

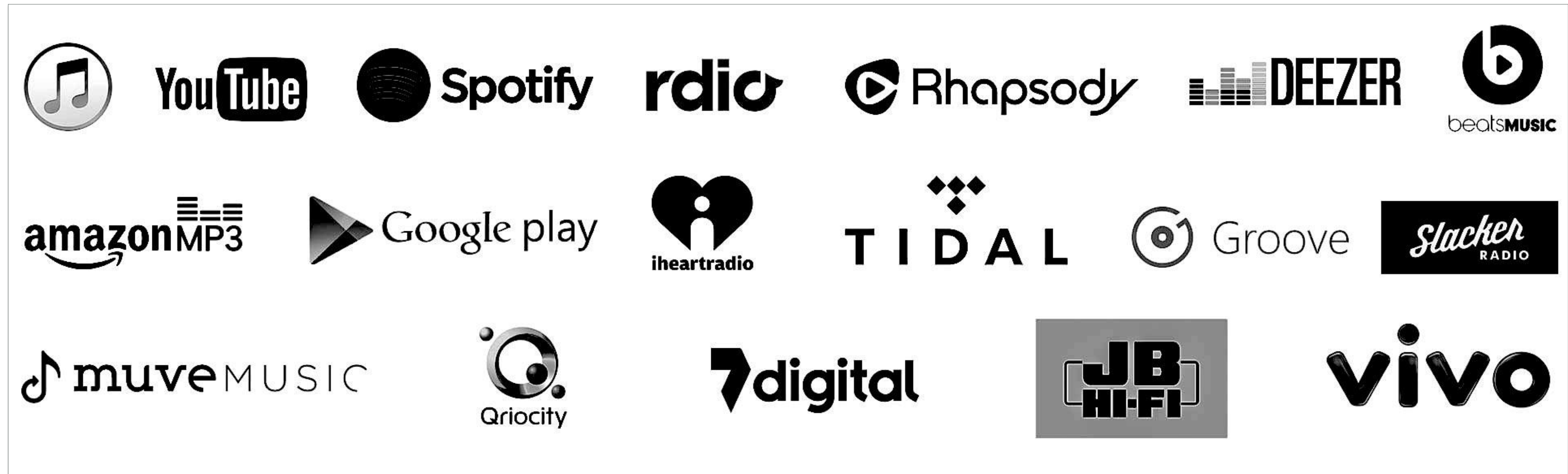
Dutch Life Sciences

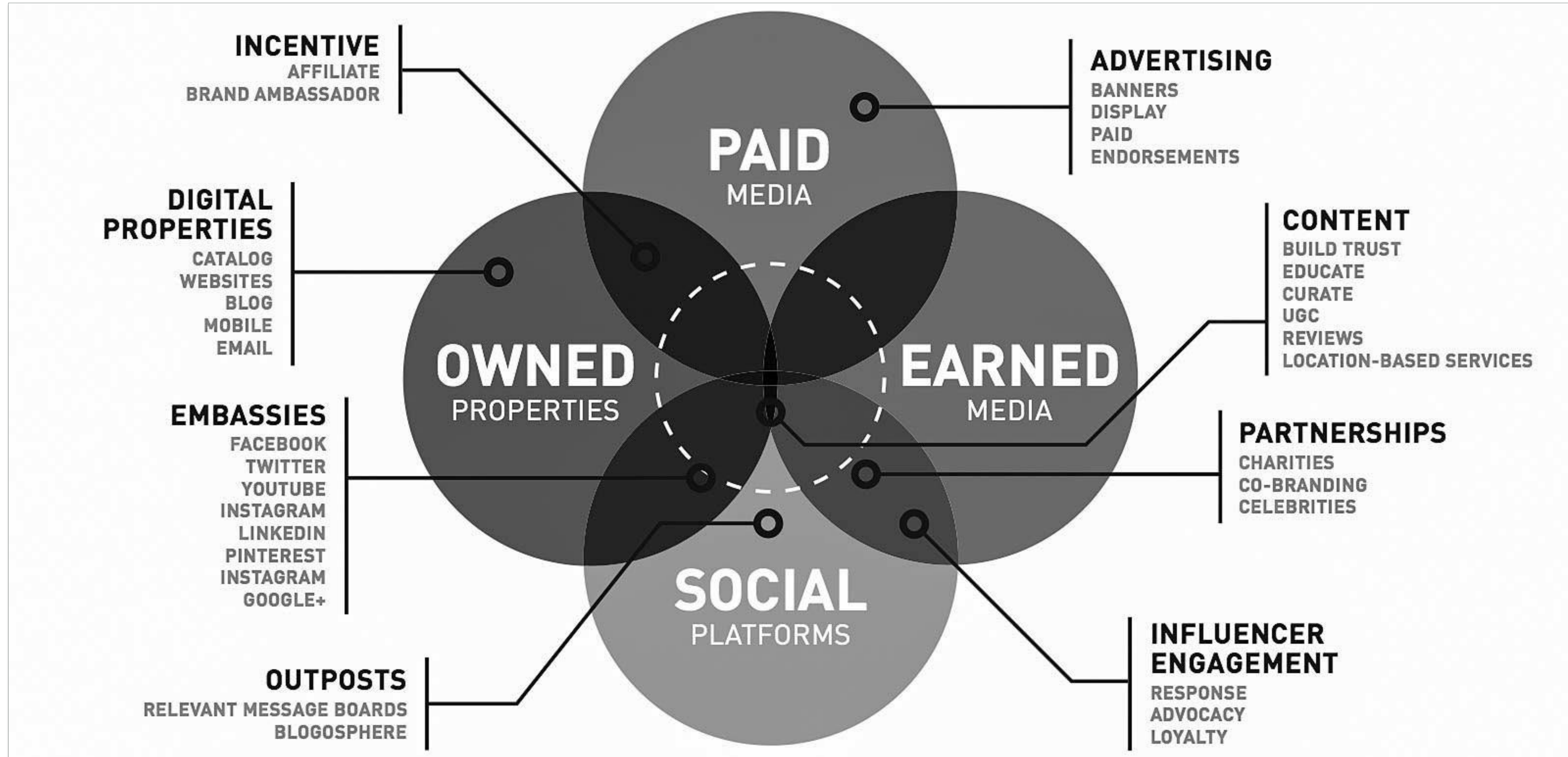
The digital change in the music industry

