

# MY BAND LIVE IN THE UK

## AUDIENCE DEVELOPMENT PLAN

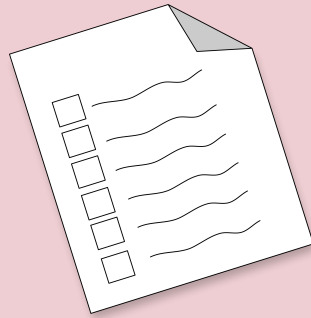


**DREAMSCOPE  
MEDIA GROUP**

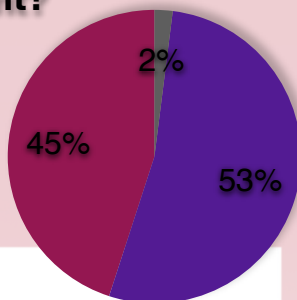
[www.DreamscopeMediaGroup.co.uk](http://www.DreamscopeMediaGroup.co.uk)  
71-75 Shelton Street | Covent Garden | London | WC2H 9JQ  
[info@dreamscopemediagroup.co.uk](mailto:info@dreamscopemediagroup.co.uk)

<b>1. Introduction</b>	<b>2</b>
1.1 Context	2
1.2 About Dreamscope Media Group Ltd.	2
1.3 About TgoTV Inc.	3
1.4 Our Team	3
1.5 About MyBand	5
1.6 MyBand Pricing	6
<b>2. Marketing Activity</b>	<b>7</b>
2.1 Delivery	7
2.2 Target Audience	8
2.3 Review of Marketing Activity	9
<b>3. Research Activity</b>	<b>9</b>
3.1 Quantitative Research	9
3.2 Qualitative Research	10
<b>4. Taking Action</b>	<b>11</b>
4.1 S.W.O.T. Analysis	11
4.2 Timeline	12
4.3 Defining Success	13
<b>5. Conclusion</b>	<b>13</b>
<b>6. Project Partners</b>	<b>14</b>
<b>Appendix 1: Online and Postcard Questionnaire</b>	<b>15</b>
<b>Appendix 2: Feedback from active UK-Based musicians</b>	<b>16</b>

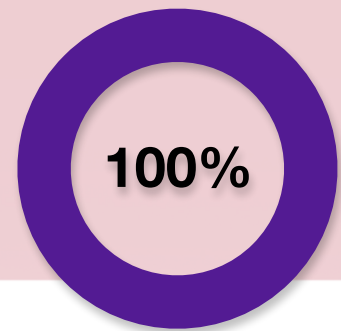
# 2000 responses from musicians active in the UK Live Music Industry



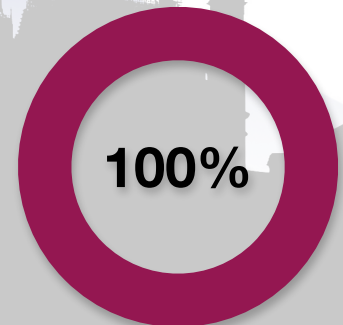
**Why don't you use a  
booking agent?**



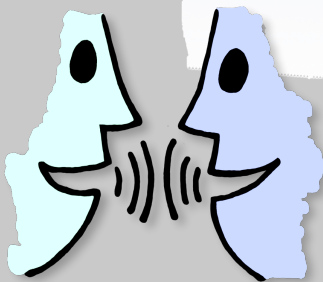
- I currently use a booking agent
- Don't want to give up portions of performance fee
- I book my own gigs



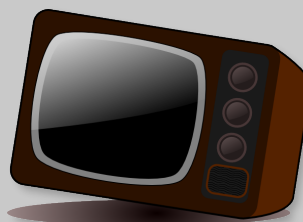
**Would utilize a service that  
streamlines the live  
booking process**



**Would book more gigs if  
the process were easier**



**98% would  
recommend  
Dreamscope**



**95% think that having their music included on an international  
television program will increase their ability to be heard and will  
promote the British music industry.**

# 1. Introduction

## 1.1 Context

In 2007 multi-independent music award winning artist Matt Annecharico, the current Executive Director and co-owner of Dreamscope Media Group Ltd., pitched the idea for “MyBand: Live in Las Vegas”, which was meant to be an embedded element in the Tgo Interactive Inc. magazine “Entertainment Insight”. The concept of the show was to give independent and/or unsigned artists the chance to have their music and stories heard and also the chance for individuals in various sectors of the music industry to talk about what they do. Over the course of 6 months, they filmed interviews with the likes of SoundExchange, TuneCore, Off the Wall Recording Studios and several independent artists from all over the world including The Carter Twins, Hollie L.A., and Kotadama. Despite the show’s growing popularity, production was stopped due to Matt’s touring schedule. In 2013, before he released his next album, Matt moved to London where he received his BA in Popular Music.

