Who's your guilty pleasure?

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SEVENTEEN 10th MINI ALBUM

[FML]

손오공 / Fuck My Life

2023.04.24

날짜	EP	CARAT	WEVERSE	KIT	DAILY	TOTAL
4/24 (월)	2,000,3xx	1,496,5xx	356,9xx	144,5xx	3,998,3xx	3,998,3xx
4/25 (화)	44,0xx	13,7xx	8,29x	2,80x	68,8xx	4,067,2xx
4/26 (수)	49,6xx	25,2xx	15,5xx	1,71x	92,1xx	4,159,3xx
4/27 (목)	125,5xx	15,3xx	7,12x	2,13x	150,1xx	4,309,5xx
4/28 (금)	38,0xx	11,5xx	2,15x	60x	52,2xx	4,361,7xx
4/29 (토)	3,10x	4,93x	88x	41x	9,33x	4,371,1xx
4/30 (일)	132,8xx	29,6xx	13,4xx	3,13x	179,0xx	4,550,2xx

세븐틴 음원총공팀 (@SVT_STREAM)

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Fan Economic Advisor

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Problem

Misunderstood consumers

A lack of understanding of consumers as individuals.

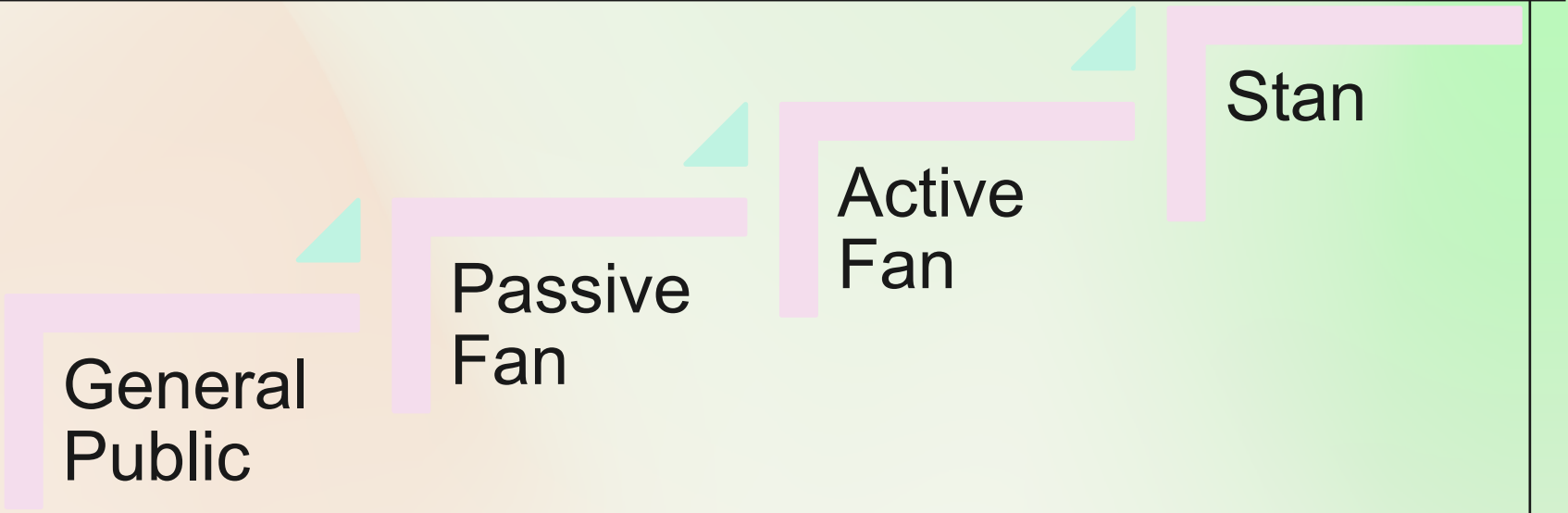
- The pressure of labels over artist you like and fitting the perceived fan demographic
- The lack of value attributed to those highly invested

