAS drive, or simply streamed using the world's most recognised subscription streaming platforms.

Multiple Stream Box S2's can easily form a multi-room setup, while in addition two units can be connected to build a stereo pair (with assigned left and right channels). Alongside the wireless and wired network connection options there are also three audio output options; Fixed line-level (RCA pair) for use as a traditional source, variable (mini-jack) for use with powered speakers or power amplifiers or digital (optical) transmission for connection straight to a dedicated DAC.

The Stream Box S2 is easy to set-up and add to the network, and is fully controlled by Pro-Ject's new free iOS and Android App, "Pro-Ject Stream S2". Boasting full Tidal integration inside the app interface and Spotify Connect built-in, radio fans will also be happy to learn that the popular TuneIn internet radio streaming platform is also built-in. There is also a Line Input, for introducing traditional sources to your streaming environment, and a USB input for playback direct from a USB hard drive.



Bluesound PowerNode 2i Streamer and Amplifier

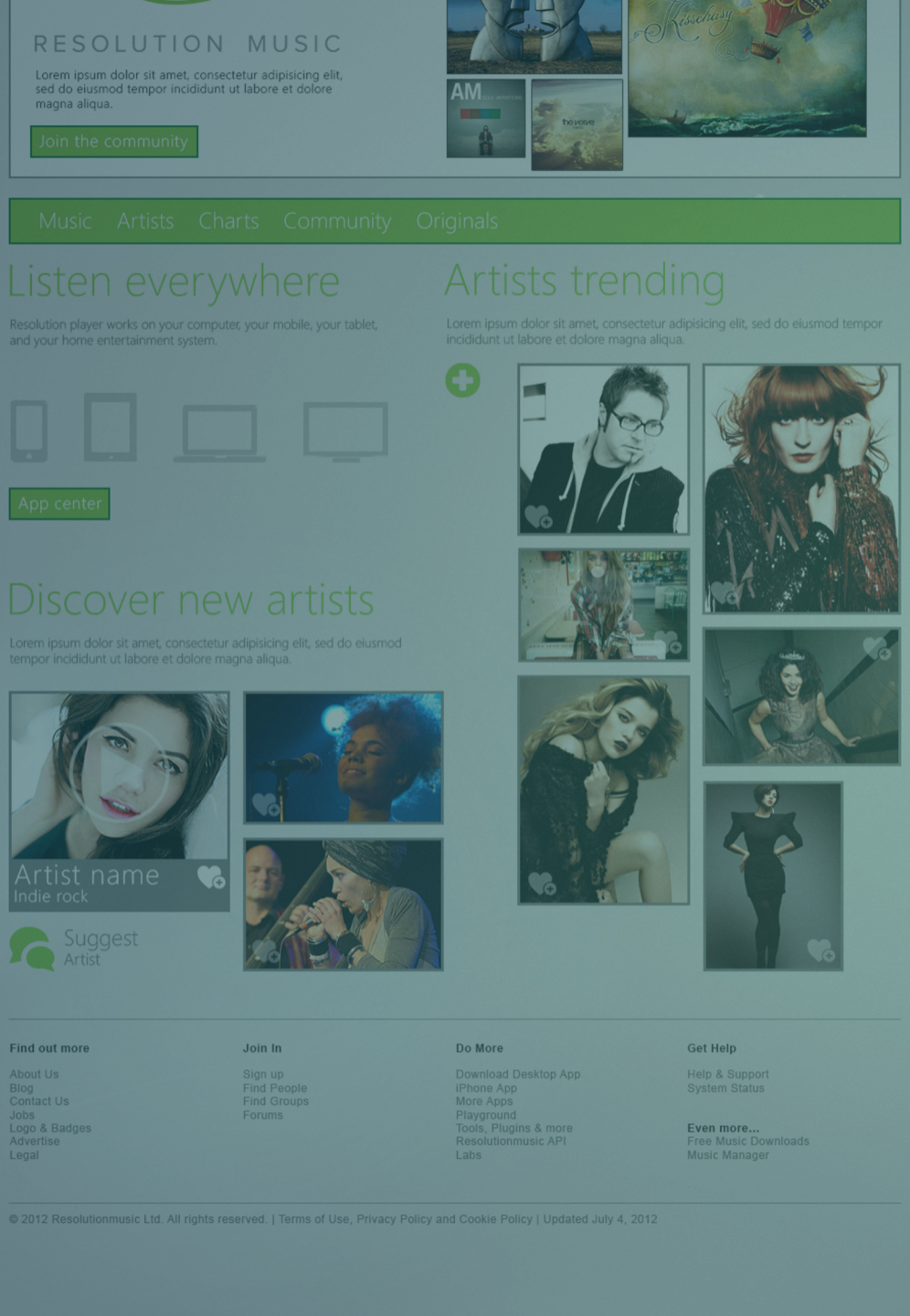
£849.00

See more products.

The BLUESOUND POWERNODE is the HiFi amp reinvented for the streaming age, combining audiophile-grade componentry and multi-room music capabilities to create an intuitive "just add speakers" hi-res sound system for modern music lovers. The compact minimalist exterior disguises 2 x 80 watts of award-winning HiFi amplification, a premium hi-res DAC design, and access to all the music ever recorded with a tap in our BluOS Controller app for smart devices and laptops.

- Easily drive your existing pair of premium speakers.
- 80 Watts per channel of HybridDigital™ amplification technology
- A state of the art Quad-Core 1.8ghz ARM® Cortex™ A53 processor and a 32-bit/384khz premium DAC design ensure flawless playback with precision and clarity.
- HDMI (ARC & eARC) connectivity.
- Featuring digital, optical and analog input options, wired and wireless headphone and subwoofer outputs.
- Wireless Dolby® surround sound.
- Dual band Wi-Fi, Gigabit Ethernet and support for 2-way Bluetooth aptX HD Bluetooth ensures music playback without interruption.
- Hi-res audio streaming with access to Internet radio stations, cloud music services, and your own local music library to multiple Bluesound Players.





