

PARTICIPANT GUIDE

Hi,

You are about to beta test the services and features of MMAA, a European Union supported project. Your opinion counts, it is highly appreciated, so first of all, we want to thank you for your interest and your time. Testing involves you taking a tour through the MMAA, not as a music consumer, but as an artist or artist's representative, with the agenda of using MMAA to develop your artist's business.

MMAA = The Music Magazine and Artist App (MMAA) is a European Union (EU) funded project, designed to develop new ways to create sustainable business models for: digital music services, audience development platforms (music magazines, music venues) and providers of artist services primarily including i) distributors of recordings including record labels, and ii) promoters of live shows. This in turn will support artist-led business models in the digital era. MMAA will explore the creation of spaces in which music fans can discover artists, and leverage digital opportunities which emerge for enriched consumer engagement.

Two companies are involved in delivering and developing MMAA: Beloud and Ascora. Some of the MMAA services to the artists are executed by Beloud and Ascora, so when references appear in MMAA to them, it is ONLY within the context of MMAA. None of your information is being used outside of MMAA, or being provided to third-party companies. Additionally IMMF is participating in the project to offer an Artist SME perspective by accessing the global community of artists and their managers (representatives).

Beloud = develops technological user-friendly tools for artists and music magazines <https://beloud.co/>

Ascora = specializes in Information Technology development <http://ascora.net/>

International Music Managers Forum (IMMF) = a global umbrella organisation for national and regional associations of artists and their representative. www.immf.com

The objective of this guide is to give directions as you: a "test participant", move along the process of testing the different features so that you can give us, the MMAA project team, your feedback.

You're going to set up an artist account, with a profile page and an online store featuring some products (digital music, T-shirts, posters, vinyl, CD's etc), and explore other platform features, like creating a prize-affle for fans, selling concert tickets to fans, and the project's crowdfunding services.

In this guide you will also find video tutorials and an FAQ section.

<http://beloud.co/index.php/en/faqs/artists>



The following icons indicate::



A task you have to complete.



Advice



URL for a video tutorial.

LET'S START!

Test Step 1 - Open an MMAA artist's account

Follow this link <https://adminartist.beloud.co/> to open an account. If you arrive through www.beloud.co, please make sure that you sign up as an Artist not as a Fan.

Once you have completed your account details you will receive an email to verify your email address. Open the email, click on the verification link. This verification is very important as until you do it, we will not be able to verify your account and the process would be stopped.

Also, there is a verification process that the email you are using is authorized by the Artist you created as administrator of the account. In order to speed the process, once you create your account, please send an email to cs@beloud.co, indicating in the subject of the email IMMFF – MMAA project and in the content of the email the name of the artist you created and the associated email. Please wait until our confirmation (it can take a day) to proceed with the following steps.



Test Step 2 - Build an artist's profile

IT WILL HELP YOU IF YOU HAVE PREPARED THE MATERIALS FOR THIS SECTION IN ADVANCE

In the "Artist Page" section:

- i) complete your artist information
- ii) upload a photo of the artist. The photo should be current and useful in a promotional context (i.e. for third-parties in the media, or digital music stores)
- iii) add the artist's bio. It's up to you how many words you use, but the biography (bio) should be current and useful in a promotional context.
- iv) add any web-links to your artist's social media accounts
- v) add public facing email or other digitally connected contact details (for fans and for business contacts)
- vi) In the "PressKit" tab: add material which permitted third-parties can download, material that you would want business connections to have 24-7 online access to. These materials are not confidential, and can be found by any internet users. Examples include:
 - high-resolution pictures JPEG, PNG, GIF
 - artist logos JPEG, PNG, GIF
 - stage rider/s PDF
 - artists bio as PDF



Please complete the Artist Page section



If you don't see the verification mail in your inbox, check your spam.



Watch the tutorial <https://youtu.be/MXsxy0CN39w>

See my profile 

Click this button to see your page as the public will see it.