*Understanding the digital ecosystem
as a business ecosystem*



Understanding the business and the ecosystem





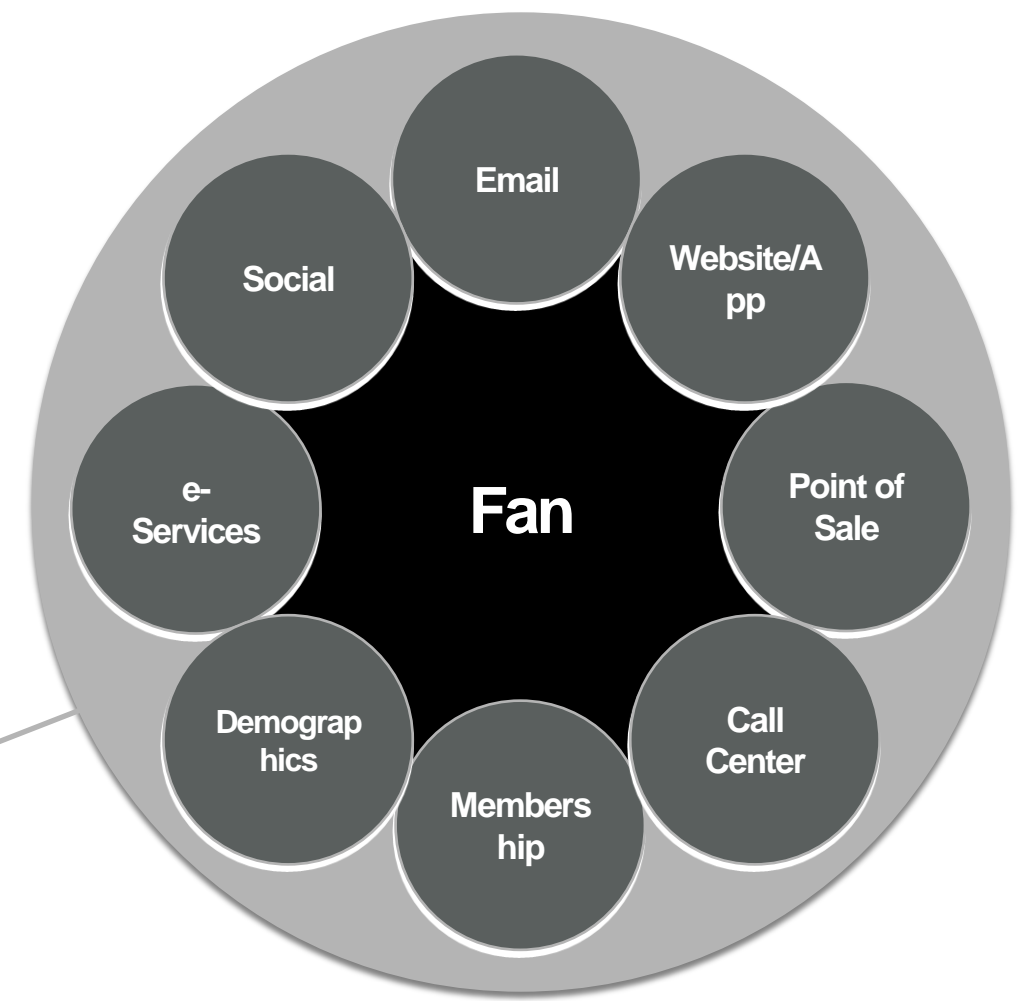
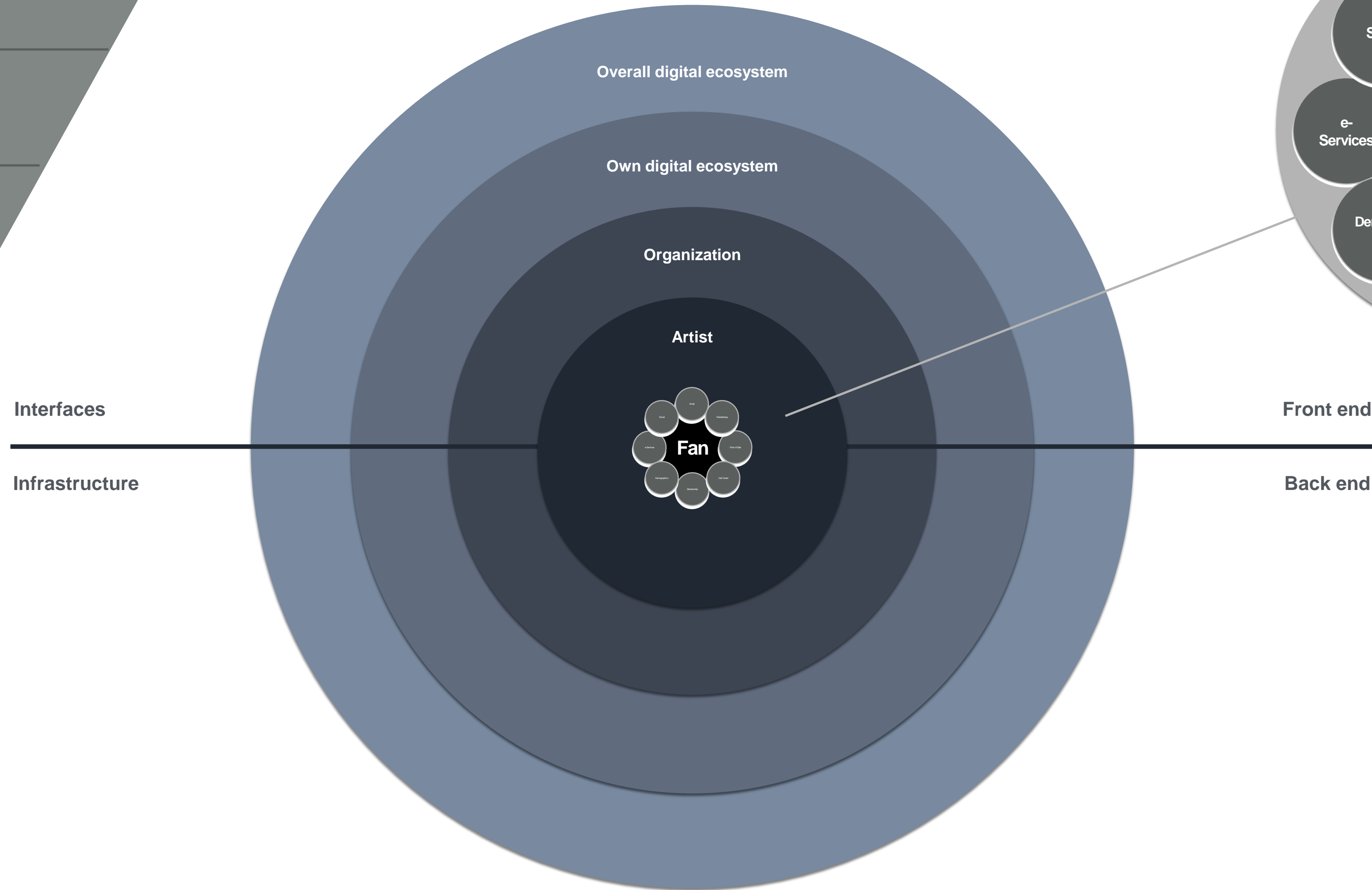
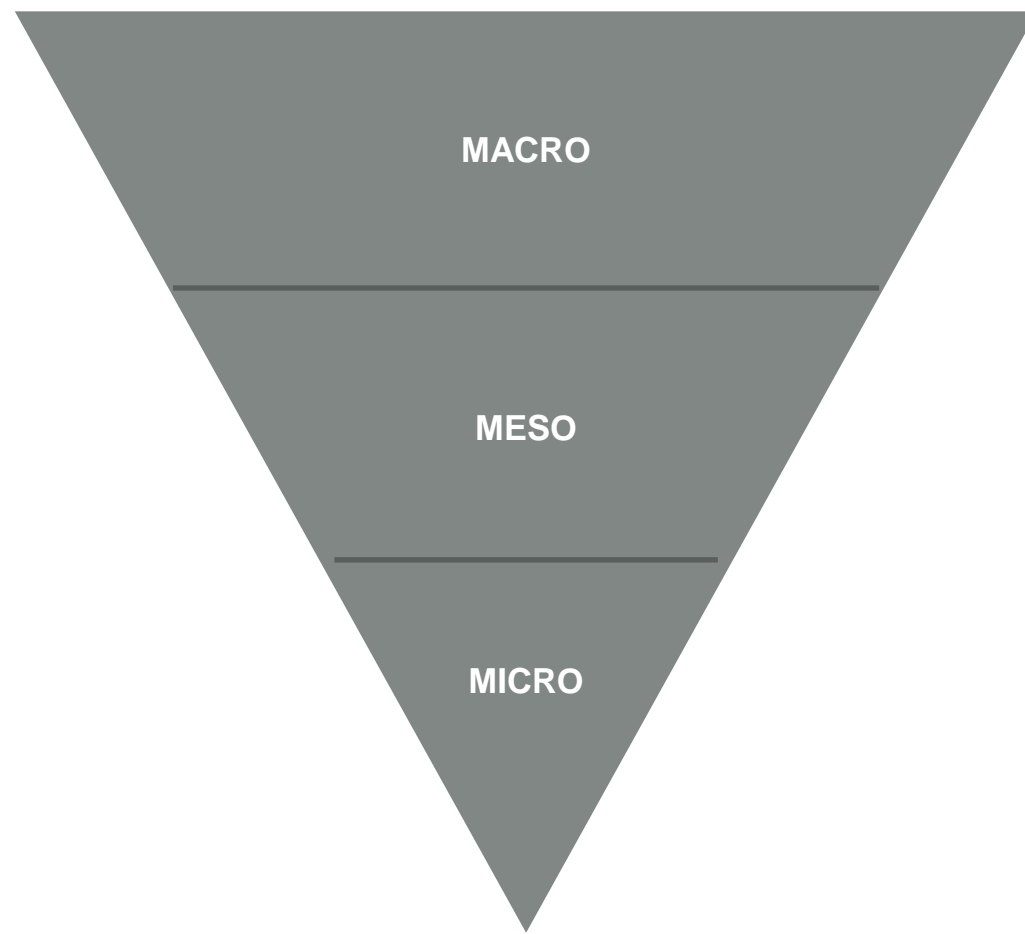


