**Business Plan For Our Website**

**Revenue Streams for us (how we make money);**

**For non “premium” users or users that haven’t donated a significant amount to an artist;**

* Banner style ads
  + These ads are at the top of the screen which change at interval times showing multiple ads within a certain time frame.
* Side panel ads
  + These ads sit at the side of the page and are fixed so even if you scroll down they follow. These ads won’t change with intervals like banner ads but will have at least 3/4 at the same time at any given point and possibly change when a page gets reloaded or refreshed.
* Ad breaks during songs
  + These will be the highest paying ads as people will have to listen to them in order to listen to music. These will be from established companies or companies willing to pay the right price e.g. Dominoes if they want to promote an offer.

I feel that it would be best if the banner style and side panel style ads should be used with google AdSense or a company with similar programmes we can implement. These allow for demographic driven ads and use algorithms which tailor to a user and what they click on or what they’d likely click on which will give us more money and increase our profit margins.

**For “premium” users or users that have donated a significant amount to an artist;**

I feel that users under this category should be exempt from the interval ads during the songs as the payments they provide will match the amount of the company’s advertising. However, I do not believe they should be exempt from banner style or panel style ads as these don’t intervene with the website experience.

I’m not quite sure yet of how much premium memberships should cost or how much qualifies as a significant amount donated to an artist but I feel that both these prices should correlate in some way to “keep the peace” economically and practically.

**Other Thoughts;**

I also think that companies should be allowed for pop up ads to come up on the screen, not redirects or anything but demographic ads which showcase exclusives and limited time only deals. These will be shown at initial log in stages of the user’s experience or during their time on the site. This will also be for all users too.

**How the artists get paid;**

As this website and service is to allow unknown artists or artists without a record label or distribution deal, I strongly believe that they shouldn’t be too worried about getting paid via this service and should focus more on the views or plays that they get.

I also want the website to host competitions for viewers and the artists within categories or as a whole. I feel that the competition should be done with voting and have users vote (once only per competition) on their favourite artist or their song (undecided). The artist(s) who win these would receive a cash prize (also undecided) for winning the competition. The users who voted for the winning artist could also get a month or two of free premium membership for backing the winner.

As a group we have chosen as well to allow for direct donations to an artist (non-refundable after x amount of time) to allow for direct backing of the artist. This allows for non-winning artists to still receive recognition for not winning and still know that they have fans that care and hope they become “famous. We could opt for a way in which artists can give personal thanks to fans via messages or audio/video messages for any reason they find necessary.