Graduation Major Project-2022

Chill Pill - Online Music Streaming Service

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ABSTRACT

In this project, I present the research and detailed development of a new service or company, its branding process, different business and advertising strategies, with a simple and powerful user interface and user experience design.

I'm creating a new music streaming company which is having a unique structure of development when compared to its competitors, then its logo, guides and manuals, corporate identity, its different products, marketing strategies, social media posts, printable publications, and website and mobile app design. This is an attempt to accomplish all the different studies and areas covered from sem - 1 to sem -8 together in to the final graduation project. The final designs and prototypes of the project were arrived based on the different experiments, researches, sketches and ideations conducted

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TOPIC SELECTION

The project starts with the selection of few topics which can be a new or existing product, service or even a company.

Different industries are chosen and kept for final selection based to its viability and interests.

Few different industries that were chosen :

SNEAKERS   OTT PLATFORMS   MUSIC STREAMING

FOOD DELIVERY   WEARABLE AUDIO

Out of the five different topics ie, the sneakers, ott platforms, music streaming services, food delivery and wearable audio, I've decided to work on Music Streaming service as i found it more interesting and exciting to work with , i'm more passionate towards the topic itself and very much excited when it comes to audio quality

What is a Brand Naming?

A Brand is a business concept that helps people identify a company, product or individual. And a Brand name is a corporate name that helps audiences / customers in recognising and distinguishing one product or service from another.

A brand name is a name given by a maker to a product/service or a range of products/services.

Here are few Key characteristics of having a good brand name

1. Creating a memorable name that sets you apart from the competition.

2. Which Demonstrates brand personality & style

3. Shows one (or more) brand benefits.

4. Easier to read, write and remember.

5. The one with crisp, bright sound, rolling off the tongue easily.

Famous Music Streaming Services.

Spotify

Apple Music

Amazon Music

Soundcloud

Tidal

Gaana

Jio Saavn

Youtube Music

Hungama Music

Qobuz

Deezer

After Researching on the watch brands, I selected few name for my brand

Livewire   Encore   Lively   Audiophile Music

Seeker   **CHILL PILL**   Hertz   Turntable   Amplify

Ballad   Dynamics   Playback   HiGH   Lossless

All these names are having different meanings, all related to Music, Music Systems, names related to sound, Each can serve the purpose of the brand naming as most of them are easily memorable, and showcases their relation with Music or Sound.

Out of the names i've chosen, I've picked Chill Pill as the final brand name for the Music Streaming Service.

WHY CHILL PILL ?

CHILL PILL - an imaginary medicinal pill with a calming, relaxing effect

"take a chill pill"

The name Chill Pill meets all the necessary requirements needed for a music streaming service. Music has a divine, elevated "rhythm" to influence anyone at their deepest levels. It can nurture one's inner self to divine bliss.

"Let music be your Chill Pill"

The name also has its own uniqueness and has a great relationship with music in terms of relaxation. It's easy to spell, write, hear and to discuss.

MUSIC STREAMING SERVICE

Streaming music, or more precisely, streaming audio, is a method of directly feeding audio content to your device without the need for you to download files from the internet.
You do not need to download a file when using a streaming delivery method. You can immediately begin listening via a device or smart speakers.

How Streaming Works

The requested audio file is sent in small data packets, which are buffered on your computer and played immediately. You will hear the sound without interruption as long as a steady stream of packets is delivered to your computer.

Music Streaming Subscriptions

Subscriptions to music streaming services are popular. **Apple Music**, which is available on both Windows and Mac computers, is a streaming music subscription that includes millions of songs that you can listen to on your computer.

Subscriptions to **Amazon Music and YouTube Music** are similar. These paid programmes provide free trials so you can evaluate their services. Some services, such as **Spotify, Deezer, and Pandora**, offer free tiers of ad-supported music with the option of upgrading to paid premium tiers.

Mobile Device Streaming

The apps provided by streaming music providers are the best and, in many cases, the only way to listen to their music on mobile devices. To enjoy streaming music on your smartphone or tablet, however, every music service provides an app, which you can download from the Apple App Store or Google Play.

Podcasts

Podcasts are a popular form of audio entertainment that has evolved beyond downloadable radio shows. Each podcast is a series created by a host and then published episode by episode online, where subscribers can download and listen to each episode as it becomes available.

Podcasts, as opposed to traditional methods of content production such as TV and radio shows, provide an easy way for content creators to connect with an audience. They are currently unregulated, which means you do not need a broadcasting licence to publish podcast content. Anyone with basic podcasting equipment, such as a microphone, recording software, and a subscription to a hosting platform, can start their own show.

ADVANTAGES OF MUSIC STREAMING

Receive Immediate Playback with No Delays

There is no longer any lag in waiting for the content to download. You will be able to listen to your preferred audio content without any buffering or waiting time.

Reduce Costs and Piracy

The cost of purchasing CDs or digital downloads of famous albums or bands can be significantly reduced. Audio streaming is the most cost-effective way to avoid illegal content downloads for a small monthly fee.

Increase Storage and Save Space

Downloading large files on your devices can be avoided with streaming audio formats because you will have complete access to millions of music albums with no restrictions to anyone anywhere on the planet.

They help you to access a vast variety of music.

Music of every kind, language, and type is available on these streaming apps. The people who are fond of listening to music and want to try something new each time can get access to millions of songs on these online platforms. You can easily get access to a vast album of music. These apps give you access to millions of songs in hundreds of niches.

It helps the artists gain more popularity.

As the apps are already modified and designated for the music, people who love the music are actually a part of this. Artists have now got specific platforms to promote music, art and talent. They are more popular with their favorite audience. People love to hear them, and know about their favorite artists. It's all about the behavior, delivery of music, talent, voice, music type that attract the audience towards a specific artist.

HIGH RESOLUTION AUDIO

The Digital Entertainment Group, Consumer Electronics Association, and The Recording Academy, along with record labels, formally defined high-resolution audio in 2014 as "lossless audio capable of reproducing the full range of sound from recordings mastered from better than CD quality music sources."

Hi-res audio tends to refer to music files that have a higher sampling frequency and/or bit depth than CD, which is specified at **16-bit/44.1kHz.**

Hi-res audio files are typically sampled at **96kHz or 192kHz at 24bit**. There are also 88.2kHz and 176.4kHz files available. However, there is a drawback to high-resolution audio: file size. A high-resolution file can be tens of megabytes in size, and a few tracks can quickly deplete your device's storage.And streaming technologies, like **MQA**, have found a way to help tackle that.

The high-resolution **24-bit/96kHz or 24-bit/192kHz** files should more closely replicate the sound quality that the musicians and engineers were working with in the studio. They could also be the same recorded file. In some cases, these files are labelled "Studio Masters."

Hi-res audio tends to boast greater detail and texture, bringing listeners closer to the original performance - provided your system is transparent enough.

DOLBY ATMOS & 360 REALITY AUDIO

Dolby Atmos Music provides a completely immersive audio experience. Dolby Atmos Music enables precise sound placement, adding dimensionality to create a full audio atmosphere.

Dolby Atmos Music allows people to connect with their favourite music in a whole new way, immersing them in the music and revealing what stereo recordings were missing. With unparalleled clarity, listeners can uncover hidden details and subtleties. Dolby Atmos gives music more space and freedom to unleash every detail and emotion as the artist intended, whether it's a complex harmony of instruments placed around a listener, a legendary guitar solo that fills a room, a massive bass drop that washes over the audience, or the subtle breath a singer takes.

360 Reality Audio is a new music experience that makes use of Sony's object-based spatial audio technology.

Individual sounds such as vocals, piano, guitar, bass, and even live audience sounds can be placed in a 360 spherical sound field, allowing artists and creators to express themselves in new ways. Listeners can be immersed in a field of sound exactly as artists and creators intended.

Elevate your sound

With our lossless audio experience and high-fidelity sound quality, stream music like you've never heard it before. No compromises. Just pure sound.

Standard

NORMAL   AAC Quality   320 Kbps

Standard quality is easily accessible and the best compromise between data usage and sound fidelity.

HiFi

HIFI   Lossless Quality   1411 Kbps

TIDAL HiFi allows you to stream audio using the lossless format FLAC, creating a crisp and robust music streaming experience.

Master

MASTER   High-Res Quality   2304-9216 Kbps

Master sound quality is authenticated and unbroken, with the highest possible resolution — as flawless as it sounded in the mastering suite and precisely as the artist intended.

(Comparison of Audio Stream Quality)   **- Credit (Tidal)**

COMPETITOR STUDY

SPOTIFY

Daniel Ek and Martin Lorentzon founded Spotify, a Swedish audio streaming and media services provider, on April 23, 2006. As of June 2022, it was one of the largest music streaming service providers, with over 433 million monthly active users, including 188 million paying subscribers.

Spotify provides digital copyright restricted recorded music and podcasts from record labels and media companies, including over 82 million songs. Basic features are free with advertisements and limited control as a freemium service, while additional features, such as offline listening and commercial-free listening, are available through paid subscriptions. As of October 2021, Spotify is available in over 180 countries. Users can search for music by artist, album, or genre, as well as create, edit, and share their own playlists

While many factors contributed to its growing popularity, including its target audience and business model, the ability to access music content for free became the primary reason. In addition to the Android and iOS platforms, the company has applications for Apple macOS computers and Microsoft Windows. In addition, the company introduced the 'Spotify Connect' functionality, which allows users to listen to music from a broader range of entertainment systems.