Vision

The internet is a digital ecosystem. Organizations or artists and fans are all digitally connected and influence each other continuously.

All stakeholders are interconnected via internal and external networks and systems.

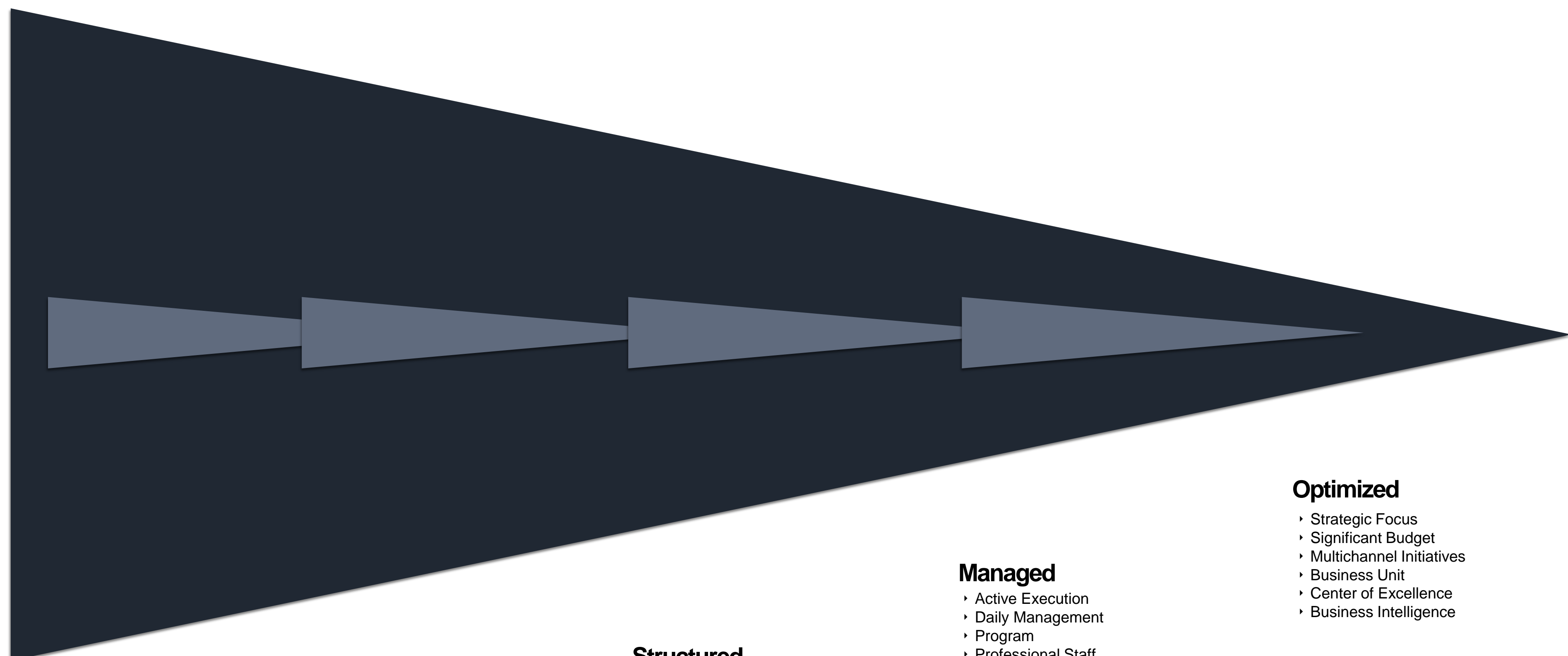
By creating awareness within the organization and understanding the context of information in networks and systems an optimum relationship with fans can be realized.