During his studies at Middlesex University in London, Matt met Martin Fellani, the current Creative Director and co-owner of Dreamscope Media Group Ltd., when they worked together as studio technicians and audio engineers for the university’s music department. After working together for two years and receiving high praise for their recordings, the two started Dreamscope Media Group in 2015. During this time, music veteran Jeff Cheen, whom Matt had a professional friendship with for over 7 years, encouraged the duo to revamp the “MyBand” show. Meanwhile, Tgo Interactive Inc., who had accumulated an audience of over 2.5 million people worldwide through its magazines, radio and terrestrial tv talk shows, had rebranded into the new TgoTV Network and now broadcasts on Roku, Amazon FireTV and Apple TV. The TgoTV Network CEO and the original MyBand co-creator, Theresa Goss, agreed that “MyBand” deserved a place on the new network and a that it should be coupled with a new online platform that helps artists to book their own live performance gigs.

Dreamscope Media Group and TgoTV Network created a new vision for the MyBand project that they took to James Anniballi, the head booker of one of the UK’s largest live music promoters called Hot Vox. James offered advice for how it could be used by live music promoters and offered their willingness to support the project with live performance opportunities to place on the new online platform. Finally, Dreamscope Media Group elected Samantha Crompton, owner of the talent booking agency Match That Music Agency, to it’s board of directors as Director of Talent Promotions, who will ensure that the relationships between the MyBand platform and artists, bookers, promoters, venues and festivals are strong and cohesive.

## 1.2 About Dreamscope Media Group Ltd.

Dreamscope Media Group Ltd. is a London-based social enterprise with dual bottom lines: to increase our profit and to strengthen the independent music community by helping to educate independent artists on the business of music. They offer the opportunity for artists to be signed to their record label or take advantage of any number of their bespoke artist services. Dreamscope aims to “Create the path beyond the impossible”. Everything they do, they do with the belief that independent artists should keep control of their career and be knowledgeable of how the industry works. They do this by involving the artist in the decisions made about their career and through an intensive development program. They just happen to be an entertainment production and management company.



## 1.3 About TgoTV Inc.

TGoTV, Inc. is an all women-owned television network committed to supporting and empowering productions around the world by combining traditional television production with cutting edge distribution platforms via three of the most successful companies in World history: Amazon FireTV, Roku and Apple TV. Their programming is geared towards empowering their subscribers to reach beyond the edge of their comfort zones and explore what's possible by offering content that is entertaining, informative, inspirational and most of all FUN! They are currently distributing 6 original shows, in production for an additional 3, with plans to expand to sitcoms and featured films over the next year. Their other services include: Development and distribution of online training courses, graphic design, digital/traditional magazine publishing and mobile app development.

## 1.4 Our Team

### **Matt Annecharico** | *Host / Co-Creator / Executive Producer*

Matt, whose industry experience expands over twenty years, has a resume that includes acting, voice over work, a successful independent music career and running a successful entertainment business, among many other activities. He has been the recipient of numerous independent music awards as an independent artist and he managed his career which includes such highlights as performing for the memorial of Michael Jackson at the request of the Jackson family, writing and recording a song for Her Majesty Queen Elizabeth II of England, and touring in North America and Europe. He has studied audio engineering at the Conservatory for Recording Arts and Sciences and in 2016 earned his BA in Popular Music from Middlesex University in London.

### **Theresa Goss** | *CEO, TgoTV Network / Co-Creator / Executive Producer*

Theresa has over thirty years of computer programming that includes the development of applications in fourteen computer languages including SQL, PHP, java, JavaScript and iOS/Swift. Additionally, she has over twelve years in television production and she is the Creator and Executive Producer of 9 original TV productions such as the Lillian McMorris Show which is The Official Talk Show for Cox Communication in Southern Nevada for the past 3 years. Lastly, she has been a website developer since 1991 which includes 7 years in WordPress and over 10 years in graphic design, digital publishing, lighting, sound and video editing.

### **Matin Fellani** | *Director*

Matin has been actively involved in the Singapore music industry for the past 15 years. He is the founder of the Samba Percussion group in Ngee Ann Polytechnic called Baracuda Batucada where their members have reached up to 300 musicians. He was also the leader and Music Director for the bands The Voodoo Sound and Brass Nation where he oversaw the development of the bands and oversaw the work of their managers. These bands have gone to tour in many places in Asia such as Korea, Taiwan and Malaysia. Apart from looking after these groups, he produces and mixes for independent artists most notably during his time in London where he attended Middlesex University and attained his BA in Popular Music.