COMPETITOR STUDY

GAANA MUSIC

Gaana Music: Bollywood Songs and Radio is a free music streaming app, developed and published by Gamma Gaana Ltd. It was introduced in April 2010 and is available to use on Android, iOS, and Web.

Gaana is India's largest commercial music streaming service, with over 200 million monthly users. Times Internet launched it in 2010 and offers both Indian and international music content. Users from all over the world can access the entire Indian music catalogue. Gaana.com offers music in 21 different Indian languages, including Assamese, Odia, and Tamil.

Gaana helps you discover new and old songs based on your mood. Listen to curated playlists like 90s Romantic Hits, Bhangra, Devotional/Bhakti Geet, and Radio. Gaana music online has over 45 million MP3 songs available for streaming in high-quality HD. They have thousands of expert-created playlists as well as podcasts on a variety of topics.

The music is updated daily and includes all of your favorite songs' lyrics and music videos. They launched a platform to promote independent music from artists under the brand 'Gaana Originals' in an effort to revitalize independent music. 'Gaana Originals' is a weekly series that features 11 original songs by top Bollywood and regional artists.

COMPETITOR STUDY

APPLE MUSIC

Apple Music is a music, audio, and video streaming service created by Apple Inc. Users can either choose music to stream to their device on demand or listen to existing playlists. Apple Music 1 and Apple Music Hits, as well as Apple Music Country, are Internet radio stations that broadcast live to over 200 countries 24 hours a day. On June 8, 2015, the service was announced, and it went live on June 30, 2015. With the purchase of select products, new subscribers receive a one-month or six-month free trial before the service requires a monthly subscription.

Apple Music provides access to over 75 million songs. For offline play, content can be streamed or downloaded. Apple Music supports Spatial Audio and Lossless Audio, both of which are available for free to Apple Music subscribers. Both of these features improve the Apple Music listening experience significantly by providing higher-quality music and a surround sound-like experience. As a way to entice subscribers, Apple Music frequently has exclusive album releases, documentaries, and music videos that aren't available on other platforms.

Apple Music features include unlimited access to Apple Music songs on demand, Dolby Atmos spatial audio, and lossless audio on supported devices at no extra cost. Personalized algorithmic playlists, Curated playlists, Mood-based playlists, and User-created playlists are all possibilities. Offline song playback and playlist synchronisation across all Apple Music-enabled devices

COMPETITOR STUDY

JIOSAAVN

JioSaavn is an Indian online music streaming service that distributes Hindi, English, Malayalam, Bengali, Kannada, Tamil, Telugu, Bhojpuri, and other regional Indian music globally. Since its inception as Saavn in 2007, the company has acquired the rights to over 8.0 crore (80 million) music tracks in 15 languages. JioSaavn is a freemium service, which means that basic features are free with advertisements or limitations, but additional features, such as improved streaming quality and music downloads for offline listening, are available through paid subscriptions.
On March 23, 2018, Saavn announced a merger with JioMusic in a $1 billion deal. In December 2018, the merger was completed, and Saavn was rebranded JioSaavn.

JioSaavn launched Artist Originals (AO) in early 2017, an original music programme that releases and markets tracks and albums by South Asian artists, songwriters, and producers from around the world. JioSaavn was the first streaming app in India to offer original audio programming.

JioSaavn is simple to use and has an appealing user interface. When you subscribe, the audio quality is around 320kbps, and free streaming is at 64kbps. When you are a Pro user, you can also download music offline.
Jio Saavn music claims to be "the largest streaming service for South Asian music and audio entertainment". They unquestionably have some very impressive features and can be extremely useful for artists.

COMPETITOR STUDY

TIDAL

Tidal is a Norwegian-American music, podcast, and video streaming service that provides audio and music videos. Tidal was founded in 2014 by the Swedish public company Aspiro and is now majority-owned by Block, Inc., a payment processing company based in the United States.

Tidal claims to offer access to more than 80 million tracks and 350,000 music videos thanks to distribution deals with all three major record labels and numerous independent labels. Tidal HiFi (up to CD quality - FLAC-based 16-bit/44.1 kHz) and Tidal HiFi Plus (up to MQA - 24-bit/96 kHz) are its two service levels. Tidal claims to pay the highest royalty payment to musicians and songwriters in the music streaming market.

While some observers praised the high-fidelity audio quality and higher subscription fees, which would result in higher royalties for the artists and songwriters, others were concerned that the high subscription fees and exclusive Tidal content from the artists involved would lead to increased music piracy. Tidal claimed to have more than 3 million subscribers in 2016, but the veracity of those claims, as well as the company's reported streaming numbers, have been called into question. Tidal is available in 61 countries

CHILL PILL

Formed in 2021 at Bangalore, Karnataka, the goal of Chill Pill is to offer the digital world, the aspects of music that audiophiles wish for.

Unparalleled Audio Quality and its vast global audio library with access to millions of Hi-Resolution audios with partnership with **MQA** (Master Quality Authenticated) to bring the ultimate music listening experience with expertly curated playlists.

For us, Music is an emotion and its meant to hear the way the artist intended. Considering the Quality and diverse cultural music across the globe, and to cater artists, producers, record labels worldwide, we formed "Chill Pill" for audiophiles around the globe

UNIQUENESS

- Wide range of audio catalogue of more than 80 million songs which are available worldwide.

- Guaranteed master recordings directly from the master source to CHILL PILL members in Master Quality audio.

- Songs available for streaming in 2 different options LOSSLESS - (16 bit / 44.1 khz) CD Quality & HI-RES - (24 bit / 192 khz) Master Quality.

- Immersive Audio Listening experience from Dolby Atmos & Sony 360 RA.

- Direct Royalty Payouts to Musicians and Songwriters

ADVANTAGES

- Chill Pill apps for all major platforms (Android, iOS, Windows, macOS & Ipad OS)

- With Chill Pill Premium subscription, user can enjoy innovative audio formats such as LOSSLESS, HI-RES & Immersive Dolby Atmos, 360 RA audio experiences. Unlimited skips & Offline downloading.

- **MQA** deliver audios substantially better: an authenticated and unbroken version (typically 96 kHz / 24 bit) with the highest possible resolution—as flawless as it sounded in the mastering suite. And exactly as the artist intended it to sound.

- Expert Curated Playlists, for all the mood by humans instead of relying on AI also have the feature to import your playlist from other streaming sites for better convenience.

- Original Contents from the brand, Providing exclusive releases from your favorite artists.

AIM

The brand's strategy is to launch India's first ever Hi-Resolution music streaming service, which is designed and developed in India.
The ultimate objective is to provide the entire world with a great listening experience using cutting-edge audio formats that doesn't compromise the sound quality of the music in order to establish and further enhance the Chill Pill brand.

OBJECTIVES

Chill Pill is an online music streaming service that provides users with high-quality sound to make the listening experience more immersive, as well as to make the song sound exactly as the artist recorded it in the studio, which will be a first for India.

Running Chill Pill advertising campaigns through print and digital media, including newspapers, magazines, and in-store promotions. Engaging with people who are drawn to the brand increases the likelihood of sales and referrals. Social media, digital media, and print media all help to develop the ability needed to build a genuine audience for Chill Pill, rather than just a few sales. With the prototypes of its website and applications, it is also providing its users with the best user experience with the best ever interface for a Music streaming platform.

SCOPE OF THE PROJECT

The advertising campaigns create a lasting impression that will result in successful branding. Chill Pill, as a startup company for online music streaming with many competitors, requires extensive promotional strategies with advertising campaigns such as video ads, image ads, posters, flyers, posters, or social media posts. The design must be user-friendly, adhere to UX principles. The mobile app communicates information about services such as audio quality, playlist, artist biography, credits, and so on.

SIGNIFICANCE OF RESEARCH

As a startup company, Chill Pill places a greater emphasis on developing the brand through which it provides quality services. It needs to get more attention on the online streaming industry and market than its competitors, and as a new technology, it can have many negative impacts from various sides. It also needs to serve answers to all the questions that come across the industry and market with quality and precision, so to make all of this happen, it needs to develop a corporate identity that is distinct from its competitors, as well as different advertising and marketing strategies in reference to the brand, and a deep research is required.

BENEFITS OF THE PROJECT

This project demonstrates how to take a startup company to new heights, as well as how to create a corporate identity and branding, as well as how to get the viewers' attention with various promotional and advertising strategies, as well as how to create a structure for them, build them, and implement them through various sources, and find the results and improve ourselves and the brand strategies.

The project creates a better space in the minds of audiophiles by providing them with a great music streaming service that provides them with a one-of-a-kind music listening experience.

PROBLEM STATEMENT

There aren't many music streaming services in the world that offer MQA tracks in addition to other cutting-edge features. And there isn't a single service in India that can provide a great listening experience with high-quality sound and immersion. Getting all of these features can be a bit pricey.

METHODOLOGY

The goal of the whole project is to do complete corporate identity and branding for the project, a guides and manual will be made on how to use the logo accordingly.