Mission

Reach digital maturity status by organizing all fan information, make it accessible and useful. Learn the organization how to achieve their business goals and accelerate their objectives.





Ad Hoc

- › No Management
- › No Budget
- › No Structure
- › No Resources
- › Experiments

Engaged

- › Executive Awareness
- › Some Management Engagement
- › Pilots
- › Part Time Resources

Structured

- › Dedicated Budget
- › Roadmap
- › Management Responsibility
- › Formal Projects
- › High Level Formal Roles

Managed

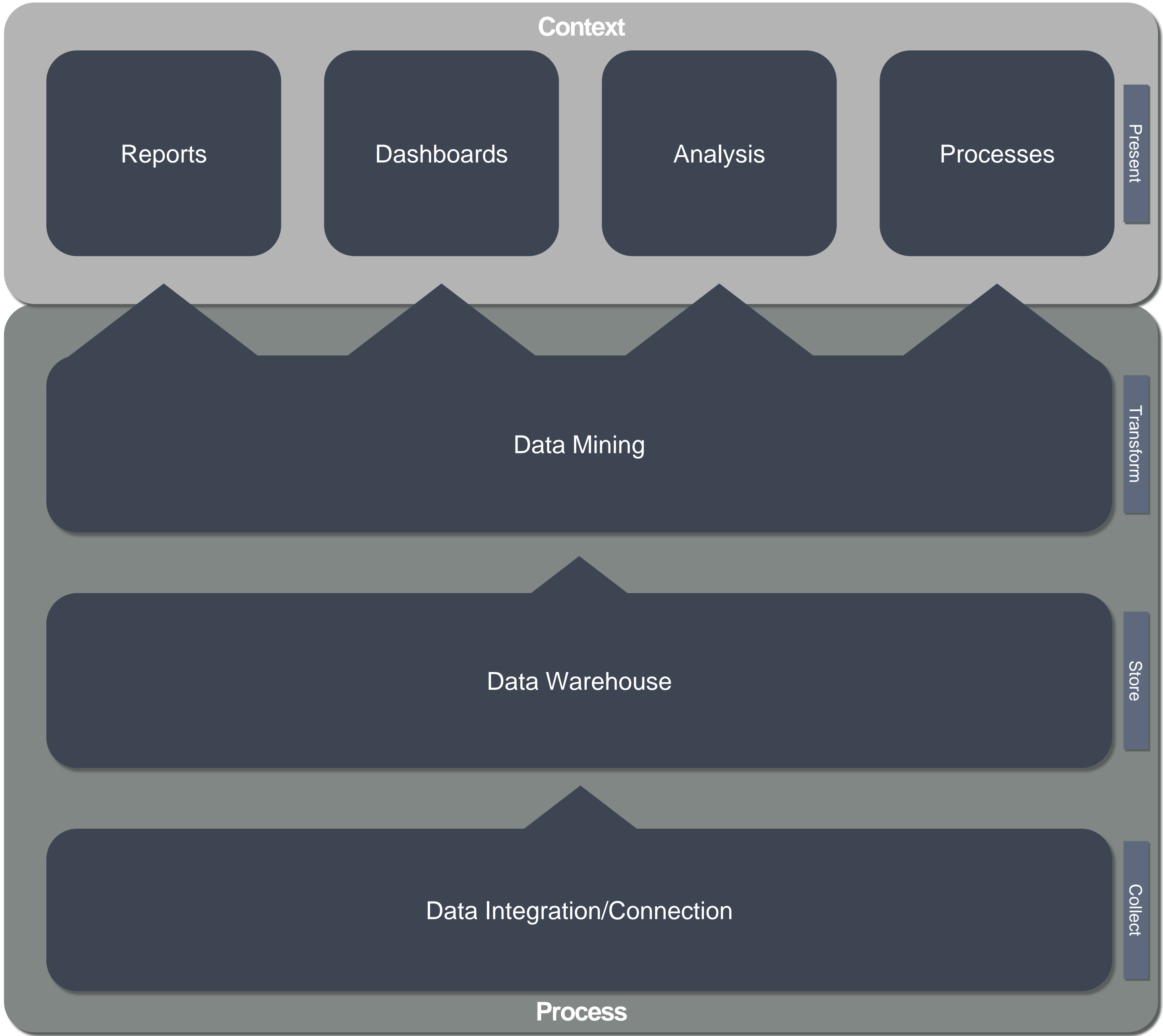
- › Active Execution
- › Daily Management
- › Program
- › Professional Staff
- › Roles & Responsibilities
- › Requirements Driven

Optimized

- › Strategic Focus
- › Significant Budget
- › Multichannel Initiatives
- › Business Unit
- › Center of Excellence
- › Business Intelligence

