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Branded Content Services
for rail & coach operators

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Proposal in brief

A branded curated radio service offering hundreds of professionally curated radio stations by mood, genre, theme and destination.

Available on all passenger personal devices through the train or bus company app.

Content hosted on an onboard server to avoid connectivity costs and internet unreliability.

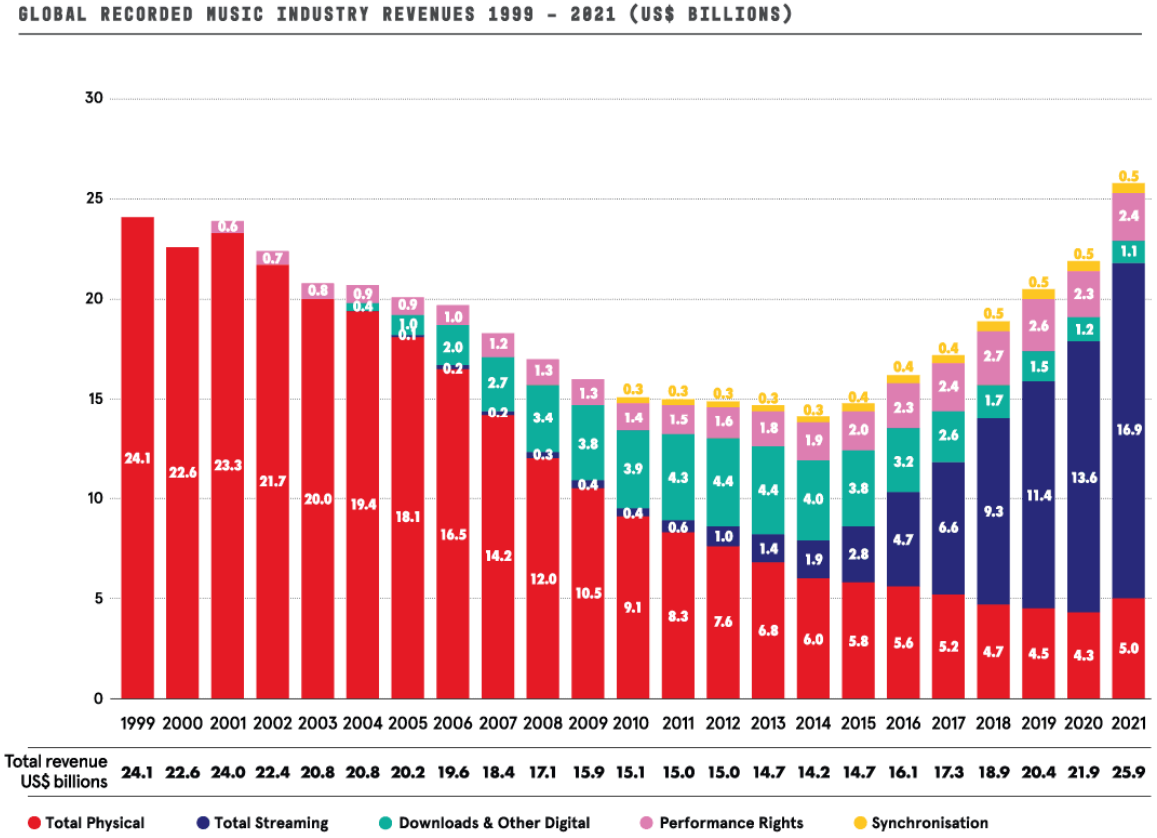
Recording industry in numbers

In 2021, the global recorded music market grew by 18.5%. This marked the seventh consecutive year of increasing revenues.

Recorded music revenues amounted to $25.9 billion.

Subscription streaming revenues grew by 24.3% and now amount to $16.9 billion annually.

The World now has 523 million paying music subscribers.



