

A group of young people are laughing and smiling, suggesting a fun social gathering. One person in the foreground is holding a smartphone, likely used for sharing music or photos.

# FACEBOOK MUSIC BUDDY



**45 MINS TO HOME ??**

# **PLAYLISTS HAVE SONGS YOU DON'T LIKE !!**



# **UNDERSTANDING PAINPOINTS**

## MEET BRIAN



### BIO

22, Student – Graphics designer  
Lives in Seattle with his roommate  
Social media buff  
shares his likes and dislikes,  
Extrovert, loves to have followers, looks for cool factor  
Music lover

### PAIN POINT

“ Music apps don't have good social integration. I have to wait for the weekend to meet my friends and talk about what we like and dislike. We might message and tell “Hey buddy check out this song” but that's it !”

## MEET JANE

- BIO

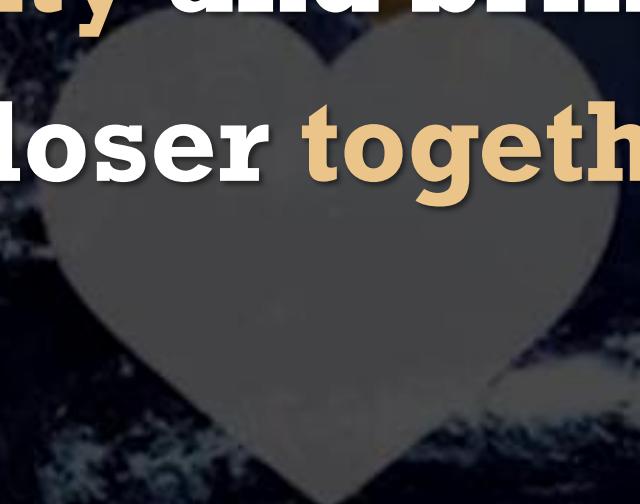
18, Art Student lives in Sunnyvale with her parents.  
Spends lot of time on Social media  
Introvert, rarely shares her opinion publicly.  
Music lover, does her Art work while listening to music.  
Music is a very private experience for her, she believes  
people might judge her for her choices.  
Loves creating memories.

- PAIN POINT

Being an introvert she has a hard time getting in person  
music recommendations from friends. Usually lag behind  
in knowing what is trending in her group. She doesn't  
have time to create playlists.



