

New Technology in the Music Industry

BMTY7004

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Module Title: New Technologies

Assignment Title: Assessment Component 2 - Presentation

Module Tutor: Zohe Mustafa

STATIONHEAD

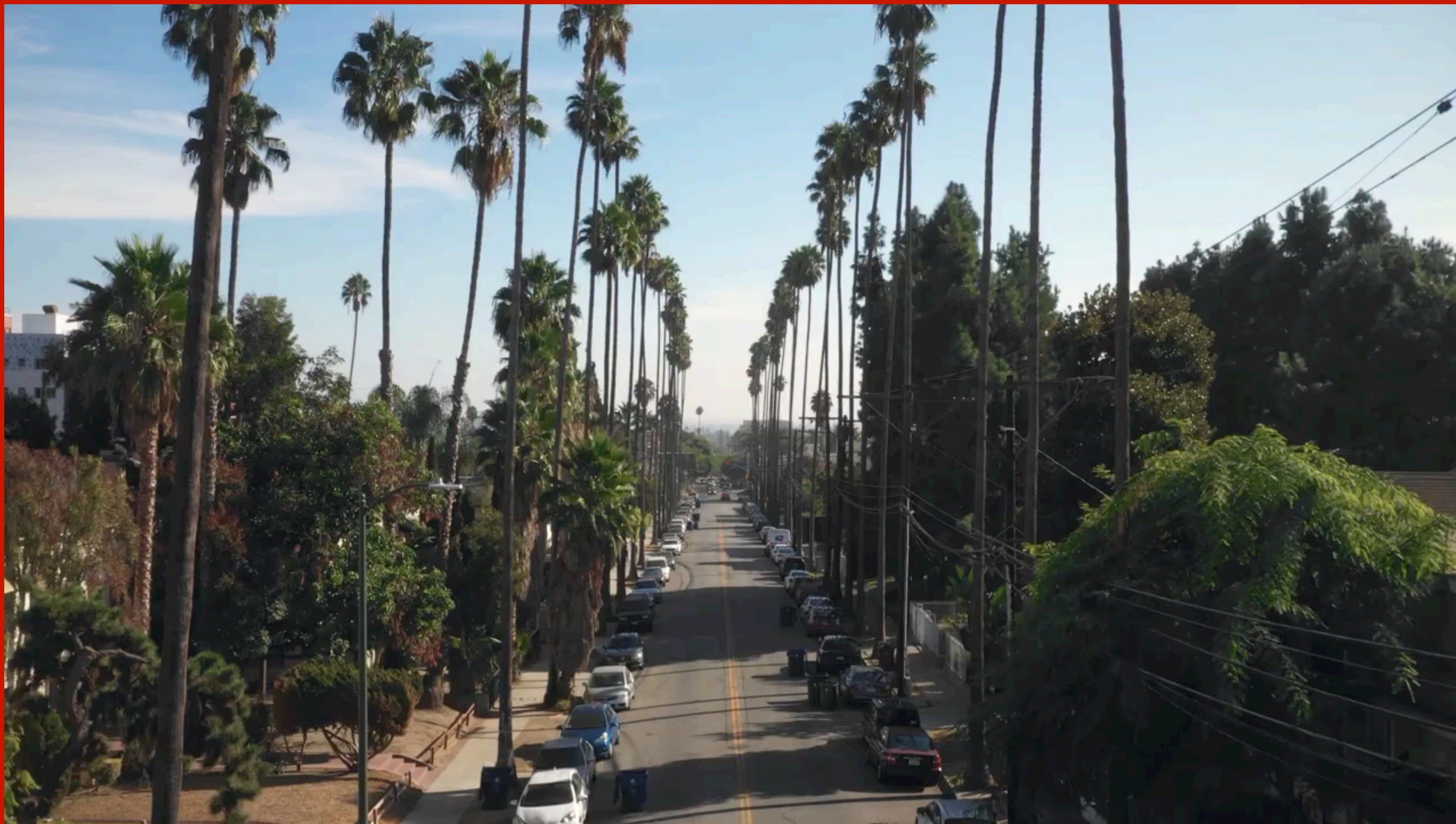
THE LIVE RADIO PLATFORM



WHAT IS STATIONHEAD?