Various advertisement campaigns i.e, flyers, social media posts, billboards, signages, packaging will be done to show the complete branding with mockups as well as collaterals. Along with that an internal branding ie, mission, vision and core values will be made for the brand

A mobile app is also made with the most user-friendly interface possible that allows people to listen quality music.

SWOT ANALYSIS

STRENGTH

- Compatible with any OS.

- A strong Corporate Identity with easy to use mobile app.

- Easy Onboarding process.

- Strong Innovative Idea.

- Featuring Cutting edge audio formats for unrivaled Audio quality.

- More than 80 billion songs in catalogue.

- MQA Audio allows the original data to be perfectly reconstructed from the compressed data.

- Expertly curated playlists & Playlists from artists.

- Best User Interface for anyone to use easily.

- Original contents from the brand, includes exclusives from artists.

SWOT ANALYSIS

WEAKNESS

- Competitive Music streaming Industry.

- Large file size for MQA tracks.

- Consumes more Internet to play music.

- Need faster and stable connectivity for the music to play.

- Can't enjoy MQA if not having a premium plan.

- No freemium option.

- As a startup service, very people few know about the brand.

- Offline downloading can consume too much space on the device.

SWOT ANALYSIS

OPPORTUNITIES

- Opportunity for creating a new way of listening to music.

- New Innovative technologies can provide a great opportunity for the brand world wide.

- The App is all about to give the user an elevated music listening experiences to make music sound the exact way as the artist intend to be.

- New and only Hi- Res music streaming platform from India, can also be the biggest from the Country.

- Able to get new and more number of customers who are fed up with the old music streaming which provides mediocre quality, in as short time period.

- More Youngsters and audiophiles can be attracted towards the brand.

- Competitive with current market players from India and around the globe.

SWOT ANALYSIS

THREATS

- Spotify, Gaana, You Tube, JioSaavn all offer free, ad-based subscriptions to attract new customers and keep loyal customers.

- Older Music streaming platform have more tracks in its catalogue.

- Number of competitors around the world are increasing.

- Majority of the Competitors have deals with certain other brands which may provide free subscription to competitors in terms of coupons or promo codes.

- Music Piracy .

- High traffic activity and high bandwidth usage may cause delay streaming or other issues.

- Slow Internet can result in streaming delay.

- MQA tracks consume more storage space if the user want to listen offline.

LITERATURE REVIEW

At the onset of the digital music revolution in 2000, digital music files were typically consumed by either uploading or downloading compressed audio files for playback via computer music software programs, such as Apple iTunes or Windows Media Player. In contrast, the digital music streaming services available within today's media marketplace allow people to stream digital music files in real-time from expansive music libraries hosted online by a variety of music streaming service companies, such as Pandora, Spotify, or Deezer.

Due to a recent onslaught of devices capable of accessing the Internet, digital music streaming services now also offer consumers the option of listening to music via a variety of digital playback devices. For example, Spotify grants users access to over 30 million songs listenable via a wide variety of playback options including smart phone applications, tablet devices, or traditional computer software programs. As a result of this enhanced connectivity, digital music streaming services are also increasingly enabling social interaction among music listeners by integrating social media platforms including Facebook, Twitter, and Instagram along with their services.

This means that digital music streaming services allow customers to build, share, and broadcast playlists of music across their entire social networks. From a fan perspective, consumers can also receive updates concerning new music releases from their favorite artists by opting to follow them via a constantly updated digital music streaming service feed. And because hosting music digitally via the Internet allows digital music streaming services to develop extremely sophisticated music recommendation systems, digital music streaming services are also facilitating social interaction through the discovery of new music genres and artists.

LITERATURE REVIEW

In 1999, at the height of the music industry's popularity and before the Napster era, revenue from sales of music topped $14.6 billion (Goldman, 2010). By 2009, the number had plummeted an average of 8% a year to $6.3 billion, where it seems to have leveled off thanks to digital retailers, the vinyl revival. Artists and labels could no longer rely on healthy and consistent sales of music to prop up financial aspects of their industry.

Streaming's role in keeping the record industry alive has quickly expanded and accounted for 51% of music sales in 2016 (Friedlander, 2017). The subscription platform offered by Spotify, Apple Music, and Tidal contributed to 68.5% growth in streaming revenue from 2015 to 2016, while physical and digital sales both decreased significantly. Overall, music sales revenue (physical, digital, and streaming) grew 23.3% in 2016, which is the first substantial gain in decades.

Despite the massive slide, physical album sales still account for a more significant share of the revenue pie than digital albums (Sisario & Russell, 2016). Along with streaming, vinyl is the only category to show growth. There is still a market for the physical artifact and local artists who don't have the web penetration or hype machine behind them make more money selling these tangible items than collecting royalties from streaming services.

However, there's still a high risk of failure when releasing a new record and there's only a handful of success stories. In 2011, 94% of records released sold less than 1,000 records and only .5% sold over 10,000 records (RIAA, 2015). Which means, there's a massive income inequality problem mirroring the overall U.S. economy. Artists are struggling to make income on music sales alone and rely heavily on the live performance and merchandise

LITERATURE REVIEW

Growth of streaming services According to IFPI, "an estimated 68 million people paid for music subscription services in 2015, more than eight times the level of eight million people in 2010." While this statistic provides a global look into the industry, a report distributed by the Recording Industry Association of America (RIAA) shows that streaming subscriptions within just the United States also increased. Paid subscriptions in the United States grew by 101 percent in just the first half of 2016. In the first half of 2014, subscriptions were at 7.9 million.

In the first half of 2015, 9.1 million Americans paid for subscriptions. The first half of 2016 saw 18.3 million paid subscriptions (Friedlander, 2016, p.1). Apple Music With its launch on June 30, 2015, Apple Music was able to retain 6.5 million paid users (Fedde, 2015). The service offers a three-month trial, with fees after the trial being $9.99 per month. As of September 2015, after the initial three-month trial ended, Apple Music had a total of 15 million users, with 6.5 million paying for the service (Fedde, 2015).

At the end of 2016, Apple Music reported it had 20 million paid subscribers, more than triple the amount of users than the year before (Dent, 2016). Spotify Spotify was released in 2008, by founders Daniel Ek and Martin Lorentzon. The company started out with a higher number of free users than paid users, with free users in 2010 being 15 times higher than paid users. Since then, "… the ratio steadily decreased to seven in 2011, to five in 2012 and to three in 2014." The beginning of 2016 saw 30 million users subscribed to Spotify Premium and more than 70 million free users, with the largest number of subscription users from the United States or United Kingdom (Voigt, Buliga and Michl, 2017). TIDAL In an attempt to disrupt the streaming industry by putting artists first, Jay-Z released TIDAL — an Oslo-based streaming service — in early 2015. Recently, there has been some dispute as to whether Jay-Z and 4 his TIDAL employees have been inflating the number of TIDAL users. However, according to Dagens Naeringsliv, the company has 1.2 million users paying for its service (Greenburg, 2017).

LITERATURE REVIEW

According to music industry professional Tom Silverman, "97 percent of the world never buys music — not even Adele." He goes on to say the trend is more common in 18-24 year olds (Hampp 2013). A commonality between consumers is the want for a free streaming service that has minimal to no ads and is available on mobile devices. A survey conducted in a college town with 237 respondents fitting the aforementioned age group shows that 55 percent of respondents use Spotify on a daily or weekly basis, (Swanson, 2013, p. 10). "While Apple Music has made some serious strides, for our money, Spotify still reigns supreme" (Digital Trends, 2016, p. 8).

Spotify, as of October 2016, had a "paid user base surpassing 40 million subscribers — not to mention an astronomical 55 million additional listeners on its free, ad-based service" (Digital Trends, 2016). Spotify offers two tiers of its streaming service — a free version where users have to listens to advertisements, and an ad-free paid version that costs $9.99 per month (Porter and Langely, 2016). Users are entitled to a seven-day trial of Spotify premium before they are charged a fee. The streaming service also offers discounts for certain groups. Students can receive a 50 percent discount, which is applicable and appealing to the 18-24 age group that most commonly uses streaming services.

Apple Music proves to be Spotify's largest competitor, with 20 million paid subscribers at the end of 2016 (Dent, 2016). Apple Music has half the number of paid subscribers than Spotify, but "it's impressive when you consider that Apple Music went live in June of 2015, nine years after Spotify's founding" (Digital Trends, 2016). Apple Music differs from Spotify in that it requires users to pay $9.99 per month for its services, however it does offer a three-month trial period, the longest free trial of the three streaming services. There is no option for an ad-based free option with Apple Music. Apple Music redeems itself by offering, much like Spotify, a student discount of $4.99 (Digital Trends, 2016).

As of March 2016, TIDAL claimed to have passed three million paid subscribers globally, significantly lower than that of Apple Music and Spotify (Rys, 2016). Similar to the two aforementioned streaming services, TIDAL charges its users $9.99 per month, half the price of its original release price of $19.99. TIDAL's free trial period, similar to Spotify's, only lasts seven days (Rivington, 2016). One thing that TIDAL prides itself on is its high-quality music. As opposed to just offering MP3s and OGGs like its competitors, "TIDAL offers music at CD quality" (Rivington, 2016). Additionally, some albums are released exclusively on TIDAL. For example, Beyoncé, Kanye West, Rihanna and Radiohead released albums on TIDAL first. "All, except Beyoncé's 'Lemonade,' eventually found their way onto Spotify and Apple Music, however it took weeks, sometimes months…" (Blanco, 2016).