### **Samantha Crompton** | *Relationship Manager*

Samantha is a London-based talent promoter and owner of Match That Music Agency. She is responsible for driving CD sales for Robbie Williams' sell out 'Take Me Home' Tour in 2013, co-presented The Unsigned Show on TalkSPORT Radio and was the music supervisor for the independent film 'Do Elephants Pray'. She has spent many years promoting unsigned acts at festivals and venues in the UK and throughout Europe as well as delivering the Loud at Proud Music Festival at the Stables Acoustic Stage in Camden.

Additionally, Samantha has a BA in Music Business and Arts management from Middlesex University.

**Nickie Biondi** | *Director of Photography, MyBand: Live in Las Vegas*

Nickie began his career as a percussionist, pianist and an architect of synthesizers and audio special effects. In 2012 the Singapore Civil Defense Force Multimedia team recruited him as an audio/visual specialist for their public affairs department where he contributed storyboard, photography, filmography. Additionally, he was hired as the video editor for Singapore's Starhub Sports channel. Nickie also has extensive experience in audio engineering and earned a Diploma in Audio/Visual Technology from Ngee Ann Polytechnic in Singapore.

**Jozef Veselsky** | *Music Supervisor - Intern*

Jozef has played electric guitar for fifteen years and is proficient in music theory and audio production. He has performed with several upcoming artists including Voice of Czechoslovakia finalist, Veronika Strapkova. He moved to London from Slovakia and graduated with a degree from the British and Irish Modern Music Institute in the Creative Musicianship program.

**Mathew Seal** | *Music Supervisor - Intern*

Mathew has been a bassist for over ten years and has been the musical director for several UK-based bands. After studying music in Cambridge he moved to London and is currently in his final year of his Bachelors Degree at the Institute of Contemporary Music Performance.

**Mathew Bahr** | *Brand Management / Graphic Designer*

Mr. Bahr specializes in company brand management including the development of vector and raster graphics, logos, and photography for uses such as t-shirts, web, and print media. He is responsible for the creation of the Dreamscope logo and for the logo for "MyBand: Live In Las Vegas".

**Jeff Cheen** | *Music Veteran / Producer / A&R / Consultant*

Mr. Cheen was the head of Capital Records' Rock A&R department and was the Vice President of Business Development for BB King's Blues Clubs.

**Sammy Ciatu, Esq.** | *Music Lawyer*

Mr. Ciatu is a multi-faceted business manager, marketing professional and corporate attorney, with executive level experience in music law, marketing, media relations, and non-profit organizations.

**Robert Venable** | *Record Producer / Audio Engineer / Studio Owner*

Mr. Venable is an award-winning record producer and mixing engineer in Nashville, Tennessee where he co-owns Off the Wall Recording Studios. He works with record labels, management firms, national touring bands, television networks, radio promoters, as well as local and regional talent.

**Ryan Polson** | *Accountant, Hardwick & Morris*

Mr. Polson is a Fellow of the Association of Chartered Certified Accountants. He has specialized primarily in the provision of accounting services to the music industry since 2007.

## 1.5 About MyBand

MyBand has two parts: 1) an online community (launching 15 February 2017) where UK-based artists/bands can easily create a professional electronic press kit (EPK) that they can then use to submit to our database of promoters who have posted performance opportunities on the MyBand website. 2) “MyBand: Live In Las Vegas” is a television show, presented by multi-independent music award winning artist and Grammy® member Matt Annecharico, that will feature UK-based artists’ interviews and on-air performances. Additionally, the show will feature professionals from across the UK music industry to showcase the different careers in music. The show will be carried on AppleTV, Chromecast, AmazonFire TV, Roku and many other digital and cable television providers, worldwide, through the TgoTV Network. The network currently has a terrestrial viewership of 300,000 in the southwest United States and, by the show’s launch, will have a viewership of 2.5 million worldwide.

MyBand is centered on connecting independent artists to venues, sponsors and their fans. The idea is simple: the more dedicated artists are to their craft the higher their return will be. We have put together price plans that are affordable for any artist. But we didn’t want to stop there. Any time artists utilize the various features that come along with their membership to the MyBand platform they are awarded points that can be used to pay for future monthly fees, customized merchandise, music videos, and more! Aside from that, these pro-am artists and bands will be learning about the music industry all while creating an industry standard Electronic Press Kit that they can use to showcase their work. The grand prize, though, is that artists could earn an opportunity to appear on the MyBand Live television show AND even the chance to play a live show on the Las Vegas strip, paid for by our network sponsor.