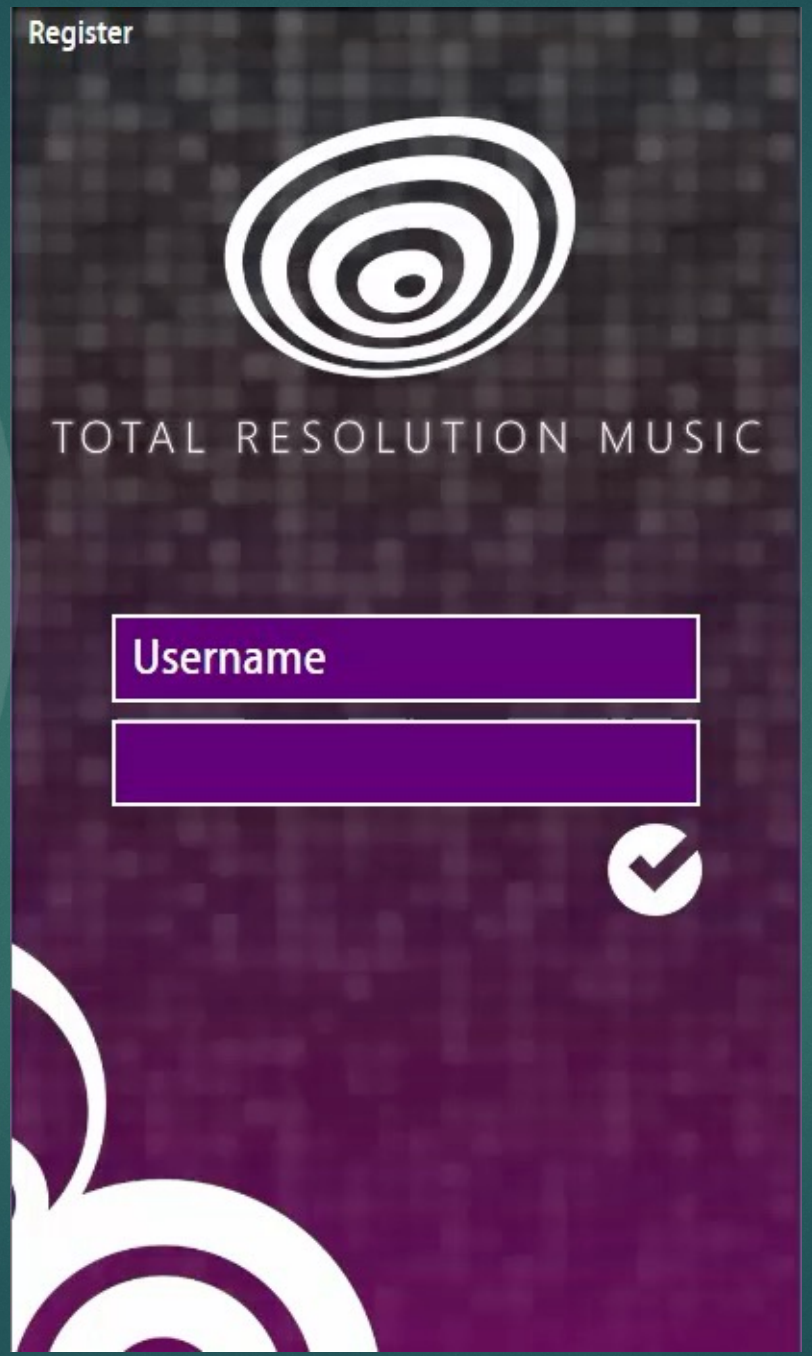
Audiostem Explorer

- Music Streaming
- Find music from bands in your area and where they are playing
- Build playlists and share them directly with others in your local pub
- Premium subscriptions that provide exclusive access to local gigs and live music
- Loyalty schemes and promotions



Audiostem – The App

- A Jukebox on your phone
- Geo-mapping capabilities to find new places to hear music
- Share music with friends face to face
