

Concept type
Corporate SMS

Business Sector
Market analysis / music

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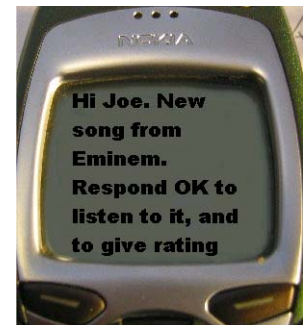
Music: Market analysis combining streaming and SMS



Description of the concept

The concept is a automated solution combining SMS and streaming to the cell phone. The purpose is to make a cost effective solution to let a representative audience listen to music and give their rating. We suggest the following process:

- An SMS is sent to the community asking them if they are ready to listen to a new song
- Give the receivers some hours time limit. Each responds OK when he/she is ready.
- The receiver is called by the system, which plays the song over the cell phone
- The receiver is finished listening when he hangs up
- A new SMS is sent to the receiver asking for rating. As an alternative, a sequence of questions/answers may be processed by SMS.
- The receiver receives some kind of reward afterwards. Perhaps transferred to a mobile wallet.



Using the concept

Record companies can use this concept to do market research of new or existing artists. Radio stations can make playlists based on rating from such a survey. TV-stations can choose their videos based on this rating.

Later, TV-stations may use MMS or mobile video streaming to show the audience the video.