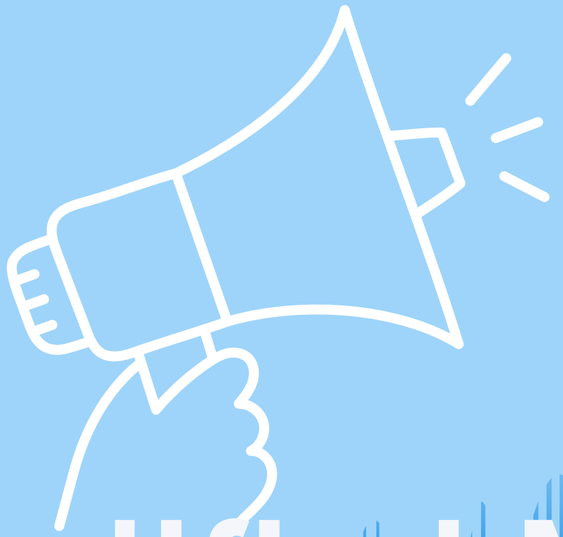


# Amplified Music Management



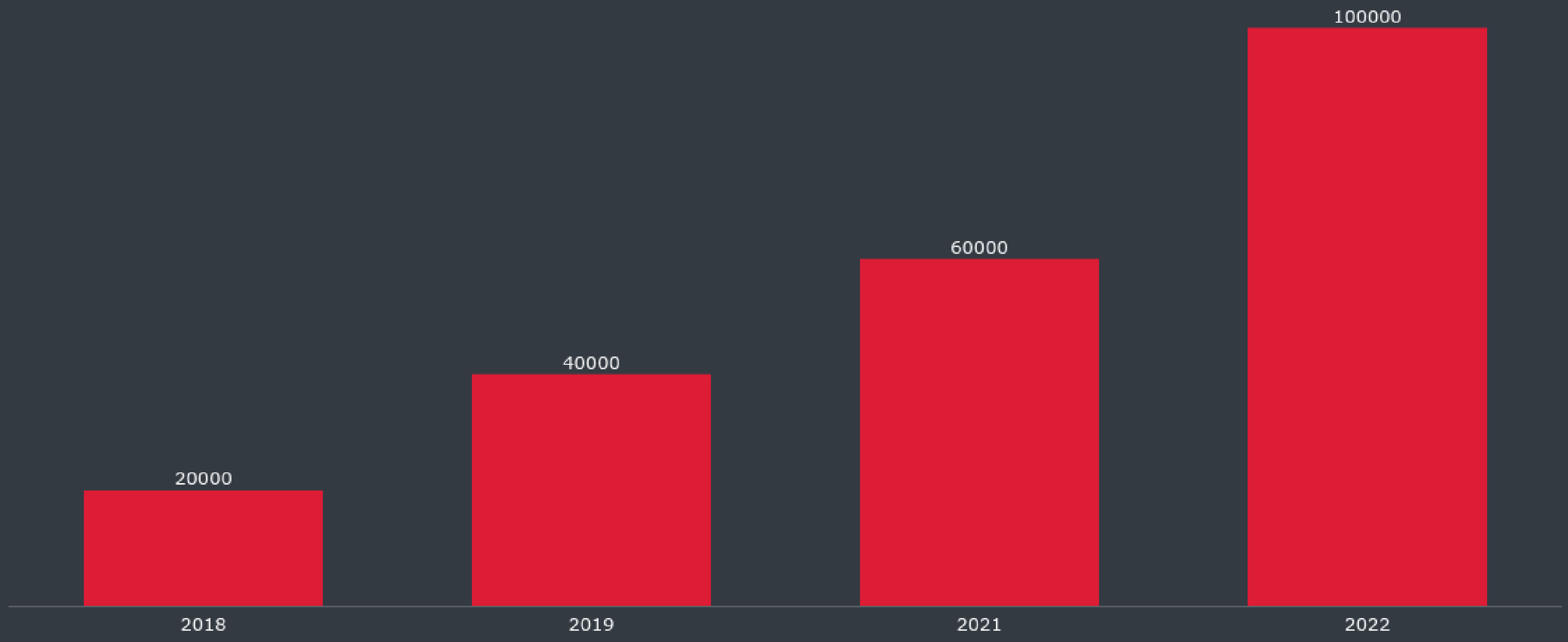
# Amplified Music Management