Believe

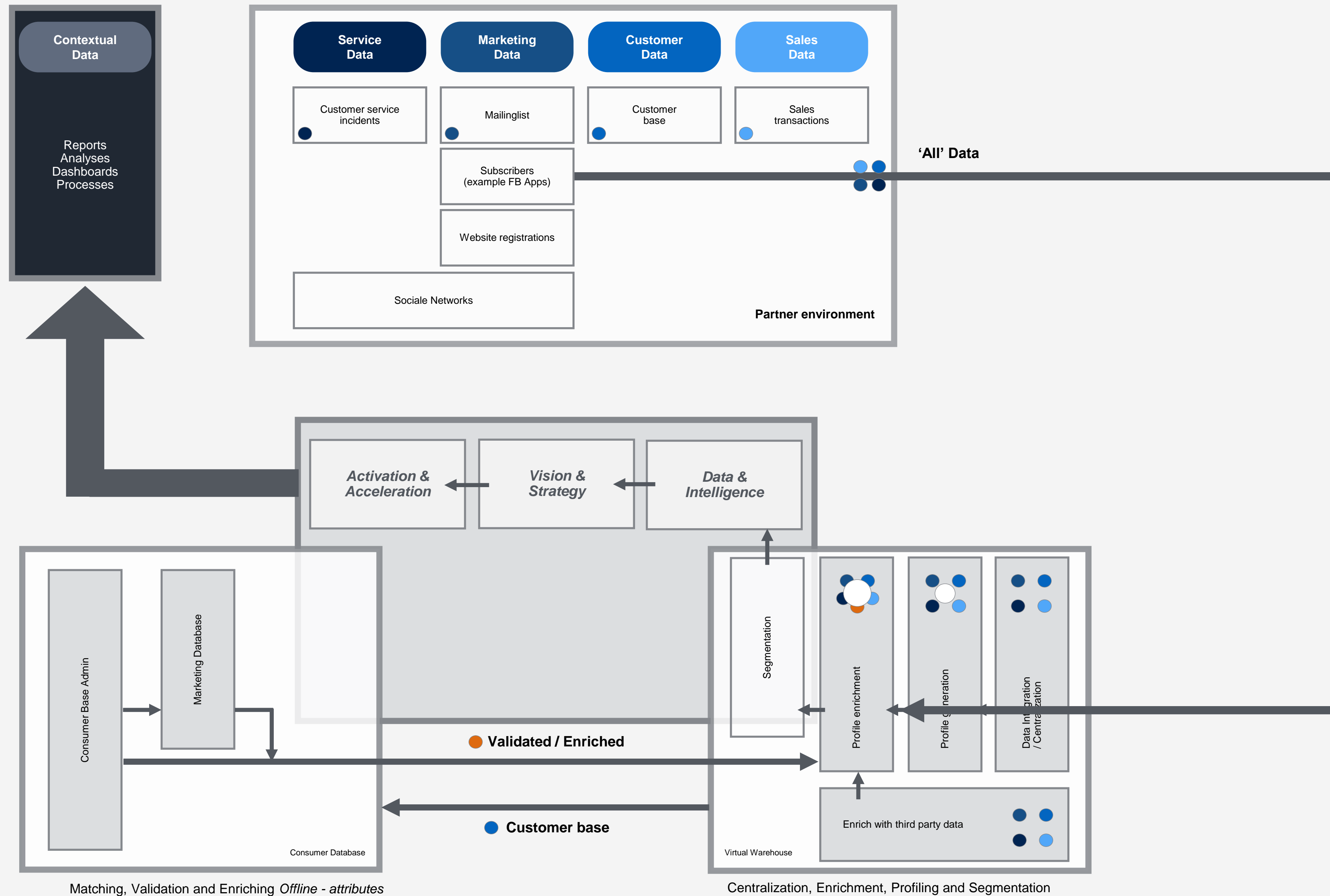
Artists build better and stronger fan relations and offer real value to fans by creating awareness within the organization and making better use of the context of data.



Process

Virtual Framework

Process



- Name, Address, City
- Telephone
- Age
- Gender
- Moved / Diseased

- Socio-demographical attributes
- Lifestyle, behavior, interests
- Credit information
- Family situation

