

How Hyper MP can help Music Artists

One of Hyper MP's objectives is to help music artists gain international recognition by utilising the internet and create a much larger audience to grow the fan base and generate revenue for them where needed and where possible.

Step 1: A music artist provides Hyper MP with music videos, if the artists do not have music videos available or a path to create them then Hyper MP can help them achieve this as consultants.

Step 2: The music artist must have a website as a landing page where the fan can go to download all music that the artist has recorded, this page could include other info such as tour dates etc. The artists may elect to either make the viewer pay a fee to download or provide the fan with free music but also ask the fan to pay a donation to help the band. (This has been done before successfully by artists such as Radiohead see:

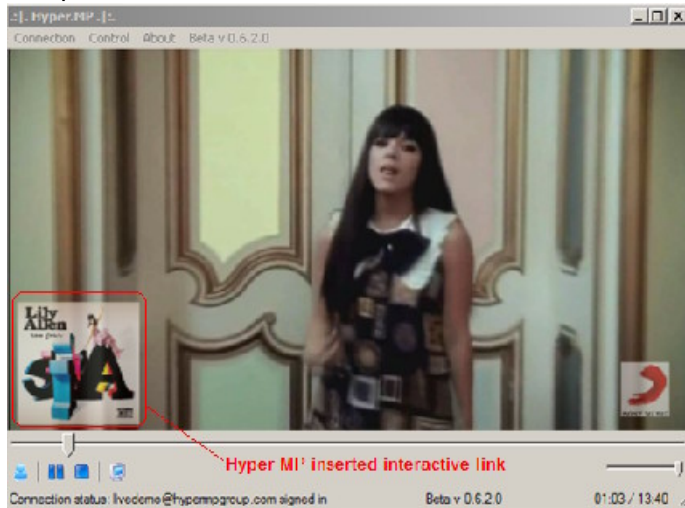
http://www.zeropaid.com/news/9026/radiohead_shocks_record_industry_with_free_download_of_new_album/

If the artist does not have a website to offer this service and is incapable of creating it then Hyper MP can help them achieve this as consultants.

Step 3: The artist must provide Hyper MP with banner advertising material for their website that will overlay the music videos unobtrusively as well as a full screen advertisement for the end or beginning of the complete video, this will allow the user to view the advertisement and click on it to go to the bands website. If the artists are incapable of creating this then Hyper MP can help them achieve this as consultants. Alternatively if the artist prefers we can provide paid advertising on the music videos where the band can collect royalties from that.

Step 4: Hyper MP encapsulate the music videos into one package and distribute them onto the peer-to-peer and viral networks in which there are over 200 million users estimated, Hyper MP will use innovative ways to promote the download where possible. When the user downloads and watches the video clip they are asked by the advertising to click and find out more about the artists, when the user clicks on the advertising they are then redirected to the music artists website landing page where the user may purchase music or make a donation depending on the preference of the band.

The user downloads and clicks on the Hyper Media Player file on the Windows Desktop computer and the user watches the music videos.



User clicks on the advertisement and is redirected to a fan page, where they may click to download music and pay a fixed fee before downloading or a donation after downloading.