## 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

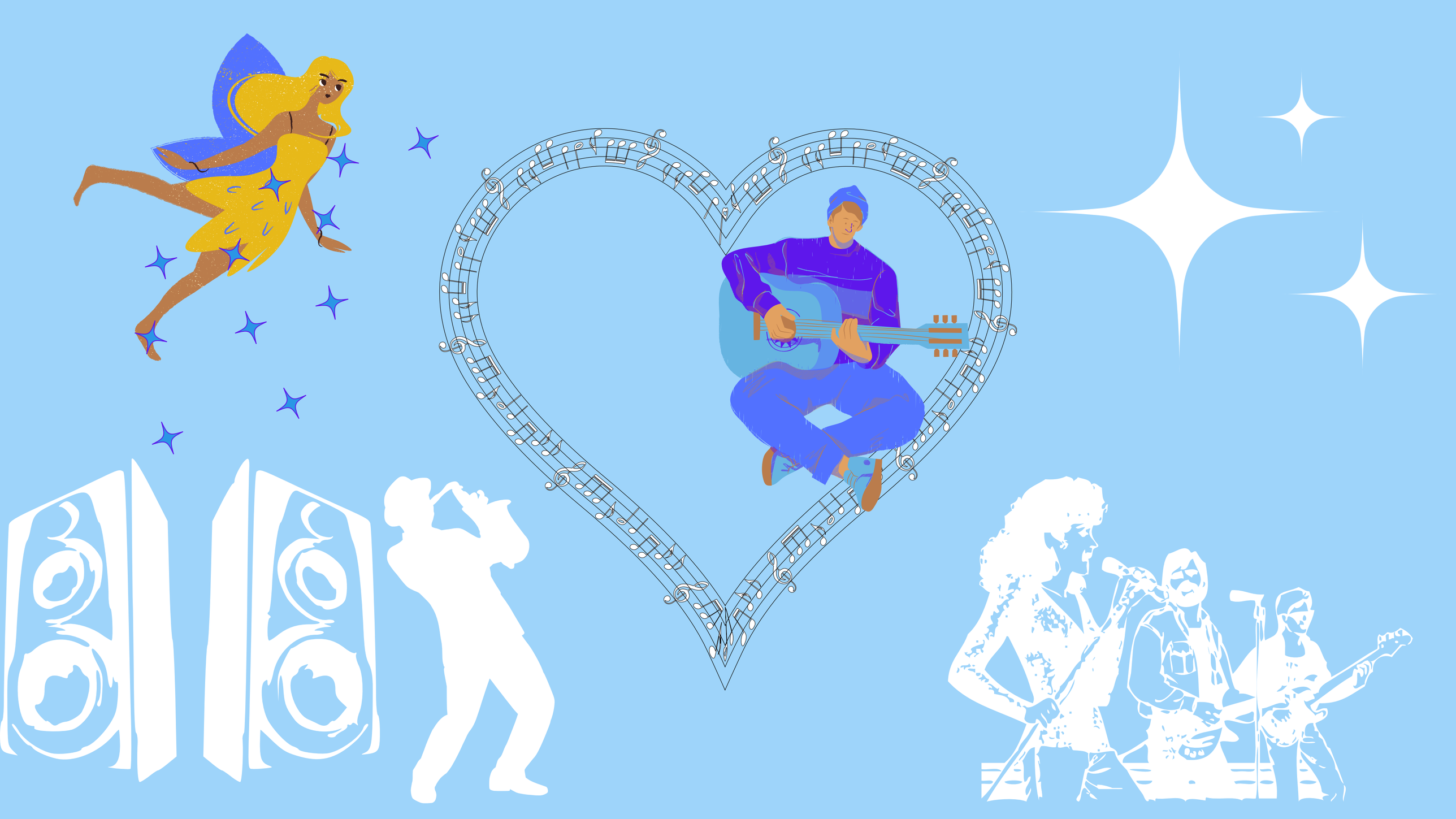
Welcome to the resistance, Snoop Dogg.