- A music store, inc booking gigs, downloads etc
- Loyalty schemes and promotions


Register
TOTAL RESOLUTION MUSIC
Username

Audiostem - Creator

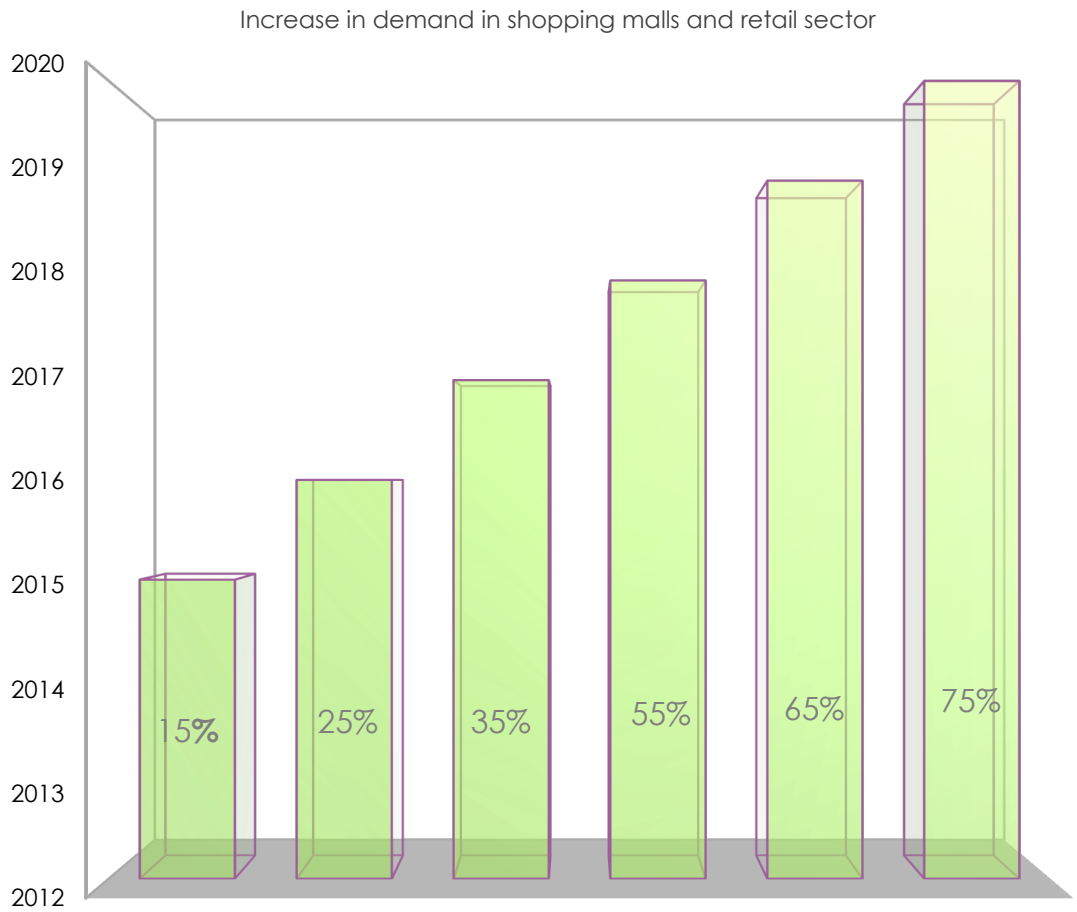
- Free Music Distribution and Promotion System
- Able to track and control where music is played directly
- Organise gigs directly with venues
- Sell music through the Audiostem music store
  Catalogue Management System
- Music Campaign Management System