**Stationhead is a social app where
everybody can host their radio show,
for free, worldwide.**

TEASER VIDEO



***HOW IS THAT
POSSIBLE?***

Spotify API



***No copyright
Infringement***

4 SIMPLE STEPS



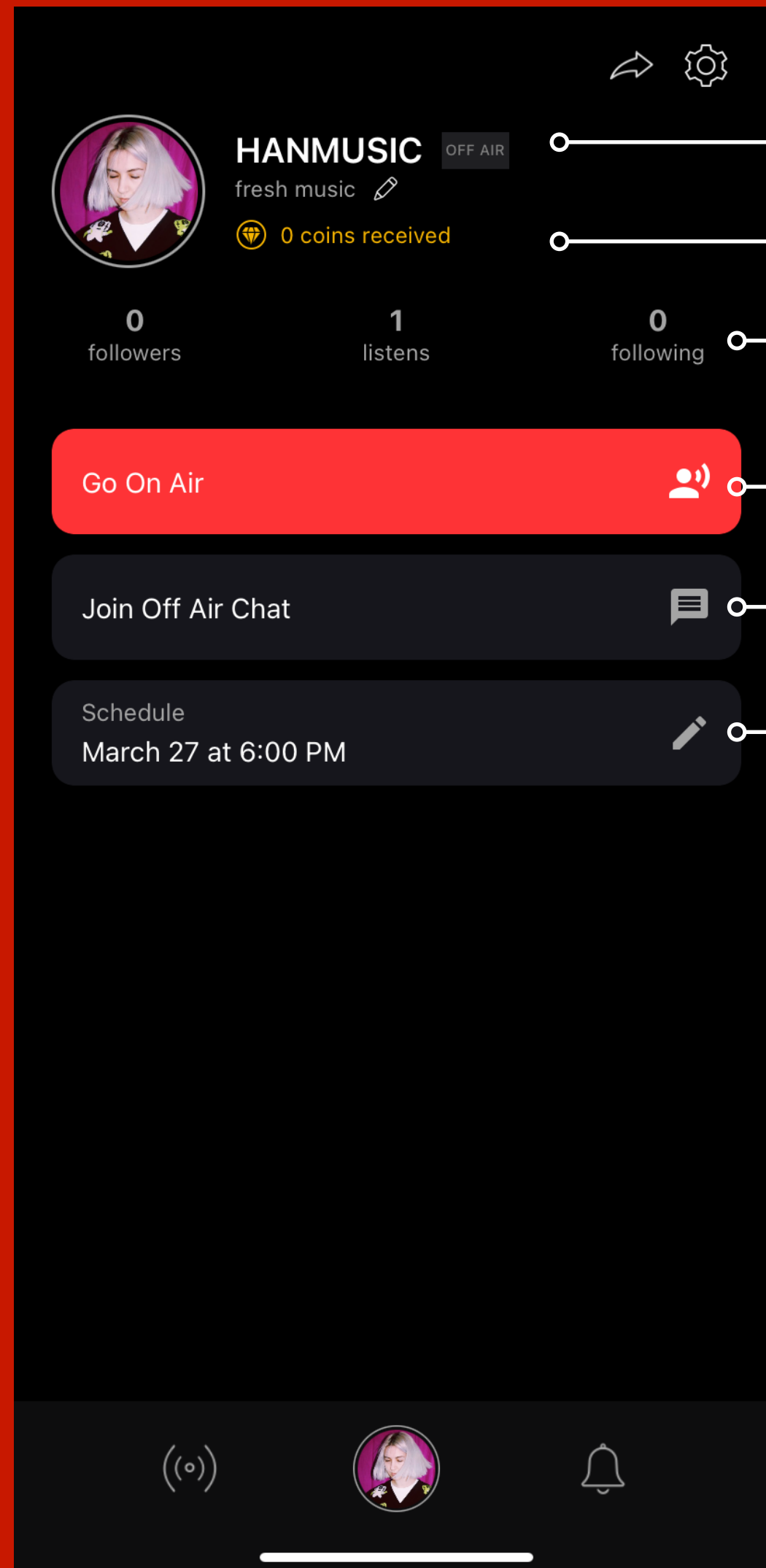
1. Download the app

2. Create an account

**3. Connect it to Spotify
or Apple music**

4. Broadcast your radio

USER INTERFACE



