



Amazon Prime Music Direct

Background

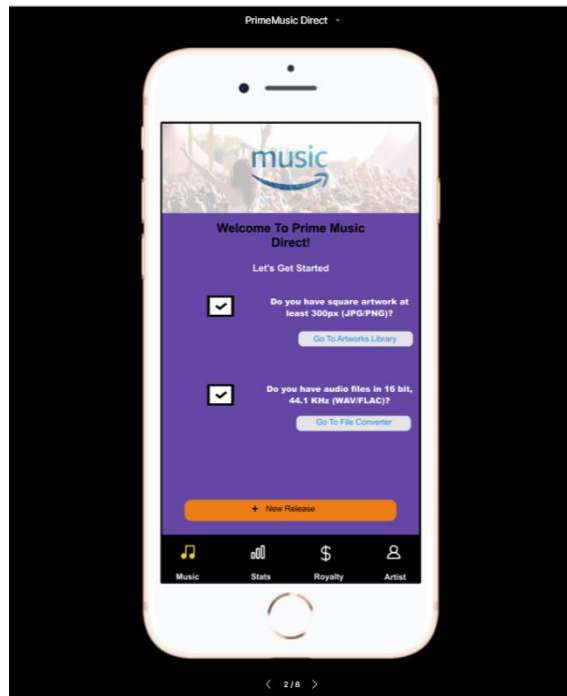
Great news. Amazon, a world leader in book self-publishing, has just entered the music self-publishing space. There is a crucial need for a self-publishing platform in the music industry for both artists/songwriters as well as streaming services like Amazon Prime Music.

- Songwriters/Artists – Typically receive 50% of compositional royalties and 15% of recording royalties respectively under existing agreements with labels and therefore few of them make any real money
- Streaming platforms – Though streaming revenues grew 24% Y-o-Y in 2019 to reach \$11.9B, growth is slowing because of flat subscription rates. Content differentiation through more exclusive content arrangements with artists is key to raising subscription rates and revenues.

Amazon Prime Music has grown rapidly yet addresses an older customer base. Amazon Music Unlimited, Amazon's paid music subscription service with younger listeners on the other hand grew more than 50% in 2019. We felt there was an opportunity for further growth in streaming revenues in the younger customer segment by onboarding more independent artists through a self-publishing platform and selecting talented new musicians for exclusive content deals on Amazon Prime Music.

What We Launched

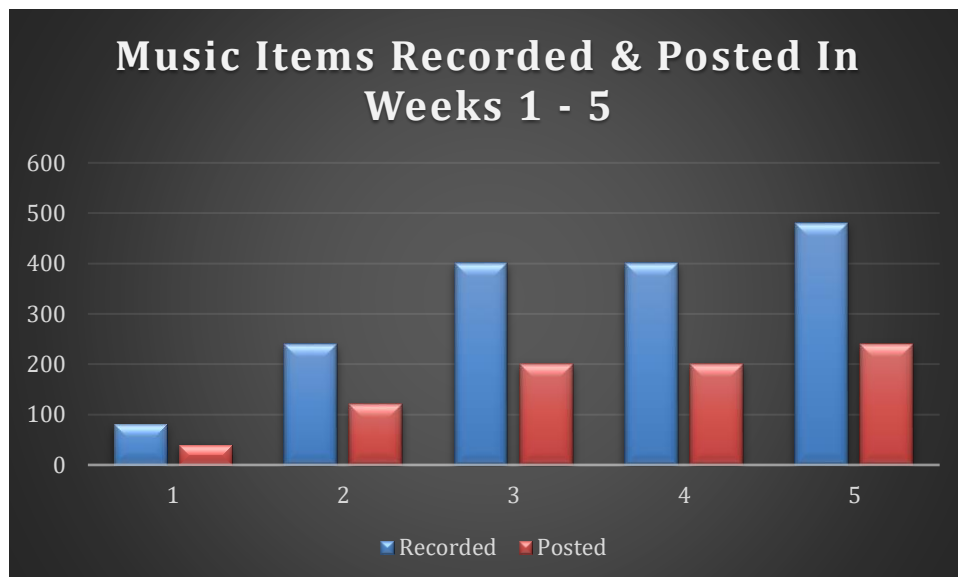
Amazon Prime Music Direct is meant for the independent music artist and songwriter. Launched as a mobile app which can be downloaded from IOS or Android app stores, It offers them a self-publishing platform that provides them a user-friendly interface to quickly upload and publish their music to online music stores of their choice. Unlike with traditional recording label deals, our users benefit from brand and content association with Amazon Prime Music, get to keep the lion's share of their royalties with timely and transparent payments and have their CDs/Vinyls distributed through the world's largest ecommerce store at no extra cost.



Welcome Page Of The App

Performance

The product has performed reasonably well. Data from the first 5 weeks after launch seen below reveals that both number of recordings/uploads and number of postings/distributions have been steadily rising. We have also been receiving largely positive app store reviews.



Our next steps would be as follows, taking into account customer feedback received:

1. Add an analytics dashboard for user to track post-release streaming performance
2. Add a royalty dashboard for user to track royalty accruing to them
3. Look at launching the app internationally

The Team

A big thank you to all the those without whose superb effort this project would not have taken off the way it did. My thanks to engineering, quality, sales, marketing and customer support for coming together as a great team, sharing their inputs and feedback, working round-the-clock to test and debug the product and then ensuring a great roll-out. A special thanks to our Product Head for her vision and direction that guided us through it all.

On behalf of Prime Music Direct Development Team,

Sougata Ghosh