



音楽事業企画書

Music Business Plan

Selected

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1. Business Vision

We enjoy variation of global musical traditions including Japanese. Europe has led standardization of musical form as Classical Music, involving completion of contrapuntal music by J. S. Bach in 18th century. Japan also has history of spread and mature of European Classical Music as a base of music education with diffusion of vocal music, piano, violin and others. Nowadays, as music audience we already enjoy global music scene including pops through not only legacy medias but also internet. However, I think we have not have good schemes yet for talented creators to release their works and show them to audience and players at ease. Furthermore, it is no good for sustainable development of the industry that legacy music industry tends to aim at a short term reputation to get profits at once and is rack of balance of erotic and meditational pleasure. People get tiered of most of these works, after the fashion is over. We had better understand we need both erotic and meditational pleasure.

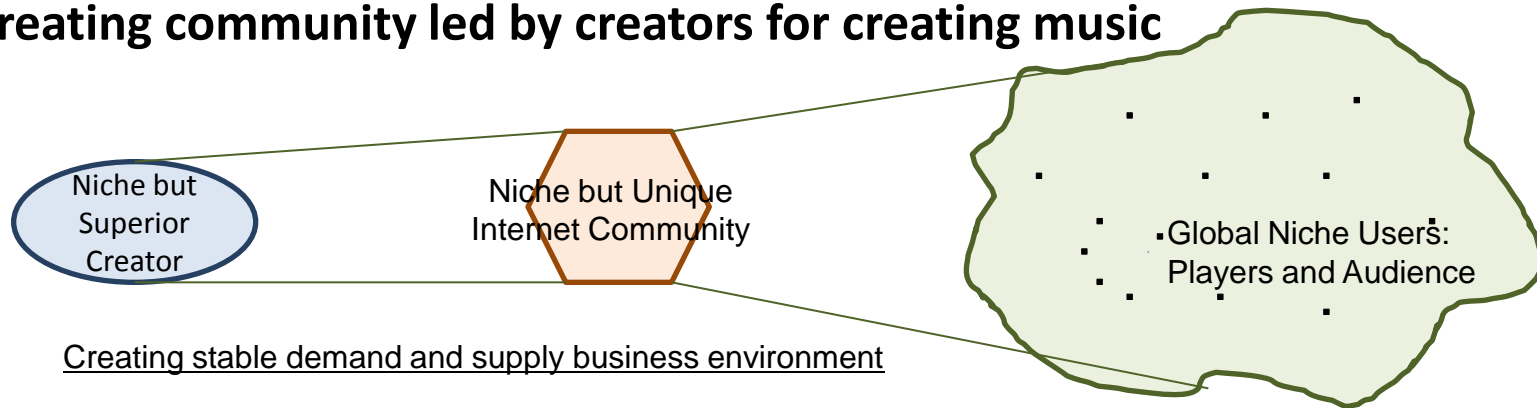
Under this condition, we want to aim at rapid release and publication of works to spread deeper pleasure of music experience for audience mainly by solo music of any instrumental applying ICT effectively, providing armature and professional players easy chance to enjoy playing works, aiding practical and educational activities by creators and players and finally creating the center of music community by join of major creators.

Music is created based on cultural tradition of peoples and internal cultural wants by individuals. But the value of the results should be shared by all the people in the world. My mission is to make able creators and players including me appreciated justly, offered suitably and to contribute to people by making music culture more varied.