Marketing

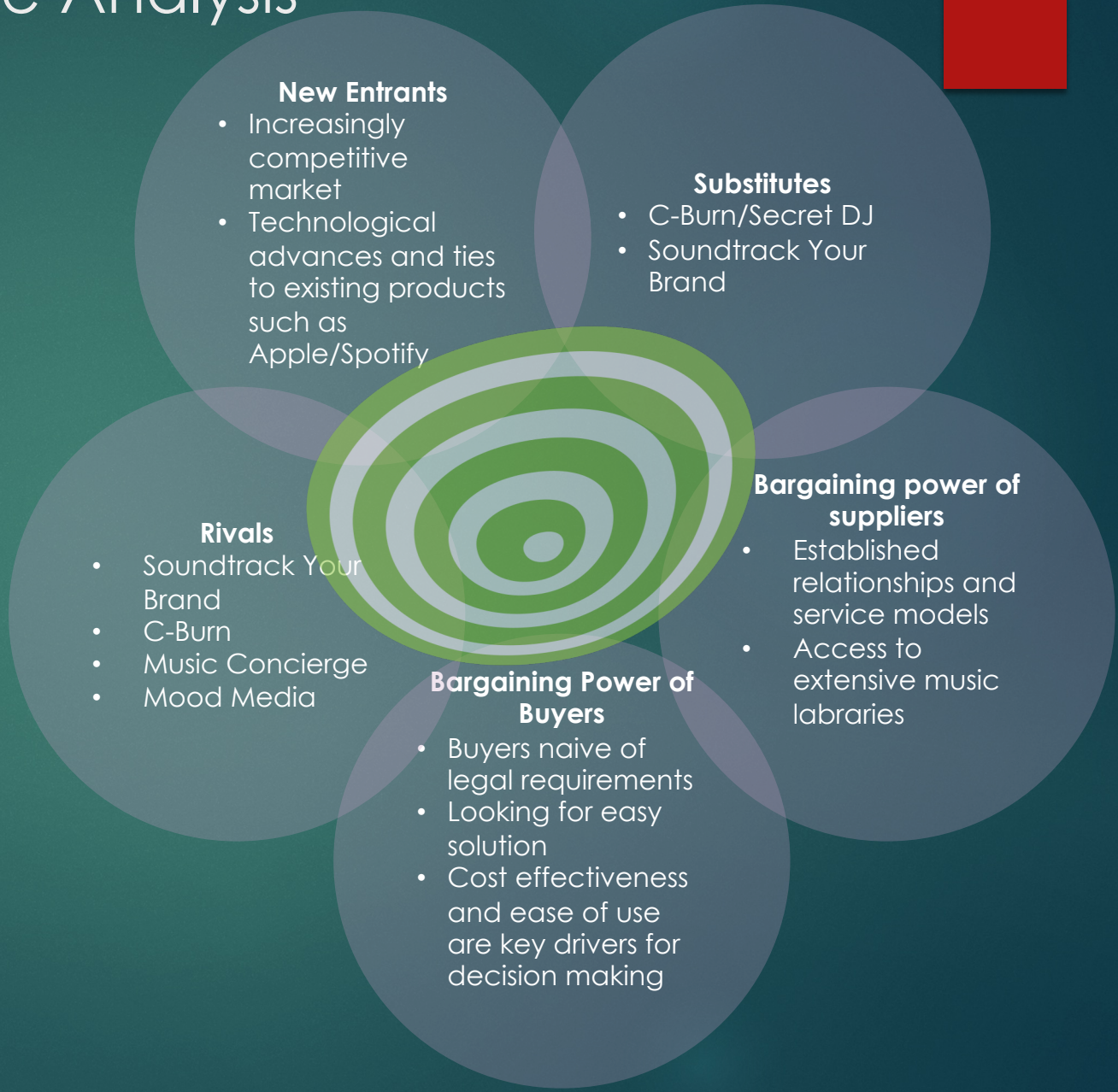
Background Music - Trends

- By 2026 the background music market is expected to surpass (£1.6bn) (Coherent Market Insights, 2019)
- Music Streaming is the largest growth area of the music industry with a 25.9% increase on 2020 Figures. (MRC Data , 2021)
- Music Streaming accounted for 80% of music consumption in 2020 (BPI, 2020)



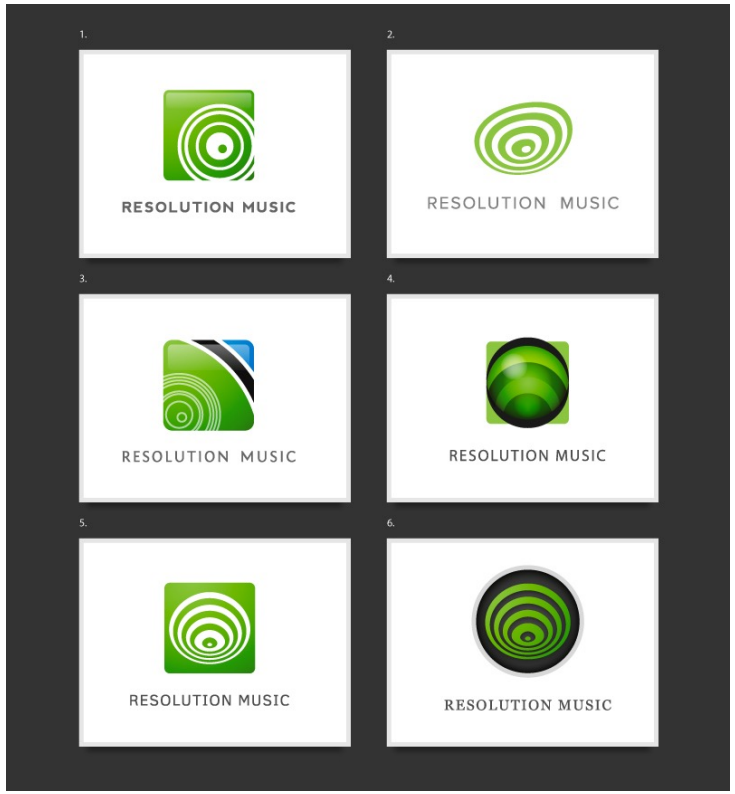
Market Research - Five Force Analysis

- Competition
  - Soundtrack Your Brand, Music Concierge and C-Burn provide innovative, tailored and strong relationships with publishers and streaming companies such as Spotify
- Power of Buyers
  - Loyal to what they know and understand
  - Looking for Innovation
  - Driven by choice and cost
- Power of Suppliers
  - Breadth of choice
  - Access to exclusive content
  - Established relationships



