

A person wearing large black headphones and a bright yellow t-shirt is sitting in a bed with white linens. Their eyes are closed and they have a serene expression. In front of them, a black laptop is open on the bed. The background is a plain white wall.

AN ONLINE
SOCIAL MEDIA
AND MUSIC
MARKETPLACE

TekMindz develops
an interactive social
networking portal
and online music
store.

Case Overview

Our Client - a European social media music-marketplace - enables music lovers, musicians and leading music labels to interact in real-time engagement through their social networking portal and online music store. With a Pricing Model of Streaming on Demand, the website allows users to listen to music for free through live streaming (subsidized with advertisements in the music store) and buy music and albums directly from artists.

The web portal is based on an innovative framework of social media and eCommerce integration which, at the time of its conception in year 2007, was a revolutionary concept in digital music marketplace.

'Artists' and 'Labels' act as the two main user types for the Portal and manage all music related activities. The website features New Artists, Popular Artists and New Labels and Popular Labels. The basic idea behind the website is to create Fair-play in Music and offer user value, allowing users to search for music, artists and labels as per their choice of Genre, listen to free song (streaming of sample music for audio tracks), and purchase high quality MP3 tracks through the shopping cart module. Users can also add/remove songs in embedded music player of the site, share music, playlists, browse through playlists, libraries, and use features such as Like/Dislike and a Favorites Section.

Background

The greatest challenge the Client faced was to create a social media marketplace that offered more than just the basic features of a social networking site. The Client wanted to build a social music-marketplace where they would get:

- 1) Social Networking: audience exposure and interaction between artists and fans, and among fans as part of a social networking community
- 2) eCommerce functionality: artists receive the majority share of the music sales and royalties for streaming of their music keep it in line with their concept of "Fair Play in Music eliminating the middlemen.

The requirement was to create a platform that provided artists with a greater control of their work – a platform that was “made by artists, for artist”.

The Solution

We designed a social media music marketplace that seamlessly integrated the concept of social networking in online digital music with managed eCommerce engagements.

To further address the complex challenge of integrating eCommerce mechanism with social networking, we developed customized modules such as Charity (which facilitates Charity donations), Shopping Cart (which enable users to purchase credit amount) and Bank Account (which allows users and artists to manage music sale and purchase).

Results

The transaction mechanism we created helped artists set prices for their music and the administrators retain a small fixed percentage of the online sales revenue and advertisement revenue, with a share of advertisement revenue allocated to global Charity organizations

The website was first launched in Beta version countrywide. Keeping in mind the Client's vision of reaching worldwide audience and effectively manage Web Traffic, the Portal was designed to be Scalable using Amazon Cloud Computing Platform. Through effective scalability, we enabled the Client to manage concurrent web traffic across worldwide audience.

Visitors by Country for Gogoyoko.com

Country	Percent of Visitors
 India	42.7%
 Iceland	25.3%
 Philippines	7.2%
 United States	6.6%
 Germany	3.7%



Statistical Summary for our Client on Alexa.com

The Websites three-month global Alexa traffic rank is 130,170. The site's visitors view an average of 6.9 unique pages per day. Approximately 34% of visits to the site consist of only one page view (i.e., are bounces). The time spent in a typical visit to it is roughly nine minutes, with 52 seconds spent on each page view,.

The Client was able to launch itself in a global social media marketplace where users listen to and buy music directly from artists and anyone can sell and promote their music, giving them a distinct advantage over other unlike other social networking music portals like iTunes and MySpace.

