

Insight Name

Date of Learning 11/15

Person Responsible

Cate Celio

STEP 1: HYPOTHESIS

We believed that

artists would be interested
in live streaming their music

STEP 2: OBSERVATION

We observed

Out of 21 surveyed (who did
not note that they weren't an artist), 100% said
they would stream if they made 85% of the
revenue

Data Reliability:



STEP 3: LEARNINGS AND INSIGHTS

From that we learned that

people would
stream, as they view the rate as competitively
stronger than other platforms (e.g. Spotify)

Action Required:



STEP 4: DECISIONS AND ACTIONS

Therefore, we will

keep the rate similar
and market strongly to artists