

IDENTITY

OTT Music Platform

Connecting Artists with Superfans



Music Industry

Italy's recorded music market is experiencing a **steady growth (+14.2%)**, with a **€175 million** turnover in 2023 (Deloitte for FIMI).

Digital music content accounts for 84% of the recorded music market.

The music streaming market is projecting **an annual growth rate of 4,45% globally** (CAGR 2024-2028) and it is expected to generate a market volume of **\$35.10 billion by 2028** (Statista 2023).



Problem



**«Vi hanno fatto
il lavaggio del cervello
convincendovi che
la musica è gratis»**

**“THEY BRAINWASHED
YOU INTO BELIEVING
THAT MUSIC
IS FREE”.**

In a series of tweets,
James Blake raised
concerns about musicians
turning into influencers



**Salmo all’attacco contro
social e piattaforme
streaming: “Non c’è più
libertà d’espressione”**

a cura della redazione Spettacoli

Il rapper si sfoga su Instagram: “L’arte è da buttare”

**SALMO ON FREEDOM
OF EXPRESSION
ACCUSES STREAMING
PLATFORMS AND
SOCIAL MEDIA.**



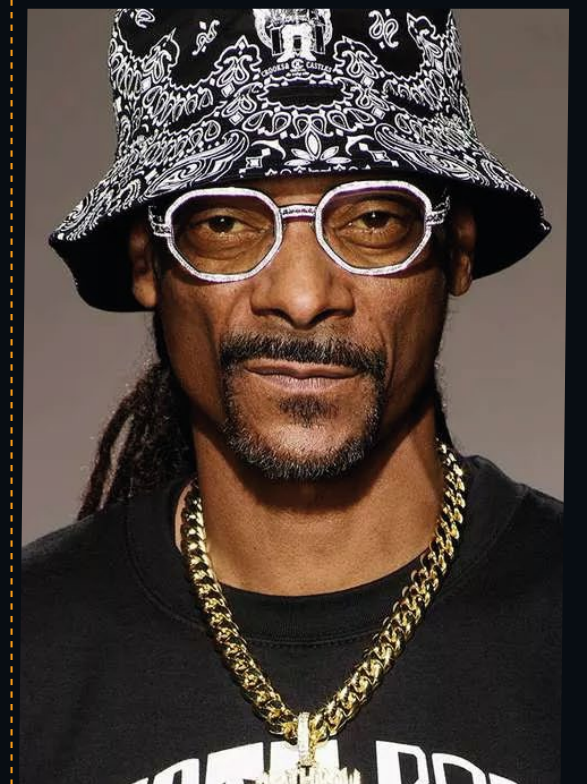
**“Le major stanno
economizzando
più di tutti dagli streaming,
gli artisti vedono i soldi
dai live”.**

