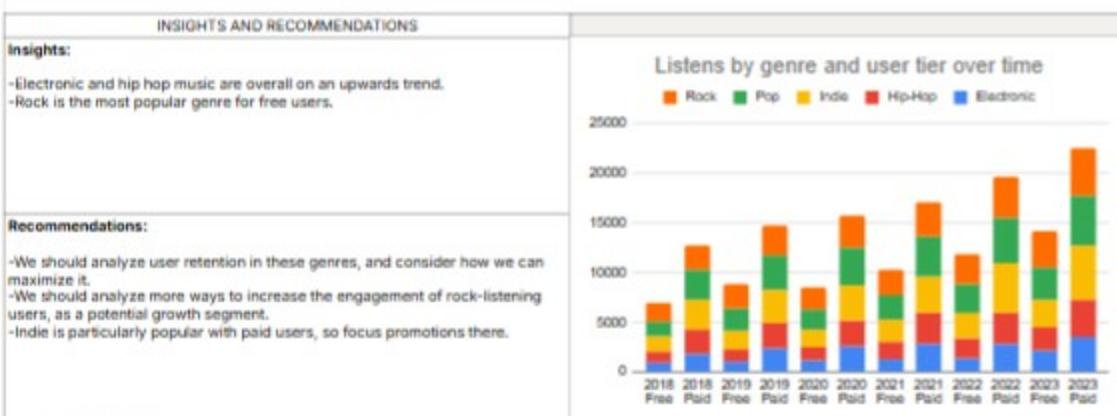
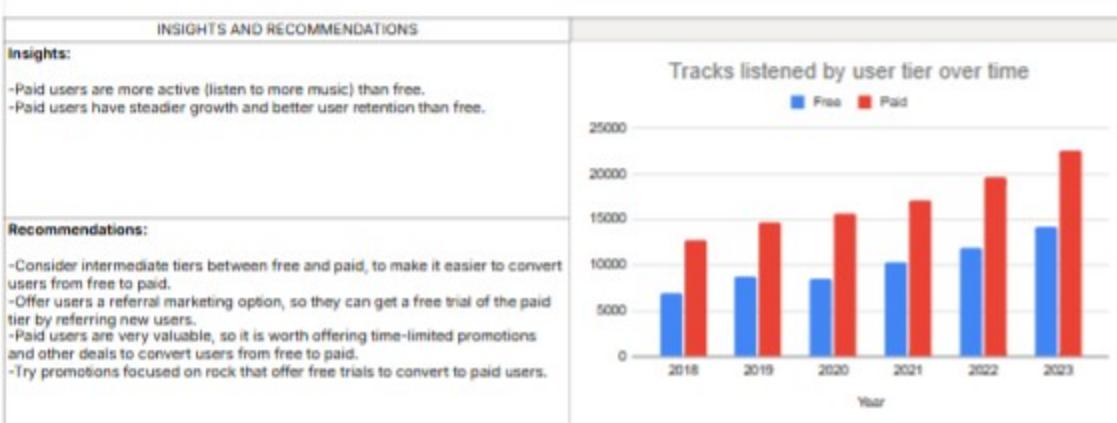
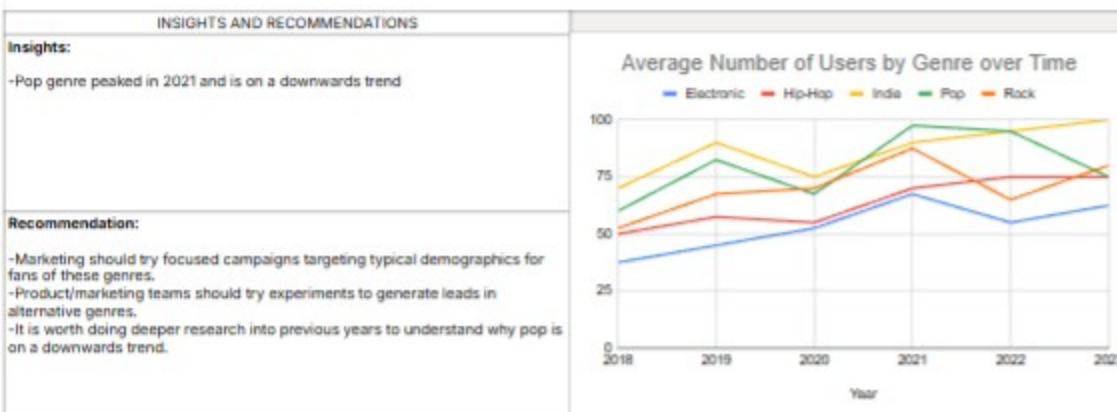


# Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
11/16/2025	Fresh Beats	Preston Long

Our goal is to help Fresh Beats become the leader in online music innovation and build a strong community of talented artists. Providing proper services and visibility will be the hallmark of Fresh Beats that will help lead up and coming artists to a successful career. Providing enhanced services for members will ensure their success.



## CONCLUSION

First, a focus on the higher trending genres would be key in building a larger subscriber base. Suggested areas to look into and explore would be promoting Rock and Indie to convert them more on the paid side of Fresh Beats. Possible marketing promotions and "FREE" trials may bring in a new subset of users.

As far as the Pop genre goes it is far from dead. It was once the leader in Users and has the potential of a resurgence. Rock had a steep decline from 2021 to 2022 but is now one of the most popular genres. It may be worth a second look and promotion to bring in a new surge of users and paid subscriptions from this under tapped market.