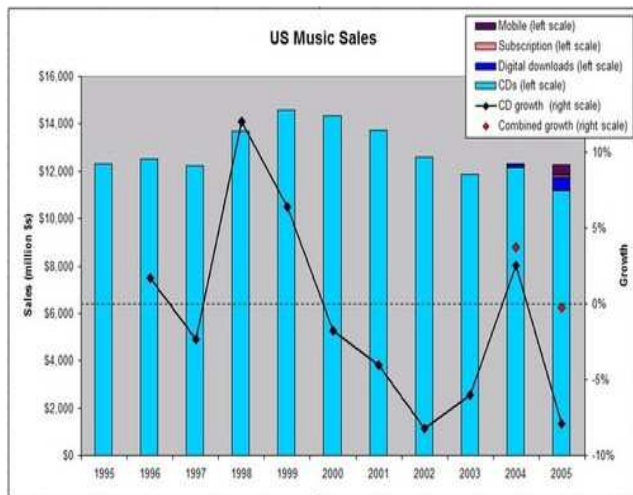
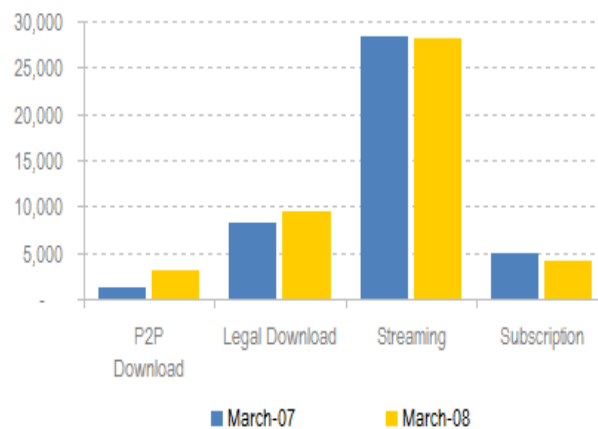


Something's Happening Here, What It Is Aint Exactly Clear!! Discussion Document



Online Music Categories

(1000s of Unique Visitors per Category, March '08 vs. '07)



Presented by Bob Davis
CEO Soul-Patrol.com
Black Music Director RadiolO.com
609-351-0154
earthjuice@prodigy.net

Bob Davis – Soul-Patrol.com & RadiolO.com

- Bob Davis - director for the “Black Music” cluster of channels (Classic RnB, Nu Soul, Classic HipHop, Today's RnB, and RnB Mix) at RadiolO.com. He's manages the music content, blogs and industry relationship management.
- Bob Davis – co- founded the award winning Soul-Patrol.com family of internet resources. From 1999- 2003 Bob was ran the Music Department of the Prodigy Online Service. Bob ran the Blues Channel in 2006/2007 @ TeeBeeDee Social Network.
- Bob Davis - does commentaries for XM-Radio, American Urban Radio Network, the (BBC) and monthly on Air America Radio ("On The Real" w/Chuck D) & many local stations.
- Bob Davis - a featured speaker at music education program; James Brown Symposium @ Princeton, Before the Music Dies @ NYU, Blues/Spirit Symposium @ Dominican University, Jazz Improv Live, Jimi Hendrix Tribute @ Pratt & Soul-Patrol Conv. Town Hall.
- Bob Davis - has interviewed artists like: Paul Simon, Bobby Womack, Sly/Family Stone, Joe Jackson, Delfonics, Eric Clapton, Berry Gordy, Buddy Miles, John Mellencamp, Marcus Miller, John Sebastian, O'Jays, EWF, Paul Shaffer, George Clinton, Bo Diddley, Vernon Reid, Gil Scott-Heron, Ray Charles, Dells, Aerosmith, & others
- Bob Davis - advises :R&R Hall of Fame, R&B Foundation, Future of Music Coalition, STAX Museum, Black Rock Coalition, Wake Forrest University, EUR, National Alliance of Native Americans, Universal Music, Rhino Music, Philadelphia Black Heritage Festival & others.
- Bob Davis - articles on music/culture appear in: Chicago Sun-Times, Arizona Republic New Pittsburgh Courier, NE Informer, Razors Edge Magazine, Chiltin Circuit Magazine, Elmore Magazine & is widely distributed @ many web sites/ blogs across the internet.