Brand Identity





- Inspired by the Crop Circle image
- Represent sound and organic growth - A sense of mystery
- Green colour scheme to further enhance the feeling of natural growth and the planting of seeds

audio

- Meaning sound



stem

- A single track of music within a song
- Representative of organic growth

audiostem

Strategic Partnerships

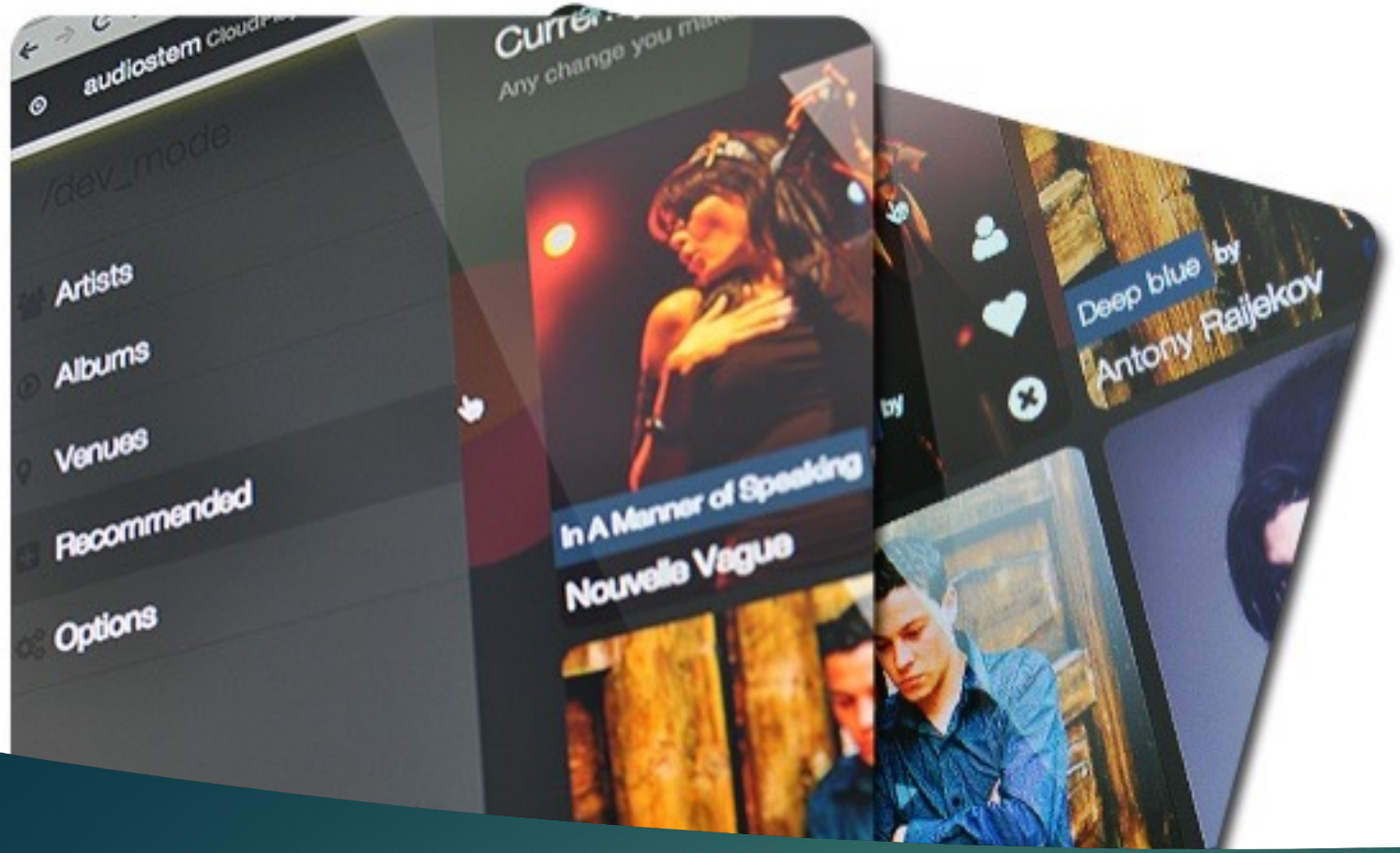
- Association of Independent Music
  - Committed to assist in provide music from indie labels for proof of concept
  - Links into Friends of AIM for networking
- Audoo
  - Meeting arranged to discuss possibility of collaboration
- SonicData
  - Preliminary discussions to discuss use of SonicData within Audiostem
- Signature Brew
  - Introduction from Friends of AIM for launch event and collaboration