Missed Marketing

Marketing to hyper focused yet vague at the same time

- Pushing of generalised trends
- Marketing to an already invested audience
- Viral marketing that never goes viral

Fan Structure



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Fan Structure

Only hears an artist in passing radio or curated streaming site playlists

Passive Fan

Active Fan

Stan

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Fan Structure

Only hears an artist in passing radio or curated streaming site playlists

Listens to an artist, if the circumstance is right may go to a live show but are uninterested in the artist outside of their music

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Actively participates in the artist's community and the communities. Invest more money into the artist by buying merchandise

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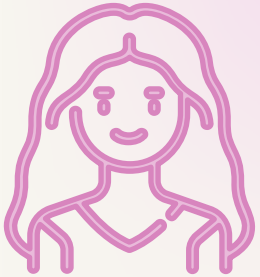
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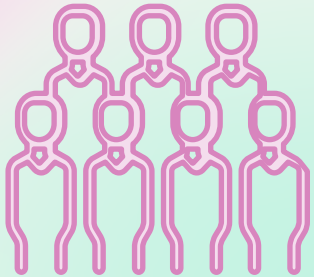
Continually go above and beyond while supporting their favourite artists they will travel far to see live shows multiple times also highly engaged on social media commonly running fan accounts

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Fan Identity



Fans as Individuals



Fandom

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Road Map

Establish brand identity, and online presence
Conduct research on the entertainment industry, fan economics, and demographic trends

Foundation and Research

Service Development

Create a suite of services, including artist analysis, fan engagement plans, and fanbase expansion strategies

Launch marketing campaigns to attract artists, record labels, and management teams as clients.
Expand the client base through referrals and reputation-building in the industry

Client Acquisition

Client Engagement and Growth

Continuously update and improve services based on client feedback and industry developments.

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Road Map

Host industry workshops, webinars, and conferences to share expertise and insights

Market Leadership and Innovation

Stay adaptable and responsive to industry shifts, embracing emerging technologies and trends.

Diversification

Expansion

Establish physical offices or partnerships in key entertainment hubs to strengthen the global presence.

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Market Analysis

Marketing Agencies

Marketing is often outsourced in the industry to experts who excel in social media campaigns. These companies leverage tools like chart metrics, google analytics, and artists' social media analytics to understand the current audience demographic and similar artists. However, they may lack data on untapped target markets for potential growth, focusing mainly on existing interactions.

Data Analysts

General data analysts can subcontract for projects, offering comprehensive insights into artist market shares and audiences. With access to vast data sets and government-approved data mining tools, they identify untapped demographics with shared interests, providing advice on new marketing opportunities.

Artists

When artists are smaller in scale, they can leverage their personal connection with fans to explore different target markets and gain deeper audience insights. As they grow, maintaining this close relationship becomes more challenging. At a larger scale, artist-made fan clubs like 'Taylor Nation' or 'HSHQ' help foster close-knit fan communities, supporting the parasocial bond between fans and artists.

Market Opportunities

$4B

Total UK
Music industry income

27.2%

Pop genre album
consumption share

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Market Opportunities

Independent Artists

Empowers artists with small, dedicated followings, seizes opportunities in emerging talents with strong online presence but lacking active fans, and helps established artists expand their fanbases with expert analysis

