

# Project kick-off

## Product vision

A streaming audio experience designed to deliver a comprehensive content catalog to customers of any age group, while offering artists and creators the ability to connect, share and evolve the entire community.

## Background

Streaming music revenue in the United States has been increasing dramatically on an annual basis and in the first half of 2021 amounted to ~ \$5.9B with ~77% of revenue generated through paid subscription. Currently, Spotify and Apple Music share the largest part of the marketplace with ~30% and ~25% of the total number of paid subscribers, followed by Amazon Music, YouTube Music and Pandora at 12%, 9% and 5% respectively. As of the first quarter of 2021, there were ~ 487M paid subscribers internationally with ~82M coming from the United States.

We see an opportunity to capitalize on the anticipated annual growth expected through 2026 across the United States and United Kingdom but also in Brazil, India and China with entry into the marketplace of our own competing streaming platform. Even with well-established existing competitors, the continued growth of audible content (music, audio books and podcasts) offers another competitor the opportunity to gain market share over time with a strong offering.

## Definitions

**Catalog:** All available content from all content types

**Content types:** Music, audio books and podcasts

**Content:** Specific selections from the catalog

**User:** Anyone using our platform

**Creator:** A user type that can also submit content for the catalog

**Subscriber:** Any user that has a current paid subscription

**Non-subscriber:** Any user that does not have a current paid subscription

**Authenticated:** Any user that has authenticated successfully

**Non-authenticated:** Any user that has not authenticated successfully

## Pricing and service agreements

We will offer the following pricing tiers and service agreements.

Free	Premium	Family
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\$0	\$9.99/mo	\$17.99/mo
A single user can listen to selected content from all content types with the following limitations: 250 max songs, 5 max podcasts, 1 max audiobook	A single user can listen to unlimited content from the entire catalog	A family (6 people max) can listen to unlimited content from the entire catalog

## Target audience

Our target audience is intended to encompass a large set of user demographics to ensure we are competitive from our initial release.

Age groups	Gender	Region/Country
5 - 65	Any	International

## Requirements

ID	Requirement	Type	Priority
1.0	Any user will be able to stream all available content types.	Functional	High
1.1	A user must create an account in order to stream available content.	Technical	High
1.2	A user's account will consist of a username, password and date of birth.	Technical	High
1.3	A subscriber will have unlimited access to stream all available content from the entire catalog.	Technical	High
1.4	A non-subscriber will have limited access to stream selected content from the entire catalog.	Technical	High
1.5	An authenticated user can create, save and share playlists.	Functional	High
1.6	An unauthenticated user cannot create, save and share playlists.	Functional	High
1.7	A playlist can contain any content type.	Functional	High

1.8	An existing playlist can be edited, duplicated and deleted.	Functional	High
1.9	An existing playlist can be downloaded.	Functional	High
1.10	A creator can upload, share and promote their content.	Functional	High
1.11	A creator account requires additional information that includes, first and last name, geographic location and terms and compliance agreement.	Technical	High
1.12	Any content uploaded by a creator account requires internal validation and review prior to being available in the catalog.	Technical	High
1.13	A creator account will have additional features available to share and promote approved content in the catalog.	Functional	High

## Experience

Our platform will be accessible to users on mobile devices only and using a native application.

## References

1. [SWOT Analysis for Spotify](#)
2. [10 Pros and Cons of Apple Music: Should You Subscribe?](#)
3. [Pros and Cons of Using SoundCloud to Start Your Music Career](#)
4. [Best music streaming service for 2022](#)