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

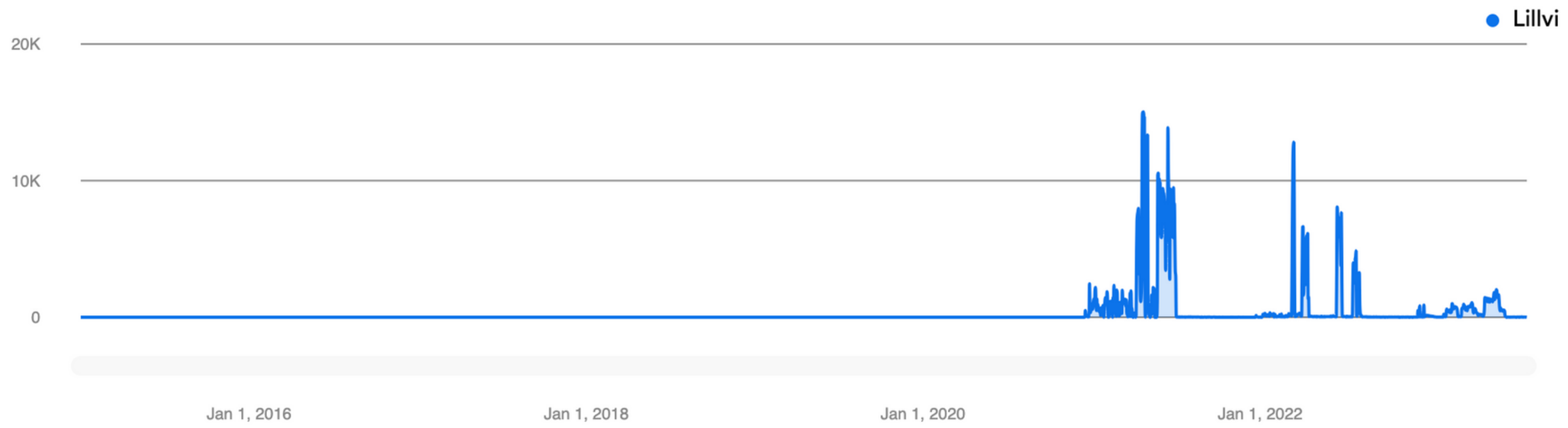
Last 12 months

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

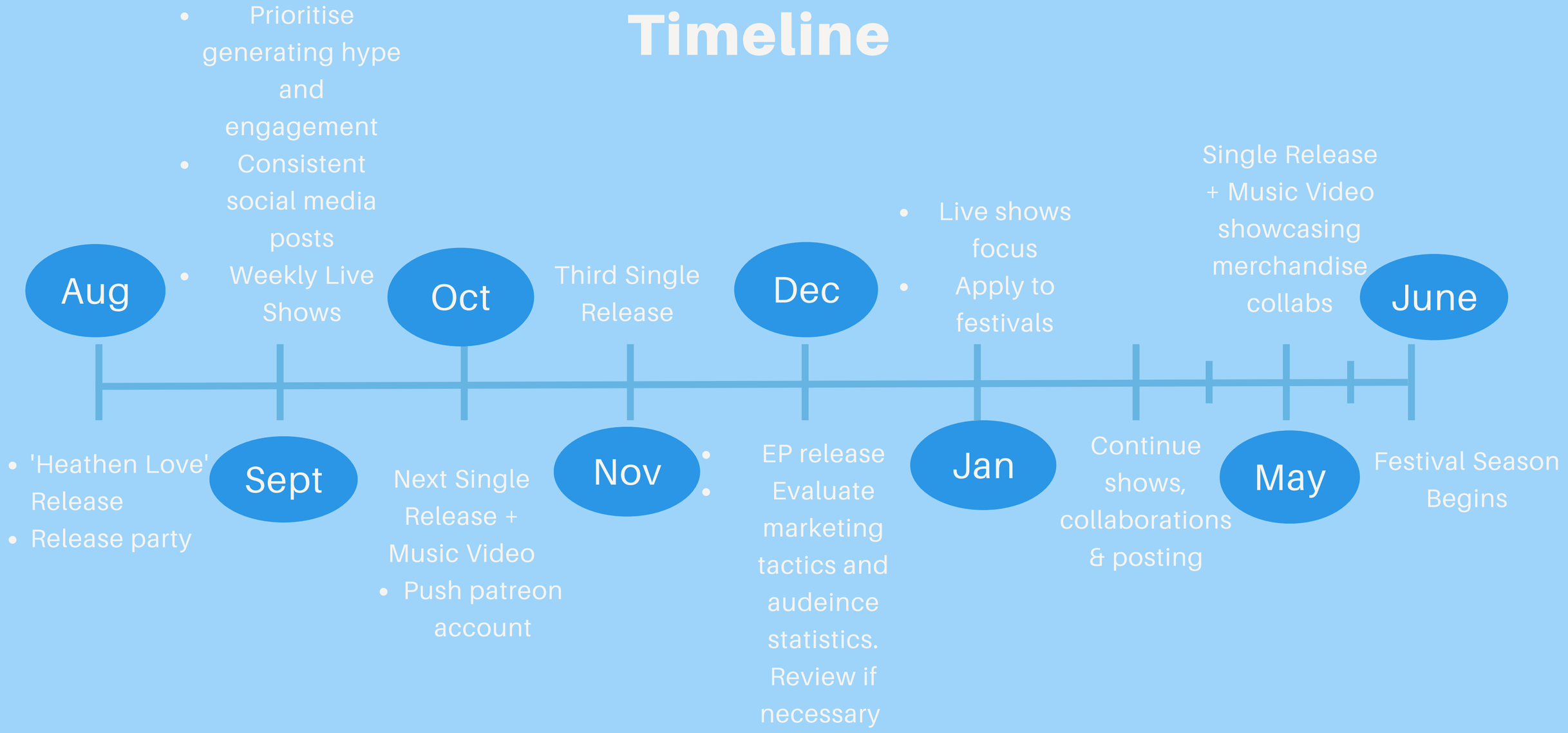
Followers
1,624

**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<br>REACH 1000 TIKTOK FOLLOWERS | PLAY FESTIVALS AND LIVE SHOWS<br>REACH 100,000 STREAMS ON LATEST RELEASE<br>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