Fabri Fibra
Novembre 2023 - The Basement

**THE MAJOR RECORD LABELS
ARE THE ONES PROFITING
THE MOST FROM STREAMING
SERVICES.**

**ARTISTS MAINLY EARN FROM
LIVE PERFORMANCES.**

Fabri Fibra
November 2023 - The Basement



**SNOOP DOGG
CLAIMS**

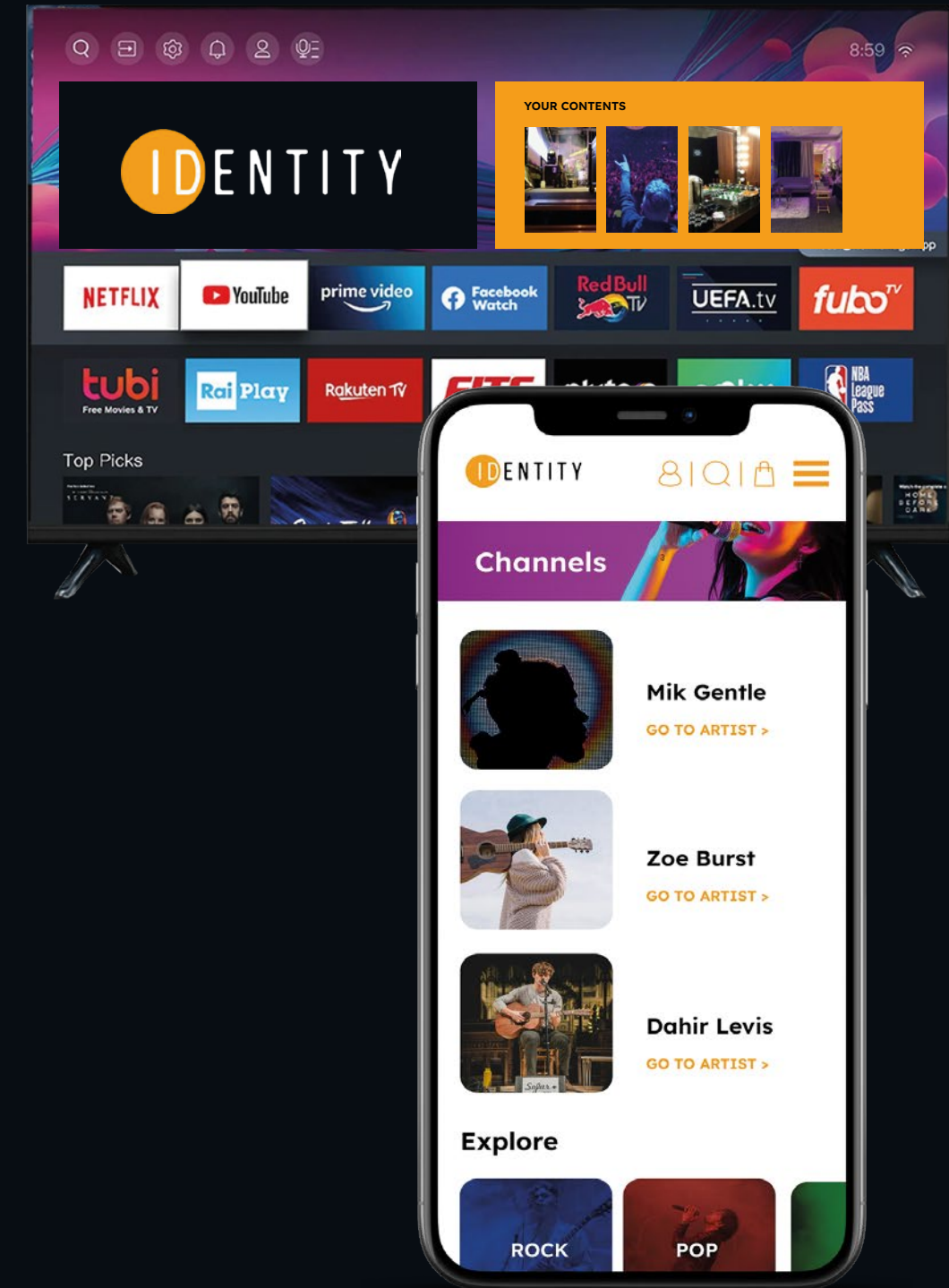


**HE EARNS ONLY \$45,000
FOR 1 BILLION STREAMS**

Solution

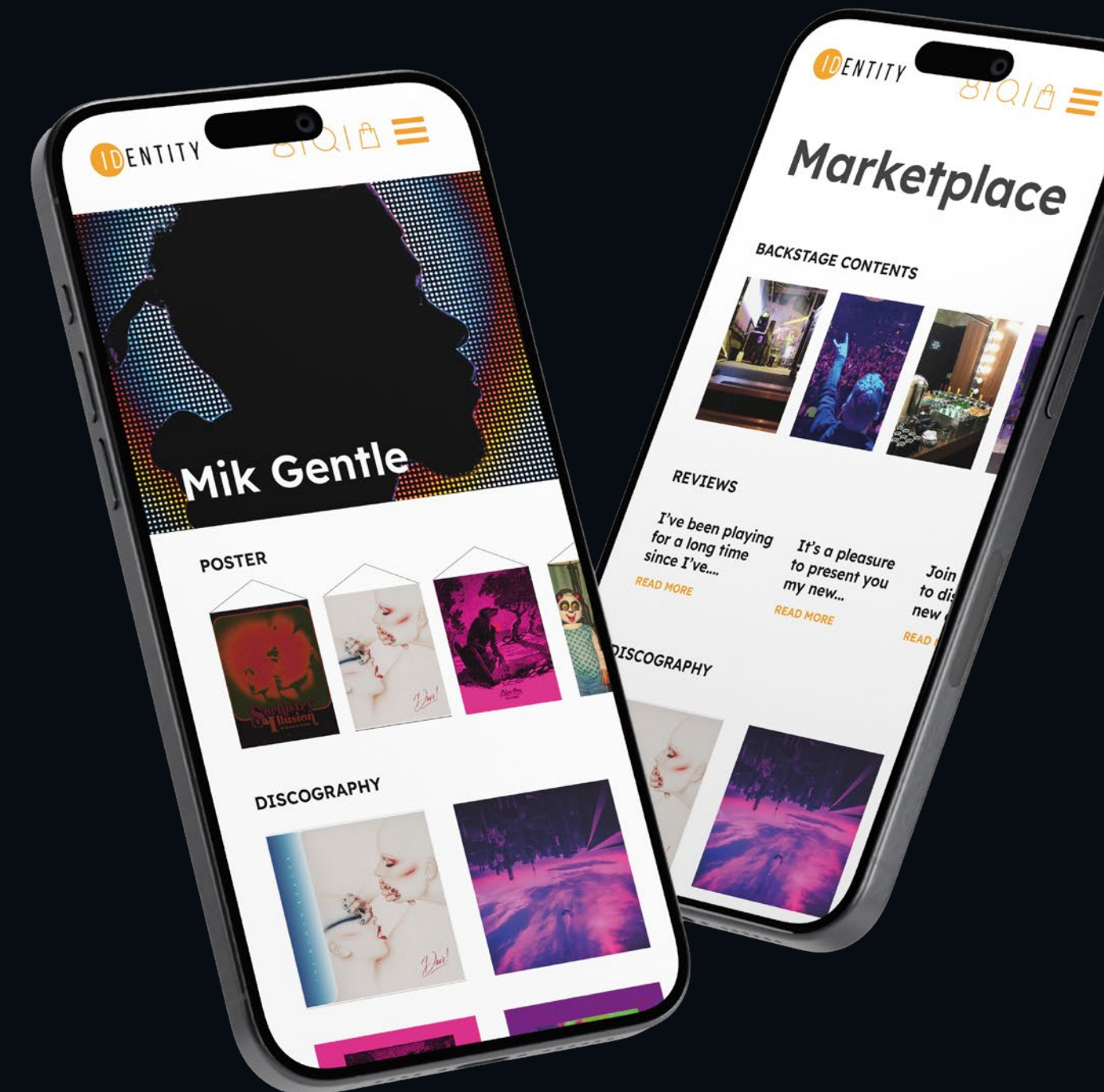
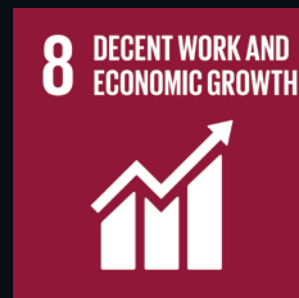
An OTT platform where each artist co-owns their channel, functioning as a digital fan club. Fans can buy, rent and sell **digital products as album, discographies, merchandise, extra contents and enjoy exclusive experiences, live streaming, contests, priority access** and more directly from Smart TV and/or Smartphone

No mandatory subscriptions



Value Proposition

We create a direct channel between artists and fans by designing a **technological and legal infrastructure** that **empowers artists to enhance fan monetization** while retaining **full control of their business**.