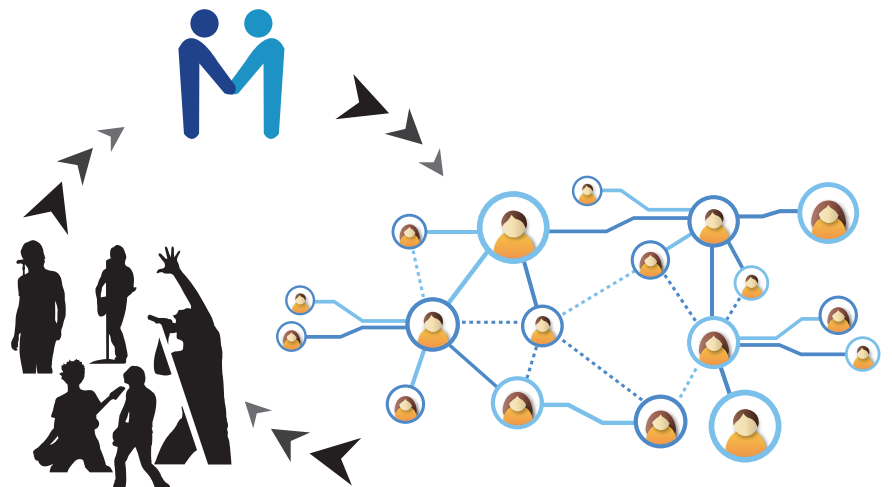
The Client was able to achieve higher margins in terms of the revenue-split share between artists and middlemen, allowing artists to take control of their music and its salability.

We created a platform with the idea of offering the ultimate user experience with innovative features such as Shopping Cart, Dashboard to view latest News, Artists, and Labels etc, Gigs / Events and much more.

We delivered the solution: Created a social media marketplace where artists sell directly to fans & receive the majority share form music sales and fans socialize in the interactive social medial ecosystem.

Approached professionals who would turn their vision into reality, create 'fair-play in music'.

A group of artists conceived and idea - have a digital music marketplace that is "by artists" and "for artists".



Value Added

Competitive Advantage The Client was able to launch a social media marketplace where users listen to, and buy music directly from artists and anyone can sell and promote their music, giving them a distinct advantage over other social networking music portals like iTunes and MySpace.

Fair Play Our Client was able to achieve higher margins in terms of the revenue-split share between artists and middlemen, allowing artists to take control of their music and its salability. Artists and record labels practice greater control of their work and decide the price of songs and albums.

User Experience We created a platform with the idea of offering the ultimate User Experience with innovative features such as Shopping Cart, Dashboard to view latest News, Artists, Labels etc, Gigs / Events and much more.

Wider Reach Capitalizing on the user-centric social media framework we created for our Client, they were able to reach and impact worldwide audience. The Client's intention was to establish itself as a popular music-social networking site Icelandic marketplace, where, The Client is placed in the top 100 websites in the regional traffic ranks, Currently, the Web Portal, besides Iceland, has substantial audience base in India, USA, and Germany.

Regional Traffic Ranks

Country	Rank
 Iceland	75
 Philippines	19,550
 India	39,932
 Germany	179,950
 United States	332,938

Statistics Summary for The Client on Alexa.com on Jan 31,

Features: Snapshot

- User and Admin Profile Management
- User Personalization
- Digital Right Management
- Payment Integration
- e-Store and Micro e-Store
- Digital Content Management :Music/Photos/Videos:
- Gigs/Events createion and Management
- Gogoblaster Player
- Social Sharing Management
- Micro Community Management
- Magazine Integration
- Reviews and Ratings
- Charity Fund Management
- Shopping Cart
- Annotations
- Site Search
- Dashboard
- System Configuration
- Order Management
- CMS Management
- Self Service Management
- Charity Management
- Newsletter Management