To date, our project partners (*see section 6*) from across the UK are committing both financial and in-kind support totaling £37,600.00. While this project will be a continuous one, we believe that after our first year of operating and continually developing our service, the project will be more than capable of sustaining itself through subscription fees, advertisers and sponsors.

## 1.6 MyBand Pricing

We have designed price plans that increase in value for artists as the subscription fee increases. Our struggle in designing these packages was keeping it affordable but still encouraging the artist to take full advantage of all of the services MyBand has to offer.

	FREE	GARAGE BAND		RISING STAR		SUPERSTAR	
		MONTHLY	ANNUAL	MONTHLY	ANNUAL	MONTHLY	ANNUAL
Price	£0	£9.95	£99.00	£14.95	£149.00	£19.95	£195.00
Free online EPK	✓	✓	✓	✓	✓	✓	✓
Bonus Points		25 Monthly	300 Yearly	50 Monthly	600 Yearly	100 Monthly	1200 Yearly
Qualify for the MyBand TV show		✓	✓	✓	✓	✓	✓
Merch Discount			5%	10%	10%	25%	25%
Access pass to MyBand events				✓	✓	✓	✓
Printable EPK					✓	✓	✓
Social Media Package*					✓*		✓**
Number of embedded videos allowed	1	1	2	2	3	4	5
Number of songs allowed	1	3	4	5	6	8	10

\*For **RISING STAR** annual subscribers: Includes Half Page Banner (300 x 600), Skyscraper (160 x 600), Leaderboard Footer (728 x 90), Mobile Banner (320px wide x 50px tall) in .jpg, .png, .gif and animated gif.

\*\*For **SUPER STAR** annual subscribers: Includes Lightbox (1000 x 700), Medium Rectangle (300 x 250), Half Page Banner (300 x 600), Skyscraper (160 x 600), Leaderboard Footer (728 x 90), Mobile Banner (320px wide x 50px tall) in .jpg, .png, .gif and animated gif.

Our pricing plan for promoters and bookers allows them to utilize the service for advertising their gig opportunities and receive artists' submission however we have designed a premium service that allows them to increase their efficiency and adds value to their relationship with us.

	FREE	PREMIUM	
		MONTHLY	ANNUAL
Price	£0	£49.95	£499.50
1 month trial period	✓	✓	✓
Promoter Dashboard	✓	✓	✓
Unlimited Gig Postings	✓	✓	✓
Unlimited Artists	✓	✓	✓
Access to Artist Database		✓	✓
Embeddable Booking Page		✓	✓
Customizable Deal Memo for digital signatures		✓	✓
Google Calendar and iCal integration		✓	✓
Social Media Package			✓*
Merchandise Discount			✓
Premium Gig Listing			✓
2 Months Free			✓

\*Includes Lightbox (1000 x 700), Medium Rectangle (300 x 250), Half Page Banner (300 x 600), Skyscraper (160 x 600), Leaderboard Footer (728 x 90), Mobile Banner (320px wide x 50px tall) in .jpg, .png, .gif and animated gif.

## 2. Marketing Activity

### 2.1 Delivery

Our marketing plan is going to consist of both traditional and digital efforts. Our goal is to have 1000 monthly subscriptions to MyBand and 2500 gig postings by the end of our launching period, January 31st 2018.

#### The Unsigned Guide (digital)

The Unsigned Guide is a digital publication of over 20,000 music industry contacts. Their website receives 17,500 unique visitors every month and their weekly newsletter is distributed to 18,000 opt-in recipients. The campaigns we run every month will include a 315x258 banner on their website, a 468x60 banner included in their weekly newsletter, an editorial item on their Facebook and a social media blast to their over 25,000 followers. We will have two campaigns running; one that promotes MyBand and one to promote the music business service.

#### Facebook and Instagram Ad Campaign (digital)

Arguably the most used social media platform, a smart and targeted ad campaign on Facebook is a cost effective and simple method to get the word out about MyBand. By

setting up a campaign that targets any age range and gender and specifying those with interests or professions that include independent music, live music promotion, and music business Facebook predicts that our daily reach will be up to 40,000 people on Facebook and 30,000 people on Instagram.