Bob Davis - 609.351.0154

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Numbers – Soul-Patrol.com (at a glance)

Soul-Patrol.com - Summary by Month										
Month	Daily Average					Monthly Totals				
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Mar 2007	167609	104174	12826	4371	83292	19370887	78690	230873	1875143	3016969
Feb 2007	192167	125327	10702	5158	148097	35551016	144424	299676	3509182	5380703
Jan 2007	206447	113203	12074	5047	159248	40269927	156480	374305	3509312	6399857
Dec 2006	263473	98424	8786	4407	156803	36531294	136619	272387	3051155	8167693
Nov 2006	208302	94853	7488	4422	148289	32001488	132680	224667	2845615	6249069
Oct 2006	184546	80572	8006	4039	145758	29710243	125215	248212	2497756	5720933
Sep 2006	185845	83844	7779	4167	145956	30403760	125021	233373	2615343	5575374
Aug 2006	167481	74147	6983	3710	142224	29117678	115037	216497	2298578	5191911
Jul 2006	185694	82752	7881	4117	138613	30992717	127634	244330	2565340	5756535
Jun 2006	203523	86712	9586	4720	143318	32347836	141616	287609	2601384	6105705
May 2006	245463	110109	10550	5269	167084	40845588	163356	327063	3413397	7609374
Apr 2006	221216	92729	9366	4456	151844	34307348	133705	281007	2781892	6636482
Totals						391449782	1580477	3239999	33464097	71810605

Ranking	Search Engine	Keyphrase
1	Google	black rock music
2	Google	classic soul
2	Google	nu soul
2	Yahoo	classic soul
2	Yahoo	black rock music
3	Google	disco history
5	Yahoo	disco history
5	Yahoo	funk music
5	Google	southern soul
6	Google	funk music
7	Google	soul music
7	Google	jazz funk
7	MSN	rock n' roll hall of fame
7	Yahoo	jazz funk
8	Yahoo	southern soul
9	Google	neosoul
10	Yahoo	soul music
12	Google	black music history
12	Google	slow jams
13	MSN	classic soul
13	Google	r&b music
13	Google	r&b music
14	Yahoo	neo soul
15	Google	rock n' roll hall of fame
16	Yahoo	doo wop music
16	Yahoo	slow jams
18	Google	neo soul
20	Google	black music

Property	Link	Coverage
Soul-Patrol Internet Radio	http://www.soul-patrol.net	80,000 listeners/month
Soul-Patrol Newsletter/Times (3x/wk)	http://www.soul-patrol.com/newsletter	50,000 subscribers

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What's RadiolO.com? (1.5 Million Listeners/Month)

RadiolO, found network products by Sonos, Philips and Escient as well as Apple's iPhone/Flycast Touch, produces "60 well-finessed channels in-house, from Acoustic Cafe to Classic R&B to an all-Grateful Dead channel, (streaming at 128 Kbps) –Philadelphia Daily News