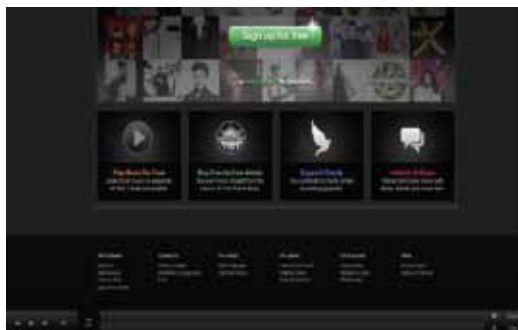
See Appendix 1

Background

- Users can listen to a song directly on the Website. Also, after purchasing songs, users can download and listen to MP3 files on any player (winamp, iTunes, Real Player).
- The Web Portal works on Linux, Mac, or Windows servers and is compatible with Firefox, IE and Safari.
- Users can access the website on mobile s that support web browsing with Adobe® Flash player.
- Musicians do not need to sign any contract on the web portal to sell their music. They can simply register with the website as an artist, and once registered, upload music and start selling it.
- Artists can track which users purchase their music and what they pay for the purchased track.
- Artists and Labels have access to mostly similar features on the website. A musician, as an Artist or Label, can create music albums and tracks on the web portal. The Sales track history and Listening track history features in the Bank module are exclusively available to Artists and Labels. Besides that, it also allows Artists and Labels to check revenue balance, payout amount, and next payout period on the Credit tab. These features are also exclusively available to only Artists and Labels.

A Revolutionary Online Music Store

- A new music community that gives users 'Fair Play in Music'
- A social networking music platform for all artists and music fans who want to interact in a fair music market place.
- Listen to and buy music directly from artists
- Anyone can sell and promote their music, unlike iTunes and MySpace.
- Free Streaming, Subscriptions, Direct-To-Fan Sales
- An independent music sector where independent artists and labels can directly sell to fans



Appendix 1

Description of features Incorporated in the website

User Panel

- **Dashboard:** In this section user views the latest activities related to music and users like 'Latest News', 'New Users/Artists/Labels', 'Freshest Blog', 'Top Streams', 'Top Songs', 'Top Albums', 'Latest Gigs/Events'.
- **Manage Profile:** Through this section user can manage profile details, like view/edit/add profile image, font color/type/size, link color/type/size, background color/images for different sections appearing in the profile page.
- **User Information:** Through this section users can manage their General Info, Biography, Account settings, privacy settings and influences.
- **Bank Account:** Through this section users can purchase credit amount for their account.
- **Store:** Through this section 'Artist' and 'Label' user can manage his/her music info, manage charity donation settings on their music sale, and view cart items.
- **Music/Photos/Videos:** Authorized users can manage their Music/Videos and Photos, which will be available for other users to purchase/download.
- **Gigs/Events:** From this section 'venue' users can manage concert/schedule, which will be available for other user types to view schedules of concert.
- **Gogblaster:** From this section users can add/remove songs from their gogblaster player, which will be available to other users for listening.
- **Social:** Users can manage Messages, Bulletins, Blogs and Friends under this section.
- **Community:** Users can place blogs, forums, Concert and schedules entries under this module, which will be available to other users.
- **Magazine:** News, Interviews, Reviews, Concerts, Featured Artists, Featured Labels and important links are displaying under this section to make aware to other users about activities happening in the site.
- **Charity:** Needy Charity, Charity News, Important links submitted from Administrative Panel will be visible to users.
- **Shopping Cart:** Shopping cart module is integrated to manage music sale/purchase.
- **Notes:** Under this section users can manage their notes, any music, message; charity etc. can be added in the notes for reference purpose.
- **Site Search:** Site search implemented in the site covers Album, Songs, Artists, Labels and Blogs sections in the search result.

Administrative Panel

CRUD operations for following sections can be done by administrative staff to manage the site.

- **System Configuration**
- **User Management**
- **Order Management**
- **CMS Management**
- **FAQ Management**
- **Charity Management**
- **Newsletter Management (To compose and send newsletters to site users)**
- **Reports**
- **Manage Blogs**
- **Manage Spam**
- **Manage System Notifications**

About TekMindz

TekMindz is an IT consulting & technology services company with headquarters in India, serving clients across Asia/Pacific, Middle East, North America and Africa. Bringing together technology, people and processes across diverse sectors for organizations around the world, TekMindz enables business enterprises and governments to most effectively serve their customers and citizens.

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