



THE MUSIC
Brand Book

LIFE A THE MUSIC

How a people-powered revolution aims to turn the old business model upside

AFTER INDUSTRY.

down, reinvent the middleman, and allow music to thrive like never before.



A BRAVE NEW WORLD. AND A BRAVE NEW WAY OF LOOKING AT IT.

In the future, people will look back at the launch of THEMUSIC kinda like the discovery of fire: sure, there had always been sparks, and dry wood and leaves lying around, but until that moment, nobody had put them together in quite the right way. The elements of the music industry—music, people who make it, people who buy it, people who sell it—already exist, as of course, do music websites, TV shows, video games, and various wireless technology for enjoying it all. The revolution begins with putting these parts together differently, creating a spark that ultimately melts and reconfigures the old model. **THEMUSIC is a creative, courageous, and totally democratic way to empower musicians and listeners alike.** It's a comprehensive multi-media solution to the limitations, unfairness, and sustained financial contraction of the music industry. And it's a radical new approach to distribution that embodies integrity and inspires artists, freeing them from traditional restraints and compensating them far more generously than the old record business ever did.



SO WHAT THE HELL IS IT?

THEMUSIC is a series of interconnected entertainment experiences that allow fans to discover and enjoy the music they love, while simultaneously providing opportunities for artists at all levels to make money. It's an online record store, a dramatic reality-based competition, a musician's comprehensive resource, and a dynamic, viral community. **THEMUSIC is driven by two main goals: re-invent the role of the middle man and create enormous new possibilities for music to thrive.** Our partners in the music business are big but they're the anti-dinosaurs: the labels with the intelligence and foresight to be early adopters of this new approach because it represents their best chance for long-term survival.



WELCOME TO THE GREATEST COMPETITION ON EARTH.

Some artists may not want to compete, but everyone likes to win. THEMUSIC reinvents the idea of “winning,” democratizing it and expanding the notion beyond mere sales data. Music isn’t about numbers. It’s about human connection. THEMUSIC is a turbo-charged trampoline that allows every artist to get some air time. It’s a new framework that lets the most resourceful people prosper, encouraging musicians to manage their own careers. It replaces the old “pay to play” principle of payola with a new one: **Connect and ye shall be rewarded**. The gatekeeper is gone, so it’s up to every artist to forge relationships with fans. No mediation. No meddling. No manipulation. This applies to the Arethas, who connect with listeners by dint of God-given talent (perhaps despite themselves) as much as it does to the Madonnas, who make up for what they lack in soul with savvy. It works equally for hustlers who just want to make a buck, and those who howl from the bottom of their heart. It flattens the playing field, removes the turnstiles, and swings the doors wide open. The only rule is, you gotta connect. Like American Idol, THEMUSIC taps into the primal excitement of competition. Unlike American Idol, THEMUSIC is synonymous with musical credibility, and allows far more people to compete. Through a series of eliminations, the cream rises to the top. At regularly scheduled intervals, competitors are winnowed as the excitement builds, until finally one major broadcast event culminates in a final winner.



TURNS OUT THE REVOLUTION WILL BE TELEVISED.

And on the net. And your phone. And your video game system. And your Blackberry. And your iPod. THEMUSIC is far more than just a website. It's more than an immersive interactive experience. It's a paradigm shift. THEMUSIC brings together the three big C's—**community, commerce, and competition**—and turns them into an unrivaled entertainment experience. THEMUSIC is an accessible, celebratory, and completely transparent mechanism for turning everything upside down, shaking it around, and seeing what pops up. It's total meritocracy in action. It's an innovative idea whose time has come: pure populism at its best.



