

THECOOLTV Competitors

MTV

Overview:

The original purpose of MTV was to be a television channel that solely played music videos. MTV now focuses on non-music content and is well known for reality tv shows such as the Jersey Shore. MTV has many sister channels nationally and internationally. MTV has become engrained in popular culture through the music they play, the philosophy they have, and the content they produce(d) such as TRL.

Website:

MTV also has a strong web presence. The notable features on mtv.com include MTV news clips, podcasts, and video streaming. There are also interviews with artists, archives of the popular MTV shows that you can stream for free, and movie features. MTV also has a site, mtvhive.com, where there is only music. You can watch music videos, download music, read about artists, etc.

Mobile:

MTV offers a variety of applications: MTV News, MTV Music Meter, MTV Jersey Shore: Spread Snooki, MTV Over the Line, MTV Jersey Shore City Guide, and MTV Rate my Professors. These are just some of the many applications that MTV runs. Sprint also exclusively offers a "MTV Music Pack" where you can get MTV Photos, MTV Video of the Day, Pandora, etc. all in one bundle. MTV also does mobile alerts through push notifications that alert users of breaking music and celebrity news. MTV is definitely taking advantage of the mobile environment.

Social Media:

MTV on Twitter is taking over. MTV currently has 1.3 million followers and averages over 20 tweets per day. MTV's sister programs also have their own Twitter pages that gather many followers. MTV pumps out a lot of content on their Twitter that gets reactions and replies from many other Twitter users. MTV definitely takes advantage of Twitter and uses it effectively to engage with its fans.

MTV is very active on its Facebook page as well. Their page is overflowing content and comments and likes from fans. They put polls up, remind fans of upcoming

specials, and post a lot of music videos. Thousands of people comment on and like each post that MTV produces on its Facebook. To top it all off, over 20 million people like their Facebook page.

MTV is also a pioneer on the FourSquare front. MTV created the Jersey Shore badge that you can receive when you check in at tanning beds, gym and a Laundromat. MTV and FourSquare joined forces in order to create the first cause-related badge. Checking in at a testing center entered you into a contest sponsored by MTV.

Key Point of Difference:

MTV's sheer engraining in popular culture makes this empire unstoppable. They have it covered on every front from their website to social media.

Palladia

Overview:

Palladia is a high-definition music-centered channel that uses programming from channels like MTV, CMT, and VH1. Palladia does not simply play music videos, it plays live concerts, makes original content and plays music specials such as music award shows. Palladia can use everything and anything from MTV's Music Network giving them a vast range of available content. Palladia used to be called MHD for Music High Definition. Palladia is a part of MTV Music Network.

Website:

Palladia's website just has upcoming specials and a tv schedule, but not really any content. The website layout is nice, simple and easy to follow. It simply lacks any content or engagement with music fans.

Mobile:

Palladia does not have a mobile presence.

Social Media:

Palladia TV has a Facebook page but there is not any content on it. It is completely blank other than the Palladia TV name. They only have 33 likes. Palladia does better on Twitter. It has over 2,000 followers and produces content, barely. Their last tweet was in October. To say the least, Palladia could use a lot of help with social media.

Key Point of Difference:

Palladia has a vast music library to choose from and it's broadcasted only in high definition.

Fuse

Overview:

Fuse is a national television network that is dedicated solely to music. Fuse plays a mix of music videos, interviews, live concerts, and original series. Fuse offers music on-air and on demand. Fuse is currently owned by Madison Square Garden Inc. Fuse operates 24 hours a day and recently eliminated its paid programming.

Website:

Fuse's website offers a large array of streaming music videos, new music features, and music news. You can also view upcoming specials that are on television. Fuse also takes clips from new music videos and plays them so that you can keep on top of your music videos without watching the entire thing. Fuse has original content from music writers on their site as well.

Mobile:

Fuse uses push notifications to send alerts about music news and upcoming events on television to fans who sign up. They currently do not have a mobile application but plan on developing one in the near future.