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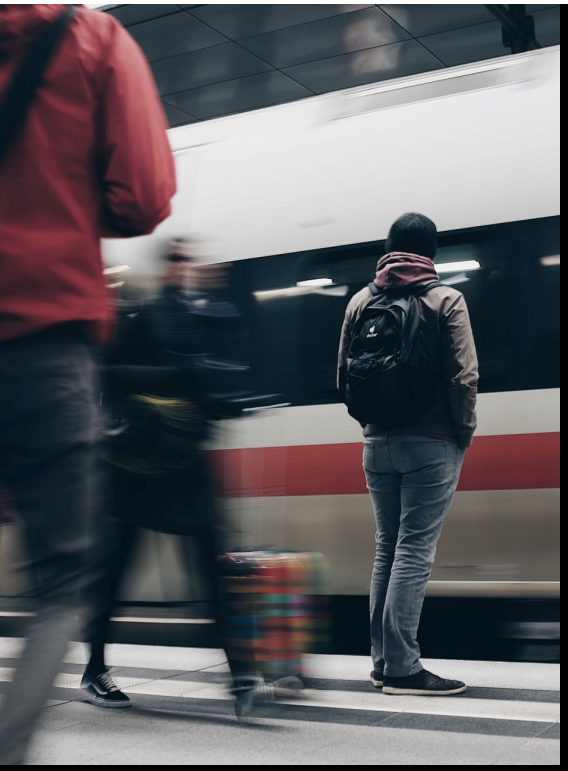

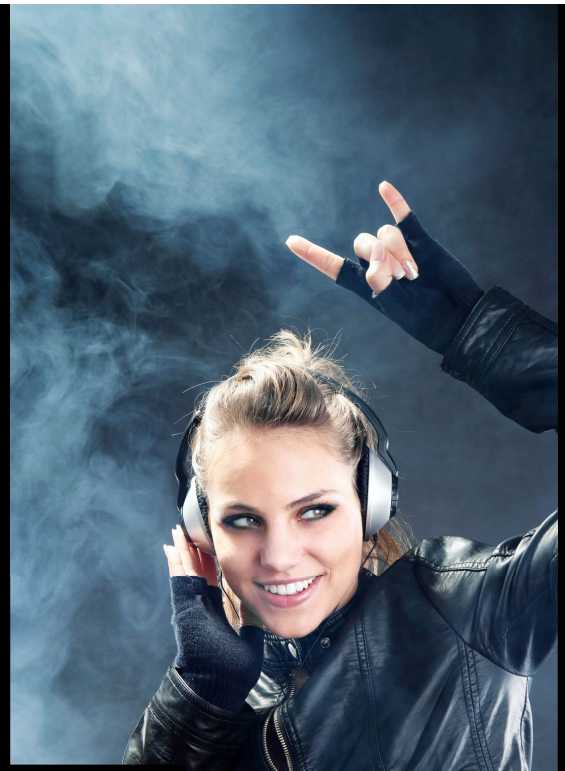

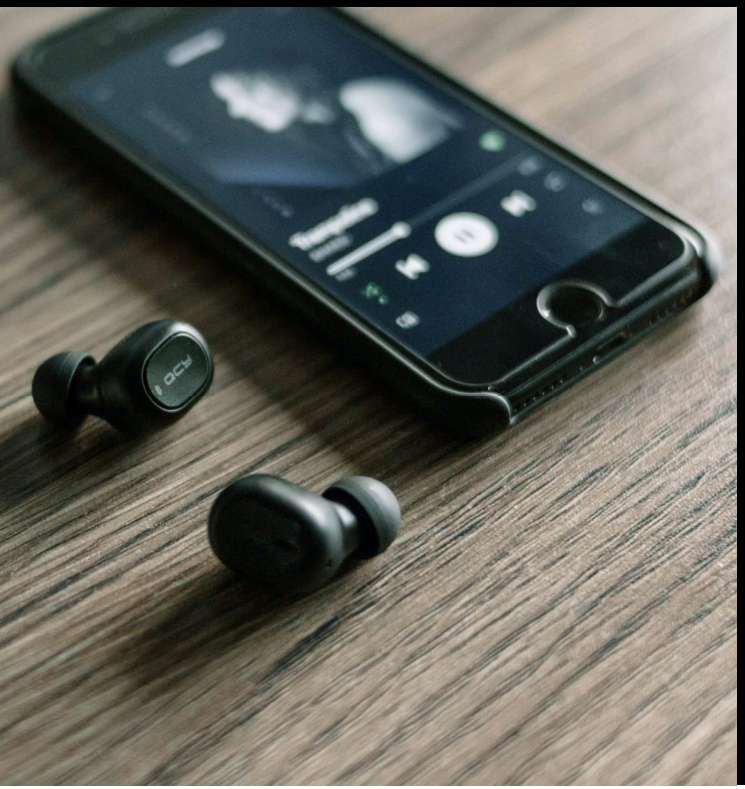

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Who we are

- InProdicon is a privately owned and independent provider of digital content services and related technology for the world market.
- As a white label provider, InProdicon works with companies and brands looking to benefit from the rise of digital in driving increased customer acquisition, retention, loyalty and revenues.
- Its founders have more than 40 years experience of licensing and distribution of both physical and digital copyrighted material.
- InProdicon’s administrative office is located in Gothenburg, Sweden and its technology & content office in Basel, Switzerland.