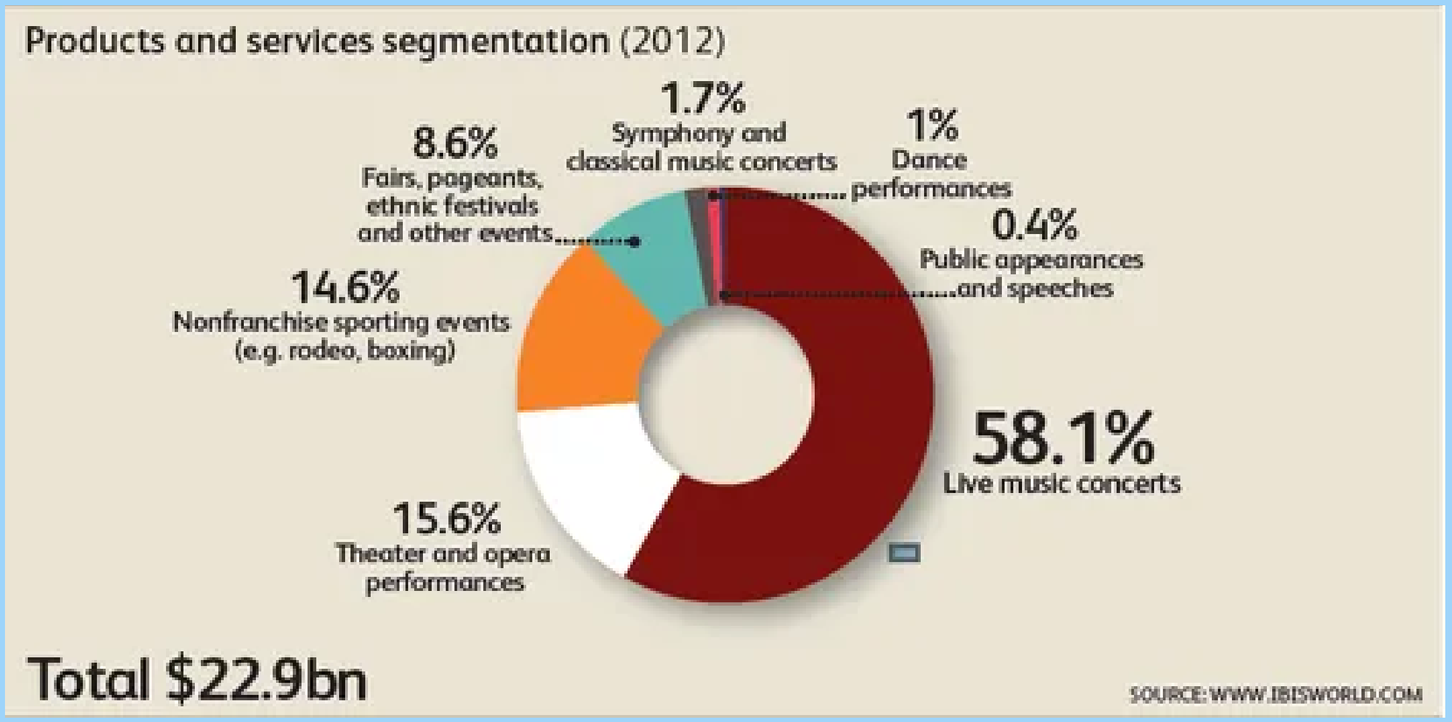
# SWOT ANALYSIS

| STRENGHTS | WEAKNESSES | OPPORTUNITIES | THREATS |
|---|---|---|---|
| • Being a model allows for an abundance of high-quality, aesthetically pleasing photos<br>• Meets Western beauty standard<br>• Artist enjoys using social media and posting on Instagram | • Disorganised<br>• Busy with non-music-related tasks<br>• Needs to be directed and reminded<br>• 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<br>• Use playlists to grow career<br>• Market herself as an unsigned artist- often praised on TikTok | Unpredictable market<br>• Not getting as many streams as predicted<br>• Not getting onto any playlists<br>• Competing with labels/ signed artists |

