**Accelerize360 Assignment**

**Questions to Ask**

To calculate the pricing for the ads, you need information about Muzical’s operations, ad slots, and licensing costs. Here are some key questions:

**About Licensing Costs**

1. What is the total monthly licensing cost Muzical pays for music?
2. Does this cost vary between peak time and off-peak time?

**About Listeners and Streaming Habits**

1. What are the peak hours and off-peak hours during a day?
2. How many songs are played on average during peak and off-peak hours daily?
3. How many total listeners does Muzical have, and how often do they listen daily?

**About Ads and Slots**

1. How many ads can be played in total (per day or per month)?
2. What percentage of ads are sold currently for peak time and off-peak time slots?
3. Are there any restrictions on the number of peak time ads Muzical can sell?

**About Revenue Goals**

1. Does the 100% operating margin include all Muzical’s operational costs, or only licensing costs?

**About Advertisers**

1. What feedback have advertisers given about pricing or ad slot availability?
2. Are there any discounts or incentives for advertisers purchasing multiple slots?