# **UNDERSTANDING FACEBOOK**

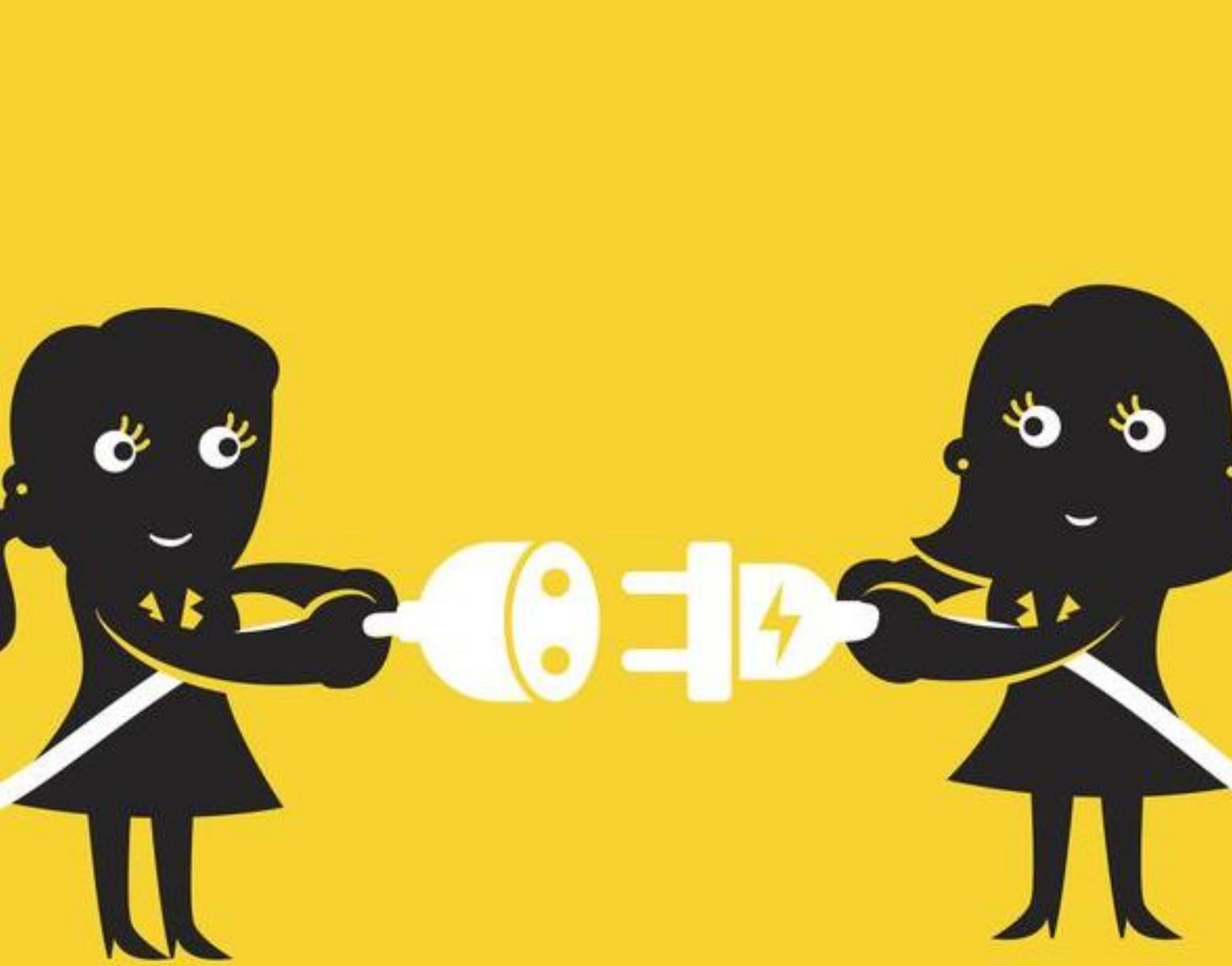


## FACEBOOK'S MISSION

**“Give people the power to build  
community and bring the world  
closer together”**

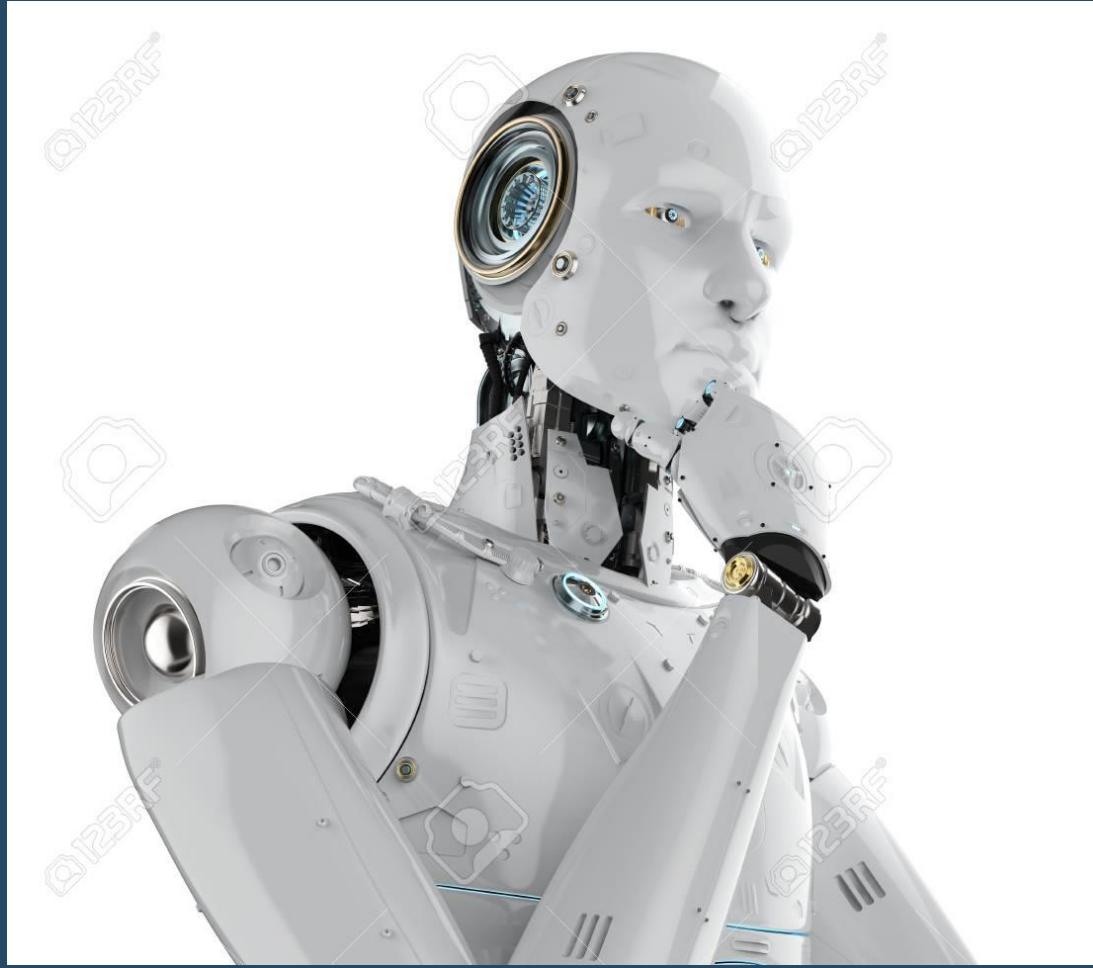


**INTRODUCING FACEBOOK'S  
MUSIC BUDDY !!**



## IT'S A MUSIC PLATFORM

- Something for everyone – creators and users
- CREATORS socialize and recognition
- USERS get recommendation and save time !!

