

Fair Trade 4 Music



Fair Trade 4 Music

Vision:

- Pan European Individual Licensing.
- Create and Innovate and open platform for delivering the material benefits for their creative endeavours.
- Enabling individual artists to reap the rewards of their creative output via a transparent and open process of give and take.
- Connecting the artist with the consumer in a win win environment which is fair and sustainable for all.
- The internet and digitalization have changed the game, its time for the rules to change.
- We are here to change the game, forever.



Fair Trade 4 Music

Introduction / Explanation:

- A digital music subscription business, creating a unique relationship between artists and consumers.
- 2011 Sales figures show singles sold more than albums, and unsigned artists sold more singles than record labels.
- The digital communications revolution has transformed the creation and distribution of music to the benefit of both consumers and artists.
- What Fair Trade 4 Music intends is to amalgamate both of these principles so that the artist and consumer both benefit.



Fair Trade 4 Music

How we do it:

- Choose an artist, subscribe to them for a year for €10.
- All that artists output gets delivered directly to your email.
- Artists get 90% (excluding the copyright fee and charges) and we take 10% for providing the service.
- The consumer now becomes an ***ethical share holder*** in the artist.
- The artist gets full control over their career and art form(s).
- Cuts out the middle man
- Everybody Wins.



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Market Place:

- Market leaders all aiming at major labels and *already* signed artists.
- Fair Trade 4 Music is a subscription service for unsigned artists providing more than just mp3's, you also get high quality music downloads, videos, blogs, access to live streaming concerts etc.
- We are offering an annual subscription for €10 per artist. 90% of the money goes directly to the artist (less copyright and transaction fee) and Fair Trade 4 Music receives 10%. We also charge each artist an annual sign up fee of €50 for administration.
- ***What Fair Trade 4 Music wants to do is revolutionize the music industry; we want the consumer to become an ethical share holder of the artist and we want the artist to have the means to be an artist.***



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Marketing Strategy:

- Become the market leader through offering:
 - Value for money.
 - Ethical retail for artist and consumer.
 - We are a unique service provider with a conscience.
- Enter the market through the traditional route:
 - Festival presence, Active brand awareness campaigns, In house concert promoting, Advertising in mainstream media and music publications, Active online marketing campaigns.
- Also through:
 - Guerrilla video campaigns, Social networking sites, hardware and software brand association, Mobile internet service providers brand association.



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Service Description:

- Our distribution network like this breaks down doors in the music industry for artists.
- Products distributed in a less costly and non exclusive fashion.
- By releasing information about new artists, we can cut down on the cost of promotional activities.
- User Generated Content & Digital Delivery System keeps costs to a minimum.
- We provide a real-time Portal – a window into the life of the artist, the artist gets to know their audience



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