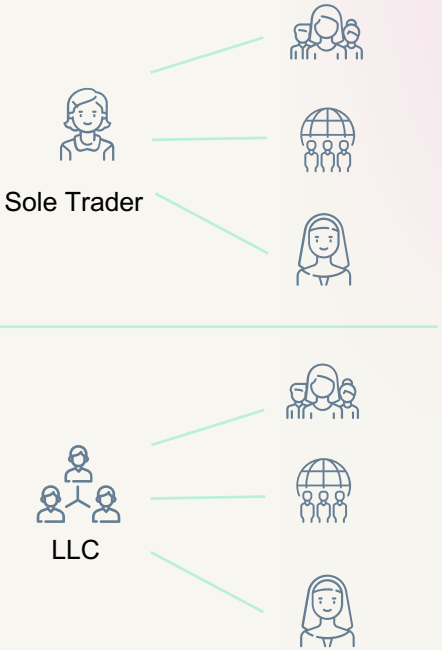
Record Labels

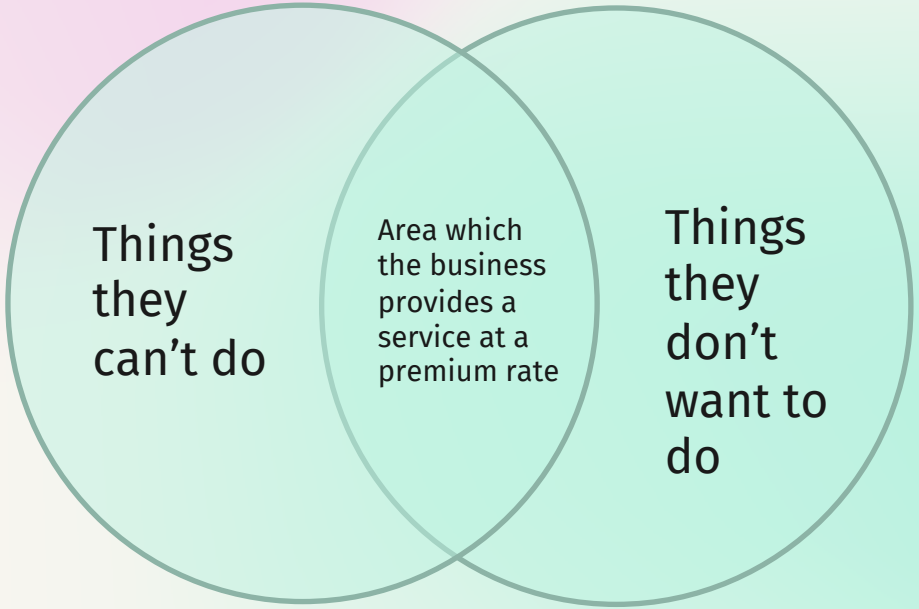
Partnering with labels that sign new artists or aim to target different market demographics for increased master royalty earnings in back catalogues. Active support for fan engagement and a track record of artists with large fan bases are vital, fostering innovative approaches to fanbase expansion.

Marketing Agencies

Management teams are responsible for guiding and strategizing an artist's career. Collaborating with management teams that share the same vision and goals is crucial. Effective management teams understand the importance of fan engagement and have experience in implementing successful fan-centric strategies

Business model





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Growth Strategies

Promotional Channels

Acquiring customers

Utilize a multi-channel approach, including social media, websites, and online advertising, for effective marketing.

Leverage content marketing (blog posts, articles, videos) to establish the company's industry standing and brand awareness.

Attend industry conferences and networking events to build face-to-face interactions and professional relationships.

Partnership

Keeping customers

Establish strategic partnerships with influential artists, record labels, and management teams to enhance brand credibility and expand reach in the music industry.

Collaborate in co-branding initiatives, joint marketing campaigns, and alliances with complementary businesses to create synergistic opportunities for cross-promotion and shared resources.

Evaluation

Staying competitive

Implement a robust measurement and evaluation framework to gauge marketing effectiveness.

Utilize key performance indicators (KPIs) like website traffic, social media engagement, lead generation, and client acquisition for insights.

Regularly analyse and monitor marketing metrics for data-driven decision-making and future strategy optimization.