Test Step 3 - Add some products to your Artist's shop

Go to the "Personal Information" section and complete it (in the Tax identification number you can enter the appropriate number for your country, if there is none, please introduce your name and family name)

Then in the "My Shop" section you will be adding your first product for sale:

- i) Add a physical product (i.e, CD or tee-shirt). If you do not have a physical product to offer for sale, you can test the process of creating a product using fictional data and info made up by you (i.e make up the name of an album or T-shirt design). Fields marked with an asterix * are mandatory, and you need to input data in those fields. Once you have completed the data/info for a product press "Save" (instead of "Save and Publish"). The product will be created but not published, and will not be publicly visible.
- ii) Add a digital (sound recording, e-merch, etc) product. If you do not have a digital product to offer for sale, just go through the process of creating a product using made up data / info as in the physical product process.- Once you have completed the data/info for a digital product press "Save" (instead of "Save and Publish"). The product will be created but not published, and will not be visible publicly.

Note: If you take the time to add information to all the information fields relating to each product, it will help surface and connect your products in the digital market, and help your sales.



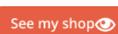
You will be adding a physical product and a digital product



Use the product description to give interesting info to your fans



Watch the tutorial <https://youtu.be/7q0mtYbQ-U4>



Click this button to see your shop as your fans will see it



Test Step 4 - Add concerts to your Artist's profile

IT WILL HELP YOU IF YOU HAVE PREPARED THE MATERIALS FOR THIS SECTION IN ADVANCE

You can add listings (location, date, line-up) for all your artist's concerts to your MMAA profile, so that your fans, and business connections can be alerted to relevant concerts. Go to the "Concerts" section and add a concert.

-  Add at least one concert. If you don't have any concerts planned, you can skip this section
-  If the venue is not in the MMAA database, the venue has to go through a verification process. We take care of that, your concert will appear once the verification process is completed.



Test Step 5 - Sell concert tickets through your Artist's profile

In this step you will configure a concert ticket for sale. This is part of the private testing process. The tickets will not go on sale. The public will not be able to see this MMAA test action.

In the "My shop" section, go to "Tickets" and create one ticket for one concert. If you do not have a specific concert to use as an example, invent a hypothetical concert using fictional (made up) data/info. Click save. Then click the button . The ticket sales functionality is currently live on MMAA, if you wish to retain your artist account after the test and use features like the ticket store, or digital store.... you can.



Add a concert ticket for sale (then erase it if you don't want to sell it).



You can upload a specific image for this ticket.



Watch the tutorial <https://youtu.be/ZShysCq-ovs>



Test Step 6 - Launch a raffle through your Artist's profile

In the "My shop" section, go to "raffle" and create a raffle. When engaging with you through MMAA fans obtain points, points earn fans raffle entries. So the more points they get the greater their chances of winning a prize. Raffles are an interesting digital marketing tool which can help an artist to increase engagement with their existing audience, and with assistance from their fans reach new audiences. Every time a fan shares your MMAA page, your MMAA shop or buys a product they will be rewarded with raffle-points.

Here are some ideas for raffle prizes which you could offer:

- Autographed physical CD
- VIP pass for one of your concerts
- Signed copies of all your vinyl releases

 Create the raffle with an initial date in the future, for example use Dec 31st 2017. Once you have completed (tested) the procedure delete the raffle by pressing the button .

 The more interesting the prize, the more interest you will generate from your fans.

 Watch the tutorial <https://youtu.be/x9Zf6wc03iY>



Test Step 7 - Create a crowdfunding campaign

Go to the "Crowdfunding" section. Add a crowdfunding campaign and see how it would be seen by the public. You don't have to launch the campaign, just create it without publishing it. The crowdfunding tool is intended to help artists finance their projects.

Here are some ideas for crowdfunding campaigns rewards:

- Digital copy of a CD
- Digital copy + physical CD
- Digital copy + CD + Tee shirt
- VIP package: Digital copy + CD + Tee shirt + 2 show tickets signed drumsticks

 Create a new crowdfunding campaign with some rewards.

 You can create a campaign without launching it. There is a specific button at the end of the process to launch the campaign. Click on the "eye" button to see your campaign as the public would see it if it was launched.

 Watch the tutorial <https://youtu.be/g7Hla34WuSE>



Test Step 8 - Testing Feedback

Once you have completed your exploration of the functionality of the MMAA project for this pilot you need to give us your feedback. Click here for the feedback: <http://mmaaproject.eu/questionnaire-for-artists>

Thank you. That's the end of the testing process