### **Press Agent (traditional and digital)**

While we are still in the process of deciding on a press agent, we have set our budget according to quotes that we have received for three press agents that are able to obtain us national press in the form of stories that can be included in newspapers, blogs, magazines and other various online and traditional outlets. Regardless, the idea of having a press agent is to be sure that MyBand is continually in the media in some form.

### **TgoTV Network - “MyBand: Live in Las Vegas”**

Likely to be our best marketing tool, the corresponding TV show will begin airing on February 15th, 2017 with a live show broadcast from Fuso Nightclub on the Las Vegas strip where two UK-based acts will be flown to perform. With a current audience base of 2.5 million among all of the parent company's print and digital media outlets, we will be able to promote the British live music scene worldwide.

### **Documentary**

We have currently teamed up with a student-lead film crew from Middlesex University who will film a documentary about the MyBand project. Upon its completion, the documentary will be pitched to the BBC in addition to being aired on the TgoTV Network.

### **MyBand tour**

Dreamscope's Director of Talent Promotions is working on a MyBand tour that will include stops in London, Brighton, Birmingham, Liverpool, Manchester, Leeds, Edinburgh and Glasgow. The tour will last 6 weeks and feature three London-based bands. We are working with small to medium sized venues where we will distribute MyBand t-shirts, postcards, stickers and other marketing material.

---

## **2.2 Target Audience**

In general, the individuals we would look to target with our marketing campaign are pro-am unsigned or independent musicians/bands of any musical genre and age who are looking to increase their live performance schedule. In addition, we will be targeting UK-based promoters, bookers and festivals who would find the MyBand platform a useful database that would increase their internal efficiencies. A majority of our current audience reside in London however we aim to expand that to the whole United Kingdom in an effort to encourage artists from different parts of the UK to travel outside their current geographic area for live performances. Our research shows that the Artists/bands in our target audience often think that attaining a booking agent is either unnecessary or something they are not wanting to do because they do not want to share their income. Furthermore, they may be unsure how to approach a booking agents, event promoters and/or build a press kit that demonstrates a high level of professionalism. As a result, they are likely to find the music business daunting and complicated.

Greater London saw 51% of all music events that occurred in the United Kingdom with the North East coming in at second place with 13%. As a result, we anticipate that there will be a high volume of interest in artists/bands wanting to come to London to perform so we plan to spend a great deal of time promoting to those outside of London so that they can easily book a live performance opportunity utilizing MyBand.



## 2.3 Review of Marketing Activity

At the conclusion of each quarter in 2017 we will, together with our PR agent and accountant, analyze the results of the marketing efforts during that quarter. This will consist of reviewing the number of artist subscriptions to the MyBand platform and where in the UK those subscribers are coming from as well reviewing the activity of our promoters and bookers. These factors help us in determining where we need further market penetration.

In addition to the review of this data, we will also solicit regular feedback via email from MyBand subscribers at different periods during their membership. Our initial email will be generated towards the end of the subscriber's first month of membership with MyBand. In it will be questions regarding their usage of the platform, how helpful the tools were, how easy it was to use, affordability and we will give them the opportunity to write in any additional comments that have. Our next email will be sent as the subscriber approaches the end of their third month of consecutive membership with the platform. In it will include questions similar to those in the initial email sent before the end of their first month but it will also include questions regarding the reasons they have chosen to maintain their membership. This continual stream of feedback will allow us to improve the platform so that our subscribers are receiving the best value for their money.

Lastly, we will also solicit regular feedback from our promoters and bookers asking about their experience utilizing the service, whether it assists them in finding the best talent for their performance opportunities, and how we can improve it to better serve them.

## 3. Research Activity

So that we could better understand the needs of our market and set ourselves on the path of meeting MyBand's objectives in helping UK-based artists and bands increase their ability to be successful while still remaining independent, we undertook an extensive quantitative research project. We questioned 2000 individuals who self-identified as active in the UK live music scene. This was accomplished using self-completion forms and online surveys. Additionally, we undertook some qualitative research through thorough discussions with Hot Vox, Match That Music Agency and 50 independent unsigned musicians who would consider using the MyBand service so that we could better understand the needs of UK-based promoters, bookers, and artists.

### 3.1 Quantitative Research

Over the course of 4 months, we handed out and collected postcard questionnaires to individuals who identified themselves as active musicians in the live music industry. Additionally, we posted the same survey in an online form on Facebook groups and in forums dedicated to UK-based musicians. Once we received our target 2000 respondents we closed the survey and tallied the results. In the survey we found that 98% of the respondents currently book their own gigs and more than half of them do so because they do not want to give up a portion of their performance fee to the booking agent.

