

Artists First Platform Feature List

End User Areas

Shops	
Feature	Explanation
Multi Product / format	Highly intuitive, fast and user friendly shop - digital and physical versions of the a product made available from the same areas 3 different methods of physical order fulfilment available to the band to offer <ul style="list-style-type: none"> - "on demand" (Q2, 2007) – virtual stock held and only manufactured when purchased - Self fulfil – band fulfil themselves - We fulfil – fulfilment and stock control systems in Europe and US
Multi Currency	Shops display currency of country in which the page is being viewed. The system uses a live exchange rate feed so prices are always up to date.
Mobile Capable	Platform designed to give ubiquitous access to cutting edge mobile technologies and revenue streams <ul style="list-style-type: none"> - SMS payment gateways (meaning fans can buy by sending a txt message) available in 22 different countries - Realtones – available to buy via SMS or conventional methods
Additional Revenue Streams	Income from advertising and 3 rd party real tone sales passed onto the bands automatically
Look and feel customisation	Shop and fan registration pages customised via online admin tool. Customise Style sheets available (Q2, 2007)
XML feeds to aggregators (Q1,2008)	Syndication of content to 3 rd party shops to broaden scope and range of sales channels

Individual Band Client Areas

Core Platform	
Feature	Explanation
Desktop application (Q1, 2007)	Allows user to: <ul style="list-style-type: none"> - professionally encode content directly from a CD - add metadata - Upload multiple files into the system at one time - Set alerts to be told when sales are made, fans register etc - Chat to fans visiting their shop
Meta data Safeguards (Q1, 2007)	Robust systems to ensure integrity of encoding / metadata <ul style="list-style-type: none"> - automated checks for file extensions, file size and encoding quality - Web access to freeDB to compare metadata - Parse ID3 tag to ensure no content is made available for sale without correct information and encoding
Content Management	A range of CMS systems to ensure robust and stable applications <ul style="list-style-type: none"> - check in/out management system to ensure full content control - multiple levels of access / rights depending on user type - Assignment ISRC codes – smaller artists or labels without their own ISRC stem can piggy back on our registration. The code is automatically assigned when content is loaded into the system. - Music previews – created automatically when content is loaded into the system – customisable using web based audio editors - "Soft" DRM system – users set expiry of PIN downloads for each piece of content
Statementing	Within the application the statement area works much like a conventional online bank statement

	<ul style="list-style-type: none"> - Displays each sale in real time - Converts income into whatever currency the artist wishes to view their application in - Works out VAT issues on the fly – 9 different VAT user “types” – applies where appropriate automatically - Allows custom deductions to be applied on different types of content – so MCPS deductions for example can be accounted for - Automated withdraw system allow user to access their revenues whenever they like
Reporting	<p>Range of reports available – customised versions written on request</p> <ul style="list-style-type: none"> - Sales – total and by country and product - fan database usage stats – subscribes / unsubscribe, click through etc - Visits, app usage and a range of other metrics <p>Graphed online and available for download as .csv.</p>
Ecommerce	<p>Ecommerce engine runs all modules below</p> <ul style="list-style-type: none"> - Take payment via SMS in Ireland, the UK, the US & Germany (we add countries by request with sufficient volumes) - Individual prices can be set for every type of content to avoid channel conflict. Within each of these set different prices for every country in the world if desired - Full customer support provided by us
Album / Singles Module	
Sell physical and digital versions of albums and singles	<ul style="list-style-type: none"> - Define versions in the admin too - Feature different track listings for physical product to encourage sales - Create CD, Vinyl, MD and cassette versions
Chart eligible	Make a release chart eligible from the same admin tool (Ireland, US and UK).
Self fulfilment manager	System logs orders and lists stock to be dispatched. Once sales exceed 20 physical copies choose to offer to fulfil from our warehousing in the US and Europe
Automatic UPC codes assigned	Labels and bands without UPC codes can assign ones automatically from within the admin tool, in real time
Barcodes generated “on the fly”	Having assigned a UPC number, barcode images can be created on the fly to use on physical releases
Real tones Module	
Create real tones from content	Using web based audio editors users can select which clip of their tracks they want to sell as real tones.
Delivery to all handsets and networks	<p>The system automatically formats in 12 different codec’s once the clip has been selected</p> <p>Shop makes tones available in all the countries where we have SMS gateways – US, UK, Ireland and Germany</p> <p>Unlimited number can be created</p>
Exclusives Module	
Bundle music, video, images & other digital media together	<p>Drip feed exclusive content directly to a fan base</p> <p>Regular monthly bundles of new content – demos, outtakes, video, remixes, b-sides, stems etc can all be loaded into one package</p>
Fan Management Module	
Centralise fan contact management	<p>Import existing databases into the system</p> <p>Edit, update and back up</p>
Deploy contact form across the web	<p>Have fans subscribe to your database directly</p> <p>Simply install a line of html code into a webpage and have fans register wherever your content appears</p>
Send mass emails	Our professional mass marketing email capability means you can send up to 250,000 people without getting spam blocked