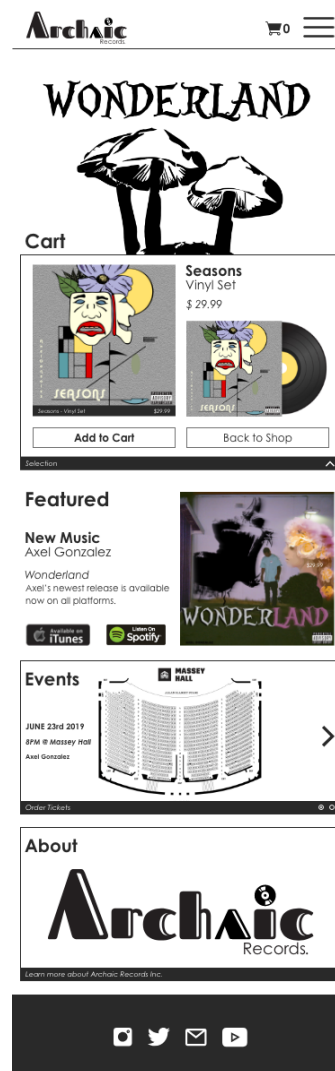
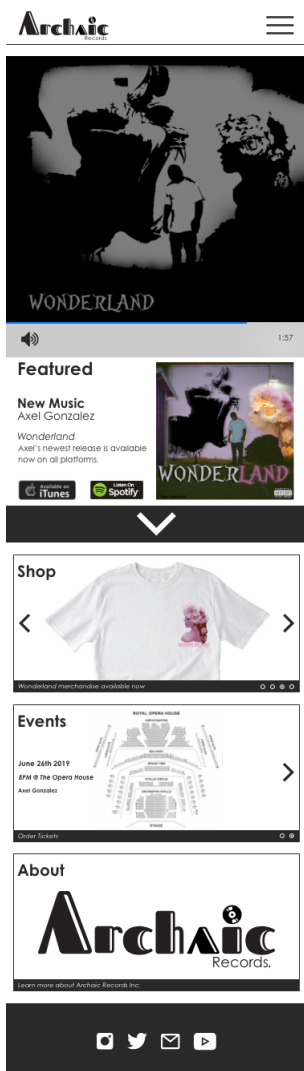




