



WAVE.AC: A FORTHCOMING AUDIO STREAMING AND ARTIST SERVICES COMMUNITY

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SUMMARY

wave.ac is a forthcoming audio streaming platform which offers commerce, community, marketing, and creative tools and services to artists, labels, promoters, and other members of the industry.

VISION

wave.ac will be a toolset built to provide independent artists with the resources and firepower of a full-service marketing agency and management team. Instead of having a team with people to handle each individual thing like marketing, commerce, licensing, and the like? wave.ac would be the single most-important member of your team.

MODEL

wave.ac's business is two essential parts: an **audio streaming platform** and **the suite**. The former, the audio streaming platform, is an essentially free audio streaming platform where artists can upload their tracks for anyone to listen. This platform can be likened to sites like Clyp and Soundcloud in terms of accessibility. From users utilizing the audio streaming platform, users can then take advantage of the suite of tools, services, and resources that wave.ac offers.

The entire platform is being developed in bits and pieces and released individually. The entirety of the service's offerings -- including the audio streaming platform and suite -- is envisioned to be complete in **five milestone updates** over a period of **two and a half years**.

UPDATE I: CORE

The first update, the CORE update, establishes the wave.ac brand. The CORE update includes the entirety of the audio streaming service. This update also introduces the essential aspects of the site which include, but are not limited to:

- General usability and account function;
- Ability to upload tracks
 - Public mode (Anyone can see)
 - Private mode (Need a link)
- Being able to view user profiles and artist content;
 - Having the ability to listen to content; like it; comment on it; put it on a playlist;
 - Having the ability to follow artists;

The end user -- once registered -- would gain access to upload, process, and listen to content. The end user would also be able to interact with uploaded material via likes, the creation of playlists and sharing/alternative engagements.

Before the CORE update, we created an alpha version of wave.ac with our first version API. We applied many of the things we learned in that version to the CORE update, which is now live for the private beta. By redesigning our API

for the CORE update, we have already laid the foundation for all future updates. Throughout the beta, we will build on the CORE update as we lead up to our second big update.

UPDATE II: COMMUNITY

The community update will be the second update. It will be the first *additive* update to the wave.ac suite, and it will be accessible to all users. The community will be an extension of the wave.ac streaming experience, and serve as a medium for artists, industry, and fans to interact with each other via forums and DMs.

The community is the collective implementation of the feed: it adds comments to songs, adds things like direct messages (“DMs”), and lays the groundwork for different interactions on wave.ac. Eventually, the community will include measures built to mediate communication between labels, industry, and artists. This feature has the benefit of also laying the groundwork for the future commerce related updates as well, since a community is a great foundation for a marketplace.

So, in short, the community update aims to accomplish the following:

- Launch and implement widespread API changes, which will include:
 - A revamp and reorganization of existing user systems throughout beta testing sake of efficacy and responsiveness;
 - An **update to playlists**, so that they can be categorized by their type. (Compilations, single, EP, album, etc.);
- **Feedback Tracks & Pitching Mode**
 - V1 of the “Industry” Panel: A place where labels, blogs, and industry can receive “pitches.”
 - New upload mode: **Pitching Mode**. Like Private Mode upload, but comments are longer and can be assigned timestamps.
 - Requires you to share song specifically with users;
 - Can “Pitch” finishes songs to Industry for consideration;
 - **Categorical user and track discovery**
 - The tags that artists put on their tracks in the CORE update will now be indexed and searchable;
 - Add support for user types which we have already built into our API so you can search for users by their role. (Artist, Songwriter, etc).
 - Build community engagement methods
 - **Direct Messages (“DMs”)**;
 - Message boards or shoutboxes to foster growth of communication;
- **Launch and implement the first elements of a wave.ac premium subscription;**
 - This pro subscription would not intentionally be prohibitive to certain features. The essential and core features of the site would remain free, but the pro subscription would

generously benefit wave.ac's development and ensure we can stay open and keep up our pro-artist efforts.

