



& WebMusic C.S.™

Music Collaboration Software and Community

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## **INTERNET MARKETING PLAN:** & WebMusic Collaborative Software™

### **EXECUTIVE SUMMARY:**

As an innovative web-based service, bandhouse.com and WebMusic Collaborative Software(C.S.) are Internet services that offer a new medium for artists to collaborate and exchange music with artists from all corners of the globe. These services offer a web-based community network, similar to MySpace and Google Groups, and software packages that allow artists to directly connect with other artists in a real-time synthesis of virtually real collaboration.

This marketing plan will provide an analysis of several factors affecting the service. To make bandhouse.com and WebMusic C.S. possible a team of programmers and engineers will be required. The mechanics of the software is unique and easy to use making this real-time transfer of data possible to a broad range of users. The web-based network community will offer many new outlets for artists, sellers, buyers and businesspeople to come together generate tomorrow's musical sounds.

Because bandhouse.com is an Internet service the main marketing focus is done via the Internet. Other tactics will be used that relate to the music market and events.

The marketing communications strategy will be able to utilize multiple forms of the Internet and has a vast opportunity to reach a multitude of customers. Successfully using this strategy will keep customers coming back for all of their online music collaboration needs.

### **EXTERNAL ENVIRONMENT:**

This new service is in its infancy and will continue to evolve as the industry's demands change.

#### **Competition:**

Includes companies offering similar software and community websites.

#### *eJamming*

##### *General:*

- Started in 2001
- Currently the only company to offer such a service
- Aims to fill the growing need for online collaborations according to cofounder Alan Glueckman
- Currently serves estimated 250 million musicians and singers worldwide
- Signed agreement with Academic Distributing, Inc. to sell eJamming Studio 1.5 subscriptions at \$120 a year for the academic community<sup>1</sup>

##### *Price:*<sup>2</sup>

- \$19.95/month
- \$100 for 6 months
- \$180 for a full year

##### *Features:*<sup>3</sup>

- Patented technology allowing users to play in sync with each other

- Includes: eJamming station, eJamming Music Maker and Music 411
- Can plan a jam session or browse the system for a session
- Sessions can be recorded and exported for mixing
- Music 411: Fundamentals of music interactive game lessons
  - Users learn the basics of music through virtual lessons
- Set backs with connections over oceans – causes more latency
- Play with 7 musicians in real-time
- eJamming VoIP allows users to chat verbally

*Requirements:*

- Technical know how required:
  1. Assigning a static IP address for your computer
  2. Setup port forwarding
  3. Configure your firewall
- MIDI requirements:
  - A computer sound device format, the MIDI format is a common method of communicating sounds to a computer from a sound-producing device.
  - MIDI controllers are a required component for eJamming and range in price as high as one can afford. Here are some of the cheapest available at musiciansfriend.com.<sup>4</sup>



Korg pad KONTROL USB MIDI Controller  
Price: \$199.99



Behringer BCF2000 B-Control Fader  
Price: \$199.99



Roland SPD-S Sampling Percussion Pad  
Price: \$495.99

- Computer Requirements:

PC Requirements

1. Windows XP
2. Pentium 3 or higher
3. 256 MB RAM
4. MIDI controller\*
5. MIDI Interface (USB)\*
6. General MIDI sound set\*
7. Broadband connection\*

Mac Requirements

1. OS X.3 (Panther)
2. 1 GHz G4
3. 256 MB RAM
4. MIDI Controller\*
5. MIDI Interface (USB)\*
6. General MIDI sound set\*
7. Broadband connection\*

### *MySpace.com Music Community*

- *Price:* Free
- Allows users to post songs, music videos, blogs and pictures
- Profiles can display users information including show dates
- Fans can leave messages
- Artists can assign a top friends category
- “Spotlight” – artists have made deals with MySpace Music to promote their music
- Content is ranked on popularity and play counts
- Search feature allows user to find shows
- Forums for music topics and discussion

### **Regulatory Issues:**

As an Internet service and online community there are certain standards that must be met in order to keep a site and service legitimate. Online communities must address the issue of privacy and uphold a policy that will protect its users. For websites such as MySpace, lawsuits are real issues that will require legal battles. To keep a situation such as a lawsuit from happening a company must have a strict privacy policy that protects not only their users but the company as well.

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### Work Cited & End Notes

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- <sup>6</sup> Tabachnick, Cara. (2005, Nov.). Internet jamming: Serious musicians please apply. *Columbia News Services*. <<http://jscms.jrn.columbia.edu/cns/2005-11-29/tabachnick-ejamming>>
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