What we do

- Through its dynamic, fast, flexible and proven platform, InProdicon facilitates secure and industry approved distribution of any digitalized content files to consumers around the globe.

- As a white label service provider, InProdicon can create and brand digital content services in accordance with its partners' requirements.

- InProdicon handles all content licensing and offers a library of millions of music and music video files including full indemnification for peace of mind. It also takes care of all reporting to licensors.

- InProdicon's platform and DRM further supports all types of content; from music and audio books to music videos, e-books, e-magazines, e-newspapers, TV shows and films.

- Two key products offered are InProdicon's **Curated Radio** and its **Premium Subscription Service**.

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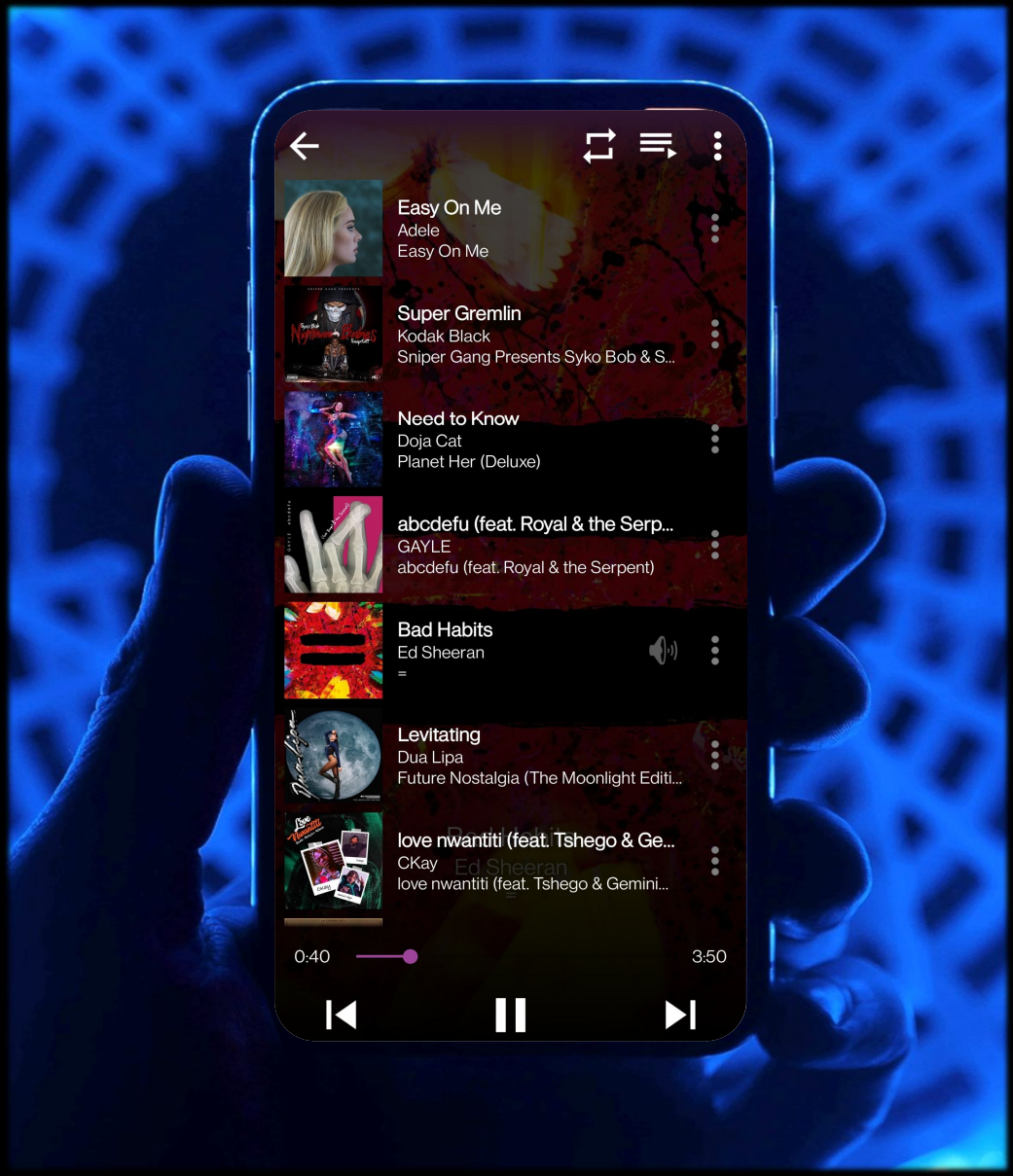
Curated radio