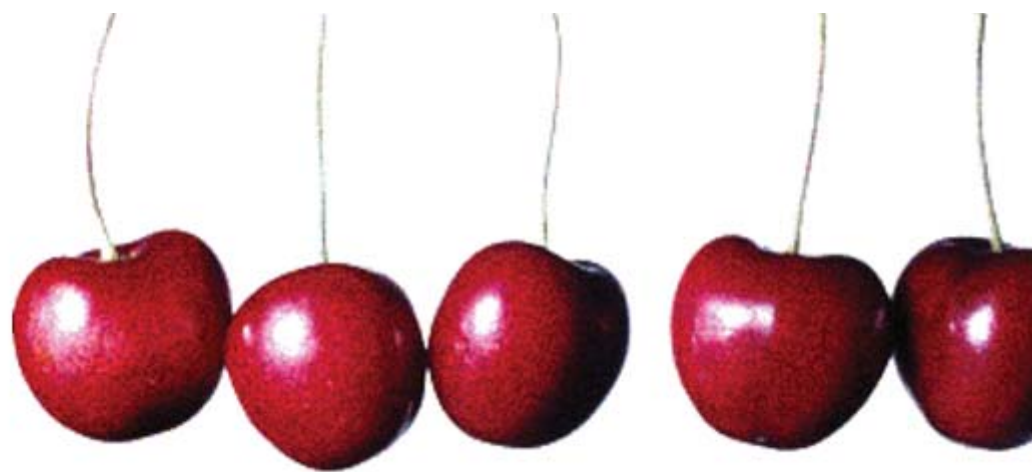
THERE'S GOLD IN THEM THAR MOLEHILLS.

After the revolution comes democracy, and with it, the real work: evolution. While radio and record labels are contracting, investing more money in fewer artists, THEMUSIC strides confidently in the opposite direction. **The long end of the tail is where this tale starts**, and the math is simple: instead of hoping to make a few million dollars with a handful of megastars, you can make billions with the vast universe of smaller artists. It's not only a smart strategy for the long-term health of the music business, it's one that fosters creativity by enabling countless more musicians to make a living. And when you give all these voices a chance to step up to a global megaphone, suddenly music becomes a lot more interesting.



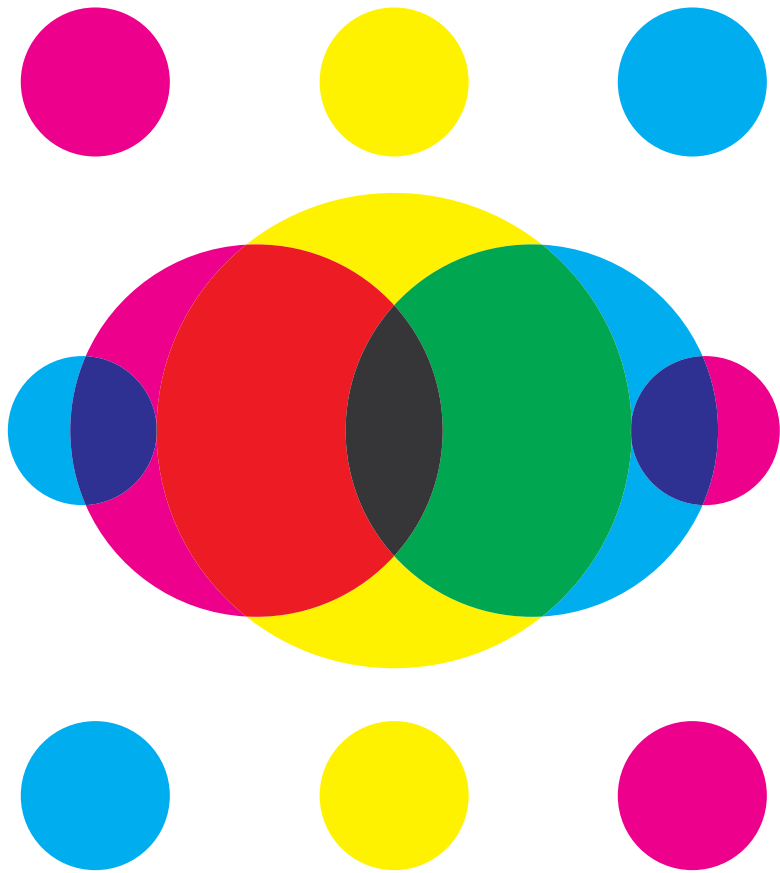
THE INVISIBLE HAND THAT FEEDS.