Bio and status

Coins

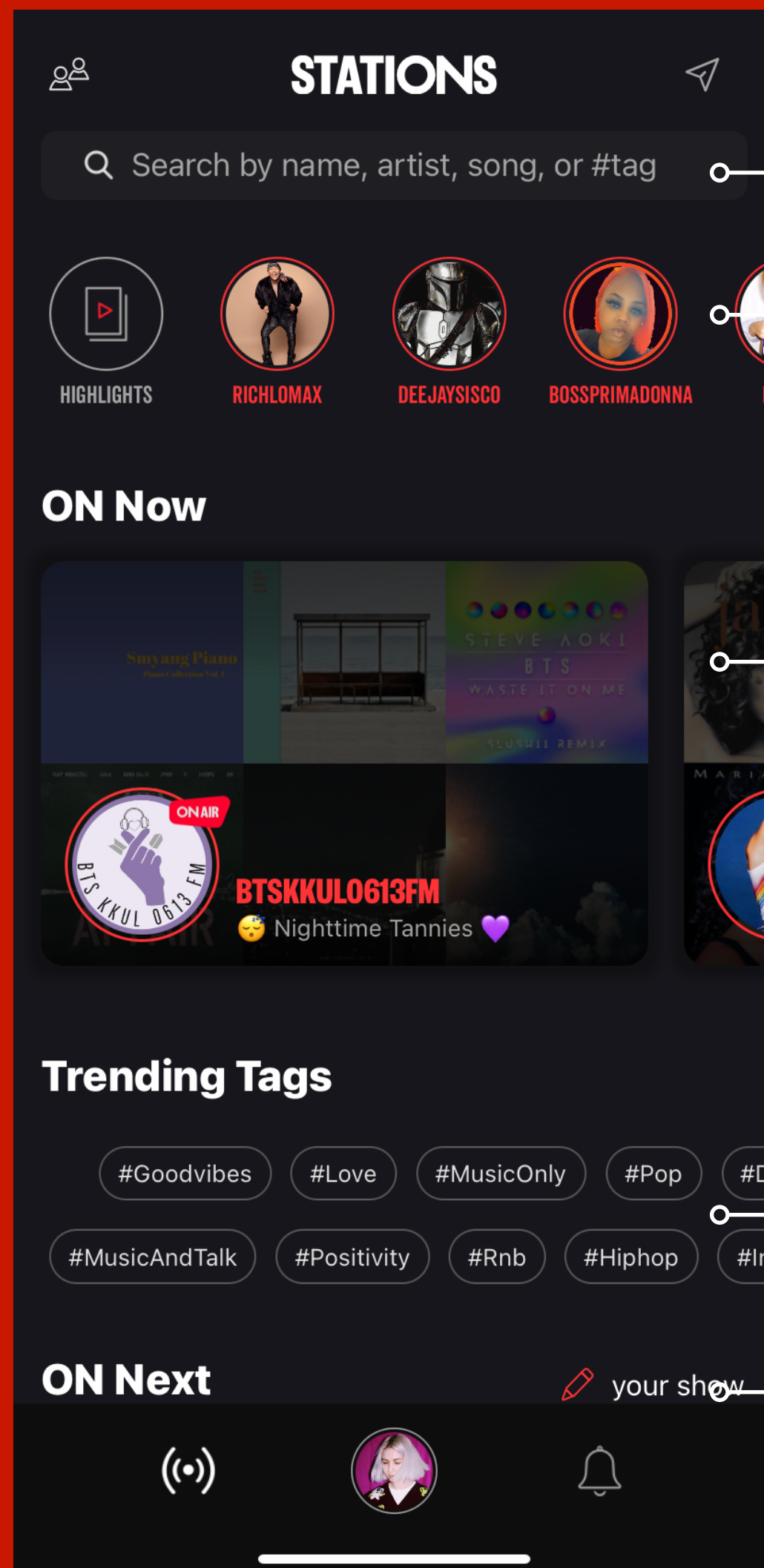
Social stats

On air button

Radio chat

Schedule shows

HOMEPAGE



Search bar

Highlights

On air now

Trending tags

Next scheduled shows

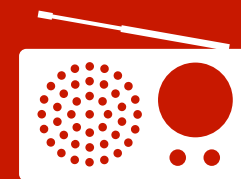
ADDITIONAL FEATURES



Save tracks



Weekly charts

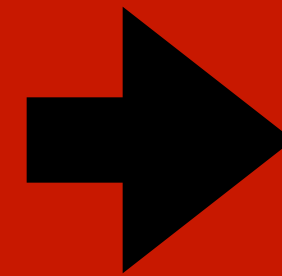


Recent stations

WHY IT WAS CREATED?