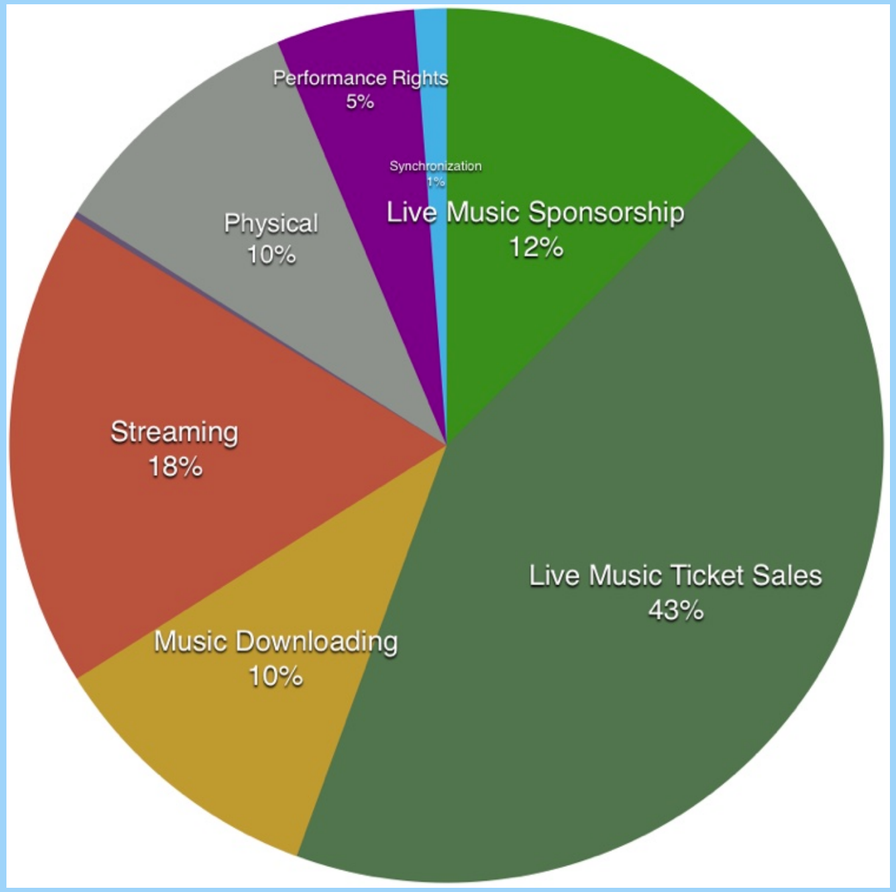
# PEST ANALYSIS

| 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.<br>• Lillvi is Swedish and any changes to immigration/ visa laws may effect her directly and unexpectedly<br>• 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<br>• Touring costs increased due to fuel prices and travel costs<br>• Income disparity between audience members | • Covid effects on live shows and audience habits<br>• Music Trends and audience preferences:<br>• Social media and the artist's likability can fluctuate based on tiny mistakes<br>• Passive listening to music in the background decreases likelihood of listeners turning into fans | • Unpredictable market<br>• Not getting as many streams as predicted<br>• Not getting onto any playlists<br>• Software improvements<br>• AI introduction making songwriting easier<br>• AI threatening creative careers<br>• Lack of Radio play<br>• Blockchain for transparent royalty tracking and payment distribution, potentially revolutionizing how artists are compensated.<br>• |