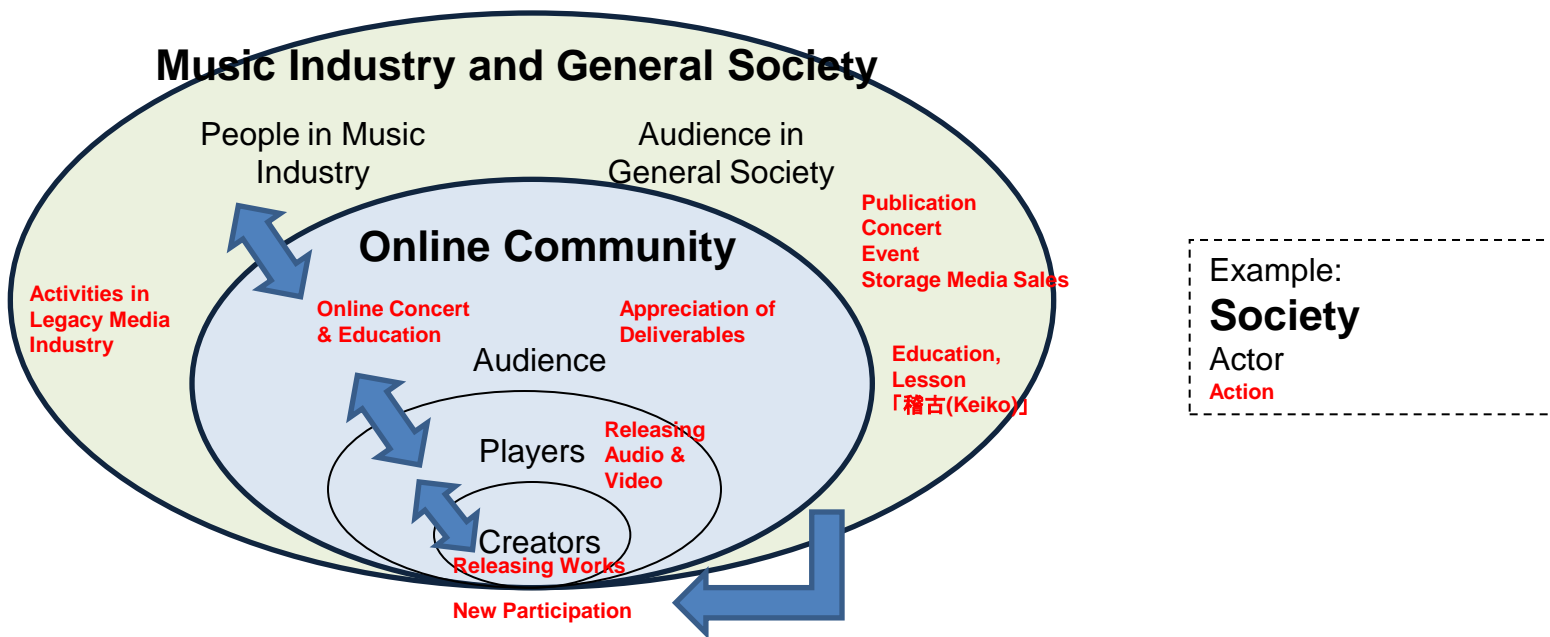


2. Business Purpose: Creating New Community and Aiming Synergy with Legacy Industry

2-1. Creating community led by creators for creating music



2-2. Aiming synergy with people in and out of the community



First of all, the planner of this business himself will execute the trial business by his works. Then he will adapt this business model to other creators', after the plan is proved effective. He will try to create the global community through internet at the beginning. Then he will pursue the synergy with the legacy industry.



Source: AVEX GROUP NEXT ERA 2014, 2010/12/1

3. Comparing with Legacy Industry(1/3)

3-1. Comparison from a business point of view

Referring to medium term business plan of Avex Group who is one of the typical music business firm in Japan, we compare our business with legacy one and define the feature of our business clearer as follows. We will open the door for creators and artists widely whom the legacy business ignores, develop global niche market and pursue creation of art and its deeper expression.

Comparing Items	Legacy Business	Our Business
Aim of Business	Keeping and increasing wide and general empathy space supposing hit making of their products.	Pursuing ultimate creation of art and creating sustainable community with players and audience.
Targeting Artists	Artists who can follow the fashion and whom the firm can expect profits quickly. Increasing number of artists and their titles which they cannot expect profits shortly are their severe issues.	Creators and players whom people will love for a long time and even in the distant future.
Targeting Market	Market in Japan and other Asian countries around her where they can forecast market size from the current business they are operating.	Global niche market where each individuals who emphasize with our art create the common community in the world.
Business Model	Shifting the business target from legacy media industry to digital media, they try to gain the synergy effect with all the media and related industries.	Increase audience who listen to our works and players who play our ones by applying established ICT environment. Cooperate with legacy industry, if necessary.
Cost	Need much cost to keep the firm as they have many employees and hold large events actively.	Need minimum cost, as we use ICT services as possible as we can and operate our business with minimum staffs. If we become busy, we will outsource our business to legacy industry.
Means of Profiting	Depends on hit making by famous artists.	Aim to keep long term revenue and profits by annual member ship fee not depending on hit making. Also we will keep short term revenue and profits by outsourcing our surplus jobs to the legacy industry.

Comment: We can not expect short term profit. Instead, we try to bring our works into fashion rapidly by free provide of demo play and music paper, development of online and offline channel and acquisition of major users. If we succeed our plan, we can keep a long term stable income.



Source: web site information: Wikipedia, YouTube and news media etc. of Mr. Mamoru Samuragouchi(佐村河内守氏) As of Feb. 2014, according to news media, most of major works of Mr. Samuragouchi were created by Mr. Takashi Niigaki and Mr. Samuragouchi controlled Mr. Niigaki as a producer. This scandal was a social disloyalty occurred by an immoral producer and a prideless creator.

3. Comparing with Legacy Industry(2/3)

3-2. Comparison from a creator's point of view

Mr. Mamoru Samuragouchi(佐村河内守氏) created the fiction that he had studied Western and Japanese music by himself and understood, created symphonic music and succeeded his debut. His partner Mr. Takashi Niigaki has substantially provided various kind of works of instrumental music and helped to establish Mr. Samuragouchi's social status, creating the story that he overwhelmed his obstacles. We will plan Takehiko Sueoka(末岡武彦)'s approach by comparing with Mr. Samuragouchi's fiction as an example.