Why do artists choose Identity?

The data!

With Identity, artists co-own the distribution channel and the data generated within it. Data is the most important asset in the entertainment business, and **those who create art must own their data!**

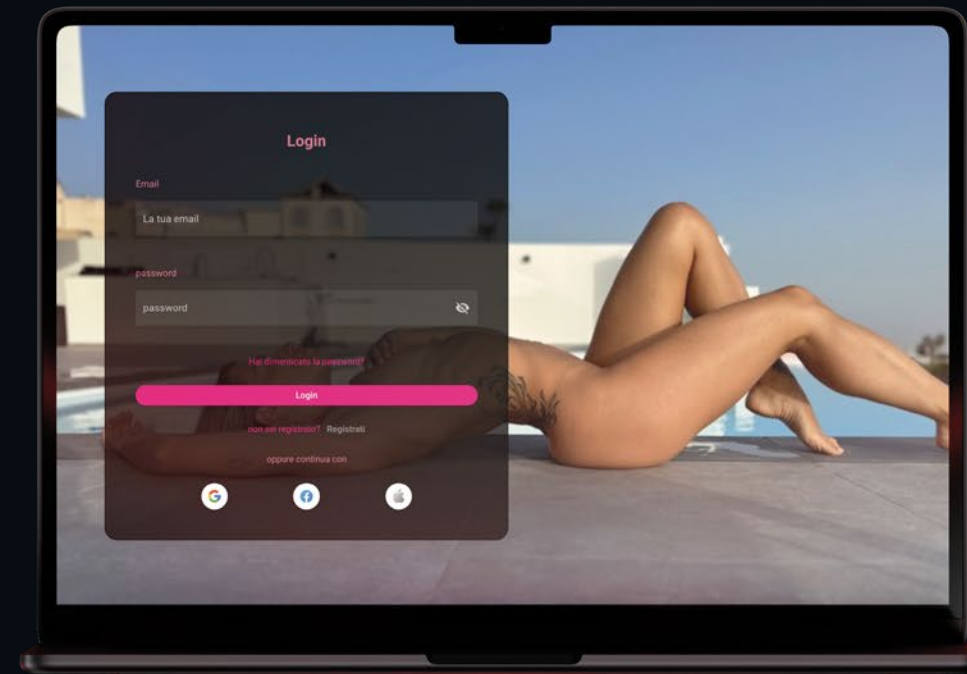
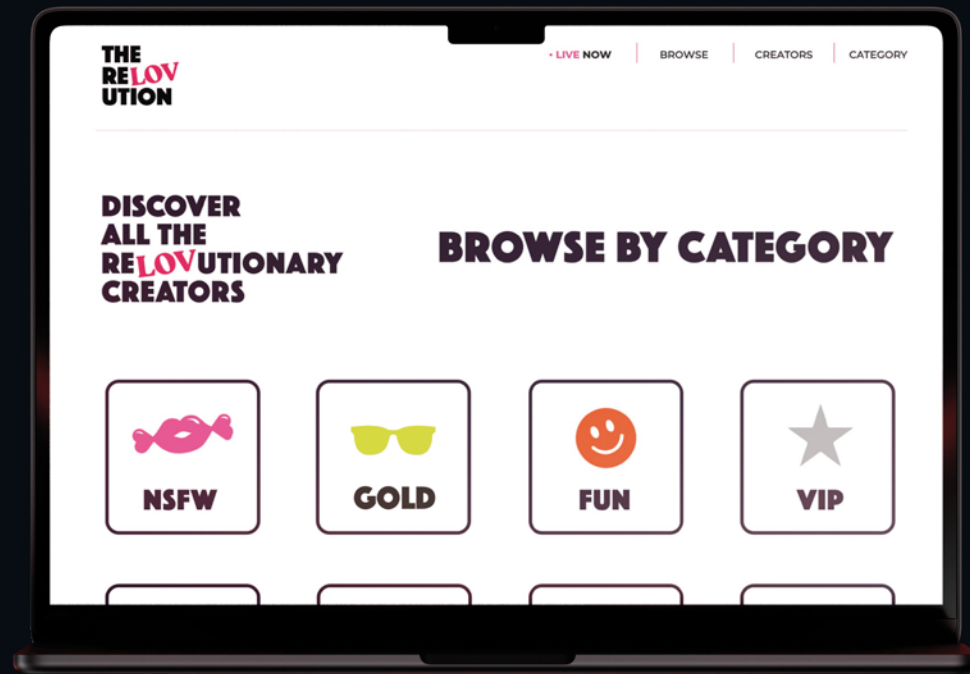