- **Classic RnB @ RadiolO.com (Late 1950's - Early 1980's):**
 - **Description:** Classic RnB from the 50's 60's, 70's & early 80's. Motown, Stax, Philly Soul, Chicago Soul, Slow Jams, Doo Wop, Funk, & more.
 - **Sample Artists:** Sam Cooke, Marvin Gaye, Al Green, Aretha Franklin, JB, EW&F, Dells, P-Funk, Al Green, Temps, Ray Charles, Stevie Wonder, J- Five, War, Jackie Wilson, Spinners, Buddy Miles,
- **Classic HipHop (Late 1970's - Early 1990's):**
 - **Description:** A historical survey of the roots and evolution of hip hop
 - **Sample Artists:** LL Cool J, Run-DMC, Kurtis Blow, Hammer, Public Enemy, Queen Latifah, Ice Cube, Coolio, Eric B/Rakim, Fat Boys, Flash, Heavy D, Kool Moe Dee, Kris Kross,
- **RnB Mix @ RadiolO.com (1980's, 1990's, 2000's, Current):**
 - **Description:** RnB from the Early 1980's to today, featuring the hits from then and now.
 - **Sample Artists:** Prince, Michael Jackson, Whitney Houston, Sade, Boyz II Men, Mariah Carey, R.Kelly Janet Jackson, Alicia Keys, Luther, Hammer, Rick James, Billy Ocean, TLC, Badu, Maxwell, D' Angelo
- **Nu Soul @ RadiolO.com (Adult/Current):**
 - **Description:** Eclectic blend with the sound of what Soul music was in the past, for today's audiences.
 - **Sample Artists:** John Legend, Erykah Badu, Sharon Jones, Angie Stone, Jill Scott, Bettye LaVette, Leela James, Willie Clayton, Amy Winehouse, Ryan Shaw, James Hunter, Stephanie McKay
- **Today's RnB @ RadiolO.com (Urban/Current):**
 - **Description:** Current top RnB artists/tracks from today's hottest producers and beat makers
 - **Sample Artists:** Mary J Blige, Mario, John Legend, Alicia Keys, Chris Brown, Kanye West, Nelly, Ludacris, Akon, Lil Jon, Bow Wow, T-Pain, Fergie, Rihanna, Timbaland, Ashanti, Snoop Dog,

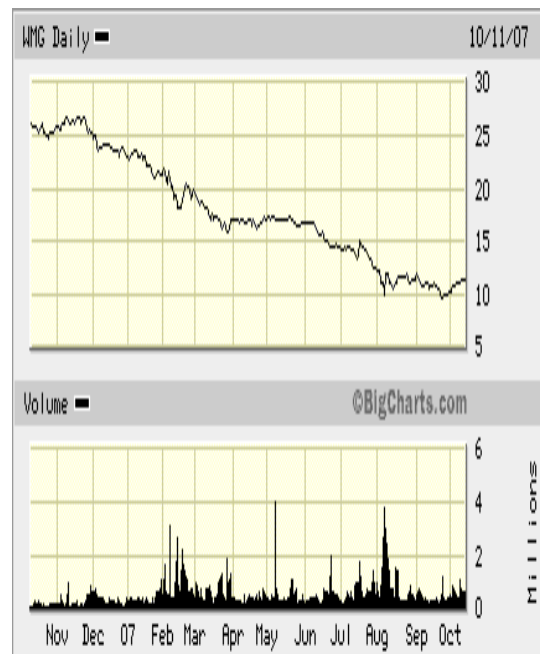
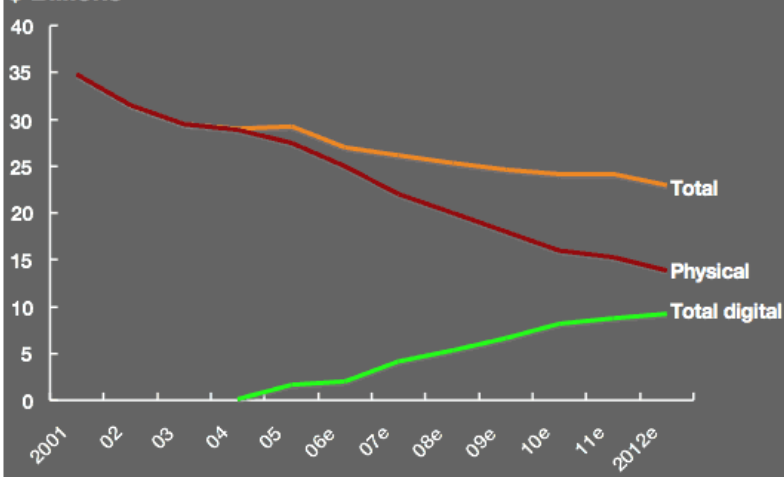
Bob Davis - 609.351.0154

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4

Problem Statement: Something's Happening Here.....

