



## **Popfolio.net as an Online Music Distribution Solution**

### **overview**

1. Music is increasingly being consumed online. The technological push towards wi-fi everywhere, wi-fi enabled gadgets and ultimately mobile social networks will create ever-greater pressures on physical sales. For every illegitimate file-sharing network shut down or re-birthed as a legitimate platform due to legal proceedings, new and increasingly sophisticated de-centralized networks emerge that become likewise increasingly hard to tackle. And for every study claiming that the number of illicit P2P *users* are declining due to lawsuits, there is an equal amount of studies that suggest the number of actual *files* being traded is increasing. In any case, a simple check with young adults would suggest that the problems are far from over.

2. Music accounts for a huge amount of online traffic. The high movement and demand for this traffic presents an enormous monetizing opportunity. Content owners in fact stand to benefit from this, but what is lacking is a model to exploit this trend.

3. Social networking, with its viral nature, offers an exciting content distribution platform. This trend to share tastes with peers presents a low cost, high velocity distribution network that effortlessly targets the most appealing demography. The viral nature of social networks presents a potential revenue opportunity for every social exchange that occurs.

4. Music presents a strong branding opportunity for products/services. Product endorsement deals by artists and the licensing of popular songs for TV commercials are two good examples. This same partnership between music and brands reaches a bigger potential when exposed to the viral nature of social networks.

### **poptopus widget**

5. The poptopus is a music player, digital store, artist info-panel and advertising widget combined in a single slick interface. The poptopus rides on the explosion in social networking trends by harnessing the power of web 2.0 as a cost-efficient content distribution channel.

6. Fans create their playlists on popfolio.net and embed the poptopus on their blogs, social sites, etc. The exposure for any artist is multiplied due to traffic being spread throughout the web. By tracking the editorial content of respective host sites, the poptopus matches targeted advertising to viewers via the widget.

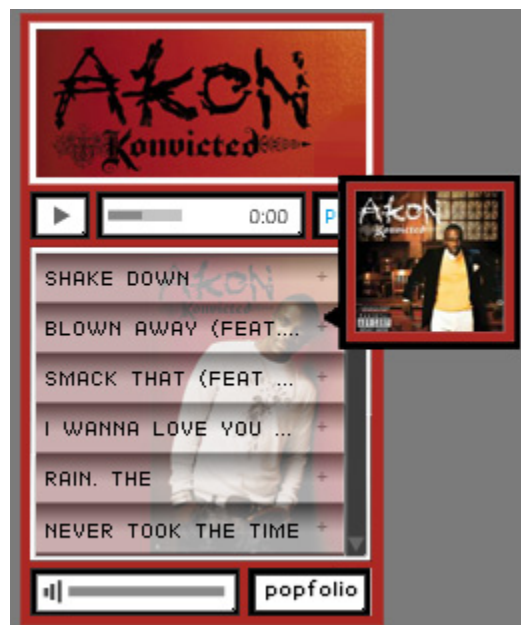
7. Music appeals to a vast demography, and provides the velocity to reach an equally vast number of users. While a large amount of music is still being consumed illegally online, it is nonetheless an interaction driven by the consumer-public, the very group targeted by advertisers.

8. This ironic relationship provides an exciting alternative to content distribution. Music provides the velocity for brands, which in turn generates revenue for the artist/label.

9. The model adopted by popfolio.net reflects the future of connectivity. Keeping all interactions online makes it easier to seamlessly adapt to future technological advancements and delivery platforms, be it internet, mobile or next-generation channels. Unlike other models that sync with desktop applications and pull content offline, the online approach brings a high level of interaction and immediacy to content distribution; be it updates, news or extras tied in to a particular artist to engage the consumer.



*generic poptopus, user-defined playlist*



*customised poptopus for integrated online branding & promo*

10. As a digital store, the poptopus offers the simplicity of buying without having to visit a secondary site and searching for the desired song. Consumers who are offered a simple interface to buy on impulse, at the point of interaction, are more likely to make a purchase.

## advertising & revenue

11. As a music player, the popopus streams non-downloadable music content as selected by the user presently interacting with the popopus widget.

12. The popopus info-panel also doubles up as an ad display window. Ads are displayed on a per-interaction basis and are charged based on 'cost per exposure'. The ads can consist of either text, graphics or video. Ad revenue is split between popfolio.net, the content owner and the site publisher. Similar to the success of AdSense, incorporating publishers in the revenue share creates a bigger distribution network.



## conclusion

16. Popfolio.net tackles the current issues of file sharing by incorporating a revenue structure for content owners and allowing artists to reach new listeners through the wide appeal of social media.

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