ARTISTS OWN THE CHANNEL



ARTISTS OWN THE DATA

Tech Validation

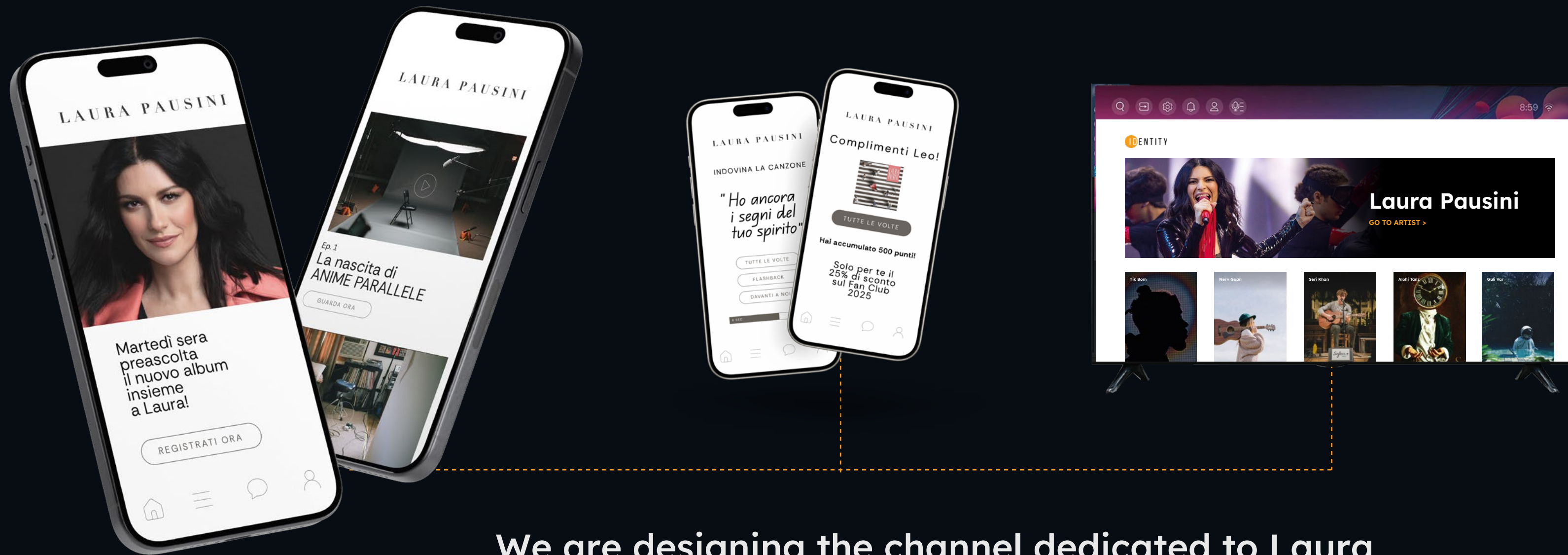


We have already developed the backend of the platform and we are going to test it in a different market with the same business model.

