TEAM BLUE

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Original Brief

Compensating musicians for visual works using their songs as data
Our Interpretation

Compensating artists for content that is influenced by their original works.
Goal

Artist attribution and compensation
How do we achieve it?

Engaging listeners
Market Statistics

Music consumers by segment

- Super fans: 60%
- Remaining market: 40%

Share of music spend

- Super fans: 75%
- Remaining market: 25%

Neilson Music Survey 2016
The Problem

Super fans lack super features

• Content is fragmented and disorganized
• Lack of attribution and context
• Antiquated music sharing
Disorganized, Fragmented Content
Lack of Attribution

- Fan Made Content
- The artist 😞
- Not the artist 😊
Antiquated music sharing

Context and meaning is missing
Music fans should have a platform that allows them to share music as they see it, while experiencing music in a more holistic way.
The Solution

- An organized platform to view the entire identity of an artist
- Share the meaning behind the music
- Understand artist influence through attribution
- Recognition for contribution
DEEPDIVE
WHERE MUSIC FANS THRIVE
How Does It Work?
01

Entire Identity, one place

Gather fractured content and attribute it to the artist
02

Share the meaning behind the music

Create and share purposeful collections of artist's content
Get Recognition

Get recognition for the super-fan you are
Call to action - Next steps

- Deployment infrastructure
- Enterprise solutions
- Connections to potential partners
- Access to existing databases (OMI network)
Testimonial

By J.R. Leslie - Tampa FL

“Recently I have grown to love the song Hero of War by Rise Against. The song painfully communicates the way combat changes a soldier's perspective in ways he cannot fully express. In an interview the band's lead singer Tim McIlrath revealed that they had received thousands of emails and written letters from veterans stating that Hero of War was the only song that told their story.”

“When I share songs with friends, I want them to understand why the song matters. DeepDive is the sole app that allows me to share more than just songs, it allows me to mix audio and visual media in a complete package to create a lasting impression on why an artist or song is particularly powerful that is beyond what a surface level casual listener would hear.”

“DeepDive enables me to share my stories. And no matter what music moves you, that is the most important ability you can possess.”
Testimonial

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DEEPPDIVE
WHERE MUSIC FANS THRIVE
**Analogous services**

- **Bkstg** - Interactions are facilitated by the artist, not the community.

- **Cymbal** - Can only stream official music

- **Crowdmix** - failed “Crowdmix had wanted to raise funds in 2016 at a valuation of £120-£130 million, “when there [was] no product, there [was] no revenue, the cashflow [burn rate] was over 2 million — I think it was £2.5 million a month.”

- **Twitter Music** - failed

**Since none of these services deal with community creations, it is not a solution for understanding attribution and compensation for musicians**
**Conclusion**

- Music has always been about culture. Jazz, Rock ’N Roll, Punk etc.

- But when you share a song, you get just that. A song. You miss all of the things that make it important, and beautiful. Art is a dialogue. DeepDive is bringing that dialogue back into music.