LITERATURE REVIEW

Artists' royalties from streaming services

Spotify

"A number of influential artists — for example, Grizzly Bear, The Black Keys and Galaxie 500 — have 6 expressed dissatisfaction with Spotify due to low royalties and perceived declines in album sales" (Swanson, 2013, p. 8). According to the Wall Street Journal, Spotify revealed the royalties paid to rights holders each time a user listens to a song. Rights holders are paid 0.6 cents ($0.006) and 0.84 cents ($0.0084). "Over the course of 2013, the company said, it will have paid $500 million in royalties…" (Grundberg, 2013). This compares to when consumers would buy songs from iTunes. A 99-cent song would pay a 7 to 10 cent royalty to the artist (Sisario, 2013).

Apple Music

Apple Music first decided not to pay artists royalties during its three-month free trial for users. "…many small artists live essentially paycheck to paycheck, and they can't stomach a quarter of reduced payouts" (Bajarin, 2015). Apple Music received a lot of backlash, including a blog post from Taylor Swift that received a lot of publicity. In her post, Swift wrote: "I'm sure you are aware that Apple Music will be offering a free 3 month trial to anyone who signs up for the service. I'm not sure you know that Apple Music will not be paying writers, producers, or artists for those three months. I find it to be shocking, disappointing, and completely unlike this historically progressive and generous company." In response, Apple decided to pay artists a reduced royalty during the free trial. "Apple had proposed raising its royalty slights for paid streams — to 71.5 percent from 70 percent — to make up for the loss of royalties during the trial period" (Sisario, 2015).

TIDAL

According to its website, "TIDAL has the commitment of artist owners that believe in creating a more sustainable model for the music industry." TIDAL was created with "the mission of bringing fans and artists closer together…" One way TIDAL is staying true to its mission is providing artists with almost double the amount of royalties they would receive from Spotify. "TIDAL's average payout to the label was about 1.2 cents ($0.012)" (Kaye, 2015). TIDAL earns an average of 1.4 cents (0.014) per stream prior to the company taking its cut (Kaye, 2015). According to TIDAL's website, the company has a formula for its payment to an artist. The formula is as 7 follows: The aforementioned payout of 1.2 cents ($0.012) was given to an indie band, claiming that an artist with more following and more streams may result in a higher royalty. This would thereby follow the formula above for an artists' payout.

LITERATURE REVIEW

The practice of releasing "singles," or individual songs for promotion has been done in advance of album releases for many years. The single was intended to encourage purchase of the artist's bundled album, which was the only option for a consumer listening to music on demand. Consumers would then be required to buy the bundle in order to get the hit song. As Elberse (2010) shows, digital distribution encouraged labels to release the single individually at a substantially reduced price. She considers the availability of mixed bundles when alternative distribution methods became more prominent. Her data shows that the more concentrated the sales of singles within an album the lower the album sales, making the bundle less useful. In order to boost album sales, artists need to create similar demand for every song on an album. Assuming increased costs to produce songs of greater 3 utility, this makes a high demand album more costly to make. With declining sales, the bundled album loses its primary advantage of appealing to heterogeneous preferences, and the format becomes less logical.

Recent music literature has focused on how the industry has changed in the digital age. Montoro-Pons and Cuadrado-García (2011) document the complementary nature of recorded music and live performances. Mortimer et al. (2012) then explain that concert revenue and the amount of time bands spend touring have increased in the period since file sharing began. The increased importance of concerts could act as a complementary good to streaming music. Not everything has changed, however, Waldfogel (2012) shows that quality in the music industry has not declined with general revenue decreases in the file sharing period. He uses various "best of" lists of the top albums in specific time periods to measure quality. The purpose of this paper is not to find a causal relationship between file sharing and album sales (see Liebowitz (2004); Oberholzer-Gee and Strumpf (2007) for a discussion on file sharing), but to note the change in the music industry that has occurred and explain potential future changes as demand for streaming music increases.

SOURCE : streamingmusic2.pdf (fairfield.edu)

Case study – Chill Pill Music

A platform that benefits listeners & artists – these three pillars summarise the plan of Chill Pill. The app has separate user flow for each group.

First steps

After the installation and sign-up, the app asks users about their favourite music trends. It then searches through 80 million tracks available within the database and shows curated playlists.

User account

The registration is very simple – it requires only an email address and some basic personal information. Users can additionally add their profile pictures and different app preferences.

Customization

Aside from the questions asked at sign-up, listeners can customise their playlists by creating "stations" using a personal recommendation system called "Follow you." The music can also be sorted by genre, mood, chart, or trend.

Features

Users can access their personal library and preview recent songs as well as shuffle through saved stations, playlists, tracks, and videos. Each track can be liked or disliked by clicking the heart or block symbol while it is playing. It is possible to browse similar songs and artists in the same view. The panel at the bottom of the screen provides quick access to the app's various sections, including "home," "search," "trends," and "library."

Business Model

Audio, video, and photo assets can be published by the artists. They can also publicise any events related to their activities, such as concerts, performances, presentations, new branded releases, news, and so on. Creators can receive feedback from their audience, as well as reports on listening and viewing statistics, as well as audience location.

What our tech team accomplished:

- Full-cycle product development: web-platform and mobile apps for iOS and Android.

- Designing and developing a fully functional admin panel for editors and content managers .

- Implementing tools that allow users to promote separate tracks, individually composed playlists, and artist channels .

- A network layer is implemented to the system to provide users with high-quality audio and video streaming .

- Analytics reports, sets of indicators on a dashboard were implemented to receive an objective and in-depth view of the system.

- Development and implementation of algorithms for personal recommendations "Follow You" to enhance the user experience.

CORPORATE IDENTITY

The corporate identity of your company is how it presents itself to the outside world. Although internal culture and values play a role in shaping company identity, corporate identity is defined as a company's visual assets and brand design. When you interact with a brand, any communication or information you see is part of its corporate identity.

Purpose of Corporate Identity

The corporate identity of your company is how it presents itself to the outside world. Although internal culture and values play a role in shaping company identity, corporate identity is defined as a company's visual assets and brand design. When you interact with a brand, any communication or information you see is part of its corporate identity.

When the visual components of a company are used correctly and consistently, they combine to create an instantly recognisable and memorable corporate brand identity. A strong corporate identity can influence or persuade your brand image, which is extremely important and is influenced by individual interactions with your company. Brand consistency that is consistent and ownable gives you more control over this image.

LOGO

Logos help to symbolise a specific organisation or firm by using a simple visual representation that is easy to understand and remember. In most cases, a logo is made up of symbols, stylized words, or both. After consulting with marketing professionals, a graphic designer will frequently create a company's logo.

A logo, which is an important part of an organization's identification, should attempt to convey the essence of the company's brand, its story, or what the organisation, product, or service stands for. A logo should last a long time because it should be recognised by customers and foster brand loyalty. As a result, logos are not typically updated on a regular basis.