TECHNICAL DETAILS:

Cloud provider Amazon AWS, Frontend Vue.js, REST API, Streaming video WebRTC Live, Backend Python/PHP

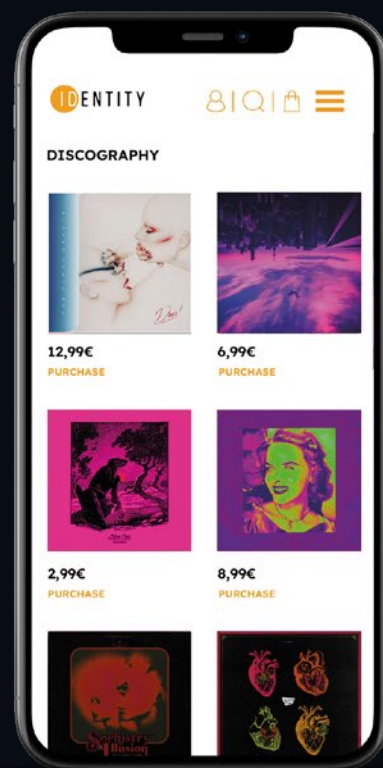
Laura Pausini's Channel



We are designing the channel dedicated to Laura Pausini's fans in collaboration with Gente Music, Laura's management company.