**2000**  
Respondents

In addition, the data shows that 100% of the respondents would use a service that streamlines the process of booking gigs and 100% agree that their career may or would be more successful if they were able to book more gigs. Finally, we were able to find that only 50% of the respondents current have some form of an Electronic Press Kit.

## 3.2 Qualitative Research

We collected qualitative data from Hot Vox, one of the UK's largest live music promotion companies. Upon meeting with their head booker, James, we were able to ask him a series of questions that would allow us to ascertain what it is that we could add to the MyBand platform that would assist them in their day-to-day tasks. One of the things we learned from Hot Vox was that it would be useful for the promoters to be able to post feedback to the artist after they've performed a gig in a way that is anonymous and hidden from the public. The idea with this tool is so that promoters can help each other more efficiently and to provide feedback to artists that will help in their growth. Additionally we learned that it would be helpful for the promoter if, when the artist is submitting for a live performance opportunity, the artist could have the opportunity to recommend a similar artist or band who could also appear on the same ticket. There was also some additional tools that would be invaluable to the promoter such as requiring the artist to include a preferred contact, contact time and contact phone number when they submit for an opportunity. This is because, according to him, hearing the artist's voice helps him to see that the artist is serious about the opportunity.



Our next source of research came from the owner of the London-based booking agency Match That Music Agency, Samantha Crompton, who we later added to our board of directors. Samantha introduced us to various platforms that bookers and promoters utilize in the processing of their bookings and pointed out specific things that are more heavily utilized by her. One of the things that she said would be beneficial is having a centralized database for artists, venues, festivals and promoters so that all could more easily work together and find one another efficiently. She also found it efficient to have the ability of sending the artist a digital deal memo upon booking them for a performance opportunity that would include all of the details of the gig and that the artist could digitally sign all within MyBand. Lastly, another beneficial tool that she suggested offering was to allow the promoter or booking agency to have the option of integrating the artists they book through the MyBand platform with their own company website in such a way that the artist's picture and name could appear on their website and that would link directly to the artist's MyBand electronic press kit.



Lastly, we spoke with 50 individuals who self identified as independent and unsigned musicians in the early stages of their career and who were of varying genres and genders. We wanted to be able to have a discussion with them about the features we are preparing to offer musicians like themselves so that we could better gauge their reception of MyBand. We received a great deal of feedback but will highlight the most popular items. The first



topic was about the price packages we are offering. It was a consensus that the pricing was not something that made them turn away from the service and in fact the cheapest £9.99 package could even go up to as high as £14.99 before it would begin to look unattractive. Another take away from this discussion was that there was a lot on offer so the value for what they would pay is just right. The next topic of discussion that was raised was that of the point system. They found it valuable that by simply using the service they were earning points that could be redeemed for things that matter the most to them like subscription

fees, music mixing and mastering, business cards, etc. They felt that having such a system would entice them to utilize the system more than they already would if the database of performance opportunities were good. Next, they found it very useful to have feedback from the promoter after performing. It was expressed that this was not something that they have ever been able to receive and having it would be beneficial to their development.



Lastly, they were overwhelmingly excited about the opportunity to appear on the MyBand: Live In Las Vegas TV show and excited about the opportunity to play a gig in Las Vegas. Aside from these main takeaways, we also received great recommendations such as including an option for student discounts and possibly partnering with the National Union of Students for this. We were also strongly encouraged to avoid posting certain gigs such as pay for play, open mic nights as these would detract from their ability to trust what we have to offer.

## 4. Taking Action

### 4.1 S.W.O.T. Analysis

#### Internal

Strengths	Weaknesses
Highly experienced and skilled team	Funding
Strong industry connections and support	Lack of a central work space
"MyBand: Live in Las Vegas" TV show	Small Team

#### External

Opportunities	Threats
Independent music is driving the industry	Non UK-Based platforms offering similar services
Emerging Technologies	Lack of awareness
A need for a centralized service connecting artists, promoters/bookers, and venues	

In review of our S.W.O.T. analysis we were able to discuss the ways in which our internal weaknesses can be addressed. First, we will address the issue of funding in two ways: 1) applying for a grant from Arts Council England and 2) opening Dreamscope Media Group up for external agent investors through the Angel Investment Network. After reviewing these options with our accountant at Hardwick and Morris, our advisor is certain that we will be able to obtain adequate funding especially after we apply for the Enterprise Investment Scheme which is a government scheme that offers investors tax incentives of up to 30% on investment of up to £1 million per year. Once we are able to acquire adequate funding we will be able to address our second internal weakness of not having a central working environment. We have collectively decided that we would rent office space from Garden Studios in Covent Garden which would come with three large desks and filing cabinets with room for any additional furniture, a phone line, front desk reception, internet, and many other support services that will be vital to our success. We weighed different options and found the services and spaces available at Garden Studios to be the most desirable for the price and we especially liked that they were not a page corporate firm. Our last internal weakness of having a small team is one that we anticipate addressing by promoting the

opportunity for interns to be able to work with us on the project and gain experience that could benefit them in the workplace.

