Amazon Music+

Product Owner: Brian Camilo

Background

- Unleashing independent music potential on a global stage
- Bridging the gap between indie artists and mainstream success
- Innovating music streaming with a personalized, artists-centered approach
- Fostering a community where music discovery

Amplify Your Beat

Business Case

Initial Focus

- This matches with Amazon's strategic goal to expand its digital media offering and leverage its existing customer base.

- Over [31.4%](#) of valuable independent record labels are eclipsed by major labels, leading to lost revenue and reduced cultural diversity in the music industry.

- Specific metric include the global music industry revenue projected to surpass [$65 billion](#) in 2023

Opportunity

- Underrepresentation and under-monetization of independent artists in the global music market

- Amazon has the opportunity to capture a significant portion of the **$2.45B** market for independent music

  – The global recorded music market revenue is projected to surpass $65 billion in 2023

  – Independent record labels accounted for 31.4% of the world's streaming and physical music sales revenue

  – Assuming our average monthly subscription at $9.99

  TAM = ($65 billion x 0.314) x ($9.99 per month) x (12 months per year) = $2.45B

Proposal

We proposed an expansion of the Amazon Music platform, retaining its mainstream label offerings while enhancing support for independent artists.

Return On Investment

ROI
40%

Estimated Revenue or Cost Savings
$750,000

Development and Operational Cost
$500,000

Measurement (first year of operation)

- Aim for a 10% subscribers register growth
- User Engagement increase of 15%
- Project a 20% Revenue Growth in revenue
- Limit Church Rate to less than 5%

Competitors

Apple Music

- Integrated with Apple's ecosystem
- Apple Music 1
- Spatial Audio with Dolby Atmos
- Lyrics View

Spotify

- Weekly Discovery
- Spotify Connect
- Collaborative Playlists
- Podcast

Our Advantages

- Amazon ecosystem
- Enhanced Discovery for Indie Artists
- Customized Monetization Option
- Comprehensive Artist Tools

Roadmap and Vision

Roadmap Pillars

- We envision to create a transformative music platform that elevates independent artists, integrates seamlessly with the Amazon ecosystem, and delivers a uniquely personalized experience to listeners worldwide

- Roadmap goes as following

  - Ecosystem Integration

  - Artist Empowerment

  - Personalized Listener Experience

Ecosystem Integration

- One-Click Distribution
- Alexa Voice Command Customization

Artist Empowerment

- Direct Fan Funding
- Virtual Artist Workshop

Personalized Listener Experience

- Advanced Music Discovery Engine
- Interactive Music Experience

Where do we go from here?

- Establish the platform as the leading destination for discovering independent music

- Use data analytics to predict and shape music trends

- Host exclusive virtual reality concerts