- Higher quality audio (2-5x) !
- Track themes !
- Lay the community groundwork that is necessary to building more advanced features;

The timeline for the completion of the community update is anywhere from 3-5 months after the CORE update.

UPDATE III: TOOLS

The next additive update, which will follow the Community update, is an update which adds a set of more advanced analytical & marketed-oriented tools. This update, the Tools Update, is the third update in the wave.ac canon. Unlike the past updates, most of the elements added in this update will be built to serve our premium subscribers.

The features added to the suite are all intended to help artists, labels, and industry capture and engage. Those two major aspects of this update have guided the two biggest additions to the platform:

- Introducing: the **Engagement Panel**
 - A new section of the site where you'll go to setup fanlinks, download gates, see stats, and analytics;
 - Collected emails & social media handles will be here as well;
 - We'll shutter the old analytics page in favour of the Engagement panel;
- **Capture Tools**
 - Fanlinks (drives traffic; lets fans choose what platform they'd like to listen on);
 - Download gates (gets social media followers/email subscribers)
 - Email forms
- Replace Basic Analytics with new **Advanced Analytics**
 - Shows demographic data; avg listening time; impressions vs playback; analytics of capture tools; individual per-track and follower data;
- **Email Campaigns**
 - Allows you to use your collected emails to directly market new releases & send updates to fans;
- **Track History / Rollback**
 - Instead of uploading individual tracks every time you make a revision, we'll build a track retention system.
 - Artists will just upload "updates" to tracks;
 - These will be reflected as Revisions
 - On your track "Edit" page, Premium users will be able to rollback as many as 10 past versions of the song;

- Free users won't be able to use these features;

The timeline for the completion of the community update is anywhere from 3-5 months after the Community update.

UPDATE IV: COMMERCE

The next additive update is an update which involves the establishment of Commerce features for members of the wave.ac community. These features, as implied by the name of the update, all involve payment processing. For this payment processing, we will use the third-party Stripe Connect system to accomplish our goal of building two new and essential features: the **Marketplace** and **Contracts**.

The former, the **Marketplace**, is a place where creators can sell or buy things ! Creators can put up their music, merch, sample packs, and other material for sale. But in addition, they can also sell services like producing lessons or "Masterclass"-esque tutorials. The latter, the **Contracts**, is a system which will cover artist & writing credits / pay splits.

Collectively, these two updates will be composed of:

- **Merchant Interface**
 - Creator-facing dashboard for payments, managing listings, etc;
 - Would go on the "Engagement Panel" added in the Tools Update;
- **Marketplace** (Artist Merchant Service)
 - A consumer-facing marketplace where users can view material that is up for sale;
 - Individual pages for each item (featuring title, description, details, previews, and buttons to buy or contact);
 - When a purchase is made, the royalties/proceeds pay out to the **Contract**;
- **Licensing**
 - Premium users can offer licensing options on track pages;
 - Synchronization royalties pay out per the **Contract**;
- **Introducing: Contracts**
 - Artist & writing credits
 - Allows artists to add specific and detailed liner notes & credits for tracks and works;
 - Would add new roles ("Primary Artist", "Secondary Artist", "Remix Artist", etc);
 - Adds credit section to track pages;
 - When one artist uploads a song, adding an artist credit will have it added to everyone's page
 - Pay splits
 - After adding credits, artists can specify how the "Writer Share" pays out;

- Once all parties have expressed consent on splits, the payments are automatically delegated out when royalties/synchronization/etc revenue is made;

This Commerce update is the last step wave.ac needs to take before it can build its final large update, which will achieve successful horizontal integration of the music industry through integration. The timeline for the completion of the community update is anywhere from 5-8 months after the Tools update.

