1. What is the total monthly licensing cost Muzical incurs?
2. Are there any additional operating costs (e.g., server maintenance, employee salaries) that should be considered beyond the licensing cost?
3. What is the desired operating margin percentage (e.g., 100%, or do they allow some flexibility)?
4. What is the average number of monthly streams on the platform?
5. How are the streams distributed across peak and off-peak times? (e.g., percentage split or specific time ranges)
6. How do you define peak and off-peak hours, and do these vary based on user demographics or regions?
7. What percentage of ad slots is typically filled during peak and off-peak times?
8. Do advertisers buy ad slots individually, or do they purchase bulk slots? If the latter, are there any discounts offered for bulk purchases?
9. Are there reserved ad slots (e.g., for promotions or partnerships), and how do they affect revenue generation?
10. What factors influence advertiser demand during peak and off-peak times? (e.g., user engagement, competition with other platforms)
11. How many ad slots are available per month (total songs streamed)?
12. What percentage of songs are streamed during peak time vs. off-peak time?