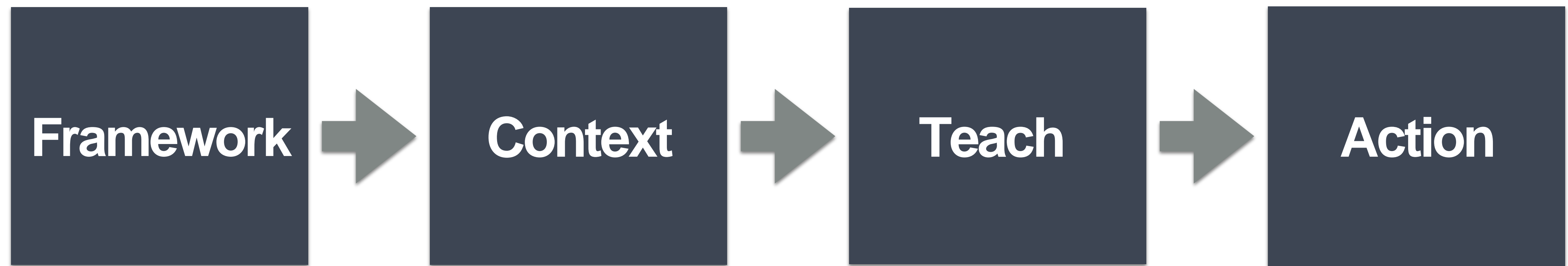
- Warehousing
- Data Mining

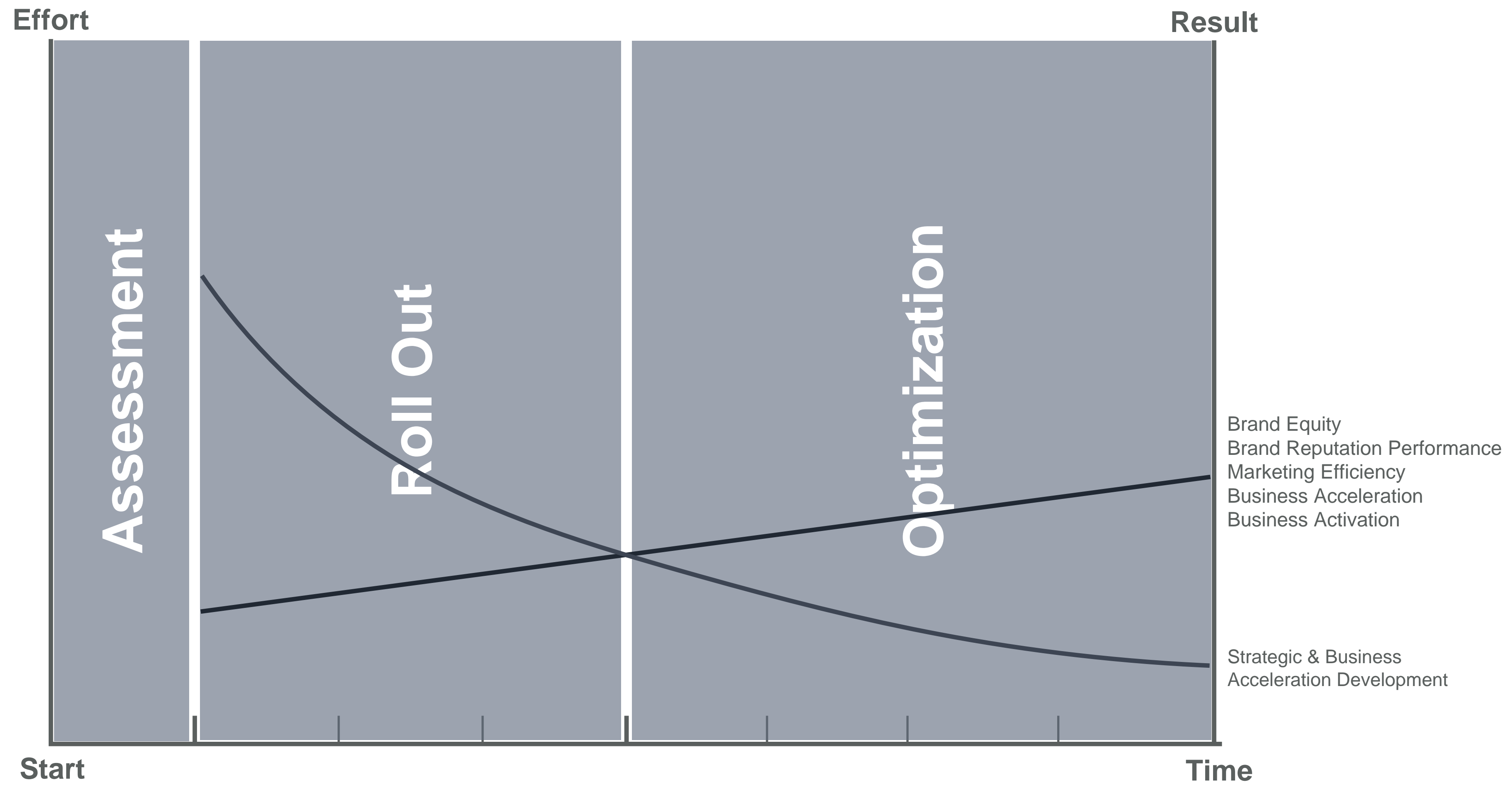
What you do

Providing the right information for communication, marketing and sales departments with a framework so they achieve their goals and objectives.