# **ARCHAIC MUSIC**

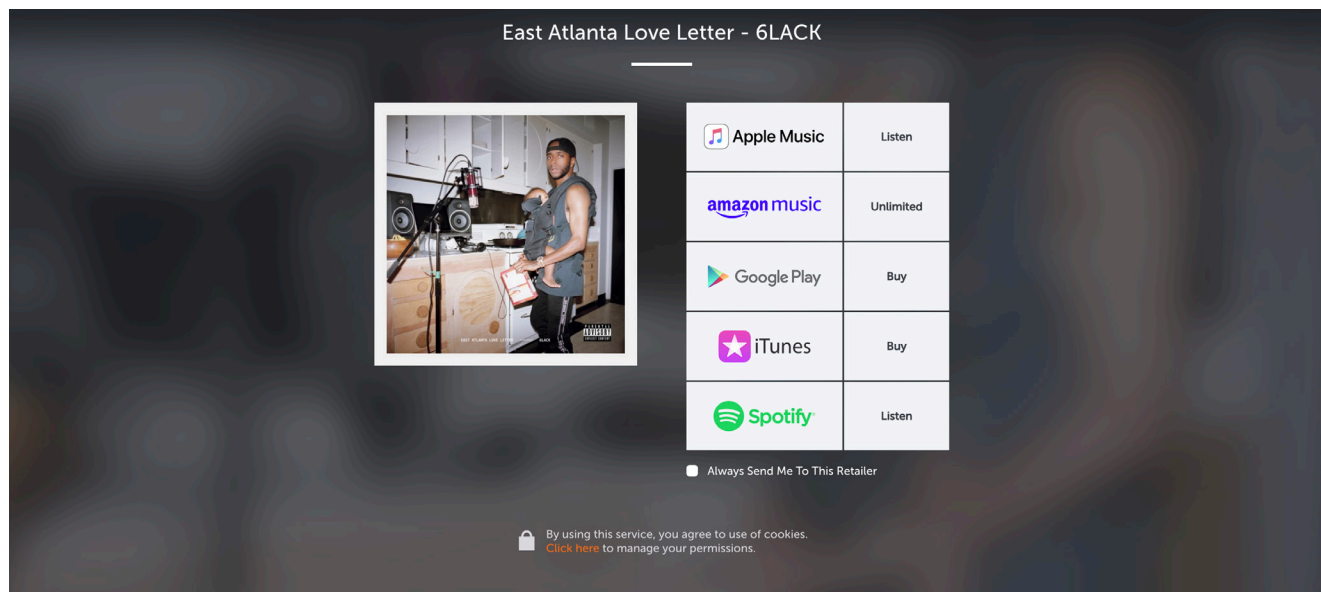
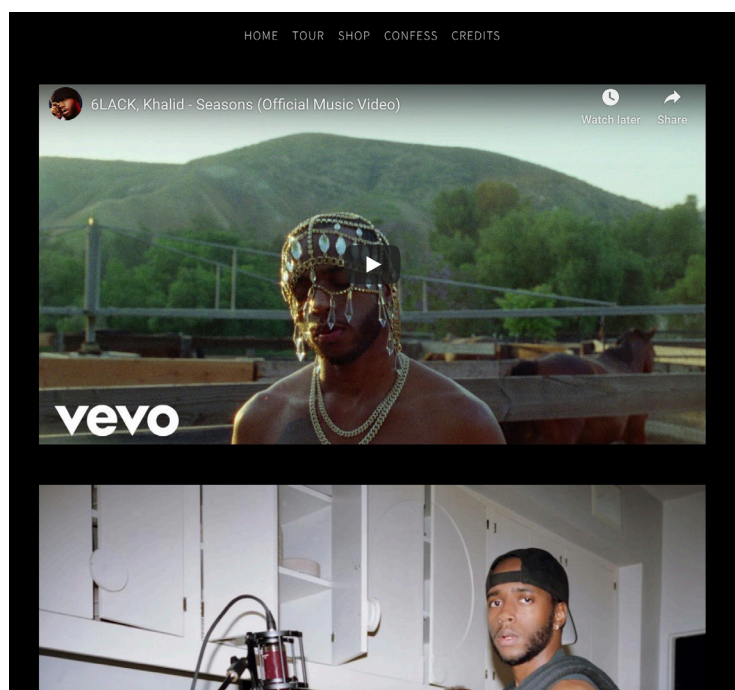
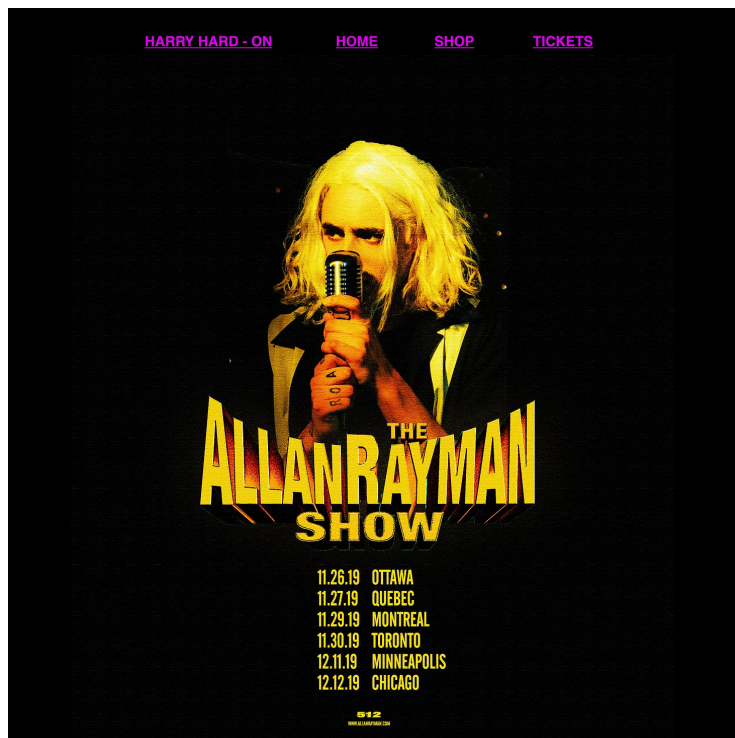
## **A Business Solution for Musicians**

By Robert Riopel



## Archaic Records - Phase One

Phase one of this project was not necessarily unique... historically musicians hiring graphic designers to build a website for them is common. In most cases the website is created so that the musician has alternative means to distribute merchandising, and promote upcoming venues. Axel Gonzalez is an up and coming artist who lives in British Columbia. I have designed countless album covers and merchandise to promote his music. When I was tasked with creating an e-commerce website, I thought it ideal to include work I had done for Axel. This would not only promote his music, but increase awareness, and give Axel a chance to see some compensation for his art.



## Archaic Records - Phase Two

Every musician who has encountered enough success in their career to have a website built, HAS had a website built...