# 2012

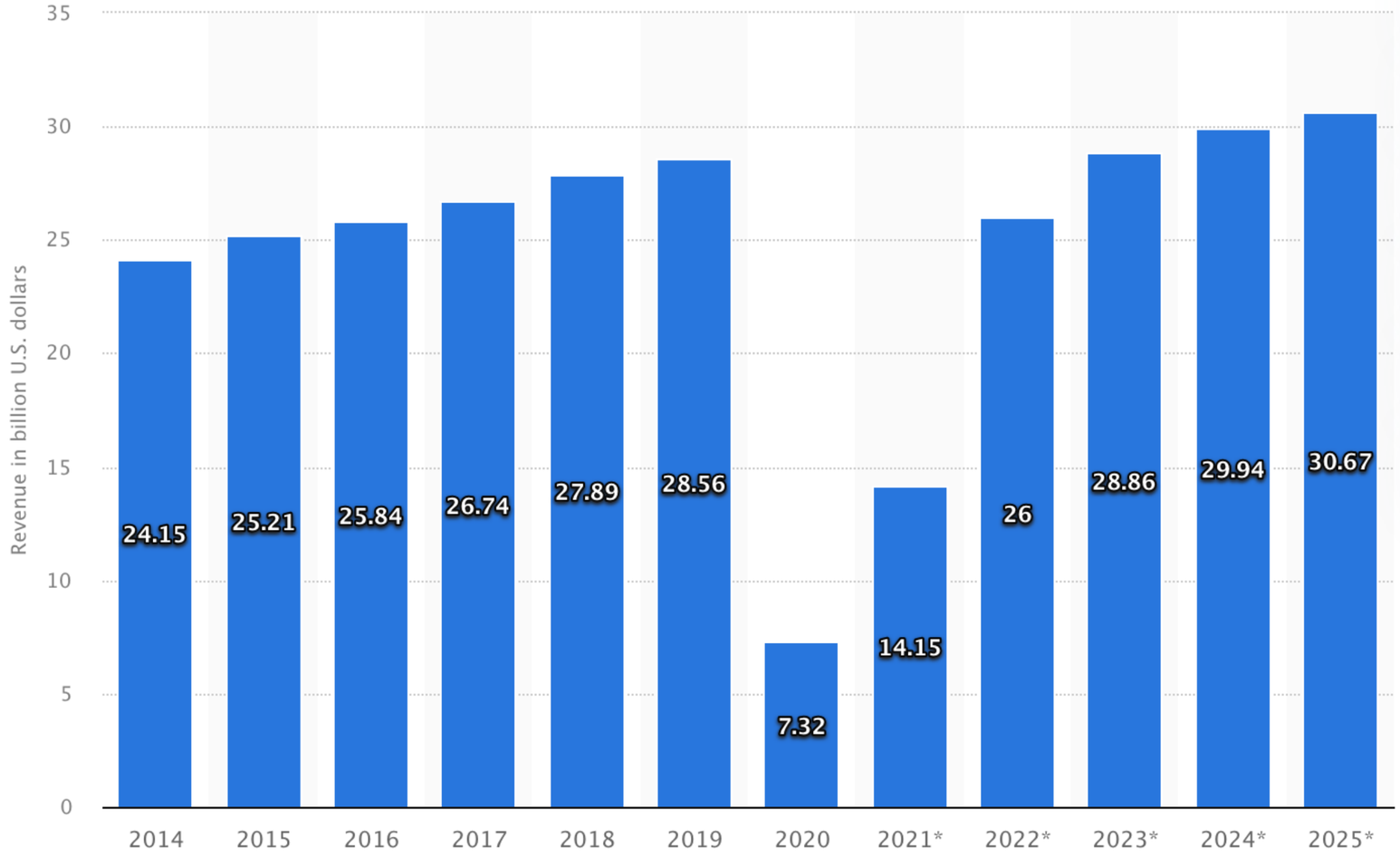

Products and services segmentation (2012)
1.7%
Symphony and classical music concerts
8.6%
Fairs, pageants, ethnic festivals and other events
1%
Dance performances
0.4%
Public appearances and speeches
14.6%
Nonfranchise sporting events (e.g. rodeo, boxing)
58.1%
Live music concerts
15.6%
Theater and opera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