New radio model

***Democratic
Easier
Fresh
No filter***



Create advantage

***Artists
Labels
Hosts
Streaming***

COMPETITORS

- **Radio broadcasting services like radio.co or radio jar**
- **Live audio chatroom apps like Clubhouse, Twitter spaces**

***Stationhead stands out as
technologically superior
to most digital radio
stations.***

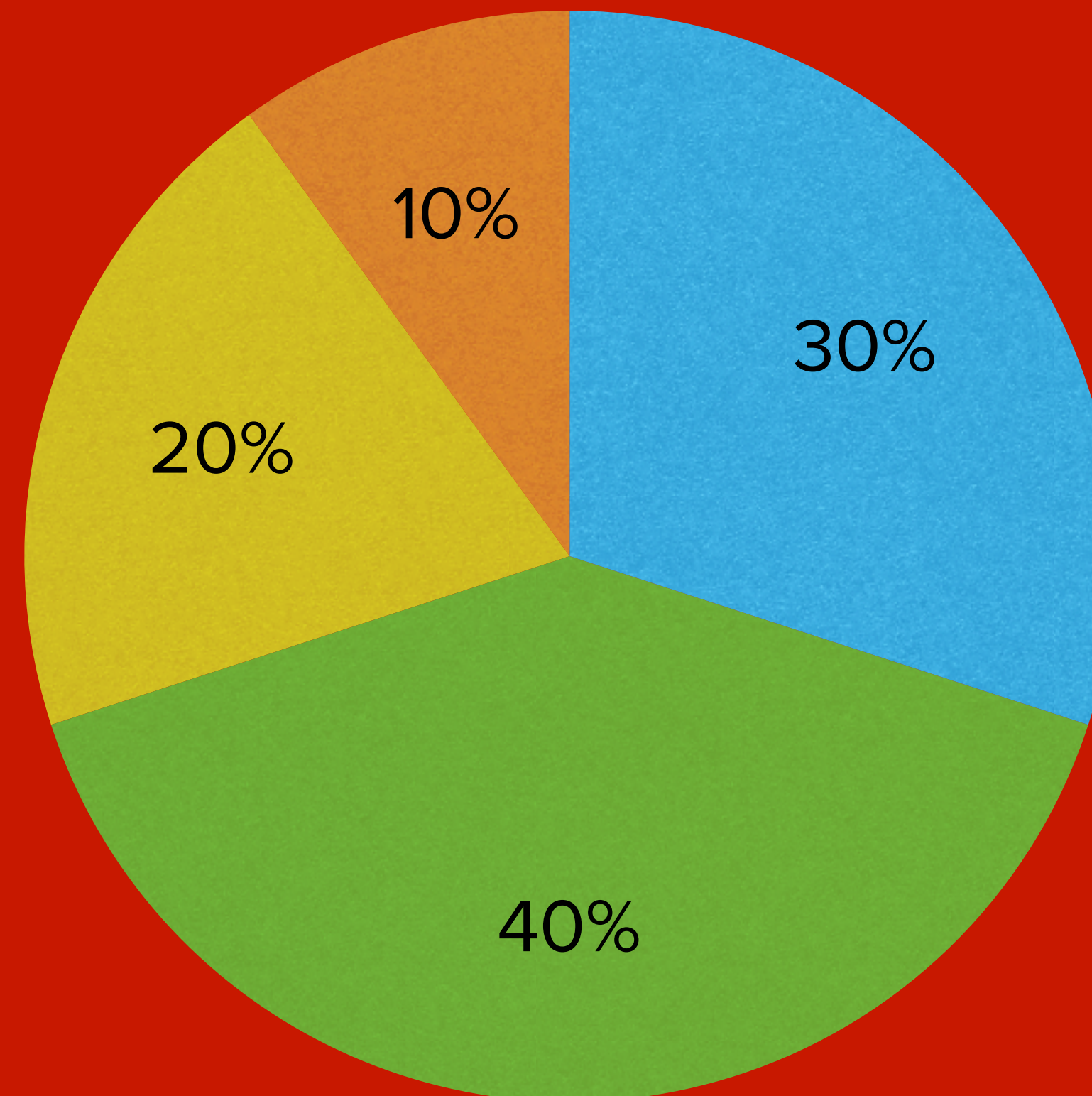
Forbes

***Stationhead could be just
what the streaming business
needs***

billboard

TARGET AUDIENCE

(Psychographic)