KEYWORDS

FLAC, WAV, GREEN, GENRE, CHILL, PARTY,MOOD,

WAVES, BLACK, ALAC, AUDIO, STREAM, DETAILS,

APP, SOFTWARE, DSD, DOLBY, MQA, 360, HI-RES,

CHILL, SHARE, PLAYLISTS, YOURSELF, RELAX,

IMMERSION, EQ, FORMATS, VINYL, RIP, LIBRARY,

MOBILE, DOWNLOAD, OFFLINE, LOSSLESS, BASS,

VISUALIZER, LYRICS, DANCE, INTERNET,

TECHNOLOGY, STREAM, LOUD, BRIGHT,

STATEMENT

INITIAL SKETCHES
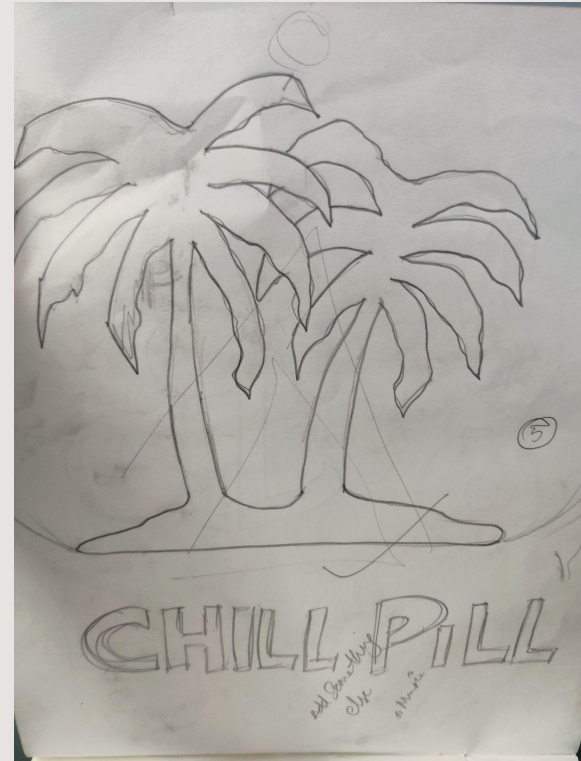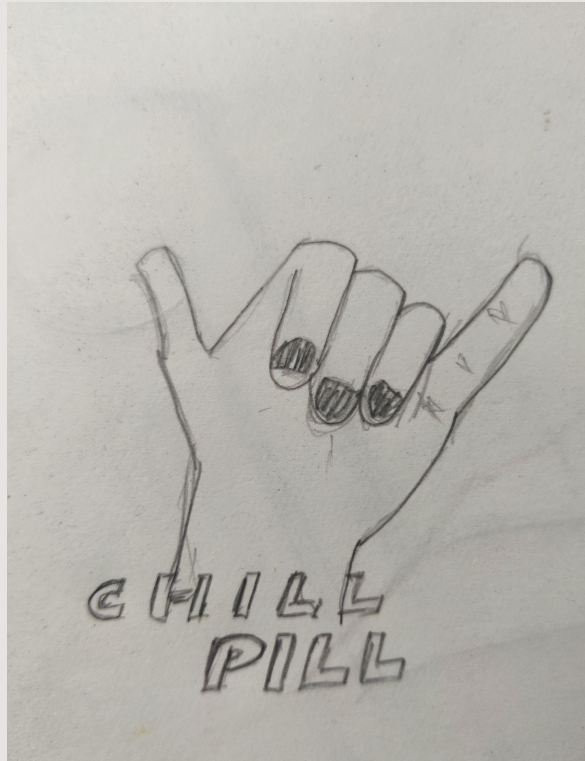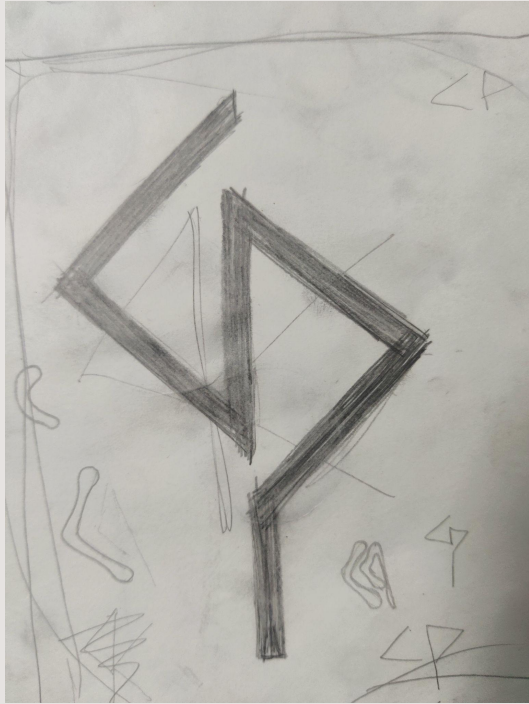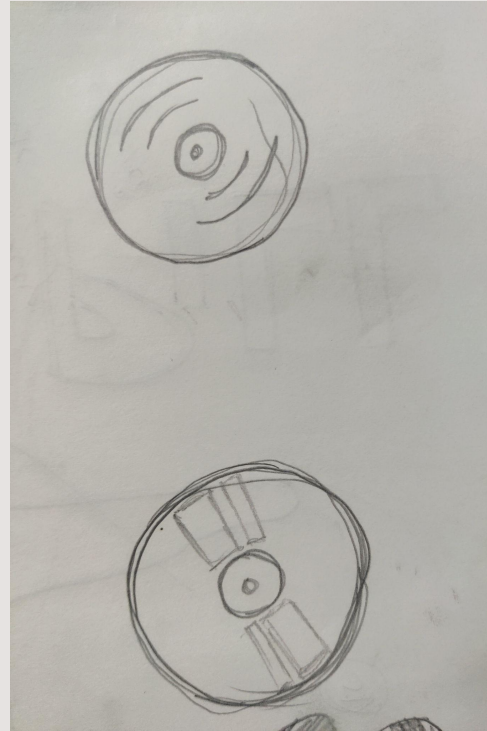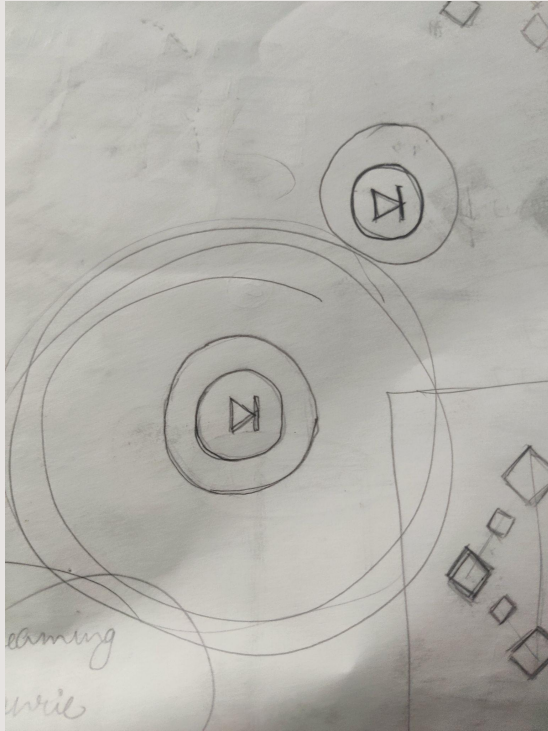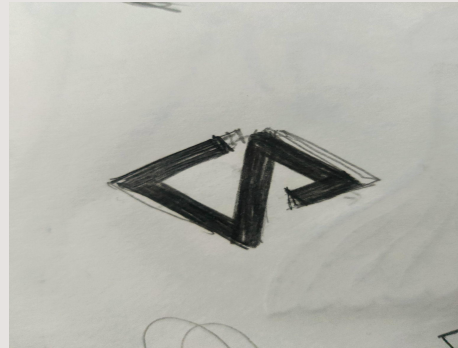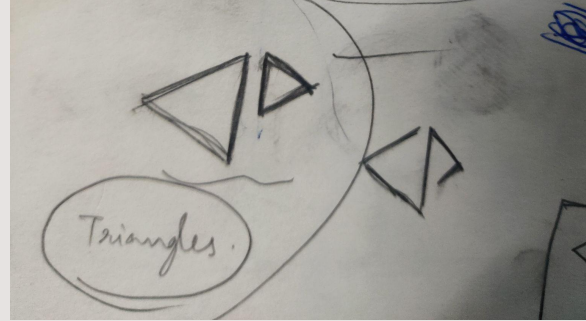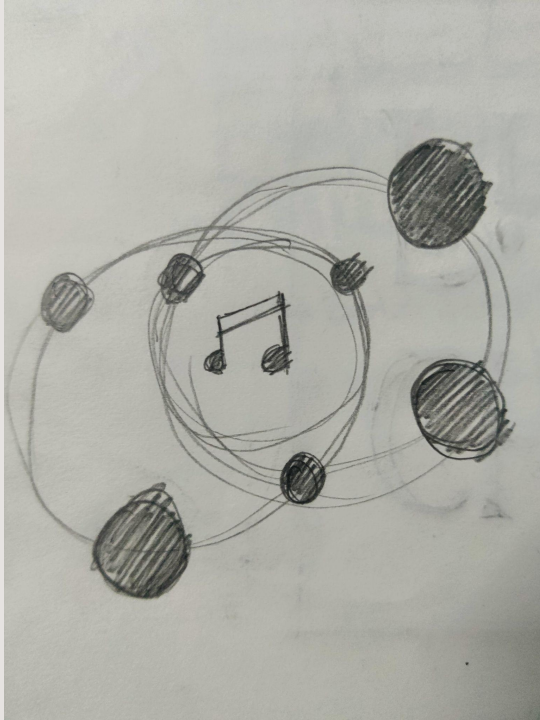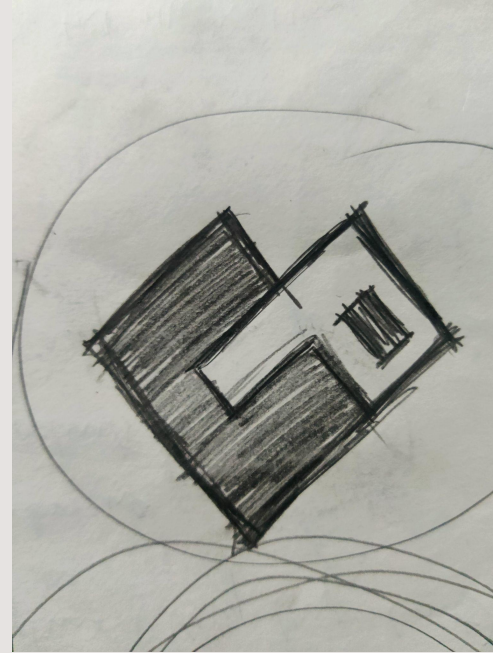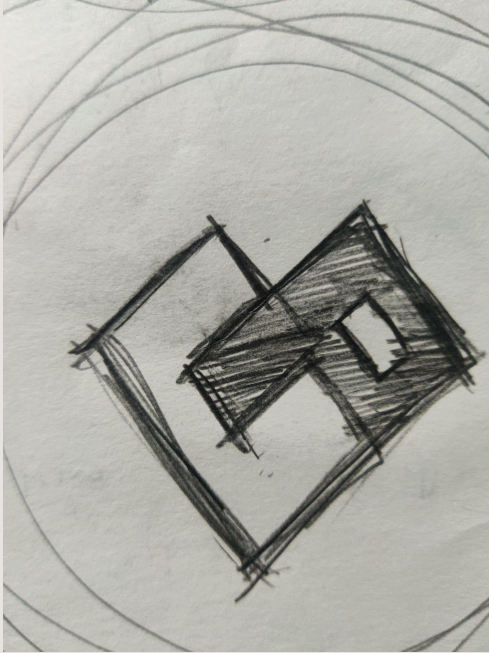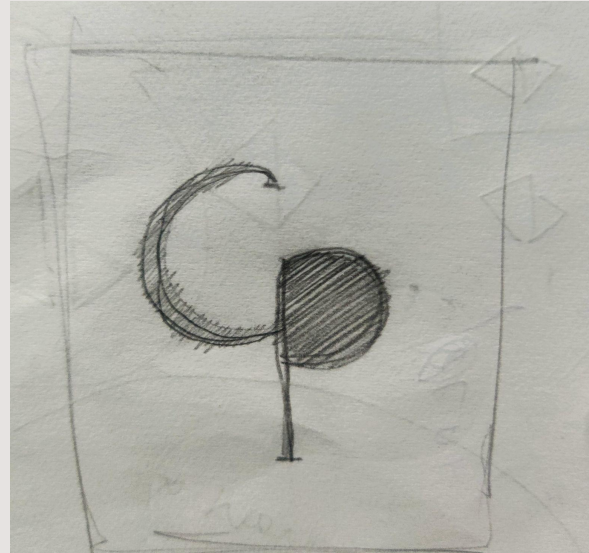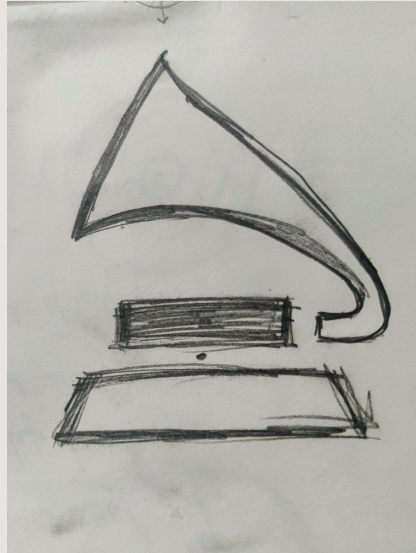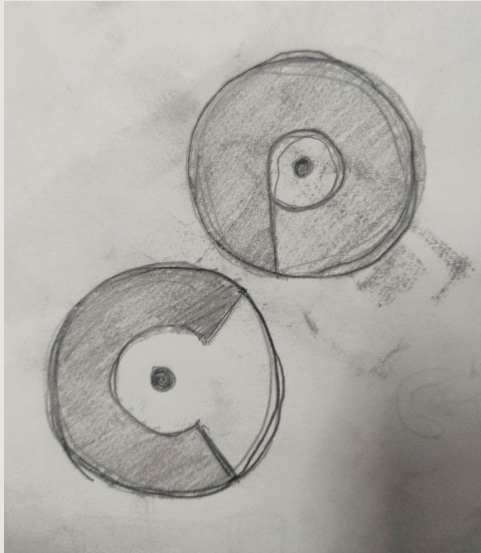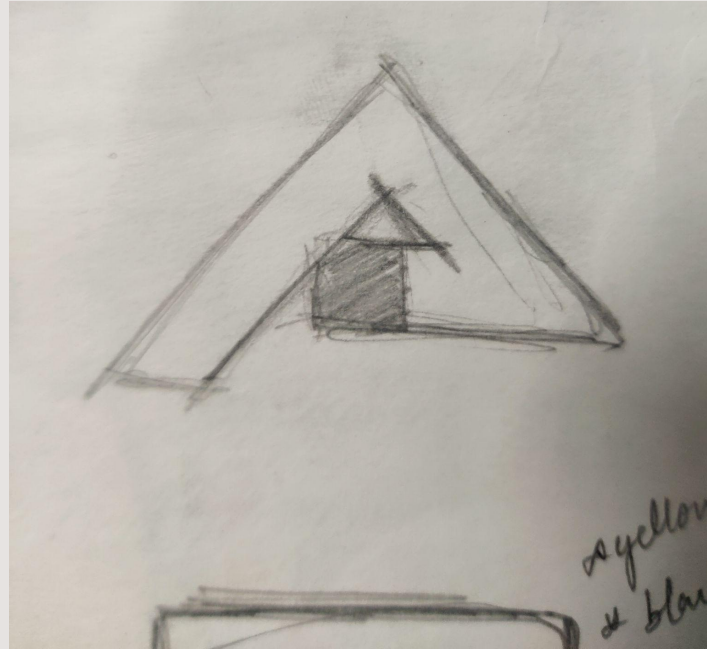
INITIAL SKETCHES