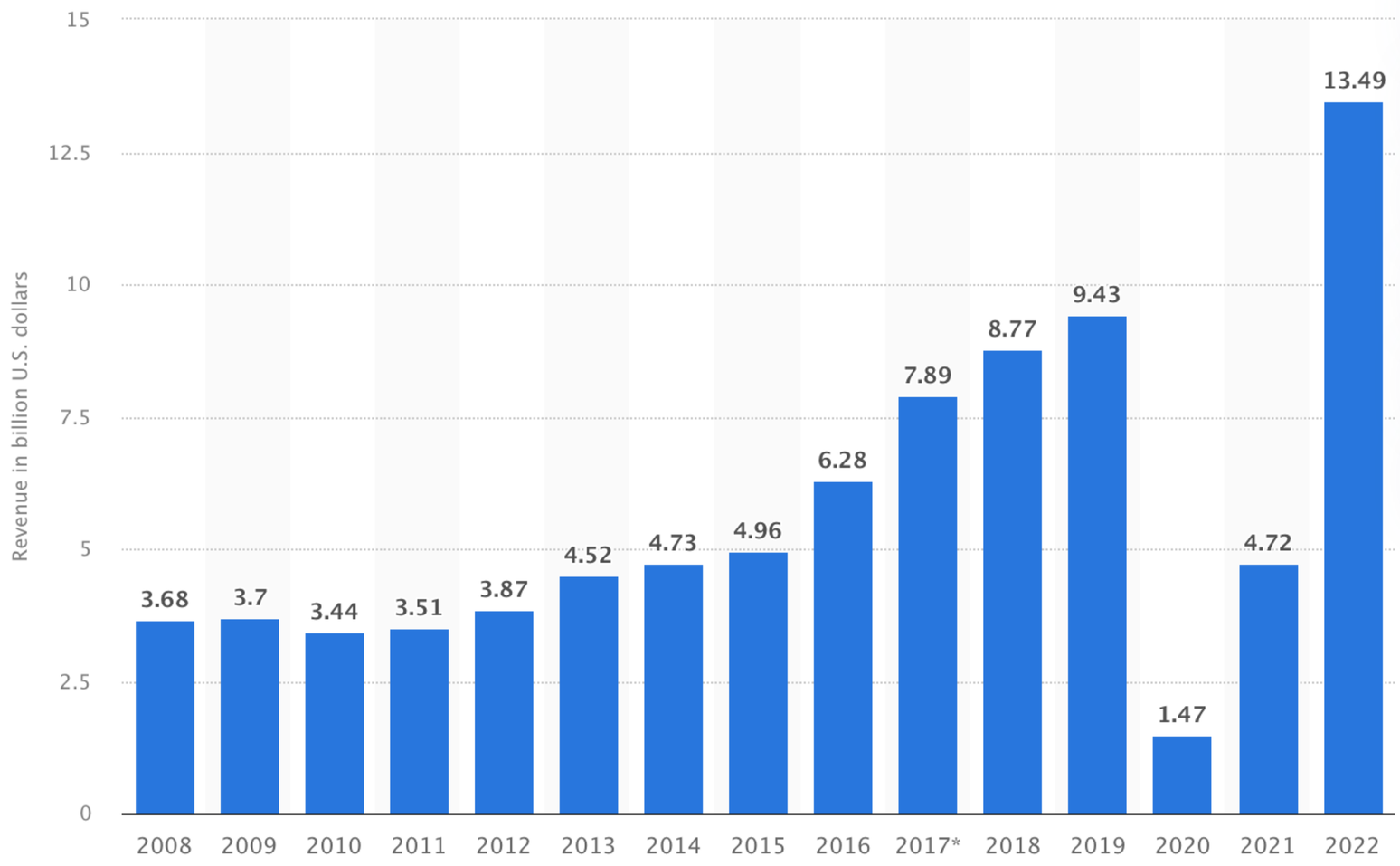

© Statista 2023

Additional Information

Show source

# Live Nation Entertainment's concert revenue from 2008 to 2022

*(in billion U.S. dollars)*




© Statista 2023

Additional Information

Show source

DOWNLO

PDF

**Survey ti**

2008 to 20

**Supplem**

*Beginnin

presents A

now inclu

the Artist

Figures ha

Live Natio

the global

operation

the produ

Figures fo

Nation Ent

**Citation**

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'

