



Newwave Xpress | Online Radio

Newwave **Xpress**

Feel the pulse and discover new music with us daily.

Product Description

Disclaimer:

The information transmitted is intended only for the person or entity to which it is addressed and may contain confidential and/or privileged material. Any review, retransmission, dissemination or other use of, or taking of any action in reliance upon this information by persons or entities other than the intended recipient is prohibited. If you receive this in error, please contact the sender and delete the material from any computer.



Executive Summary:	3
Tech Stack:	3
• Market size:	4
• Target audience:	4
○	4
○ Bundle Packages & Subscription Tiers:	5
Offering multiple subscription tiers with different price points and bundled features to our signed artists for their music to feature on our platform monthly, will bring more value to our musicians and make us more valuable to attract potential talent.	5
○ Ad-Supported Model:	5
○ Partnerships and Sponsorships:	5

Disclaimer:

The information transmitted is intended only for the person or entity to which it is addressed and may contain confidential and/or privileged material. Any review, retransmission, dissemination or other use of, or taking of any action in reliance upon this information by persons or entities other than the intended recipient is prohibited. If you receive this in error, please contact the sender and delete the material from any computer.

**Executive Summary:**

Xpress online radio aims to provide a platform for Malawian musicians to showcase their talent, reach a wider audience, and generate income from royalties through our strategic partner COSOMA, while addressing the lack of access to international royalty payment systems. We will establish partnerships with local and international stakeholders, including music labels, streaming services such as Spotify and Apple Music, and NGOs to ensure the sustainability and growth of the platform. With the right partners and investors, we can empower Malawian artists, strengthen the local music industry, and contribute to the country's economic development.

Tech Stack:

SvelteKit, Supabase, Vercel, TailwindCSS, JavaScript, Typescript.

Disclaimer:

The information transmitted is intended only for the person or entity to which it is addressed and may contain confidential and/or privileged material. Any review, retransmission, dissemination or other use of, or taking of any action in reliance upon this information by persons or entities other than the intended recipient is prohibited. If you receive this in error, please contact the sender and delete the material from any computer.



- **Market size:**

There are 11,000 Registered Musicians in Malawi (Source: COSOMA 2022), and as a registered distribution company under COSOMA, we have licensed use to distribute this music and content, with an additional 300+ musicians who aren't registered with COSOMA but have their music available on streaming sites, listed in Newwave's database.

- **Target audience:**

Our target audience for our online radio platform includes both local and international listeners who appreciate Malawian music and culture. Given the increasing global interest in African music, we believe our platform has significant market potential to target a diverse audience, we can use this platform's reach and impact on the local music industry positively.

Local Listeners: ~5.04 million internet users in Malawi in January 2023

<https://datareportal.com/reports/digital-2023-malawi>

- What we do know is that 80% of Malawi's population lives in rural areas
- 50% of our population is under 18 years of age.

○

Disclaimer:

The information transmitted is intended only for the person or entity to which it is addressed and may contain confidential and/or privileged material. Any review, retransmission, dissemination or other use of, or taking of any action in reliance upon this information by persons or entities other than the intended recipient is prohibited. If you receive this in error, please contact the sender and delete the material from any computer.



- **Bundle Packages & Subscription Tiers:**

Offering multiple subscription tiers with different price points and bundled features to our signed artists for their music to feature on our platform monthly, will bring more value to our musicians and make us more valuable to attract potential talent.

- **Ad-Supported Model:**

By offering free access to your platform but including advertisements in the content, which will be beneficial to our target audience, such as job announcements, alerts, validated news, and upcoming events.

- **Partnerships and Sponsorships:**

By collaborating with other brands, podcasts, or content creators for co-branded promotions or sponsorship deals on our platform, we can create unique listening programs that will engage a diverse audience.

Disclaimer:

The information transmitted is intended only for the person or entity to which it is addressed and may contain confidential and/or privileged material. Any review, retransmission, dissemination or other use of, or taking of any action in reliance upon this information by persons or entities other than the intended recipient is prohibited. If you receive this in error, please contact the sender and delete the material from any computer.