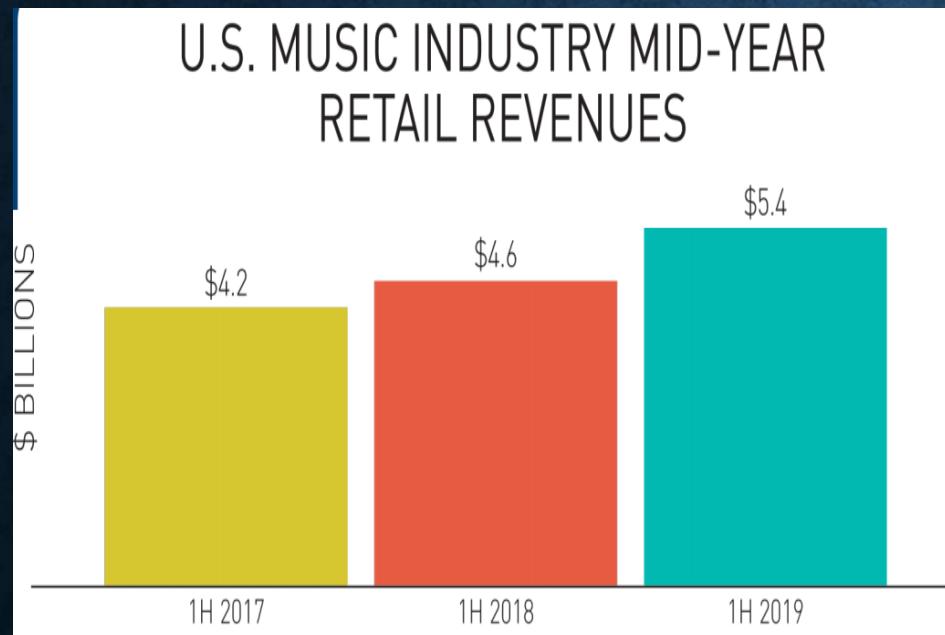


**IS IT WORTH IT ??**

**LET'S EXPLORE**

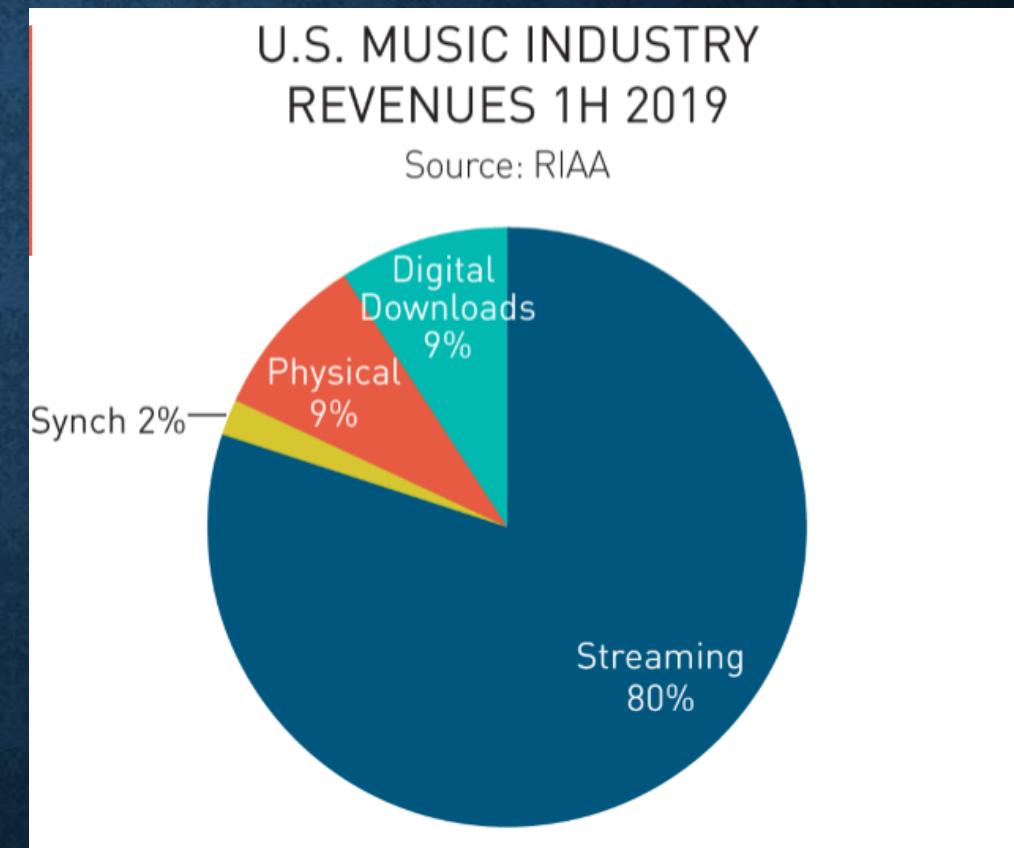
**MUSIC INDUSTRY ...**

# MUSIC INDUSTRY TODAY

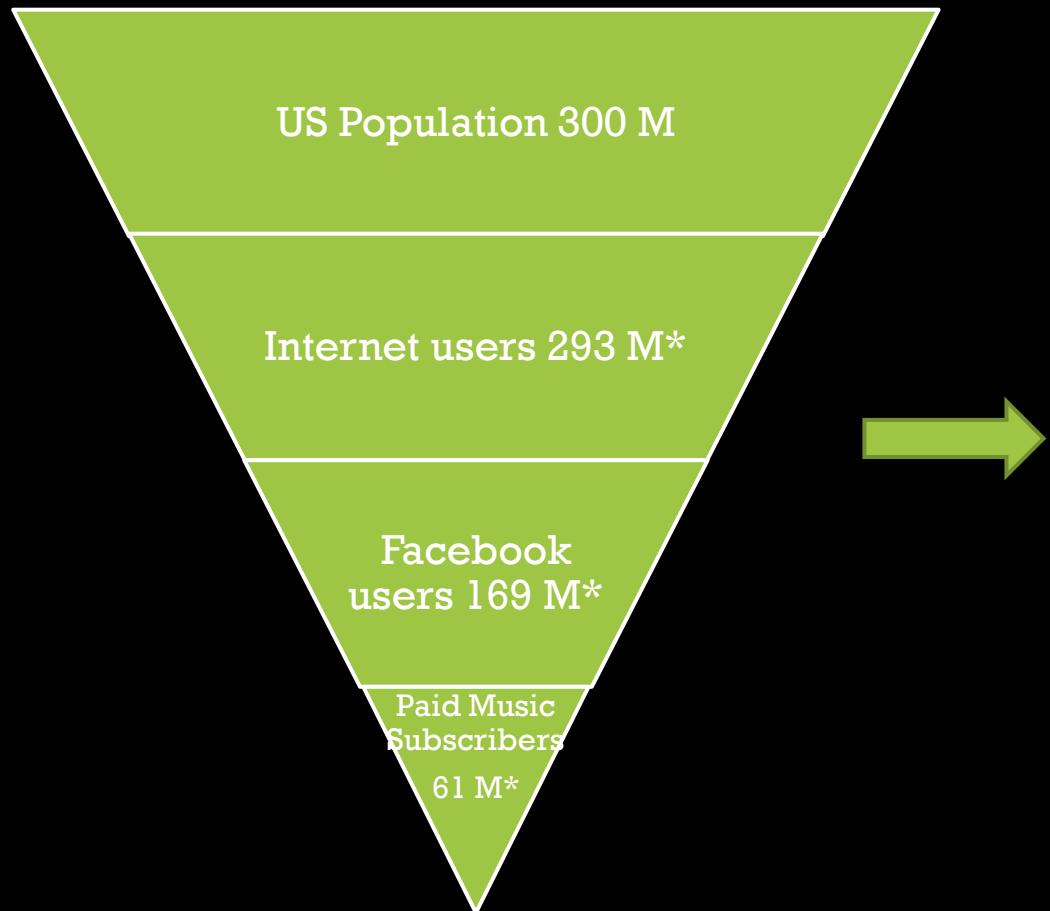


Streaming Music Industry in US as of 2019 – **4.3 B USD**

\*Source: RIAA (Recording Industry Association of America)