This became clear to me one day when I stumbled across a website for a musician whom I admire deeply named Allan Rayman. Allan's style of music is very unique, as is his website. You can find merchandise and ticket information, as well as video links and upcoming releases. If every musician — even the most unique — is building a website to promote themselves why have we not considered automating the process?



## The Big Guys

Now let's briefly examine some companies who are quite frankly taking advantage of musicians and their hard work.

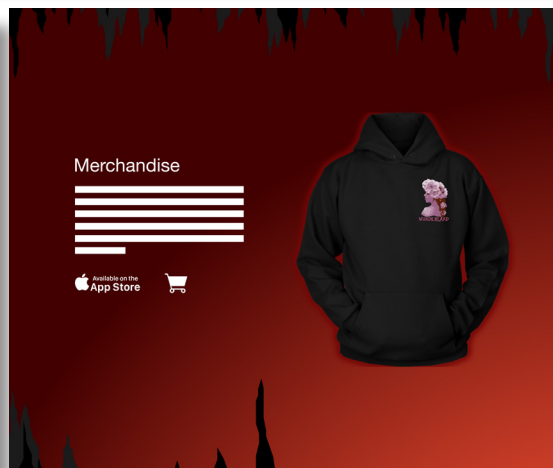
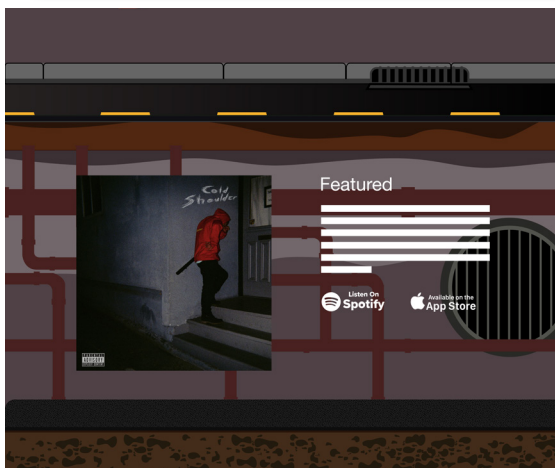
Number one and perhaps most obviously are Apple Music and Spotify. These monsters offer a platform for users to access millions of songs. Apple Music and Spotify use what is called a "pro-rata" system. That means they take all of the money generated from users subscriptions, and put in a big pot. They then divide that pot by the total share of streams each artist received.

In other words, if Apple Music gave \$100 million of their revenues to artists in a month, and Drake songs accounted 1% of all streams that month, then Drake would receive \$1 million. Meaning smaller scale musicians that account for a tiny fraction of the streams per month are receiving next to nothing — even though they may still have a substantial following.

	Wix	SQUARESPACE
Sell physical goods, digital products	Yes	Yes
Sell services	No – must be done through the Wix <a href="#">Bookings app</a> .	Yes
Import / Export product data	Yes	Yes
Conversion tracking	Yes	Yes
Payment gateways	Square, Stripe, Paypal and more.	Only Stripe and Paypal.
Sell offline (cash or pay on delivery)	Yes	No
Point Of Sale integration (POS)	Yes, via <a href="#">Square</a>	No
Abandoned Cart Recovery	No	Yes
Live Carrier Cost Calculator	<a href="#">USPS and Correios (Brazil)</a>	<a href="#">USPS, FedEx and UPS</a>
SEO	Good – see below	Good – see below
Customer Accounts	Yes	Yes (minimum Basic plan)

## A Game Changer

Taking in to consideration that many — if not all — successful musicians have a domain on the internet that you can visit; we can assume that they hired some sort of agency or developer. In 2020 however and looking further in to the future; automated website building will become increasingly competitive. Companies like Wix and Squarespace are at the forefront of this movement and target small business owners looking for a strong web presence. Nobody has thought to target niche markets such as musicians with this technology and I think that is a big mistake. Not only because of the musicians however, but because of the users.



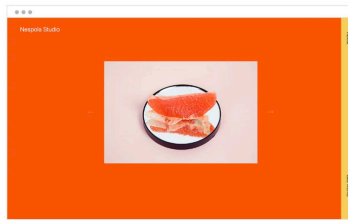
## Enter the Archaic Realm

Archaic Music is the music platform of the future. Looking back on what has been discussed we can see that websites are incredibly important and directly associated to a musicians success. The industry powerhouses have taken advantage of many musicians compensating them poorly as compared to mainstream artists. The future of building websites is here now and we can use this technology to facilitate the way musicians and their listeners interact, while also compensating the musicians in an ethical way.