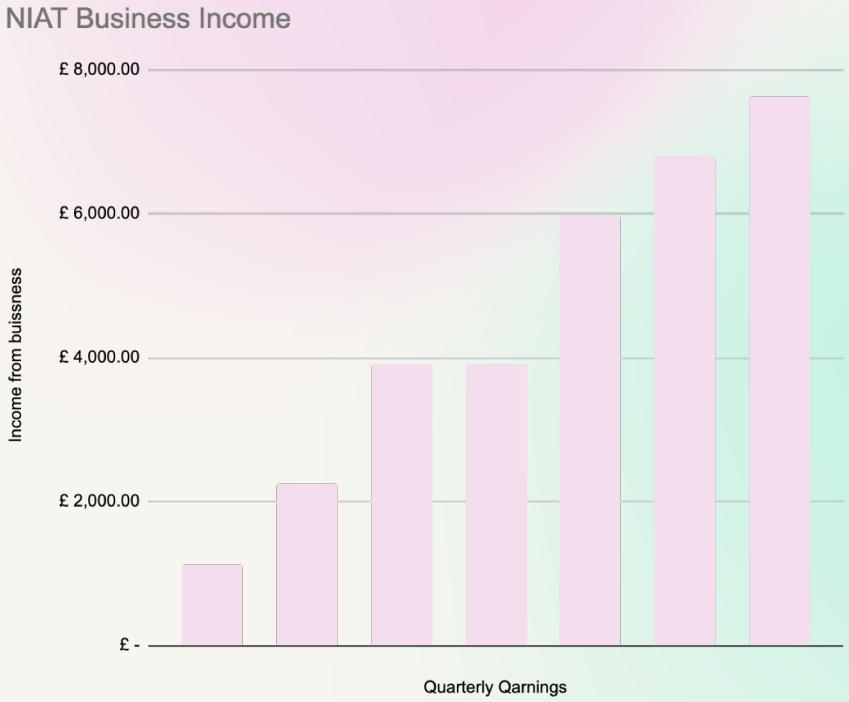
Finance

PROFIT	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q1 2025
Business revenue	£ 1,125.00	£ 2,250.00	£ 3,937.50	£ 3,937.50	£ 6,750.00	£ 7,875.00	£ 9,000.00
Salary revenue	£ 5,250.00	£ 4,500.00	£ 3,375.00	£ 3,375.00	£ 1,500.00	£ 750.00	£ -
Gross Profit	**£ 6,375.00**	**£ 6,750.00**	**£ 7,312.50**	**£ 7,312.50**	**£ 8,250.00**	**£ 8,625.00**	**£ 9,000.00**
NIAT	**£ 5,703.00**	**£ 5,979.00**	**£ 6,393.00**	**£ 6,393.00**	**£ 7,083.00**	**£ 7,359.00**	**£ 7,635.00**
Salary	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 5,000.00	£ 5,500.00	£ 5,500.00	£ 5,500.00
Equipment	£ -	£ -	£ -	£ -	£ -	£ -	£ -
Advertising Spend	£ -	£ 100.00	£ 100.00	£ 200.00	£ 200.00	£ 300.00	£ 300.00
Events and Sponsorships	£ -	£ -	£ 500.00	£ 500.00	£ 500.00	£ 500.00	£ 500.00
Website	£ 30.00	£ 30.00	£ 30.00	£ 30.00	£ 30.00	£ 30.00	£ 30.00
Offices	£ -	£ -	£ -	£ -	£ 100.00	£ 200.00	£ 300.00
Operating Costs	**£ 5,030.00**	**£ 5,130.00**	**£ 5,630.00**	**£ 5,730.00**	**£ 6,330.00**	**£ 6,530.00**	**£ 6,630.00**
Business Investment Monies	**£ 673.00**	**£ 849.00**	**£ 763.00**	**£ 663.00**	**£ 753.00**	**£ 829.00**	**£ 1,005.00**

Incorporation

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Revenue by quarter



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“(The) music industry can’t exist without songs … but it also can’t exist without fans”

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