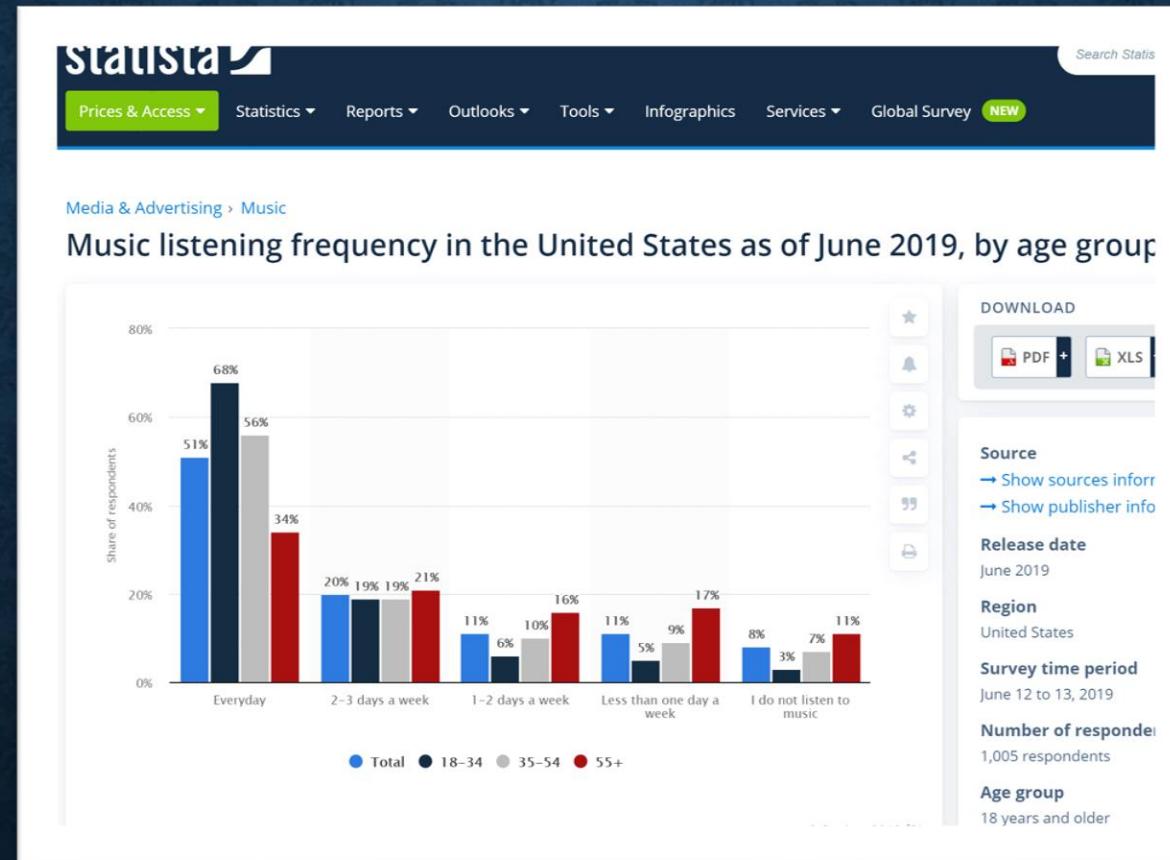


# INTERESTING FACTS



- 77%(230M) of Americans listen to music actively around 25 hour per week.\*
- ~61M people who listen to music are not on Facebook
- At least 100M Facebook users are currently not subscribed to paid music

# HOW FREQUENTLY PEOPLE LISTEN TO MUSIC BY AGE



- <https://www.statista.com/statistics/749666/music-listening-habits-age-usa/>

# REVENUE MODEL

**AD BASED FREE MUSIC + Paid Subscriptions**

**AD BASED FREE MUSIC:-**

- 2 Ads together per half hour ( 4 ads per hour)
- 0.05\$ per Ad viewed to be charged from businesses

**REVENUE = Number of users \* no of weeks in a year \* no of hours per week \* no. of ads per hour \* Cost per Ad**

- $= 25M *52*25*4*0.05 = 5200 M = 5 \text{ Billion}$
- $= 10M *52*25* 4*0.05 = 2080 M = 2 \text{ Billion}$

( Assuming 25 M /10 M people subscribe resp.)



# SUCCESS METRICS



**REVENUE**



**CUSTOMER  
SATISFACTION**

## MVP PLAN

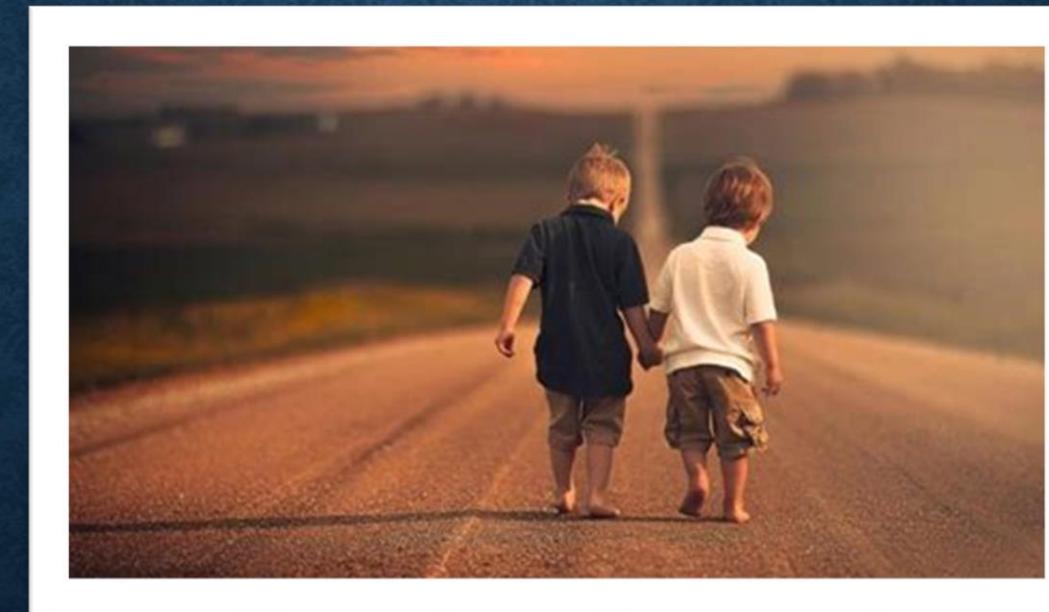
- Create playlists and share across/import from your network ( Public/ personal groups/ one to one)
- Integration of musical shares with your timeline (with privacy settings Public/friends/only me)
- See what your friends are listening now (Without knowing which friend)
- Know what is most heard in your group today , last week , last month
- Follow people and have your followers/ top fan badge/ get famous !!
- Be able to give reactions to each song. (Comments are not supported)
- For paid music subscribers – Offline tagging of songs. Each song will be tagged by default artist /album name and year of creation. Can add personal tags to it.