● Artists

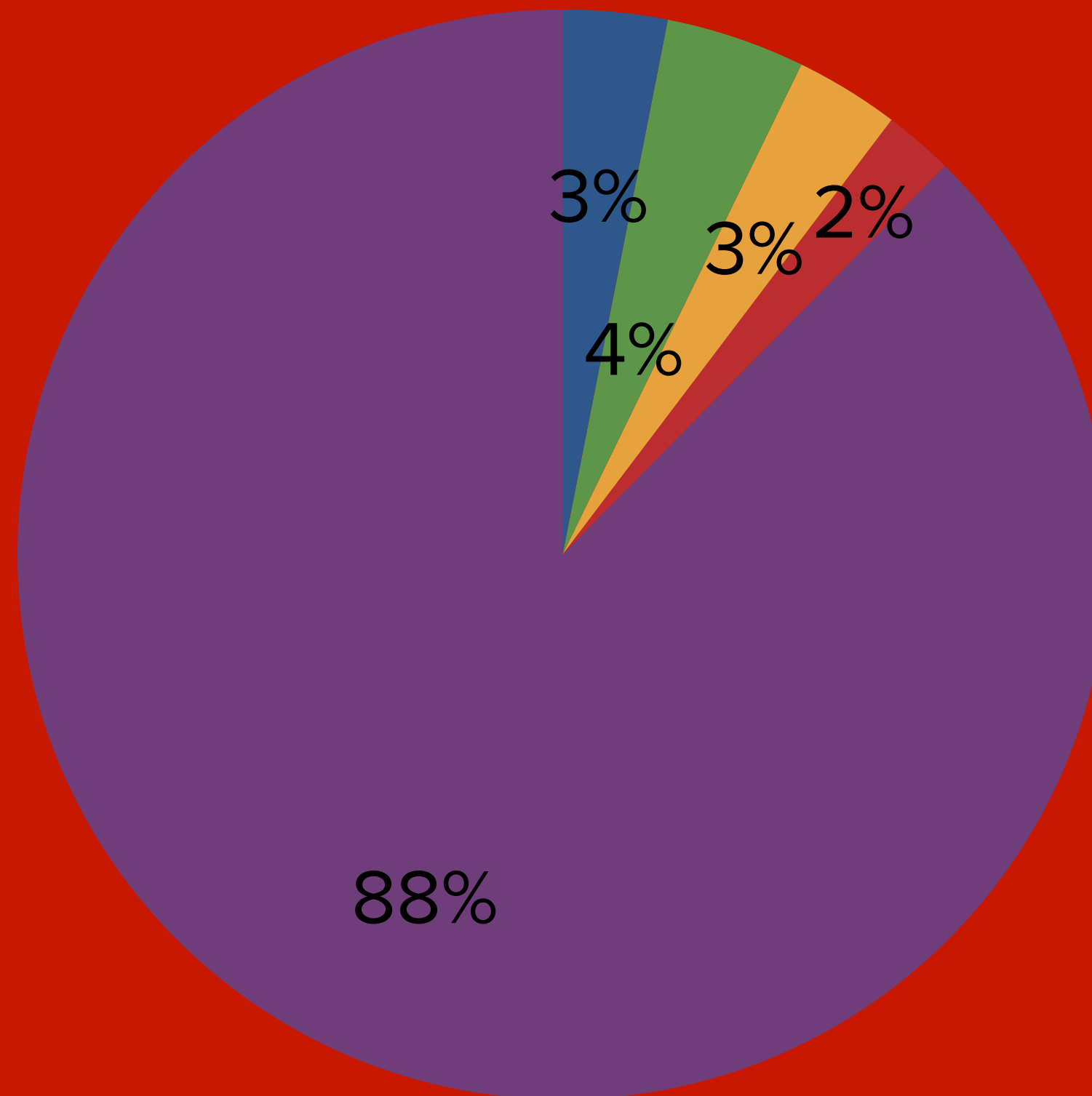
● Music industry people

● Podcasters

● Music lovers/Fans

TARGET AUDIENCE

(Demographic)