- A curated radio service offering hundreds of professionally created radio stations.
- Music by genre, theme, occasion, mood or destination.
- Specially created channels for ports of call as well as channels related to onboard activities and events (gym, cocktail evenings, themed shows, etc.)
- Periodic updates to keep content fresh, with either upload from physical device or upload via Wi-Fi in port.



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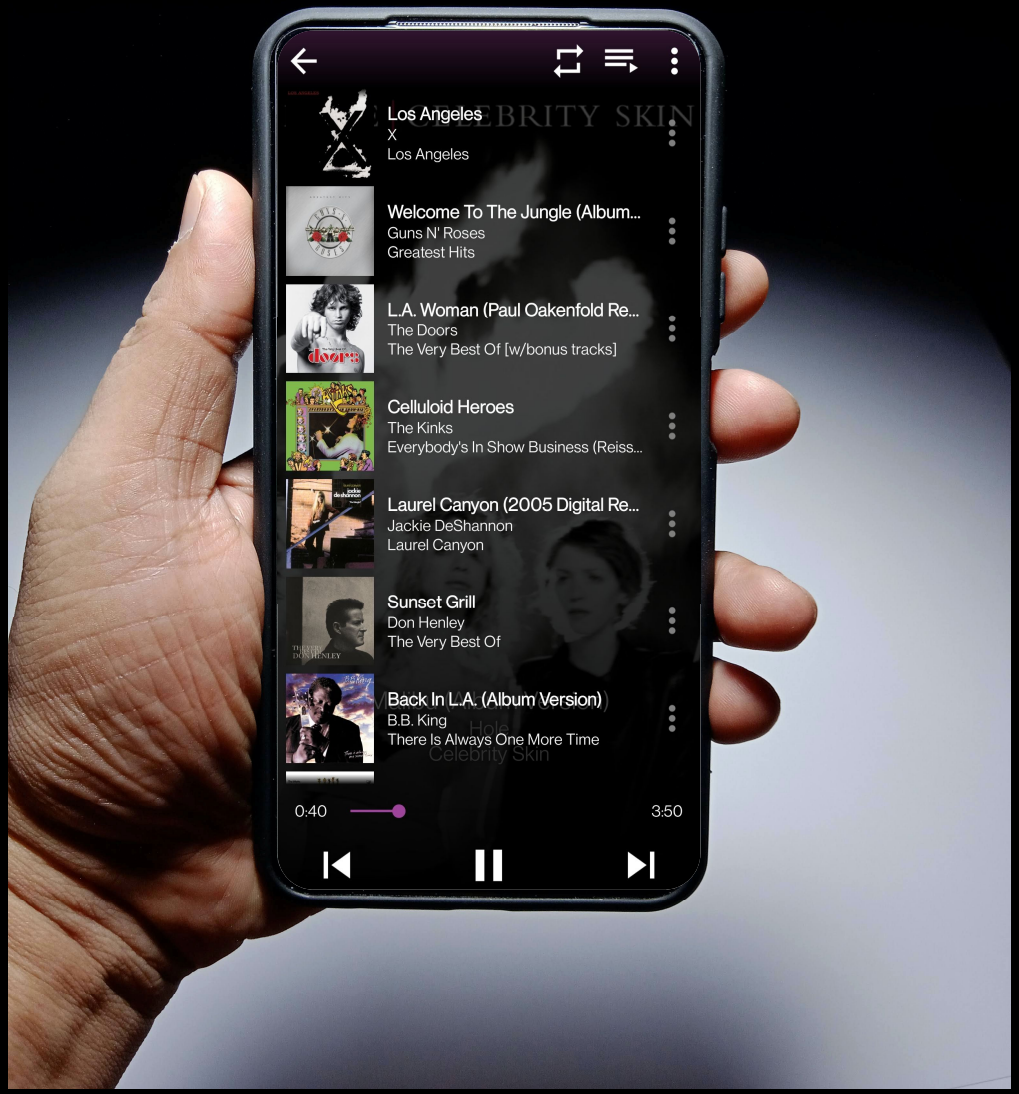