Finally, we discussed ways in which we can overcome the external threats that we may face. There are a number of non UK-based platforms that offer similar services to what we will offer. The enormously successful US company Sonicbids is one example and the German company Gigmit is another. Both of these companies are large organizations but have only been able to gain a very small footprint in the UK markets. We believe this is because the UK live music market is unique and outside organizations may not fully understand the needs of those within it. Next, we have decided that we will require the services of an external press agent who has the contacts and knowledge on how to obtain a good amount of press for the project. This is vital for our success because it will help in broadening our audience and exciting those who are already excited to utilize the service.

## 4.2 Timeline

In October 2015 an agreement was signed between Dreamscope Media Group and TgoTV Network specifying that the network would distribute the show and oversee the building of the online platform to our specifications while Dreamscope would produce the content, manage the UK-based customer service agents, and develop the relationships with the UK-based promoters, bookers, festivals. Dreamscope to began conversations with music business veterans like Jeff Cheen from Capital Records and James Anniballi from Hot Vox which allowed us to learn about the features that should be included on the platform for those on the promoter side of the business. We also held conversations with university-aged music students who provided feedback on the types of features they would like to see on the platform for artists. Finally, over a 10 month period Dreamscope together with TgoTV Network, developed the idea for the platform that included its functionality, features, pricing and the process for which the artists can earn a spot on the TV show and the chance to appear at the live show in Las Vegas every year.

In October 2016 Dreamscope added to its Board of Directors Samantha Crompton from UK-based Match That Music Agency who will oversee the relationships with promoters, bookers and festivals for the platform while Matt and Martin will work on the production of the tv-show. We have been invited to come to PRS For Music, Capital Records and The Beatles Story to interview individuals from these organizations on the show once we begin production.

In December 2016, TgoTV Network will launch a beta version of the online platform that will we will utilize internally to work out any issues before its launch in February.

In January 2017 we will begin the UK-wide tour promoting the launch of the platform and TV show. The tour will include stops in London, Brighton, Glasgow, Edinburgh, Birmingham, Leeds and Liverpool. The tour will feature UK-based artists and a documentary will be filmed leading up to and immediately after the launch of the platform and TV show.

In February 2017 Robin Howard, Alex Cambridge and the Dreamscope crew will be brought to Las Vegas for the launch of the event which will be held at Fuso Nightclub off of the Las Vegas strip. It will be structured as a live episode of the MyBand show and will be broadcast across the TgoTV Network as well as on local Cox Communications network. MyBand will officially launch February 15th, 2017.

We believe that within the month of March we will be able to attract 1,500 paying artist subscribers and we would anticipate this to increase of 20% month to month as the service builds attention through our PR efforts. Additionally we will build a database of at least 300 live performance opportunities every month but we anticipate that this too will see an increase of about 20% month to month. After each customer's first month of subscription

with the MyBand platform, we will send out a very brief questionnaire to gauge the subscribers satisfaction with the service and to receive any feedback for changes they would like to see. That questionnaire will be followed up by a second subscriber satisfaction survey after their sixth month subscription. Additionally, we will hold a meeting at the beginning of every quarter to review the previous quarter's numbers and subscriber feedback to ensure that our marketing is doing what we need in order to reach our goals.

In May we will begin filming new episodes of the MyBand TV show that will feature artists who had subscribed to the platform between March and April. The individuals will be picture based on a number of factors that are all centered around their use of the platform. This includes their promoter rating and their audience engagement with their profile which can include the number of likes on their page, page views, number of clicks on the link for fans to buy show tickets, the number of times they post to their social media accounts from their MyBand page, etc. Numbers like the number of page likes, page views, and number of times they post to their social media accounts from their MyBand page will reset every month to ensure everyone has a fair chance. The artists that have the higher numbers in all or some of these areas will be asked to participate in the show.

