

CASE STUDY

Music Company Opens Revenue Streams from Digital Offerings

Websites of artists capitalize on 'long tail' effect



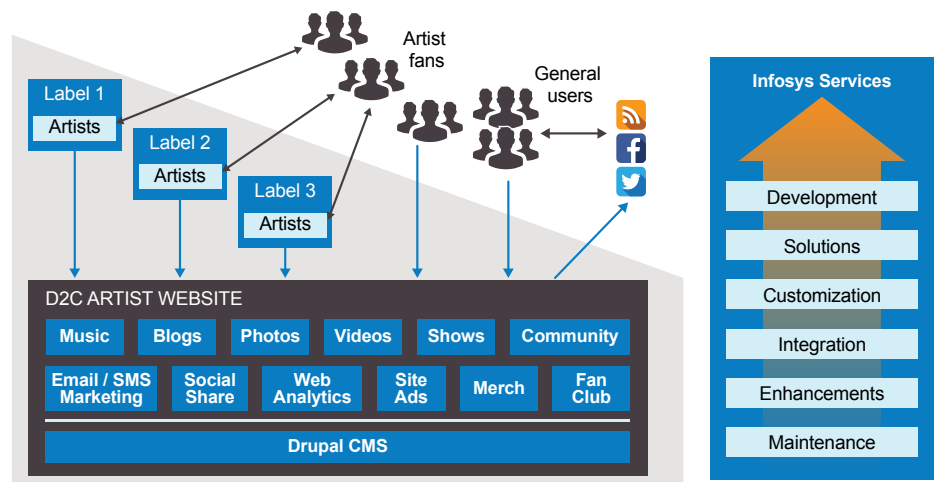
A leading music publisher and distributor with a catalog of international artists sought to seize the first-mover advantage in digital music. The music industry was experiencing a shift from music records to digital downloads. The company wanted to create an ecosystem to allow millennial consumers access music and engage with artists via web and mobile channels.

The music company selected Infosys to realize its vision of deepening artist-fan engagement through exclusive web properties. The direct-to-consumer program opened new revenue streams by enabling fans to interact with their favourite artists in multiple ways.

Music to the ears of fans

Infosys developed more than 500 web properties for artists and fan clubs over five years. Artists grow their fan following by sharing photos as well as videos, and communicate with fans via social media. Fans can develop profiles, communicate on discussion boards, and interact with artists.

The Infosys team increased the stickiness quotient of artist websites by developing functionalities to deliver rich content: photo fetcher for Instagram, Tumblr feed parser, and tracking tweets and Facebook 'likes.' Fans visiting websites of artists can 'pin' pages, access Spotify and Karaoke apps, create memes, and share e-cards.



Infosys solution

Infosys helped the music company monetize the artist-fan relationship with a best-of-breed web solution:

Template approach

Our team used Drupal to create templates for common features and functionalities across artist websites. The approach ensured rapid turnaround of new web properties while ensuring consistency in performance.

Responsive web design

We adopted responsive web design to provide a seamless experience across desktop, mobile devices, and tablets. Our team tested the web offering across

diverse form factors and resolutions to ensure optimal clarity and performance.

Feature set

Our team developed templates to deliver customized features to meet the specific requirements of artists. Existing features can be customized or dropped, while new features can be developed promptly.

Other highlights include gamification to cultivate the loyalty of fans, integration with external discussion boards, content curation and moderation, spam

prevention, and web traffic analysis using Omniture and Google Analytics.

The Infosys solution reduced time-to-market across the company's artist portfolio. Significantly, the solution accelerated the promotion of artist tours and increased revenue from concert tickets and merchandise.

For more information, contact askus@infosys.com

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