INITIAL SKETCHES

DIGITAL EXPLORATIONS

DIGITAL EXPLORATIONS

DIGITAL EXPLORATIONS

COLOURS

C – 76   R – 47
M – 0   G – 180
Y – 84   B – 84
K – 0

C – 71   R – 54
M – 64   G – 55
Y – 58   B – 58
K – 53

PROPORTIONS

6x

Chill Pill

10x

1.5x

Chill Pill

11x

4x

7x
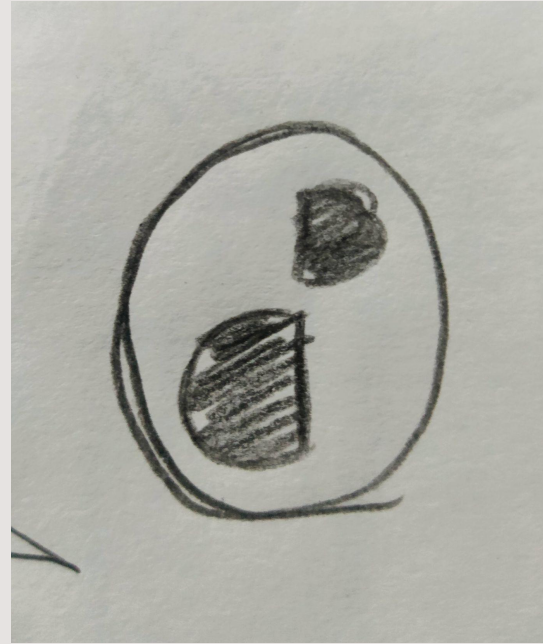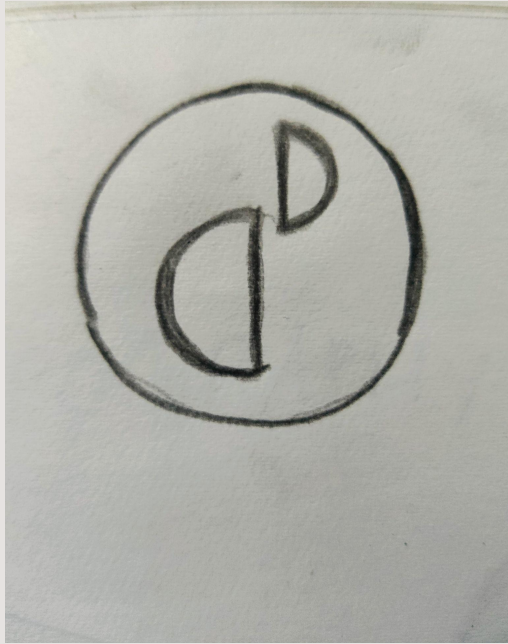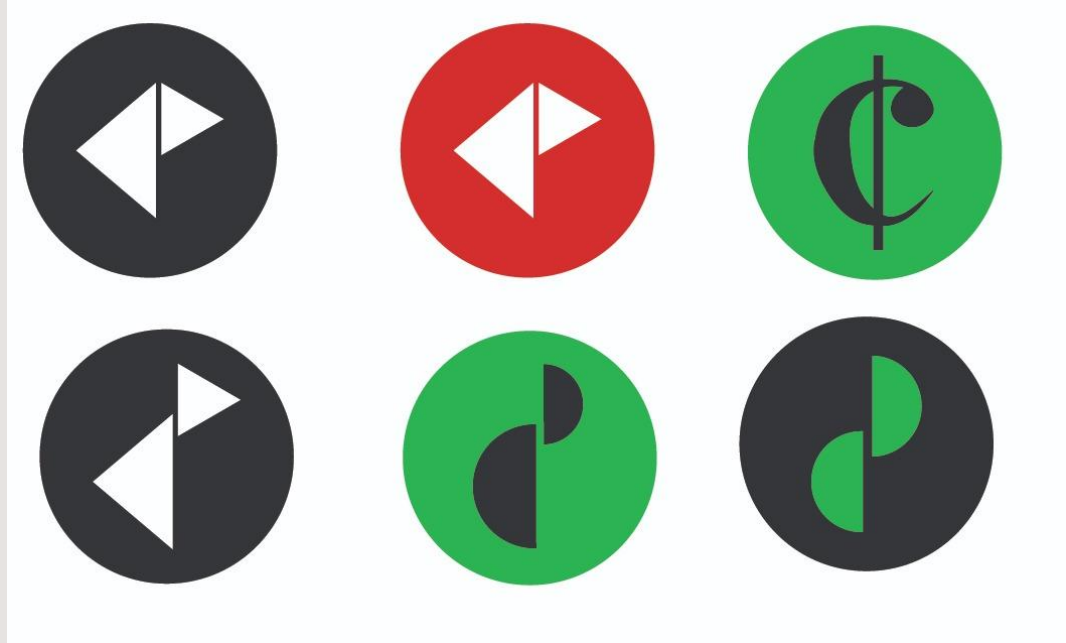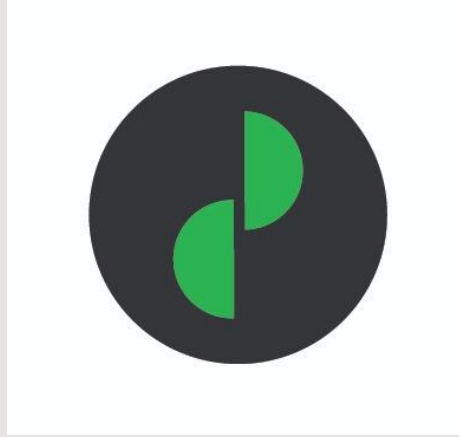