THEMUSIC is not a brand that demands recognition. Like a good host, we set up the party and get out of the way. Yes, we're well-dressed and smell incredibly good, but that's not why people love us. The reason everyone wants to get into our party is because of what we enable. We leave a giant tool box laying around, sit back, and watch what people build. So whatever happens, **it's never about THEMUSIC: it's about the artists, the fans, and the bond between them.** Fans vote and rate the artists they love, but THEMUSIC doesn't make judgments. We create a context, a virtual space where real life changes. It's a place where attitudes about the value of music can begin to return to where they belong. And it's why THEMUSIC becomes the ultimate destination, both for those who are just getting started and those who already own their dream home.



SIZE COUNTS.

Everyone likes to be nimble and Zen, but in some cases, more is more, actually. THEMUSIC doesn't work on a quiet little, slow-growing grass roots model. Our power and scale are impossible to ignore. We've got big partners and even bigger vision. We aren't just the tallest building in town. We're the only one with air conditioning in the middle of August. And a ping pong table, swimming pool and game room. THEMUSIC makes every artist important—whether large or small—but we're not a niche brand. We are definitive. THEMUSIC has something more than just mass appeal: we're irresistible, in the same way eating a cherry is. Being part of THEMUSIC isn't a compulsion, it's a pleasure. **We're hosting the party everyone wants to get into. And everyone's welcome.**



THERE'S A DIFFERENCE BETWEEN EASY AND AUTOMATIC.

While THEMUSIC harnesses all the latest and greatest digital technology, it's ultimately about something timeless: natural human connections, not software and programs. Sensual, sexy, and elemental, THEMUSIC pushes the music business forward, but it's also a return to basic human connections 101. It's a community built on common interest—music as a basis for friendships. Driven more by fans than by artists, THEMUSIC is trustworthy because it's powered by word of mouth, with drama and excitement that spreads from screen to screen, email by email, message by message. **It's infectious, viral, and 100% organic.** It's about personal relationships. It's portable, small enough to fit in your pocket, comfortable, casual, adaptable. It's not one lone hero saving the day. It's a group effort.

COMPTON
SERIES

GIVE US THIS DAY OUR DAILY CRED.

THEMUSIC is a place where **art and commerce both count**: artists can win competitions by having the most downloads or having the best ratings. Because every download equals a vote, THEMUSIC encourages more downloading, while at the same time adding value and meaning to the act. At the same time, rating supports music credibility and integrity, because while an artist may not sell as many downloads as Jay-Z, they could have a higher rating from their fans. Or they could just be the hottest goth reggae marching band in their high school.



THE HAYSTACK WHERE EVERY NEEDLE CAN SHINE.

THEMUSIC is the only music store in the world where the little guy has a chance of standing out. It doesn't take a big record label spending tons of money—it takes fans who believe in you. And THEMUSIC provides resources on micro and macro levels to help empower every artist. Mini competitions within the larger competition enable the best to stand out, in a series of eliminations. The proven power of American Idol-type broadcast entertainment drives millions of eyeballs toward us, and a massive peer-to-peer social network keeps them here once they arrive. Once we get all the music artists and fans in one place, they mingle and sales happen. But THEMUSIC does more than create sales. It creates opportunities for musicians to connect with an audience. It also helps music lovers to separate the wheat from the chaff, and more easily sort through the enormity of available tracks. THEMUSIC taps into everyone's natural desire to share things we like. It's about the allure of discovery rather than the tyranny of choice. And so we empower passionate listeners to become sherpas, guiding others to the good stuff—and getting paid to do it. THE MUSIC also encourages people to embrace the tribal aspect of being a fan of a certain artist or genre, to enjoy the deep sense of belonging that sports fans enjoy, only nobody has to go shirtless wearing only their team's colors in body paint—unless they want to.

prepared by



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