## NEXT PHASE

- Look back what you heard 1 year ago or 5 years ago and feel the nostalgia, look into your musical memories.
- Dedicate a song to your friend/ significant other/ parents on special occasions. ( In person)
- The receiver can choose to share above dedicated song on his timeline or keep it personal.
- Paid subscribers can choose to make a playlist of 10 songs and give as a gift to non- paid subscribers for offline listening (twice each year)
- Integration with music events nearby
- Integration of podcasts

# **GO TO MARKET STRATEGY**

**"Facebook's Music Buddy is YOUR LIFELONG MUSIC COMPANION !! We bet it will be your best friend !!"**



# GO TO MARKET STRATEGY- COMPETITIVE LANDSCAPE

	<b>FB Music Buddy</b>	<b>Spotify</b>	<b>Apple Music</b>
Have a timeline	✓	✗	✗
Make Personal groups	✓	✗	✗
Top songs in personal groups	✓	✗	✗
What your friends are listening NOW (Without knowing which friend)	✓	(Need to add friend)	(Need to add friend)
Follow friends	✓	✓	✓
Shuffle Off	✓	✗	✓
Hashtag Downloaded content (Paid)	✓	✗	✗
Ad-free(Paid)	✓	✓	✓
Download Songs (Paid)	✓	✓	✓
Access to all tracks (Paid)	✓	✓	✓