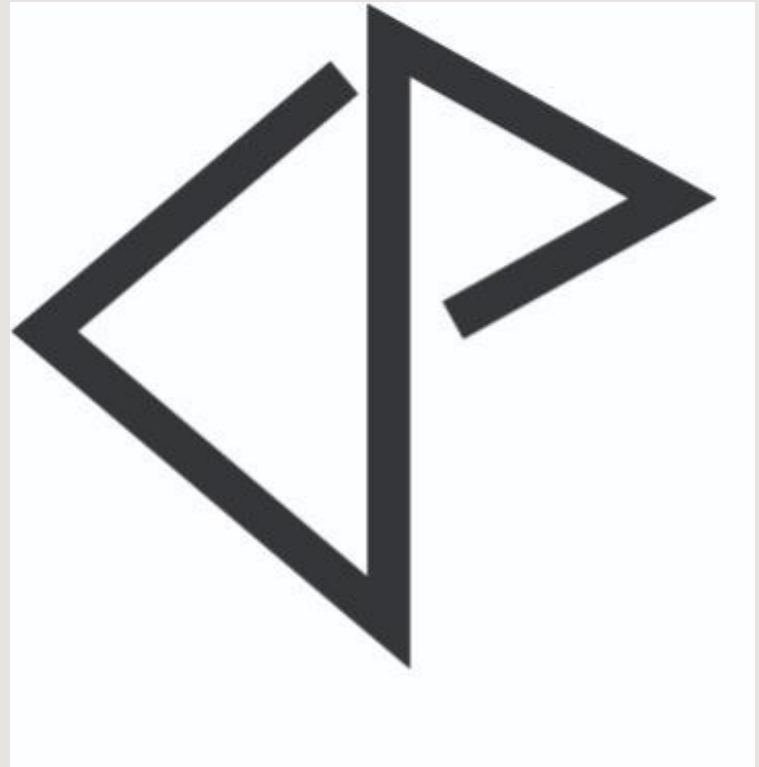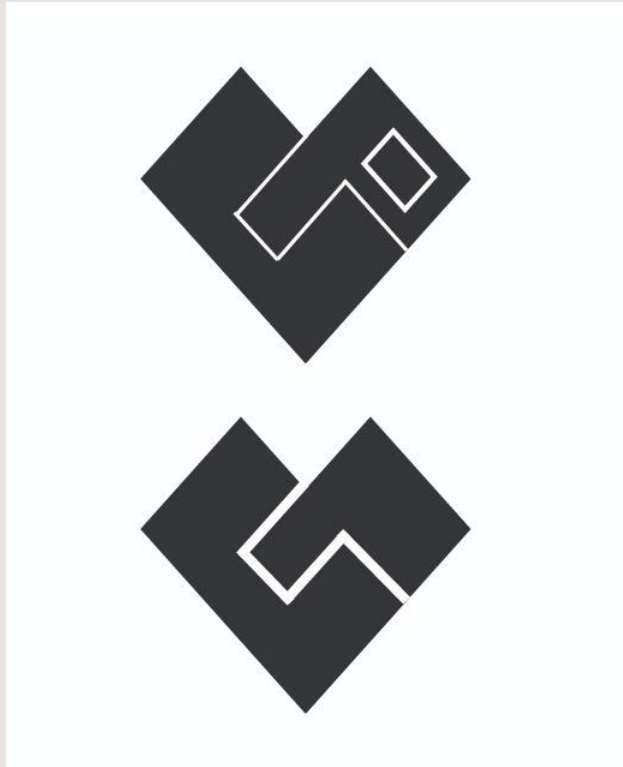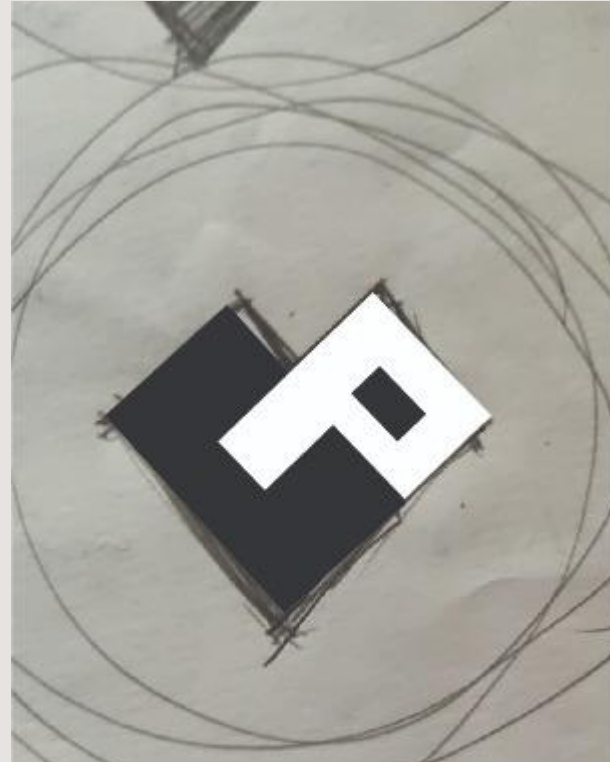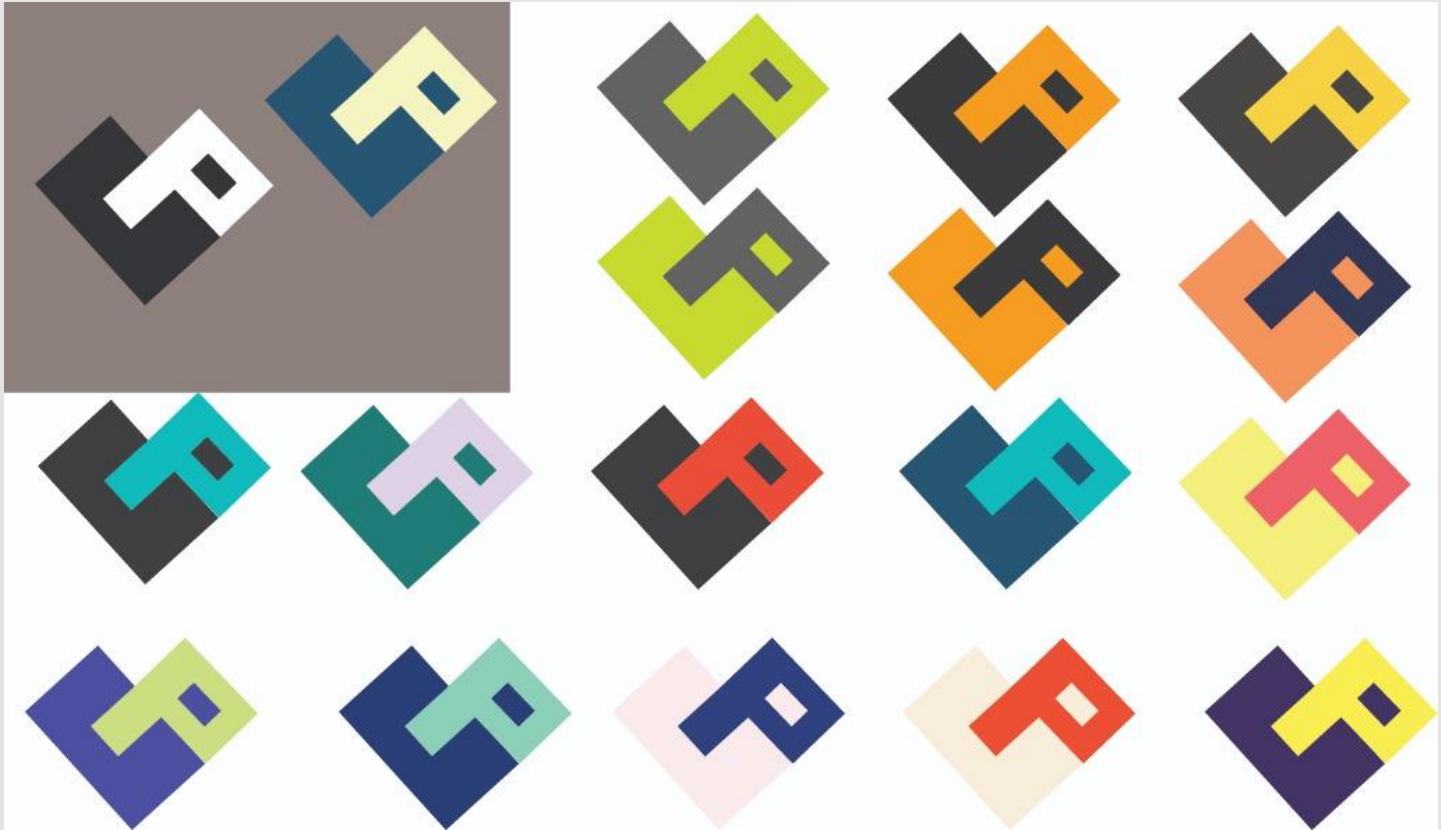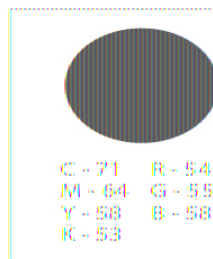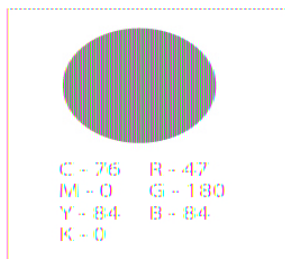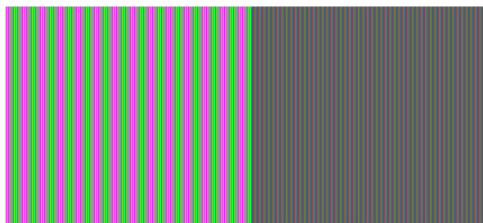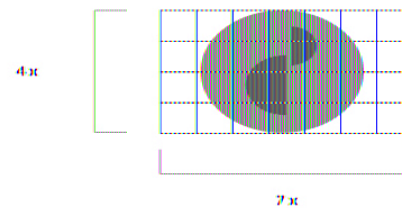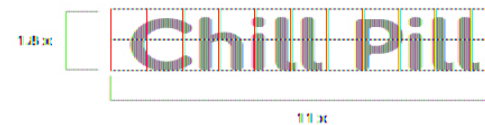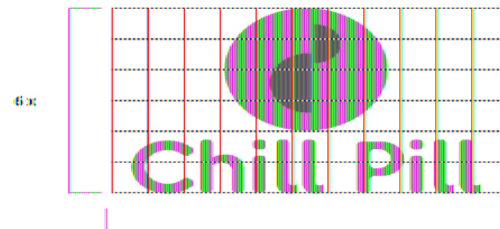
THE LOGO TYPEFACE- **FREDOKA ONE**