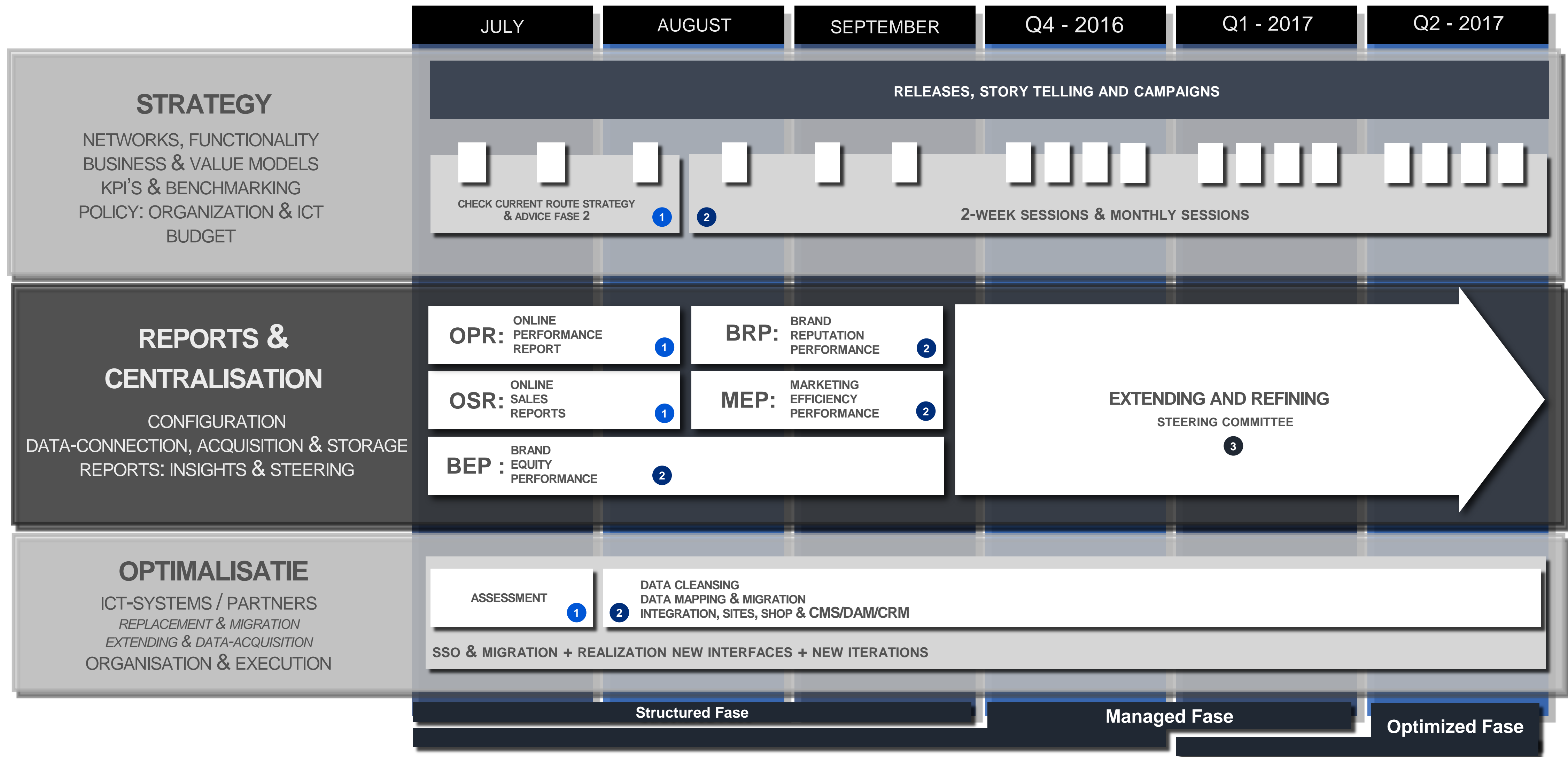
Generating meaningful contextual insights for the organization so it can be more successful in it's communication, marketing and sales processes.

Teaching the organization how they can validate, enrich and use the right contextual information to put into successful action for communication, marketing and sales to accelerate objectives and revenue streams.





Roadmap



Framework



Business Acceleration Framework

#	Goal	Purpose	Main KPI - primarily Measured by	Sub KPI's - supporting Measured by
1	Brand Equity	Chart potential Business Value of Fan Base	<i>Fan profiles + Term of completeness</i>	1a #Profiles / connections
			<i>Business Value - allocated</i>	1b #Characteristics
			<i>Business Value - non-allocated</i>	1c #Customer Income options
2	Brand Reputation	Connect with and reach to (target) audience	<i>Reach (wideness and depth)</i>	2a Reach - acquisition
				2b Reach - activation
				2c Reach - retention
				2d Reach - revenue
				2e Reach - referral
			<i>Quality of Reach</i>	2f Engagement (IPM)
			<i>Benchmarking</i>	2g Ranking / Benchmarking
3	Marketing Efficiency	Return On (Marketing) Investment / Engagement	<i>Cost of Sales and ROI on AARRR</i>	3a #A, A, R, R, R / Cost
4	Business Accelaration	Increase revenue from exisiting business models	<i>Total Revenue (per revenue stream)</i>	4a ARPU
			<i>ARPU (Average Revenue Per User)</i>	4b #Customers
				4c #Retention
				4d Customer Lifetime Value
5	Business Activation	Increase revenue from additional business models	<i>Total Revenue (per revenue stream)</i>	5a ARPU
			<i>ARPU (Average Revenue Per User)</i>	5b #Customers
				5c #Retention
				5d Customer Lifetime Value

Next Steps

Chat bots

The idea: to encourage two-way fan interaction with fans. Hardwell's bot supplies users with information on the DJ's gigs, releases and merchandise; but fans can also record audio messages to be used on Hardwell's On Air show, vote for their favorite tracks and even submit fan art.

Blockchain

Contact with fans is paramount. The digital world makes sure that artists have direct contact with fans and keep it. Blockchain is a beautiful way to intensify contact with the fans over time.

Company Value

- **Efficiency**
- **Gained control**
- **New reality**

and more ...

Lessons

- **Context**
- **No ICT**
- **Mindset**

**The music industry
is a tech business**

**without
proper intelligence
organizations will
die**

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