- High value. Low cost per passenger.
- Service can be monetized through advertising, a small user fee or perhaps through the use of loyalty reward points (own points or in partnership with an airline or credit card company for example).
- Possibility to vary consumer interaction level – skipping, picking favourites, shuffle possibility, etc. – at additional cost.
- Possibility of up-selling by promoting premium, all-you-can-eat subscription service which generates monthly recurring revenues.

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Benefits

- **Positive association** - Music constitutes a large part of most people's lives. They have ready access to it nearly all the time. It plays on people's emotions and can have a huge effect on mood and behaviour. Connecting with consumers using their love of music creates a deeper and more memorable experience with a product or brand.

- **Reduction of connectivity costs** – With music stored onboard, passengers will not need to access data heavy alternatives. This frees up internet capacity for other uses.

- **Differentiation** - Music services are reliably engaging and an enjoyable experience. They allow partners to differentiate their offerings from competitors in order to sell their core products.

Destination radio

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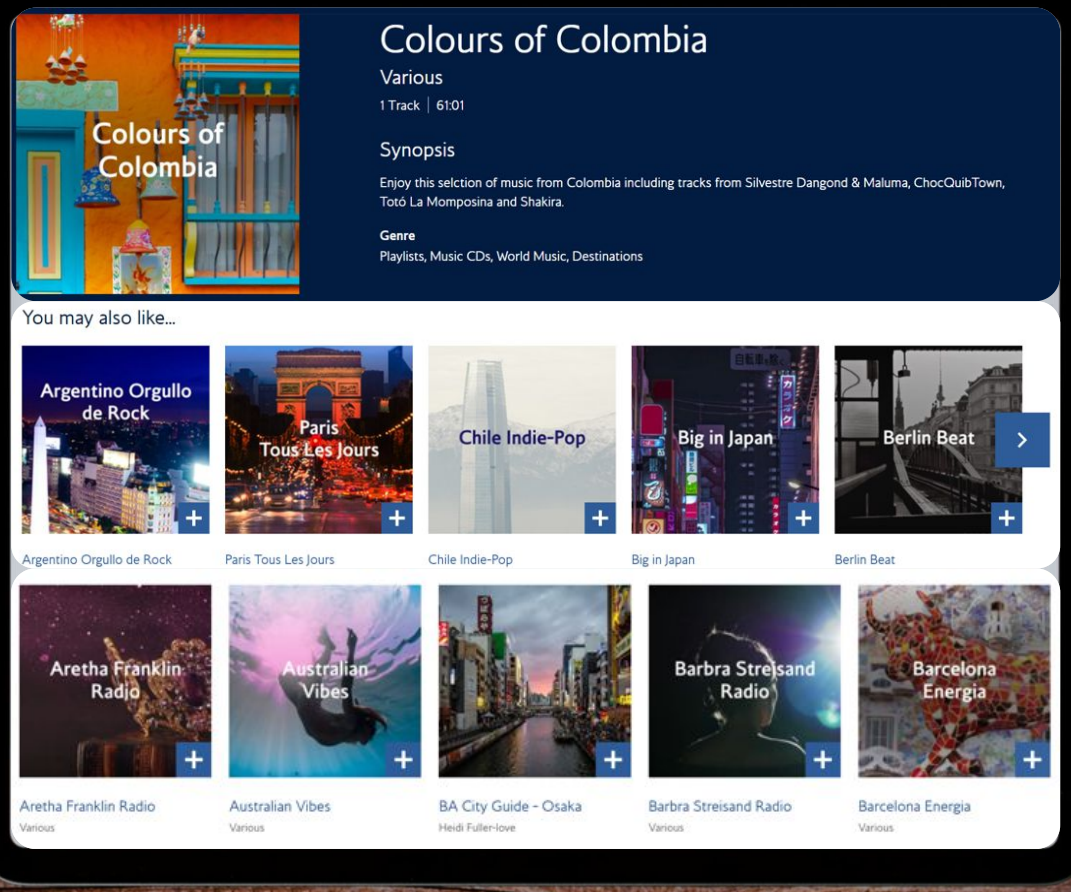
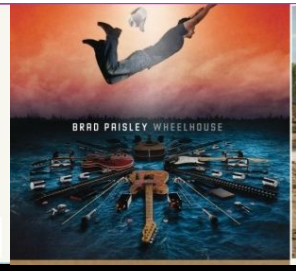
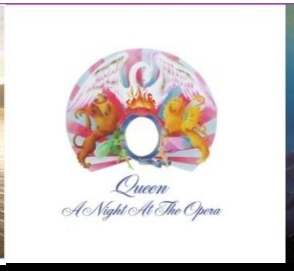
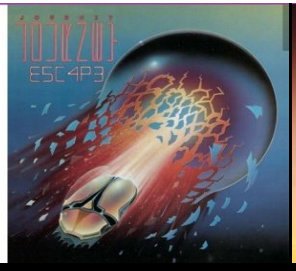
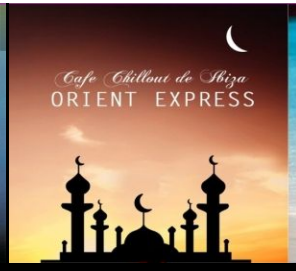