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MISSION STATEMENT

The goal is to create a better service and a better experience for both the users and artists. Our intent is to preserve music's importance in our lives.

VISION

To promote the unrivalled listening experience by providing uncompressed master quality audio, and also making the brand available worldwide to cater audiophiles worldwide
To reproduce music exactly how the artist wanted it to be , providing users with an immersive experience.

CORE VALUES

INNOVATIVE	LOYALTY
QUALITY	GLOBAL CULTURE
PASSION	COLLABORATION

BUSINESS CARD

"CHILL PILL"
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+917012265477
mail@chillpill.com

Ch

Chill Pill

Chill Pill

March 5, 2020

Oscar Lee

Managing Editor

Chill pill,
Bangalore, India.

Dear Ms. Lee,

I would like to invite you to attend our upcoming Liberal Arts department job networking event. The event will be held on the afternoon of May 1, 2020. We wish to provide our graduating seniors with an opportunity to meet business leaders in the area who may be looking for new hires who hold degrees in the Liberal Arts.

The event will be held at the Cox Student Center at Northern State University, and will last about 2 to 3 hours. If you have an interest in attending or sending a company representative to meet with our students, please let me know at your earliest convenience and I can reserve a table for you.

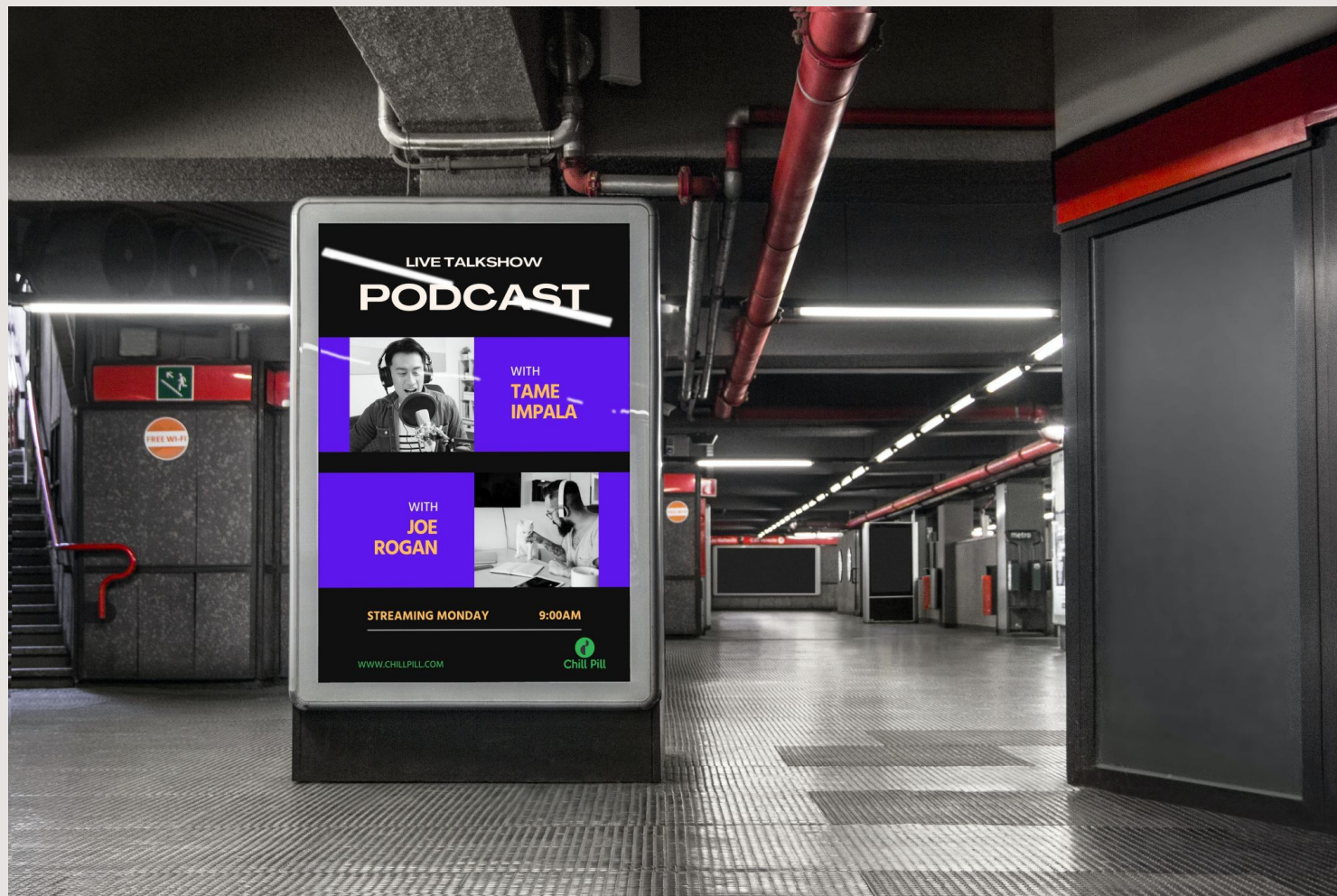Thank for your time and I hope to hear from you soon.

Respectfully,

Linda Lau (signature hard copy letter)

Linda Lau Liberal Arts Department Chair

Bangalore, India   +91 7012265477   mail@chillpill.com

Chill Pill

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Respectfully,

Linda Lau (signature hard copy letter)

Linda Lau Liberal Arts Department Chair

Bangalore, India   +91 7012265477   mail

CONCLUSION

The end result was a complete corporate identity and branding for the project with guidelines and a manual, as well as various advertising campaigns such as flyers, social media posts, billboards, signages, and packaging that were implemented using mockups and collaterals.

In addition, the brand's internal branding is completed. A user-friendly mobile app was created to assist users in installing chill pill and listening to unrivalled music quality that they had never heard before.

This project would not have been possible without the direction and full support of my Professor and HOD, Abhishek Ganeshgudi C, and Co-guide Professor M. Muralidhara Hedge.