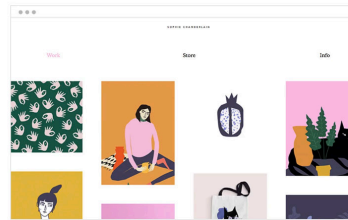




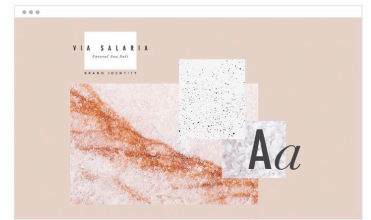
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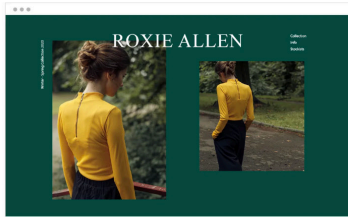
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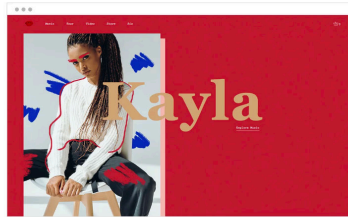
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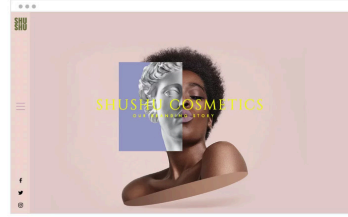
Brand