Sample Radio Stations

C’est Magnifique: French Pop Classics

Stripped: Acoustic And Unplugged

Night Fever: Disco Classics

Retro Swing Party

One Evening In The Jungle Room

Chills’n’thrills: Lounge Electronica

Cool Summer Sounds

Kool Kutz From The Buddha Café

We Are Stardust, We Are Golden: Woodstock 50 years

Club Beatz

Springbreak Classics

The Flower Power Era

The 80s Pop Hits

Bollywood And Beyond

Tamil Mix

Bossa’n’Brazil

Retro Swing Party

Mojitos In The Moonlight: Late Night Croonin’

Ready Steady Go-go: Harlem Shuffle

At The Tiki Bar: Reggae’n’ska

Rock’n’roll Jukebox

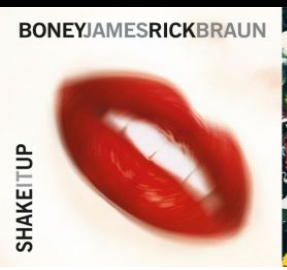
O Brother: Bluegrass and Beyond

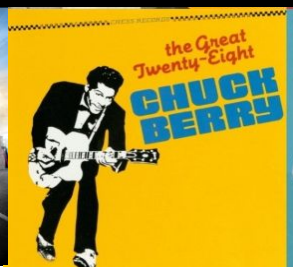
Good Vibes Only: Sunshine Reggae

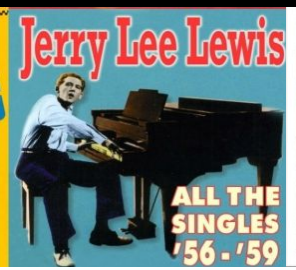
Riptide: Bright’n’breezy Tunes

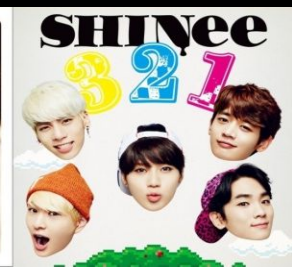
Tacos & Tequila: Music From The Border

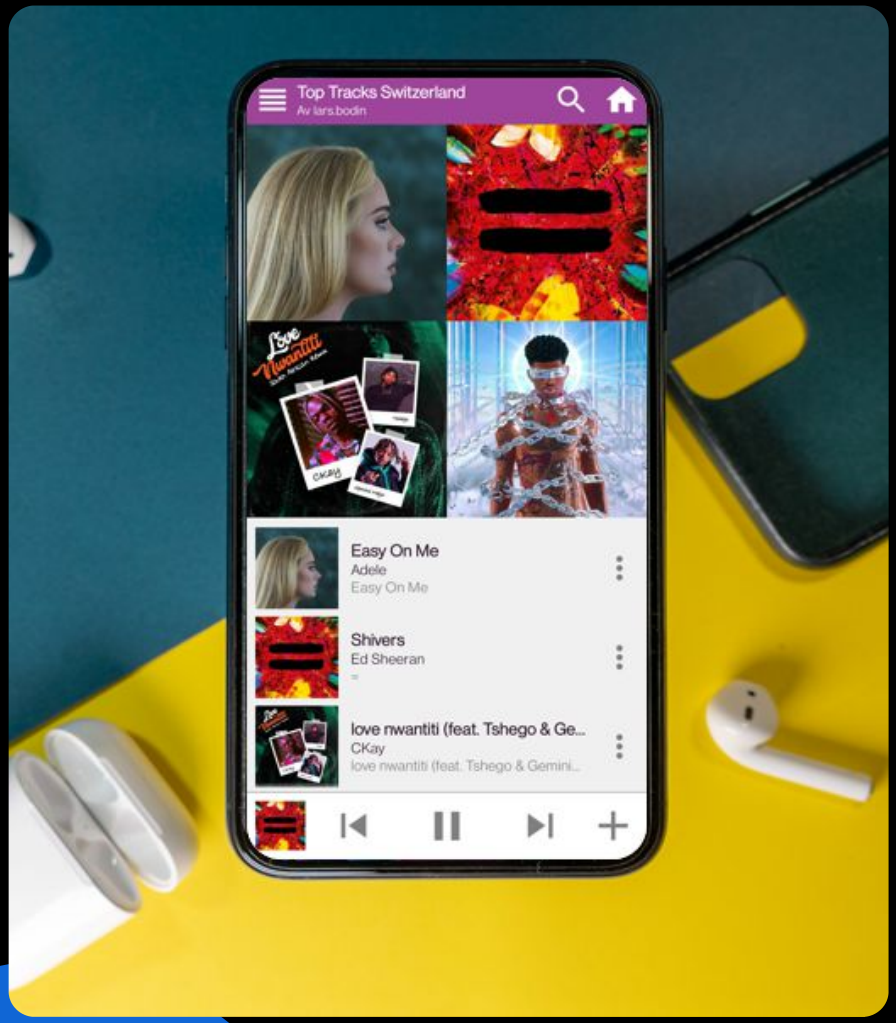
Alien Sounds: In Space No One Can Hear You Scream











Premium subscription

- A streaming service offering **millions of songs and albums** from major labels, international independent labels and aggregators, as well as regional labels.
- Passengers can access the service through personal devices all the time, not just on board.
- Functionality including the possibility to create playlists, personalised recommendations, artist biographies and offline listening capability.
- Thousands of pre-created playlists by genre, theme, occasion, mood and destination.
- Content continually updated to keep it fresh.

Premium subscription benefits

- **Customer retention** - Subscription services are sticky. Users that invest time building playlists become reluctant to cease using the service, thereby losing access to their collection. This stickiness leads to customers renewing their subscriptions and they become locked into the partner ecosystem.

- **Continuity and portability** - Playlists and favourites are stored and accessible from anywhere, not just on board, encouraging passengers to explore and create.

- **Brand building and customer engagement** - Personalized recommendations raise the enjoyment of exploration and increase mobile engagement. The more customers are engaged with great content, the more they use the service, keeping the brand top-of-mind.

- **New revenue stream** – Customers that pay for the service create a revenue for the partner each and every month they do so.

- **Valuable data** - Listening data and other demographics provide valuable business intelligence, allowing partners to better refine their selling strategy to offer products and services that best fit carefully segmented audiences.

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Client applications and branding

- All services can be branded according to the wishes of the partner. This allows the partner to build and strengthen its own brand, not that of another company.
- InProdicon has its own client applications that may be used. Alternatively, the partner or a third party can create their own apps and integrate with InProdicon’s APIs.
- Either way, the service can be offered as a companion app (integrated into partner’s existing app) or as a standalone app that customers can download independently.