Following from that, in November we will review the accounts of the artists who have made it onto the show between March and October to assess who will win a chance to come to Las Vegas in February 2018 for the live broadcast of the MyBand show from Fuso Nightclub. This will be assessed in many of the same ways except it will now also include factors such as the number of views the artist received for their episode of the show over that period of time and it will include an assessment of a video recorded live performance submitted by the artist by our panel of industry veterans.

Finally in February 2018 we will hold our final review of activities in which we will assess the entire year for 2017 by reviewing the total number of subscribers, progress made on subscriber feedback, a review of our financial data, and other data we were able to accumulate during our launch year.

### 4.3 Defining Success

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Successful launch of the platform             | <input checked="" type="checkbox"/> Wide support from UK music industry |
| <input checked="" type="checkbox"/> Subscriber feedback                           | <input checked="" type="checkbox"/> UK-wide subscriber demographics     |
| <input checked="" type="checkbox"/> Execution of recommendations from subscribers | <input checked="" type="checkbox"/> Finances                            |

## 5. Conclusion

The success of MyBand will be as a result of our ability to offer services to our artist subscribers and promoters that meet their particular needs. Our research has provided us with the information necessary to better gauge what it is our audience needs and how we can encourage engagement with the service. At the same time, it has allowed us the opportunity to build on existing relationships with artists and promoters by allowing them to feel a sense of ownership in what we are creating for them through their recommendations and feedback. The level of excitement from artists and promoters with whom we have been in contact with is encouraging. Not only that, the fact that our sponsors come from several areas of the industry - recording studios, promoters, bookers, artists and venues - further demonstrates that we have the support necessary to ensure that UK-based unsigned and independent artists have the opportunity to promote their talents and promote the British music industry as a whole.

## 6. Project Partners



## Appendix 1: Online and Postcard Questionnaire

1. **Are you an active musician in the UK's live music industry?**
  - A) Yes (100%)
  - B) No
2. **How do you currently book your gigs?**
  - A) Booking Agent (2%)
  - B) I book my own gigs (98%)
  - C) I don't book gigs
3. **If you currently DO NOT use a booking agent, why (select all that apply)?**
  - A) I currently use a booking agent (2%)
  - B) I don't need a booking agent because I book my own gigs (45%)
  - C) I can't afford a booking agent
  - D) I don't want to give up a portion of my fee to a booking agent (53%)
  - E) I don't understand how a booking agent works
  - F) I don't know how to get a booking agent
  - G) A booking agent seems out of my reach
4. **If you DO use a booking agent, why (select all that apply)?**
  - A) I do not use a booking agent (98%)
  - B) It's easier to have a professional to find me gigs (1%)
  - C) They have connections that I do not (1%)
  - D) It isn't expensive so why not
5. **Would you utilize a service that streamlines the process of a booking a gig?**
  - A) Yes (100%)
  - B) No
  - C) Maybe
6. **Do you think you would book more gigs if the process were easier?**
  - A) Yes (100%)
  - B) No
  - C) Maybe
7. **Do you think your music career would be more successful if you were able to book more gigs?**
  - A) Yes (50%)
  - B) No
  - C) Maybe (50%)
8. **What kind of press kit do you currently have?**
  - A) I do not have a press kit (60%)
  - B) I have an Electronic Press Kit (EPK) (15%)
  - C) I have a physical press kit (10%)
  - D) I have both an EPK and a physical press kit (10%)
  - E) I do not know what a press kit is (5%)
9. **What effect, if any, would having your music on an international TV programme have on your career and on the broader British Music Industry (select all that apply)?**
  - A) It would not have any effect on my career (5%)
  - B) It would not have any effect on the broader British Music Industry (5%)
  - C) It could increase my audience (95%)
  - D) It would promote the British Music industry (95%)

## Appendix 2: Feedback from active UK-Based musicians

### Overall, what do you think of the MyBand platform?

It's a lot!

The pricing is not bad but don't go higher than £14.99 for the cheapest package

The names of the packages were fun

I would get a lot of use out of this

Why isn't there anything like this already

When can I sign up

More likely to use the monthly options

You should offer a student discount

Handy - easy to have everything centralized

It should include the opportunity to support larger acts

The logo is cool

### Would you use the platform and if so, why and how often?

I would get a lot of use out of this depending on how good the gigs are

It would depend on if I was ready to gig

As long as there weren't any or very many open mic nights and no pay-to-play gigs

Yes but I'd want to feel like the platform was trustworthy

I would have to try it out first but most likely

### What is your favorite feature about the MyBand platform?

The point system

The rating system

Fan interaction

Centralized

Being able to be on the TV show

Having a chance to play in Las Vegas

Being able to submit directly to promoters for gigs