Recorded music sales: actual and forecast —
2001-2012e
\$ Billions



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5

Ripped From Today's Headlines



- MySpace cutting a huge deal with three record labels to turn MySpace Music into a place to see videos and buy songs, ringtones, concert tickets and merchandise
- The Rolling Stones creating a YouTube channel
- There's iTunes passing Wal-Mart in music sales
- Radiohead Says Pay Whatever You Want
- 50 Cent creating his own social network
- Isn't Music supposed to be FREE?

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6

Radio has called it wrong on a number of critical strategic moves?

• Understand this – The Future of Radio is on the Internet

- Name one consolidator - that spends more than 5% on Internet broadcasting and mobile content.
- Terrestrial radio is being replaced by the Internet and mobile devices every day as new listeners come of age.
- Terrestrial radio is beginning to decline because it has no growth potential -- no next generation.



- **Consolidation** -- a land grab for the few who then wound up proving to everyone that they didn't know how to run a public company even with a near monopoly. NAB was instrumental in getting consolidation tacked on the 1996 Telecommunications Act behind the scenes at the last minute.
- **The Failure of HD Radio** -- Before consolidation, maybe the owners who could only have 30 or so stations would have seen HD sub channels as an idea to invest in. Turned out to all fluff and PR and the biggest detractors turned out to be the very consolidated groups who to this day fail to invest any more than chump change in programming HD channels.
- **More Accurate Audience Measurement** -- Missing in action as broadcasters had a food fight with Arbitron because some of them didn't like Arbitron. This embarrassing episode setting radio back to the days of Fred Flintstone has left the industry with the antiquated diary system, politically motivated lawsuits pandering to minority interests and an advertising community that is both spooked and willing to regurgitate every last negative word in future radio negotiations. There's iTunes passing Wal-Mart in music sales

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7

Issue: The Artist As An Independent Small Business Owner

- Will There Ever Be Another Motown, STAX or Philly International?
- What's The Magic Number?
- How Important is Radio Airplay?
- What Types of Online Strategies Should I Employ?
- What About Social Networks?
- What About Radio Charts?
- What Is Variable Pricing
- How Does an Artist Make a Living?

Issue: Music Terminology and its Economic Implications

- I don't like categories at all. Most of the time I find myself wishing they would just go back to the original names for the various musical styles.
 - Popular Music
 - Hillbilly Music
 - Race Music
- During the 1950's this changed, largely as a result of the connection between the evolving Civil Rights Movement and the evolution of the music marketplace.
 - "Hillbilly" was replaced with "Country"
 - "Race" was replaced with the "R&B"
 - Later "R&B" music that was destined for white teenagers was designated "Rock n' Roll" and "Soul" was used for the music destined for Black teenagers
 - Meanwhile the terms Jazz & Blues were somehow removed from the Black experience.
- The term "great Black Music", we mean EXACTLY the same thing that was meant by the term "Race Music". (music originally created by Black Americans)
- As time moved forward and the marketing objectives of record labels changed, other sub-divisions for Black music emerged. Funk, Fusion, Urban, Hip Hop, Smooth Jazz, Neo Soul, Techno, House, and dozens of others
- Over the years I have become completely confused and left and now I just use the term Black music, and everyone seems to understand exactly what I am talking about.
- As the "music industry" evolves into the "music business", what we call "black music", will be the fuel that powers it's engine (just as it has always been), therefore what you call it becomes critical for those who want to have an economic stake in its future