Business Model

**REVENUE SHARING:
WE EARN 20% OF THE REVENUE FROM EACH CHANNEL**

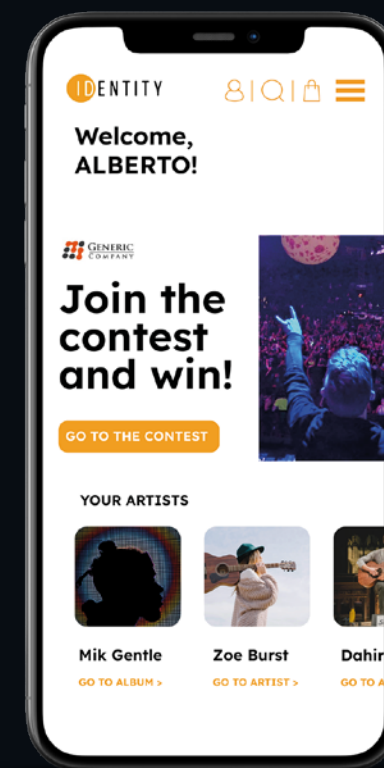


B2C

Sale of Digital Music
Sales of Digital Products
Exclusive fan experiences

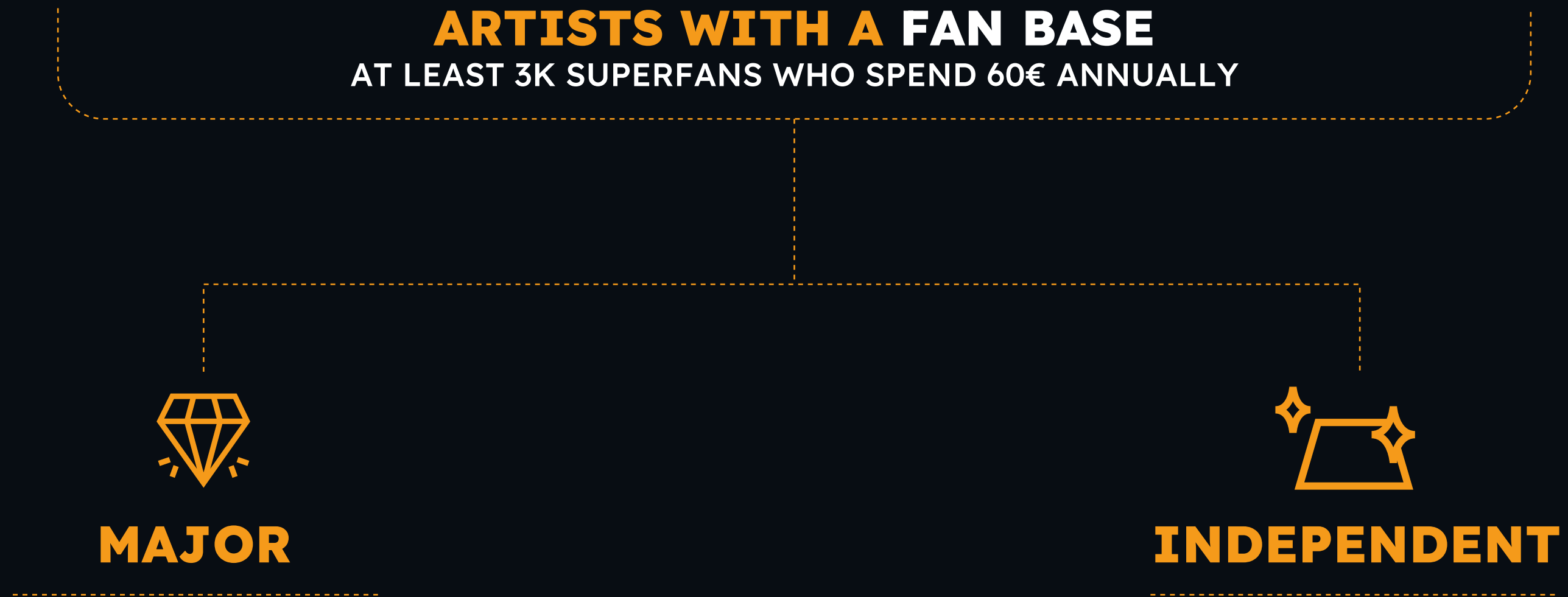
B2B

ADV
Contests and other
sponsored activities



We also generate revenue through premium services offered on the platform.