# CHANNELS FOR PROMOTION



ADVERTISING – ON NEWS  
FEED ON FACEBOOK, BLOGS,  
PRESS RELEASE, TWEET



EMAIL ON FACEBOOK  
RELATED EMAIL ID



NOTIFICATION ON  
FACEBOOK

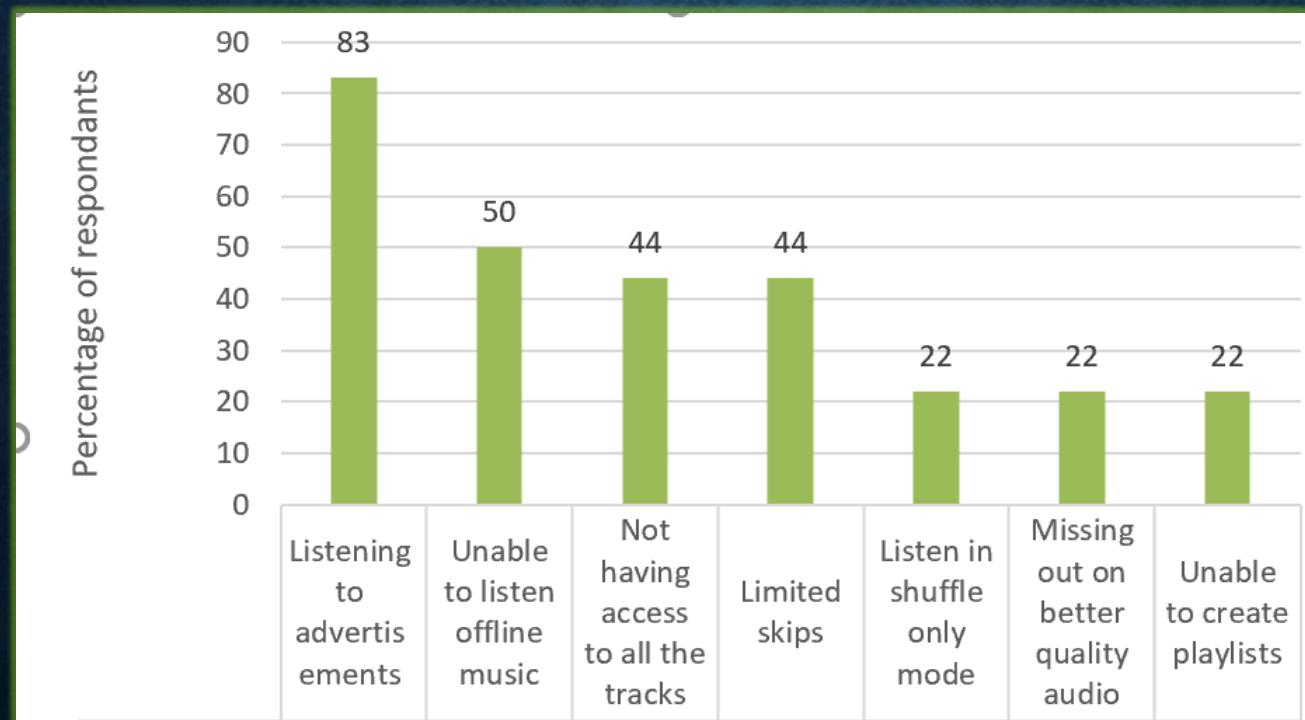
**THANK  
YOU!**

# **APPENDIX**

# CHALLENGES FACED IN OTHER MUSIC APPS BY FREE