● UK

● CANADA

● INDIA

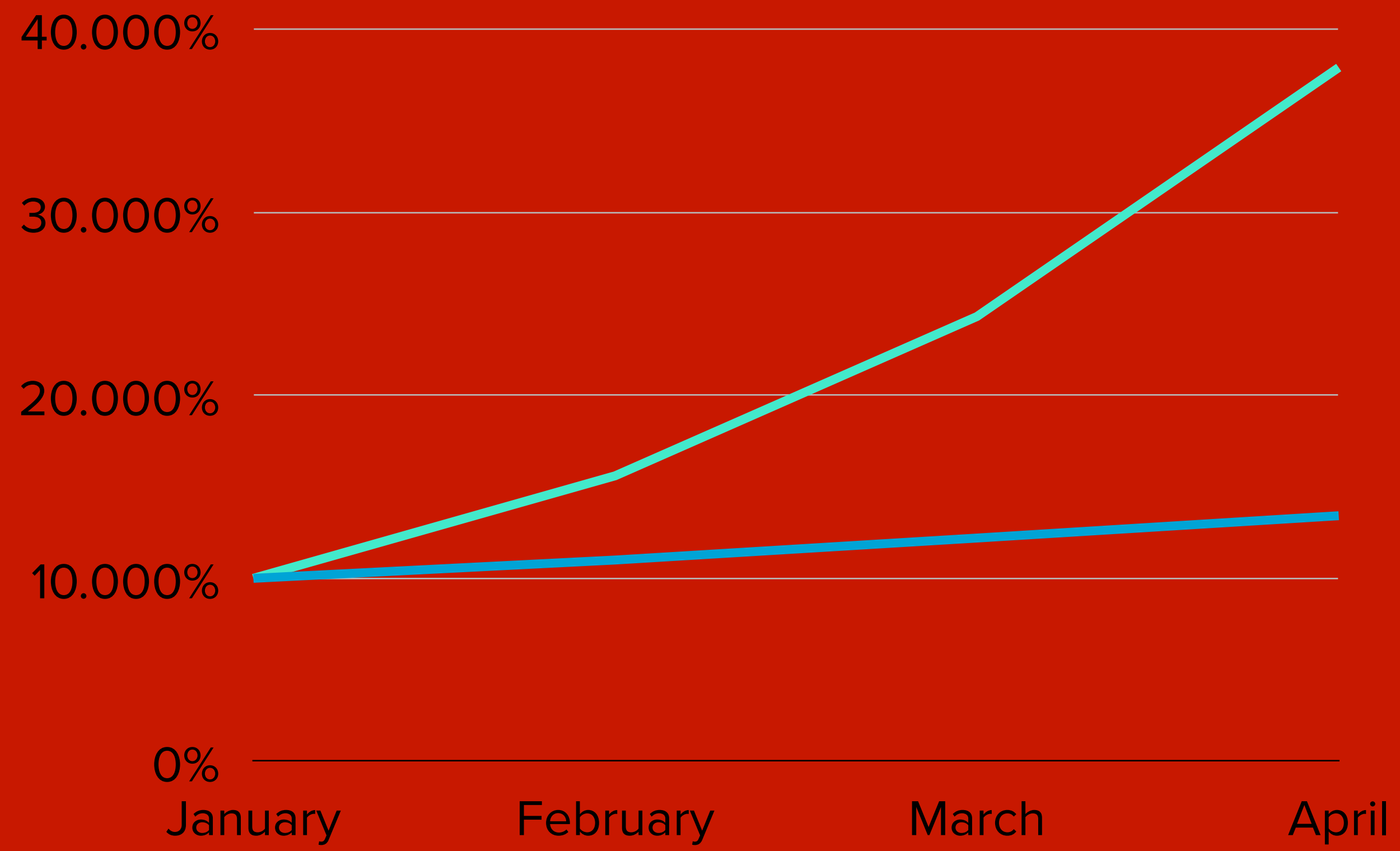
● AUSTRALIA

● UNITED STATES

STATS

VISITS

DOWNLOADS



FUTURE APPLICATIONS and PROSPECTS

Mobile version



Web version

Spotify playlists



Album premiere

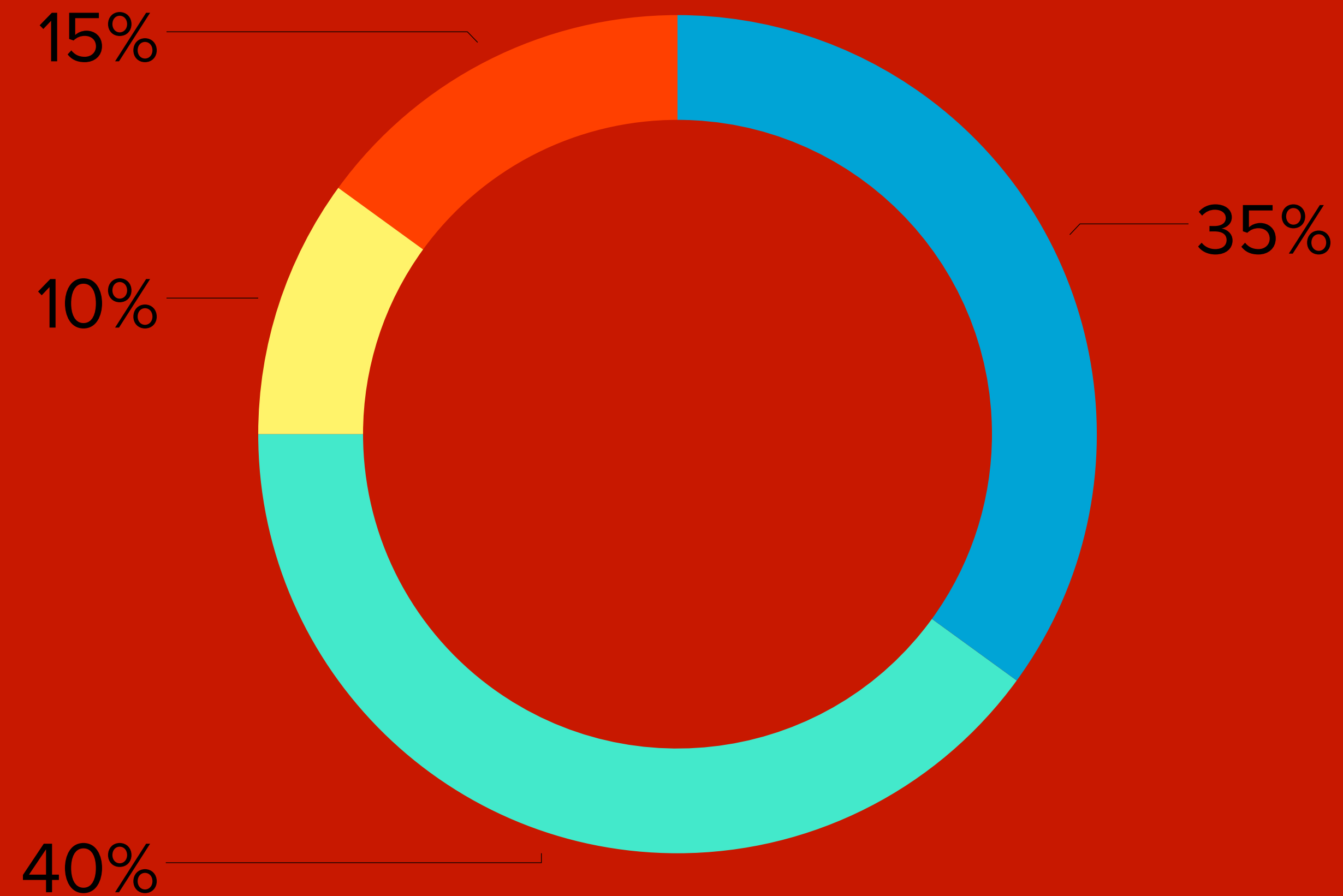
Talks



Live shows

ALLOCATION OF FUNDS

● MARKETING ● TECH DEVELOPMENT ● TESTING ● OPERATIONAL COSTS



THANK YOU!

References

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Twitter Spaces Help, Available at <https://help.twitter.com/en/using-twitter/spaces>

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