audoo

SIGNATURE BEER BREW MUSIC

SONICDATA

AIM ASSOCIATION OF INDEPENDENT MUSIC



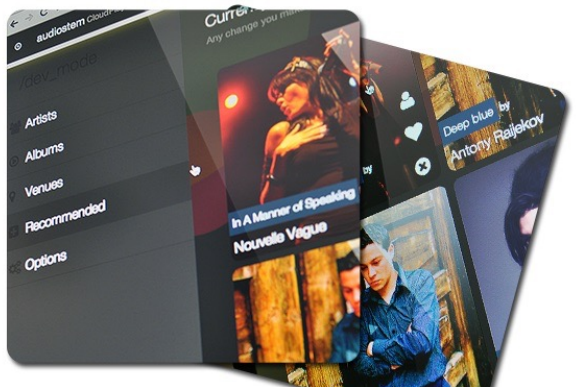
The right way to enjoy music

Coming soon to a venue near you

Audiostem – Launch

Promotion Campaign

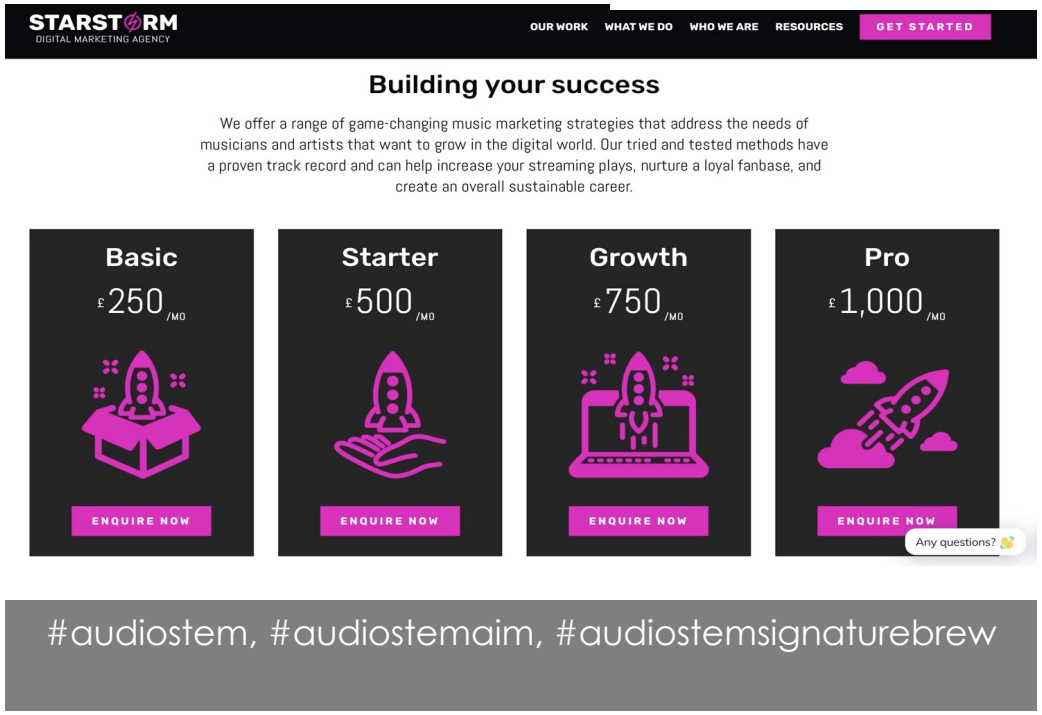
- Digital Marketing Campaign
  - #Audiostem campaign
  - Twitter
  - Facebook
  - Instagram
- Digital Marketing Agency – Starstorm
- Partnership with Friends of AIM and Signature Brew to promote Audiostem within Venues