Comparing Items	Samuragouchi, Mamoru(佐村河内守) Niigaki, Takashi(新垣隆)	Takehiko, Sueoka(末岡 武彦)
Background of Creation and its Method	He mastered all the music when he was ten years old and studied music theory by himself. He became deaf at his thirty's. However, he can create his music rapidly just depending on his sense under the heavy noise in his ears. (fiction)	His background is piano and brass band music. He is studying music theory step by step, when he needs it. Mainly maturing solo piano music using long time until he satisfies. After he tries to complete also his play by himself, he starts to write down to paper.
Artistic Style	He is not always pursuing good melody making. He creates best mix general music unifying Western and Japanese under the balance of motif evolution, contra punt, harmony and rhythm.	Friendly melody and fresh harmony are most important for his music. He tries to create deepest music as simple as he can.
Strong Field	Symphonic music by orchestra. Symphony, music for strings, solo violin and piano, etc. He is superior at creating huge, sophisticated and complicated symphonic music applying Japanese and Western instrumentals.	He has also created music for brass band and pops and some songs. He has mainly concentrated on creating music for solo piano. He has also created solo music for other instrumental using synthesizer. He is also interested in creating symphonic music.
Social Direction through Works	His base of creation is deep sympathy and relation with people including young girls in Atomic Bombed Hiroshima or damaged area by the Tohoku Earthquake.	His base of creation is healing against ecological destruction to recover humanity and global environment.
The Way of Debut	He started his professional work for games and movies. Symphony No1, Hiroshima is becoming his successful business in the aspect of CD sales and increase of audience in concerts.	He want to make his debut by offering free demo music and its music paper through internet and coordinating related communities.
The Way of Acquiring Earnings	Fee for music copy rights, CD sales and concerts.	We suppose yearly member fee from his community members as the major income in the future. But we maybe also adopt general sales.

Comment: Key success factor is how to create the unique social position of Takehiko Sueoka effectively, adopting different way from that of Mamoru Samuragouchi and Takashi Niigaki.



3. Comparing with Legacy Industry(2/3)

3-3. Comparison from business process & ICT points of view

Finale2012, the fruit of ultimate musical IT is the base software in our business. We assessed the good and bad aspect of this software and thought how to mitigate the risks of applying Finale2012 by comparing the creation, performance and popularization of music applying this software and not. There include what Sueoka experienced privately in the description as follows.

Comparing Items	Traditional Musical Activities	Musical Activities based onFinale2012 and its Influences
Creation	Complete the work as the best construction by pursuing total balance and maturing the work internally, using any instrumental as an assistant.	There is no change on the method of creation. But the functions and contents provided by Finale2012 have a capability to promote creative activities.
Description	Design basically by writing notes and rests on the musical paper as a composer. Additionally make reference to players by adding musical marks.	We can replace most of tasks I wrote left and check the result by sound and display, avoid mistakes and copy the similar expression by finale2012. But we need to make detailed music marks to demonstrate works as music played for audience.
Performance	Performance is usually Depended on players. Or legacy musical IT system can replace plays by real players incompletely.	We can play very well with no mistake and more natural sound by computer. It is true that real players are inevitable to make mistakes, however, they can make difference by distinctive expression with humanity and sophisticated nuances from robot or computer.
Population	Spreads by publication of music paper, performance by players and record sales are being replaced to those by online download.	We can join in the online community like the posting website of Finale2012. We can broadcast music from Internet TV like YouTube, provide music paper with PDF format and send music information with MIDI format to other people and receiver can rearrange the source.
Cooperation	Artists need to offer their works by music paper, demo media or audition to partner or sponsor. If they are appreciated, they can cooperate with players, publishers, CD firms, broadcasting stations, designers and other artists.	We can provide demo play, music paper or electronic data at once globally when we complete our works. We have opportunities to cooperate with related people globally and can provide our works to online community. However, if you are not famous we also need to do traditional activities I wrote left.
Profit Acquisition	Music publication industry is declining. Age of quantity had passed and that of quality comes. Not only media sales but also online sales are being replaced by free download and profit acquisition becomes more difficult. There are still possibility to get profits by concerts or events.	We will provide demo play and basic music paper through online for free to accelerate to spread our works among audience, players and other cooperators. Next, we will provide good performances by players, detailed music paper with musical marks and guide books for fees through our community site. We will make synergy with education, concerts and events. Finally we will cooperate with the legacy industry after we become famous.

Comment: Online free provide service of demo play and basic music paper is a risk factor for profit acquisition. However, we prioritize global popularization of our works to profit acquisition.



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ISPO 合同会社イノベーション戦略実践機構 末岡武彦 平成24年2月15日 第1版
平成24年12月3日 第2版
平成25年4月12日 第3版
平成25年7月17日 第4版
平成26年2月11日 第5版

by Takehiko Sueoka, ISPO Innovation Strategy Practicing Organization LLC, Feb. 15th, 2012 1st Edition
Dec. 3rd, 2012 2nd Edition
Apr. 12th, 2013 3rd Edition
July 17th, 2013 4th Edition
Feb. 11th, 2014 5th Edition