SUBSCRIBERS

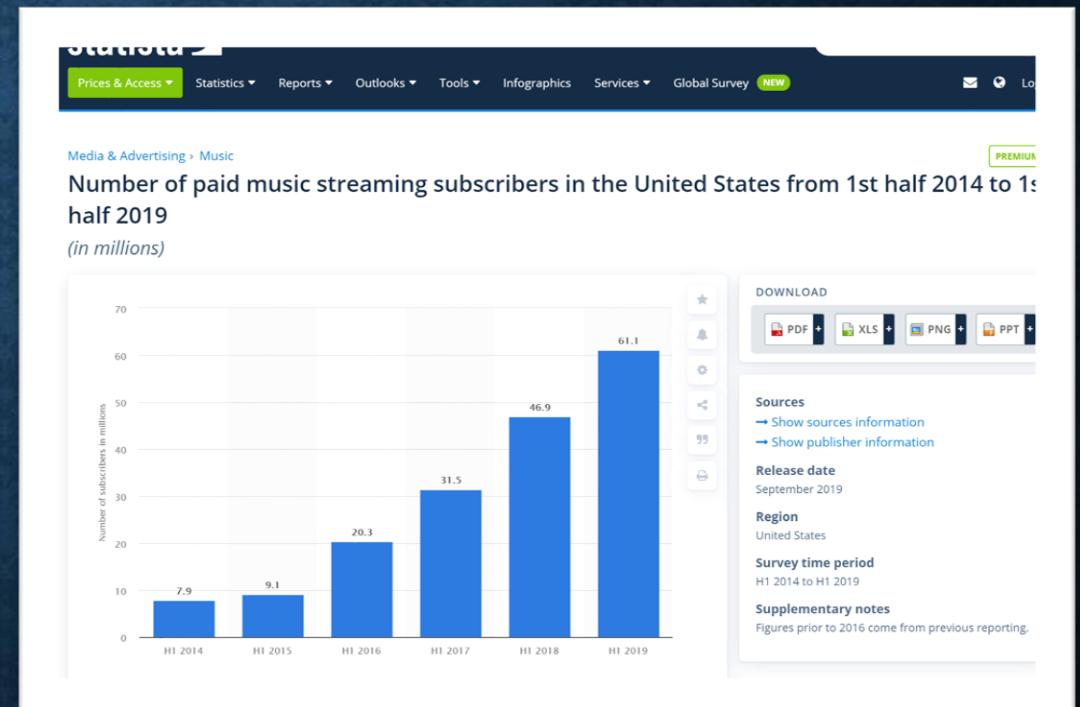
Based on customer survey results:-

Issues which bother most while listening to free music



# PAID MUSIC SUBSCRIBERS

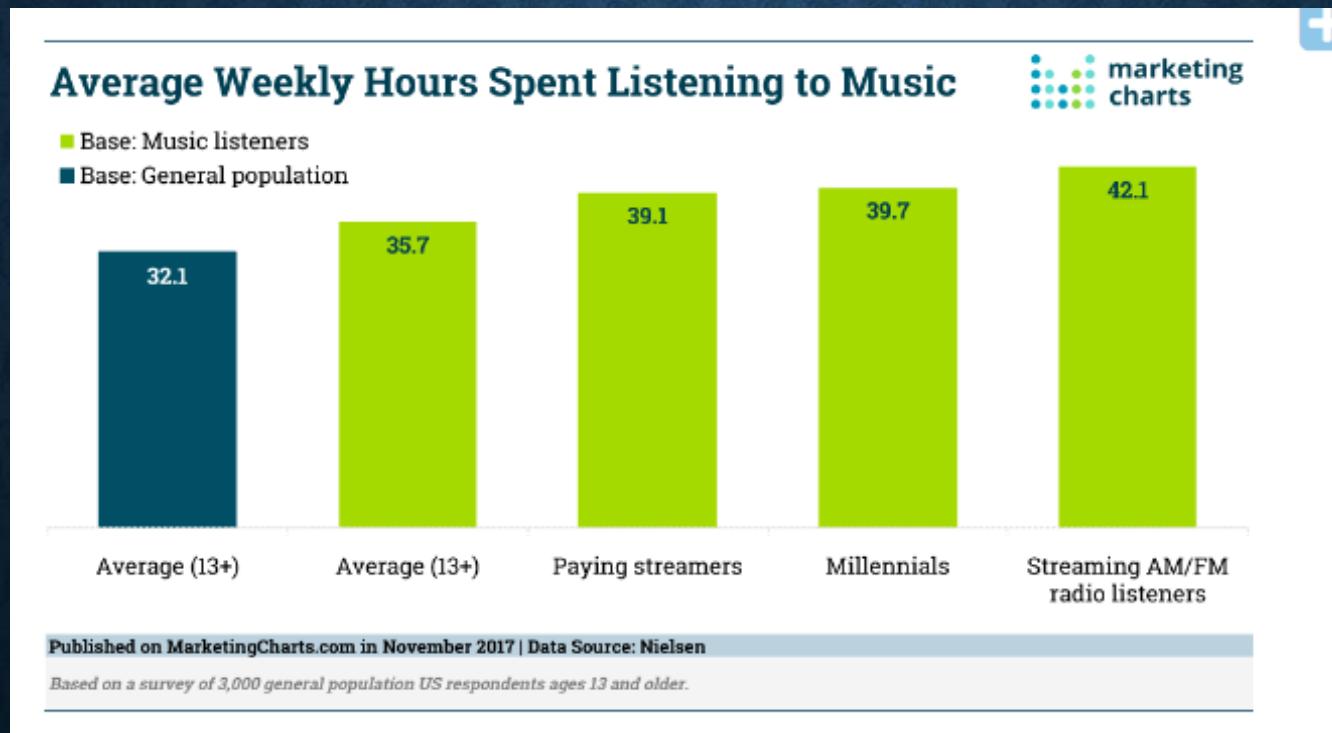
- (<https://www.statista.com/statistics/707103/paid-streaming-music-subscribers-usa/>)