The right way to enjoy music

Coming soon to a venue near you

SIGNATURE BEER BREW MUSIC



#audiostem, #audiostemaim, #audiostemsignaturebrew

Marketing Timeline

Phase 1 4-6 Months	Phase 2 3 Months	Phase 3 2 Months	Phase 4 1 Month	Phase 5 Launch	Phase 6 1 Week After	Phase 7 2 Months After	Phase 8 3 Months +
Develop Marketing Assets	Development of Website and App	Promotions through Socoial Media/ Instagram/ Facebook	Further promotion and venue advertising	Release App	Release Tickets for live gig event with AIM	Further promotion and Appearances	Review feedback and develop services
Develop Social Media Content #audiostem	Establish new Social Media presence		Live Streaming Event with AIM and Partners	Free access to app in Venues for 30 days	Promotion through Social Media		Approach major labels
	Develop campaign with Signature Brew						Develop relationships with major chains, retail, hospitality

Finance

Venue Price Schedule

Basic Subscription £45 Per Month

1 Channel of music Access to Audiostem Library

1 Zone Pre-selected Playlists

Regularly updated and curated playlists

Network Audio Player £50 per month

Advertising included in Audiostem Explorer App

Audiostem Standard £85 Per Month

Up to 2 Channels Access to Audiostem Library

Regularly updated and curated playlists

Up to 2 Zones Pre-selected Playlists Tailored Playlists

Promoted advertising in app and streaming channels

Network Audio Player £50 per month

Purchase price £269 + fees

Audiostem Premium £120 Per Month

Up to 5 Channels Access to Audiostem Library Non-Copyrighted Music

Regularly updated and curated playlists

Up to 5 Zones Pre-selected Playlists Tailored Playlists

Network Audio Player £50 per month

Purchase Price £869 +fees

Explorer Price Schedule

Free

Access to the Audiostem app with limited plays per venue per visit

Access to the Audiostem Web Service and able to play Copyrighted tracks for a max of 5 plays

Geo-mapping for venue and music location
Social Network Pluggins. Facebook, Twitter etc

Ads Included
In-store Purchase offers

Audiostem £5 Per Month

Full Access to the Audiostem app with unlimited plays per venue per visit

Full Access to the Audiostem Web Service and able to play tracks from the Audiostem Library

Geo-mapping for venue and music location
Social Network Pluggins. Facebook, Twitter etc

Ads Included
Music Matcher

In-store Purchase offers

Audiostem Premium £10 Per Month

Full Access to the Audiostem app with unlimited plays per venue per visit

Full Access to the Audiostem Web Service and able to play Copyrighted and music from the Audiostem Library

Geo-mapping for venue and music location
Social Network Pluggins. Facebook, Twitter etc

Ads excluded
Music Matcher

In-store Purchase offers

Year 1 Budget

First year - Budget	Unit Cost	Quantity	Total
System Development			
Website Design	1000	1	1,000
App Development	1000	1	1,000
Server	1000	1	1,000
Music Licence Fee	1000	1	1,000
Hardware			
Network Streamer	269	15	4,035
Network Steamer and Amplifier	849	15	12,735
			-
Marketing & Advertising			-
Social media boosts	99	3	297
Printing	2000	1	2,000
Website Hosting	200	1	200
Outgoing Total			23,267
Project Income			
Subscribers - Explorors Premium	10	1000	10,000
Clients - Venue - Basic	45	20	900
Standard	85	20	1,700
Premium	120	20	2,400
Hardware Sales Basic	269	15	4,035
Hardware Sales Premium	849	15	12,735
Installation Fees	75	30	2,250
Antipated Income			34,020
Pre Licence Profit			10,753
Music Fee - Music Licence			860
Total Profit			9,893

You've never heard music like this

audiostem


audiostem
by Total Resolution Music Ltd

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