UPDATE V: ECOSYSTEM

The final planned update to the wave.ac platform is the Ecosystem update. This update is a set of new features for the wave.ac platform which are primarily focused on rapid integration and polish.

By having built up the service in the previous four updates, we will have set up a community, a functional toolset with real applications, and a payment system. The Ecosystem update involves the wave.ac platform and other concurrent platforms through the introduction of a distribution platform, on-demand resources, campaigns & new marketing tools, and so on. The update includes:

- **wave.ac Distribution**
 - When premium subscribers upload their music to wave.ac, they'll be able to push their music to other streaming sites like Apple Music and Spotify;
 - Auto-populate fanlinks & download pages;
 - Revenues generated from all avenues will automatically be reflected per the **Contracts**;
 - Data from **all streaming services** will be available on the Engagements panel;
 - Demographic data; Follower type; Listener/Stream count; etc.
- **On-Demand Resources**
 - Create physical merch with wave.ac (CDs, vinyl, shirts, etc);
 - Dedicated account managers for Premium users;
- **Marketing Campaigns**
 - In addition to email campaigns, we'll add social media engagement campaigns for artists and brands.
 - Track the engagement of social media campaigns on the Engagement Panel;
- **New Subscription Offering**
 - Codename "Premium+";
 - Grants access to distro services, on-demand resources/acct managers, and more advanced campaigns;
- **Microtipping**
 - A user can add a certain amount of money to their acct on a recurring basis
 - They can then setup tipping on amounts from \$5 to \$10, and set tips to be made...
 - Per track played;
 - Per track liked;

- Per track commented on;
- Per artist followed;
- Only when I say;
- Can choose the amount they'd like to tip (\$0.25, \$0.50, \$1.00, \$2.50, etc);
 - Is a better engagement method than buying music because it directly supports the artist;

This Ecosystem feature is the final large update, which will conclude the wave.ac canon of updates we set out in the whitepaper. The timeline for the completion of the community update is anywhere from 6-9 months after the Commerce update.

FUTURE UPDATES

Our vision for the music industry includes countless possibilities: livestreaming, playing music with friends, patronage, and consumer-facing premium offerings. Of course, assuming wave.ac works, we see a lot to be desired for in the visual arts sector. We'll have to see how two and a half years treats us, though.

The addition of other mixed media (video, visual, etc) would make for an unprecedented digital media experience and give the wave.ac platform unprecedented digital presence. Assuming success in audio, a foray in to these other territories to build toolsets and valuable resources would be extremely likely.

CONCLUSION

This sounds like a lot, and it is. This is why we've done ourselves a service and broke down our vision into interconnectable bits and pieces. The hardest part that lay ahead is to make this powerful and revolutionary experience one that is understood well by artists and industry. For the competitive price we are developing our services for, we have no doubt that we will bring artists--and retain them--onto the wave.ac suite.

We align with the vision that wave.ac will not be 'disruptive' technology, but additive technology. We have a thorough understanding of existing streaming sites like Apple Music and Spotify and these companies market directly to the mass consumer; their primary focus is not the artist. We are taking a backwards approach to the typical streaming model, in the spirit of what Clyp and Soundcloud have done. By focusing on artists first, we truly hope we'll accelerate change throughout other alike services. We will stoke competition in the music tools space and make dozens of existing companies raise their bar or set of offerings. This will be good for the music industry, and the end user, in every sense.

Overall, we are excited about our prospects of accelerating increased personal freedom for artists and industry. Many artists are passed over or missed because of a lack of connections or opportunities, and wave.ac will offer an absolution to those deserving artists. We're building a service that favours content, rather than titles and followcounts, and we're doing it in such a way that will be financially responsible and successful.

For this, we issue a call to the music industry to use and support wave.ac and its ecosystem and to tell us what they want. This whole platform has involved artists and industry in the development from the start, and this is not something we are going to change. **Our priority are the makers, not the takers.** So with that said, we'll get back to

making things for them.

CONTACT

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