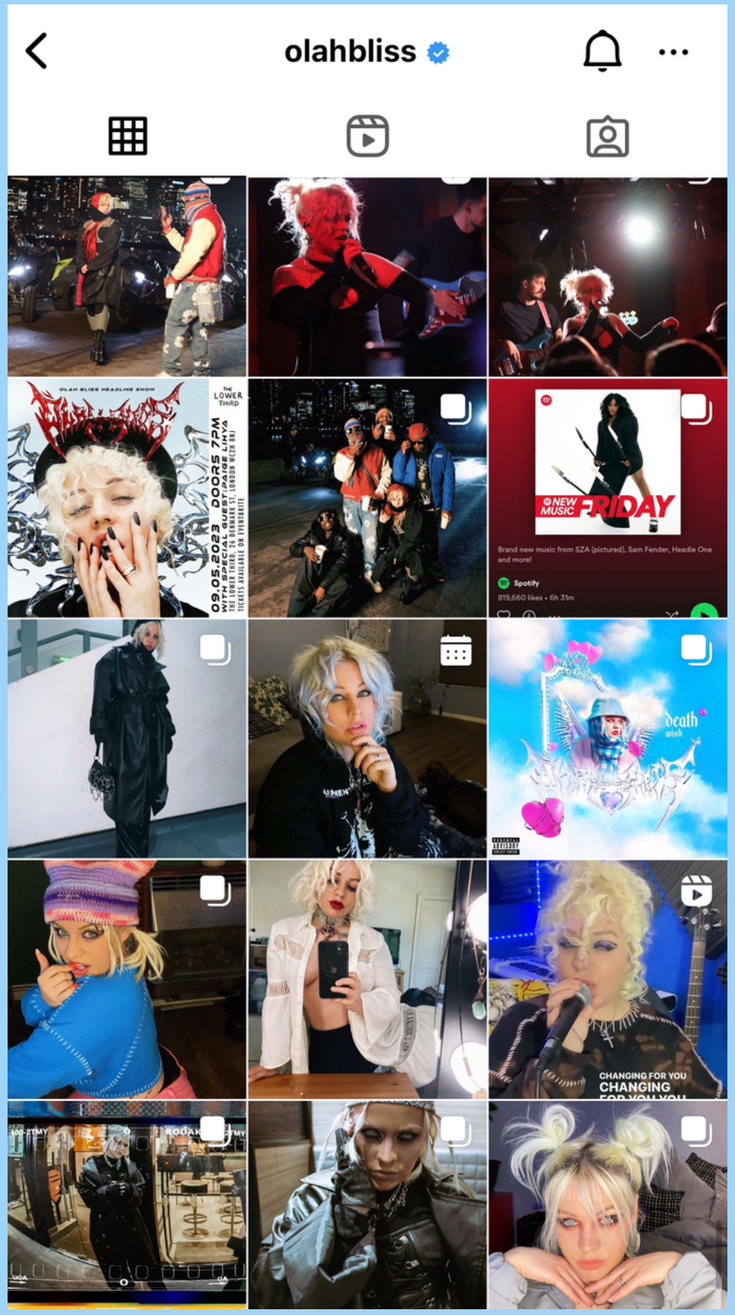
By KATE DENNETT FOR MAILONLINE



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



# Bibliography


- Amos, M. (2022) How many songs are uploaded to Spotify and other streaming services every day?, RouteNote Blog. Available at: https://routenote.com/blog/how-many-songs-are-uploaded-to-spotify-every-day/ (Accessed: 15 August 2023).
- Barrios, J. (2023) Spotify premium subscription price raises, artists royalties will apparently remain the same, Metal Injection. Available at: https://metalinjection.net/its-just-business/spotify-premium-subscription-price-raises-artists-royalties-will-apparently-remain-the-same (Accessed: 16 August 2023).
- Cross, A. (2022) There is something very, very wrong with today's music. it just may not be very good. - national, Global News. Available at: https://globalnews.ca/news/9001083/why-older-music-more-popular-than-new-music/ (Accessed: 16 August 2023).
- Dennett, K. (2022a) One direction 'rake in £3.2million in just one year - beating oasis who earned £2million', Daily Mail Online. Available at: https://www.dailymail.co.uk/tvshowbiz/article-11285315/One-Direction-rake-3-2million-just-one-year-beating-Oasis-earned-2million.html (Accessed: 16 August 2023).
- Dennett, K. (2022b) One direction 'rake in £3.2million in just one year - beating oasis who earned £2million', Daily Mail Online. Available at: https://www.dailymail.co.uk/tvshowbiz/article-11285315/One-Direction-rake-3-2million-just-one-year-beating-Oasis-earned-2million.html (Accessed: 15 August 2023).
- Götting, M.C. (2023a) Live Music Industry Revenue Worldwide 2014-2025, Statista. Available at: https://www.statista.com/statistics/1096424/live-music-industry-revenue-worldwide/ (Accessed: 18 August 2023).
- Götting, M.C. (2023b) Live Nation Entertainment - concert revenue 2022, Statista. Available at: https://www.statista.com/statistics/193710/concert-revenue-of-live-nation-entertainment-since-2008/ (Accessed: 18 August 2023).
- Knight, K. (2021) One direction net worth: How much are Harry Styles, Liam Payne, Niall Horan, and Louis Tomlinson Worth?, Capital. Available at: https://www.capitalfm.com/artists/one-direction/net-worth-harry-styles-liam-payne-louis-tomlinson/#:~:text=As%20a%20group%2C%20the%20boy,)%2C%20according%20to%20Wealthy%20Gorilla. (Accessed: 16 August 2023).
- LeJarde, A.L. (2023) Snoop Dogg Blasts streaming royalty model, expresses support for writer's strike, The FADER. Available at: https://www.thefader.com/2023/05/08/snoop-dogg-streaming-writers-strike (Accessed: 16 August 2023).
- Mullen, M. (2023) 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', MusicRadar. Available at: https://www.musicradar.com/news/inside-the-fight-fix-streaming (Accessed: 16 August 2023).
- Resnikoff, P. (2017) Live concerts + streaming = 73% of the US Music Industry, Digital Music News. Available at: https://www.digitalmusicnews.com/2017/06/07/music-industry-concerts-streaming/ (Accessed: 16 August 2023).
- Yapsody Ticketing (2013) Live music concerts - industry revenue generator!, Medium. Available at: https://medium.com/yapsody/live-music-concerts-industry-revenue-generator-131f5571182c (Accessed: 16 August 2023).