# INTERNET USERS

- (<https://www.statista.com/statistics/276445/number-of-internet-users-in-the-united-states/>)

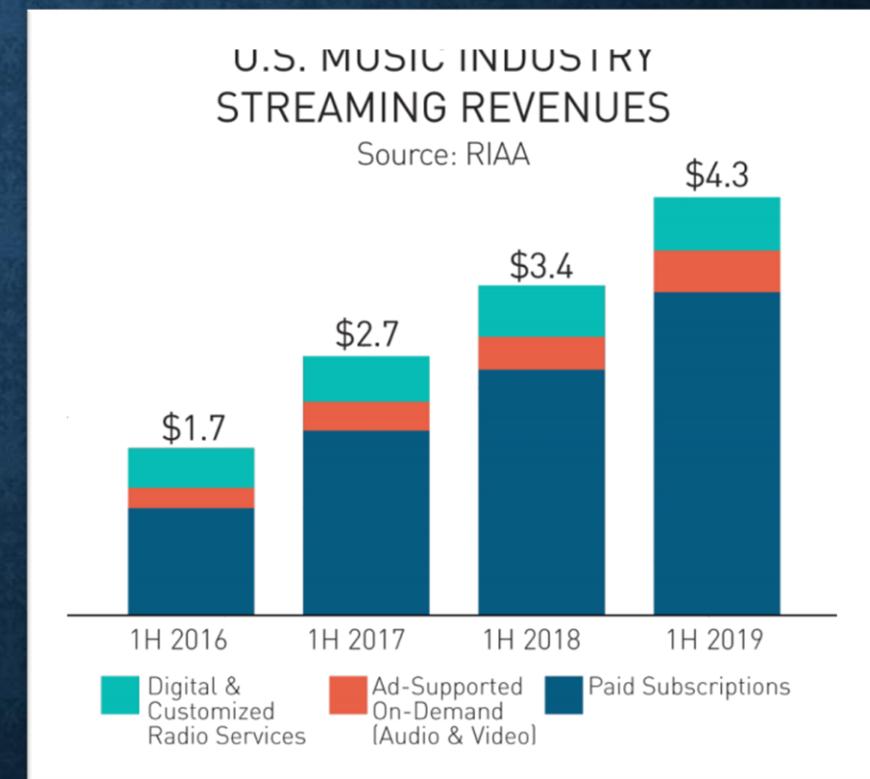
# WEEKLY HOURS SPENT LISTENING TO MUSIC



# STREAMING REVENUES IN US

- Paid subscriptions continued to be the biggest source of revenue for recorded music.
- Paid subscriptions - 77%
- Ad supported on demand – 10%
- Digital & Customized Radio services – 13%

\*Source: RIAA (Recording Industry Association of America)



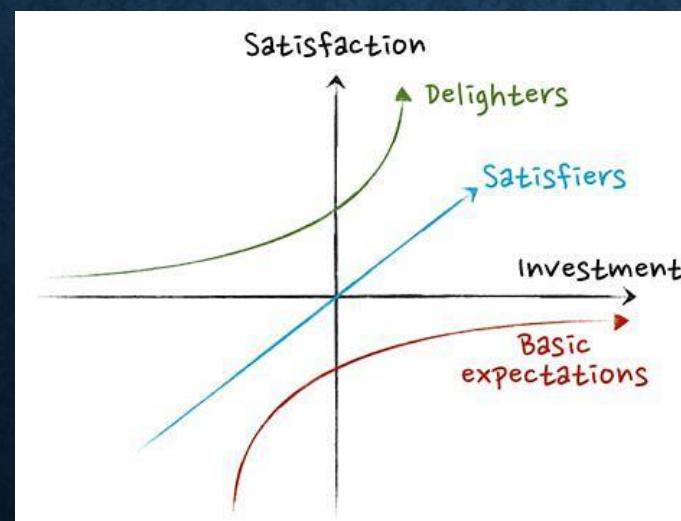
# FEATURE SET – KANO MODEL

## BASELINE:-

- \* Top charts, genres , moods, artists
- \* Able to search tracks individually
- \* Create playlists
- \* Subscribe for paid membership
- \* Subscription based:
  - Download music
  - Ad free

## SATISFIERS:-

- Recommended music
- Music just for you by ML algorithms
- Follow artists
- Add Albums



## DELIGHTERS:-

- Create Musical timeline = create memories , feel nostalgia
- Be able to import playlists from friends and family, so better recommendations for what to hear
- Hash tagging offline music for better content management