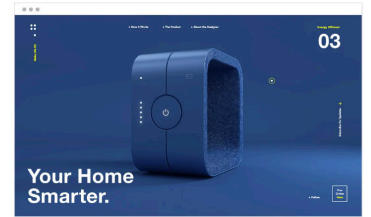
Fashion



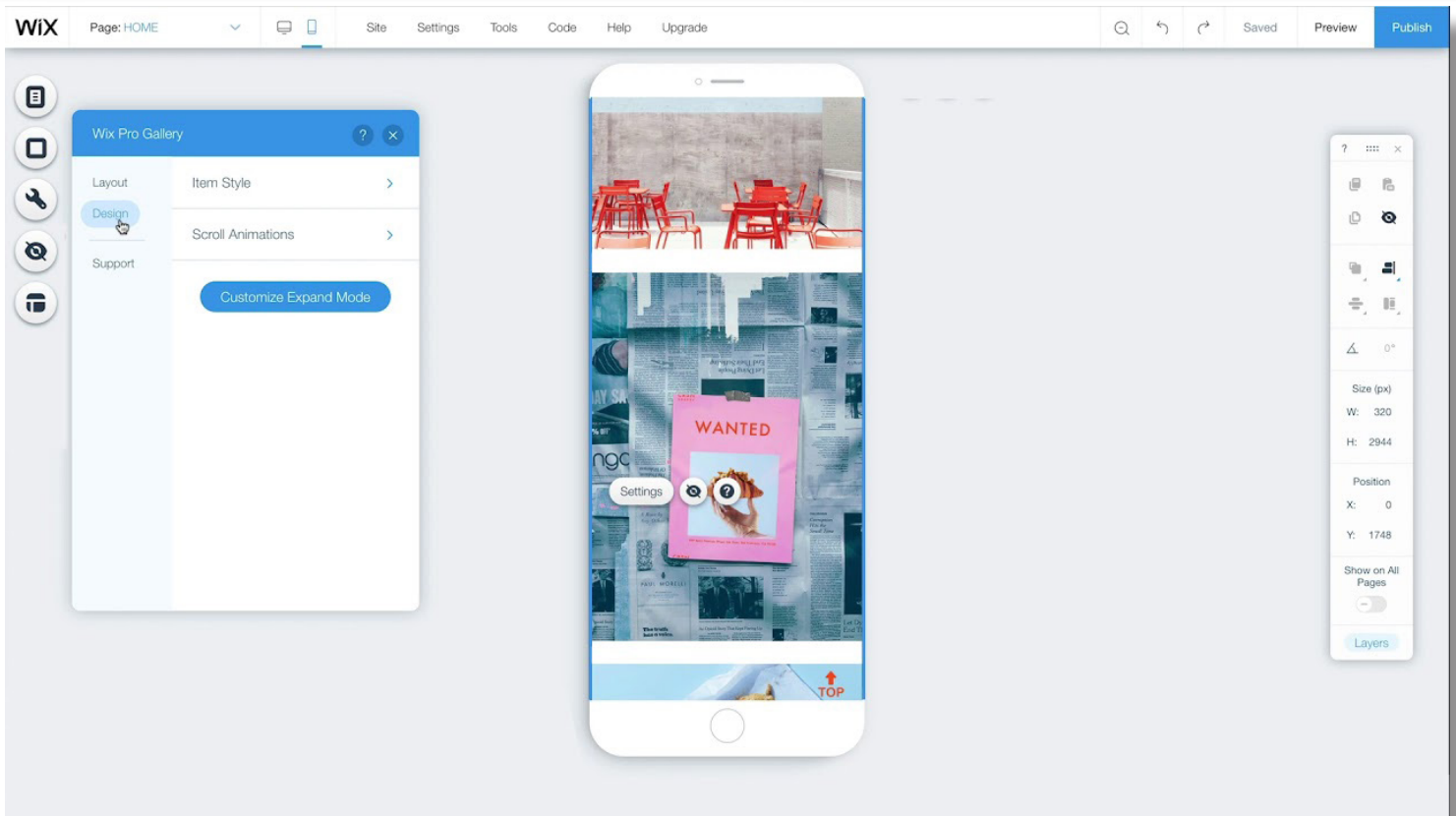
Musician



Brand



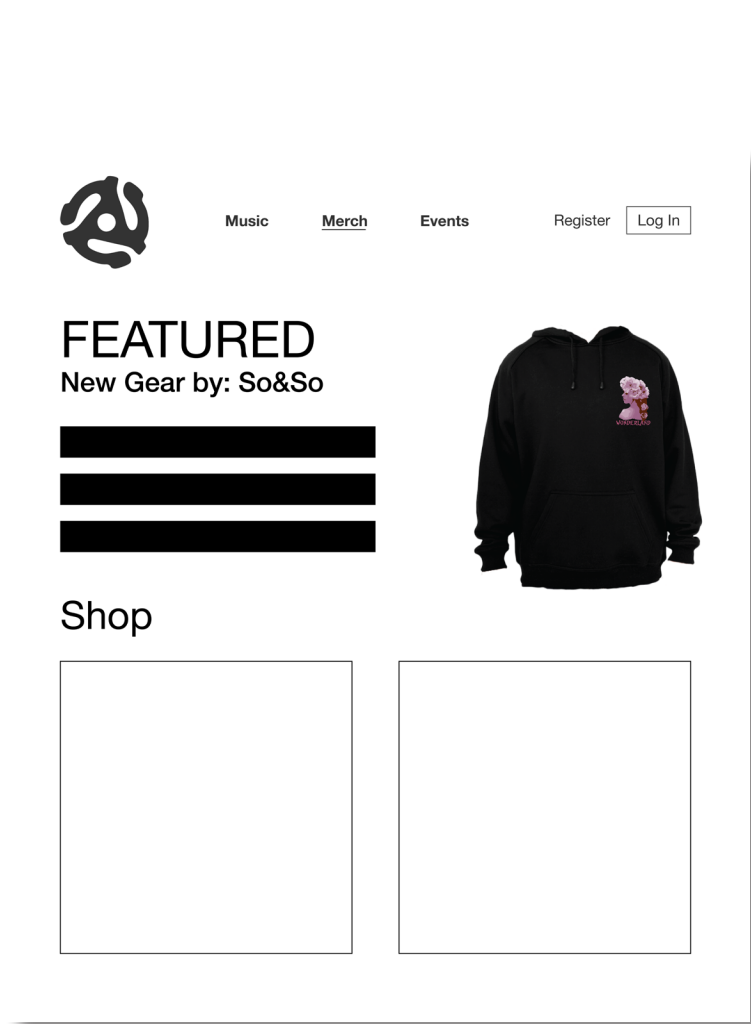
Product



## Choose your Layout & Customize

Picture an interface similar to that of Wix, if you have not used Wix before their layouts are pictured above. Musicians would register with Archaic Music for a monthly fee — similar to Apple Music or Wix. Upon registration the musician would have access to layouts or be able to customize their own. They could then upload everything from music to merchandise and create a section displaying whatever they chose.

Users would register from a user side and have the ability to search a master list of musicians using the platform. Upon finding the musician you wish to “follow” you bookmark their site, thus enabling you too trigger alerts when new products are released. In addition the user would have access to all the artists uploaded music, their concert/tour information, and a place to shop for merchandise.



# Archaic Music

It is important that I express that this is not a software designed to taint the relationship between musicians and designers, but rather strengthen it. By allowing musicians and designers to understand each others efforts we can work together to ensure that we are being properly compensated for our artistic expression.The end result is an all-encompassing software that gives musicians complete control over their productions.

The user facing side of the software would be developed as an app; including a search page, library, and news feed where popular trends are listed and shared. Upon visiting a musicians page you would be able to navigate through their discography and download selected music to your library. Merchandising would be listed and available for purchase via the credit card used to register. Tour dates/venues would be listed and tickets will be available for purchase using the same method.