Social Media:

Fuse does very well on Facebook. It has half a million likes and produces a lot of content daily. Many fans comment on and like their posts. They ask questions, quote famous artists, and post music videos. Fuse is also present on Twitter with over 30,000 followers. Their content is based only on music and artists. They produce many tweets daily and do a good job maintaining this platform.

Key Point of Difference:

Fuse plays music related content constantly throughout the entire day and does not bother with series or anything that is not just about the music.

VEVO

Overview:

Vevo is a music video website. It offers music videos from three major different music labels: Universal, Sony, and EMI. There are currently 26,300 music videos on the site. VEVO wants to be known as the "Hulu" of music videos by providing streaming

music videos for free to attract high-end advertisers. In doing this, VEVO sponsors some of the videos for advertisers such as McDonald's. The site also makes money through its merchandise store and referral links to Amazon and iTunes. The merchandise store features items from artist's tours and artist-inspired items. For example, you can buy a Lady Gaga tour poster for \$10.00.. VEVO recently launched a channel on Google TV that features the popular music videos. VEVO is still not available in other countries besides the United Kingdom because they have VEVO UK. Launches into other countries will continue in the coming year.

Site Quality:

The layout of the VEVO site is very clean and easy to follow. The advertisements are high quality and are not overbearing. This is the nicest site compared to the following competitors. Their site is great; it is similar to the YouTube layout.

Mobile:

Last year, VEVO introduced a free application for the iPhone and Droid that allows users to stream videos in the VEVO catalog and create playlists all on a mobile phone.

Social Media:

VEVO has almost 700,000 likes on Facebook and has a large fan base. They produce a lot of content everyday about music-related information. They remind fans of upcoming specials that are played live on the VEVO website and Google TV channels. They take polls and gossip about music celebrities.

VEVO is very engaged and active on Twitter as well with almost 700,000 followers. The only issue is the content is the exact same as on Facebook. They should change it up a bit in order to keep users engaged.

Key Point of Difference:

VEVO is the online music video site that is the most popular. They always have the brand new music videos the day that they come out and for free.

Blastro

Overview:

Blastro is a music video programming company. Blastro.com has music videos, original content and industry news. It only has around 5,000 music videos compared to VEVO's 26,000. Blast has original shows such as Video Game Review, Showcase series

which features different popular artists and The Backpack Track. You can also read music news about popular artists. Blastro claims to be the leading site for independent music videos from the hottest, unsigned indie artists.

Site Quality:

The site looks unprofessional due to the extremely low-budget advertisements that appear all over the page. The website layout is okay and not as clean cut and easy to follow as VEVO's.

Mobile:

Blastro does not have a mobile presence.

Social Media:

Blastro does not have a main Twitter but Twitters for two of the genres that it pertains to, which does not make sense. BlastroDance and BlastroLatin have a bleak following on Twitter with around 100 followers. Their content is weak and not constant. They give a mixed message with the different accounts and not one overarching Blastro Twitter. Their Facebook is a little better with around 200,000 likes. They have much more content; they have breaking news, fun throwback music videos, etc. Their Facebook page is great considering how their website and Twitter looks.

Key Point of Difference:

They appeal to a more ethnic group with BlastroLatin and feature many African American artists.

MusicVideoCast

Overview:

MusicVideoCast is a music blog rather than a music website. The site is building a community. You make a profile and join the community in order to interact with other members about the music content. So it is becoming a conversation rather than just a music site. Users can also join a discussion board and chat about all things music. Downloading free music and ringtones off of their site is encouraged. Their blog is a major feature of the site. You can read original content about specific music videos from MusicVideoCast writers. They have many features on the website such as features, community, etc.

Site Quality:

This site is very poor quality and is not appealing at all. There are too many trashy advertisements and no sense of design whatsoever. It seems hard to navigate and more than half of the links that I clicked on did not work.

Mobile:

MusicVideoCast does not have a mobile presence.

Social Media:

The site has a Facebook page with over 700 likes. New content has not been posted since March though. I could not find a MusicVideoCast on Twitter.

Key Point of Difference:

MusicVideoCast is a music blog rather than a website where you can become a part of the community on the site.