

Music Monetization

i Introduction

There were several companies with a huge pool of musical content. Winjit helped them to monetize in the mobile space through various avenues. Although the apps were available for free, various monetization strategies were used to generate a stream of revenues for the top music labels in the country.



This case study showcases Winjit's Music monetization in the mobile space by developing apps and using various app monetization strategies proved to be very innovative and highly profit making.



Customer

The customers were the leading music companies who wanted to monetize their content in the mobile ecosystem in order to create an alternate revenue generating model.



Requirement

The key requirements to be addressed were:

- ▶ To build a model that would generate a stream of added revenues by developing applications in the mobile industry.
- ▶ The content that was available with the music companies was huge. The content needed structure.
- ▶ The applications needed to appeal to the people



Challenges

Some challenges to be dealt were:

- ▶ Due to the presence of ample of free and pirated content in the mobile space, People in India did not have the tendency shell out money to use music.
- ▶ Earlier when Winjit came up with the concept of monetizing Music in the mobile space, the existing network was 2G and hence it was very poor. The mobile devices used were also of lower versions and hence did not support all the features that were planned to be offered.
- ▶ There was high piracy in the music domain thus duplication of content was coherent.
- ▶ With the lack of payment facilities by banks, it was difficult for the users to process payment.



Solution

Focusing on the challenges, Winjit came up with certain solutions which proved to be path breaking.

- ▶ The apps were easily available on the android, iOS and windows platforms. The apps were monetized through the following strategies: Freemium, Paid, Subscription oriented, operator billing and advertisement based.
- ▶ The applications were readily available across all platforms and worked well in 2G, 3G as well as Wifi connections.
- ▶ To overcome the payment processing issues, the operator billing method was used. This helped in reaching out to the users impaired with banking facilities.
- ▶ The content was given a structure and versatile, innovative, engaging and user-focused apps for Android and iOS platforms across myriad of genres were developed.



Benefits

Monetizing music through applications proved to be beneficial.

- ▶ It was an added revenue generating model to the Music labels.
- ▶ The music was easily available to the users for free and the intelligent monetization techniques were used to build the revenue model.



Achievements

Generating revenues through music apps proved to be very beneficial.

- ▶ Winjit is associated with all the leading music labels.
- ▶ The concept of revenue generation through various monetization strategies laid down an innovative and extremely profitable business model.



Conclusion

Music monetization in the mobile space by developing apps and using various app monetization strategies proved to be very innovative and highly profit making.

Winjit technology is India's leading provider of innovative engineering solutions. Since its inception in 2004, Winjit has built and expanded its expertise in latest trending technologies including Internet of Thing, Artificial Intelligence & Machine Learning, Fintech Solutions, Product engineering and Digital publishing. Winjit provides end-to-end solutions from conceptualization and optimization to providing real-time solutions by developing software systems for any business is these fortes. Over the past decade, Winjit has provided innovative technology and engineering solutions that has resulted in world-class recognition and long standing customers.



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