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Range of charging options depending on preference

- Loyalty points - People are looking for something to spend loyalty points on. A way for partners to adjust balance sheet liability and realise deferred revenue.
- Credit card - Stand-alone purchase by passenger.
- Included in ticket - E.g. free to first class passengers, as well as top loyalty card holders.
- Sponsorship - If the advertising is not too intrusive, the service could be paid for by another brand, e.g. hotels, luxury goods, car manufacturers.
- Mobile payment.

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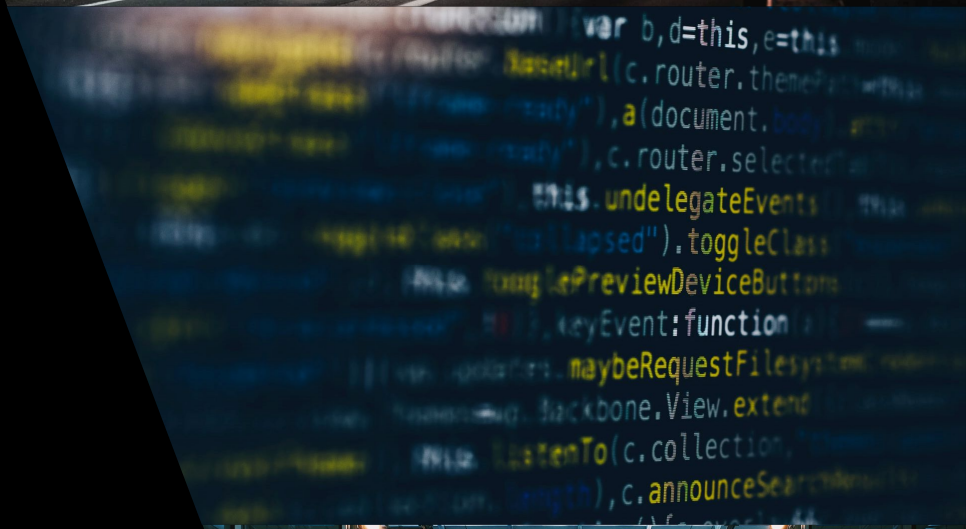
Technical platform

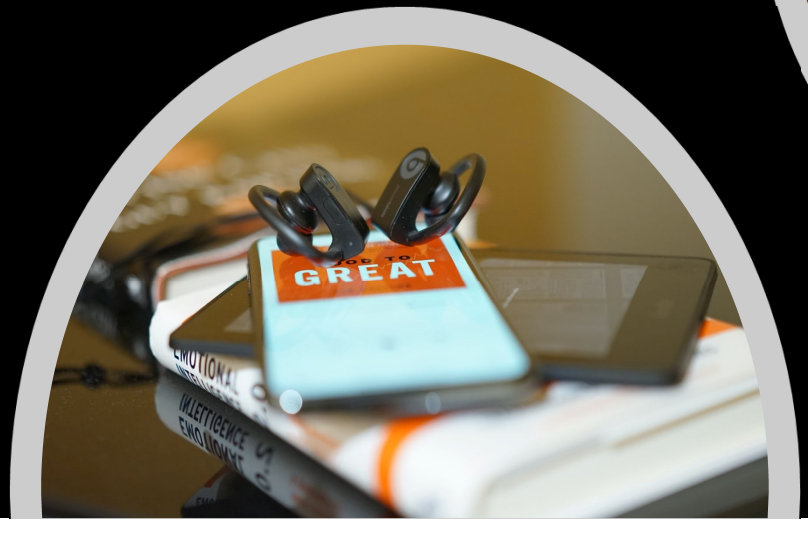
- High-performance platform, designed from day one to be dynamic and flexible. Allows for easy integration with existing IT environments and third-party sources.
- Industry approved encryption and DRM technology.
- Scalable to unlimited capacity.
- Content stored in lossless format and can be quickly encoded/transcoded to formats suiting all systems and environments.
- Easy output of metadata in various formats and generation of reports for content owners and rights organisations.
- Advanced implicit caching allows for uninterrupted streaming as users move between networks – Wi-Fi, mobile data networks (and offline mode).



Content & other services

- InProdicon will handle all licensing of music for the service including any special requests that the partner may have.

- Through its many partnerships, InProdicon can also provide:
  - Audio books and e-books
  - Movies, TV series, documentaries and telenovelas
  - Podcasts
  - Concerts
  - And other forms of digital entertainment as requested



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