Market Goals

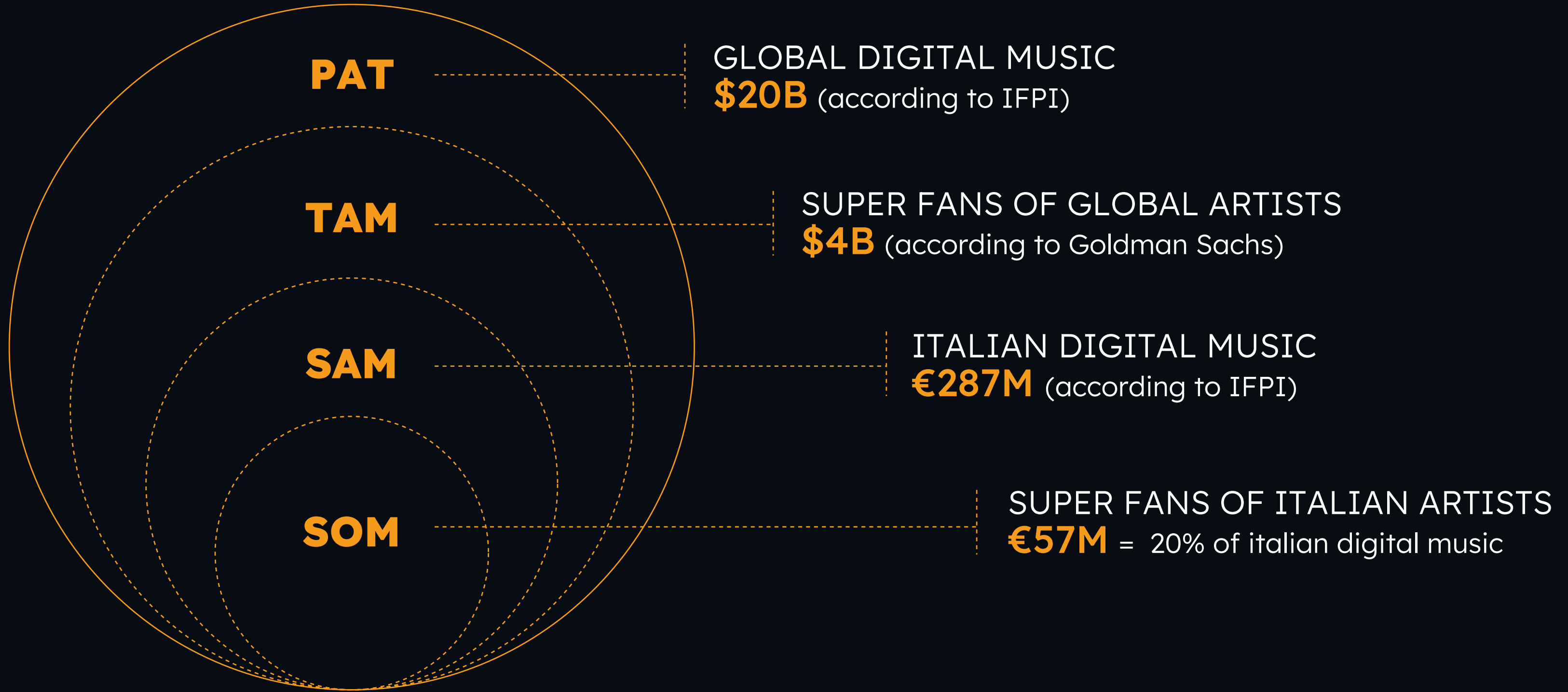


Identity is not a platform where
anyone can upload content.

Fan pyramid



PAT TAM SAM SOM



Platform overview

	Free Version	Subscription	Users can buy and sell single products	Anyone can upload content	Custom fan clubs for every artist	Online and offline streaming	Artists own the channel and the data
IDENTITY	✓	✓	✓	X	✓	✓	✓
SPOTIFY	✓	✓	X	✓	X	✓	X
AMAZON MUSIC	X	✓	X	✓	X	✓	X
APPLE MUSIC	X	✓	X	✓	X	✓	X
YOUTUBE	✓	✓	X	✓	X	✓	X
ITUNES	X	X	✓	✓	X	✓	X



CLAUDIA LISA

MANAGING DIRECTOR OF
CAST EDUTAINMENT

(FORMERLY UNIVERSAL AND WARNER)

Artists and record labels desire transparency in the numbers regarding sales and fan interactions. Identity, with a system of co-ownership with artists and labels, puts those who generate the art in a position of greater power within the music industry, thereby improving the quality of productions.



GIAMPIERO DI CARLO

ROCKOL

EDITOR IN CHIEF

Both the CEO of Universal and Warner Music have emphasized the importance of the most devoted fan bases to increase the revenue pie outside the digital streaming ecosystem. At Rockol, we have conducted a masterclass titled '2024, the Year of the Superfans'. A platform that nurtures the artist-superfan relationship is the right idea at the right time.

Team



ALBERTO MARENCO CEO & CO-FOUNDER

Over 10 years of experience in digital marketing, specializing in gamification, fan engagement, and data monetization strategies.



ALESSANDRO LICCARDO CCO

Music Manager and President of the record label Volcano Records with 15 years of experience in the music industry both in Europe and the United States.



SILVIO COLOMBARO CTO & CO-FOUNDER

Full Stack developer with over 15 years of experience in the field.



NICOLA MARTINI CMO

Creative director with over 15 years of experience in design, marketing and music business.

PARTNERS

HAPPINESS
IS TO FIND
IKIGAI

IKIGAI MEDIA
CREATIVE AGENCY



LANZO & PARTNERS
LAW FIRM

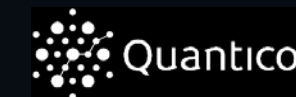


COLOMBARO
SOFTWARE HOUSE

SUPPORTED BY



GROWNECTIA
STARTUP GROWTH

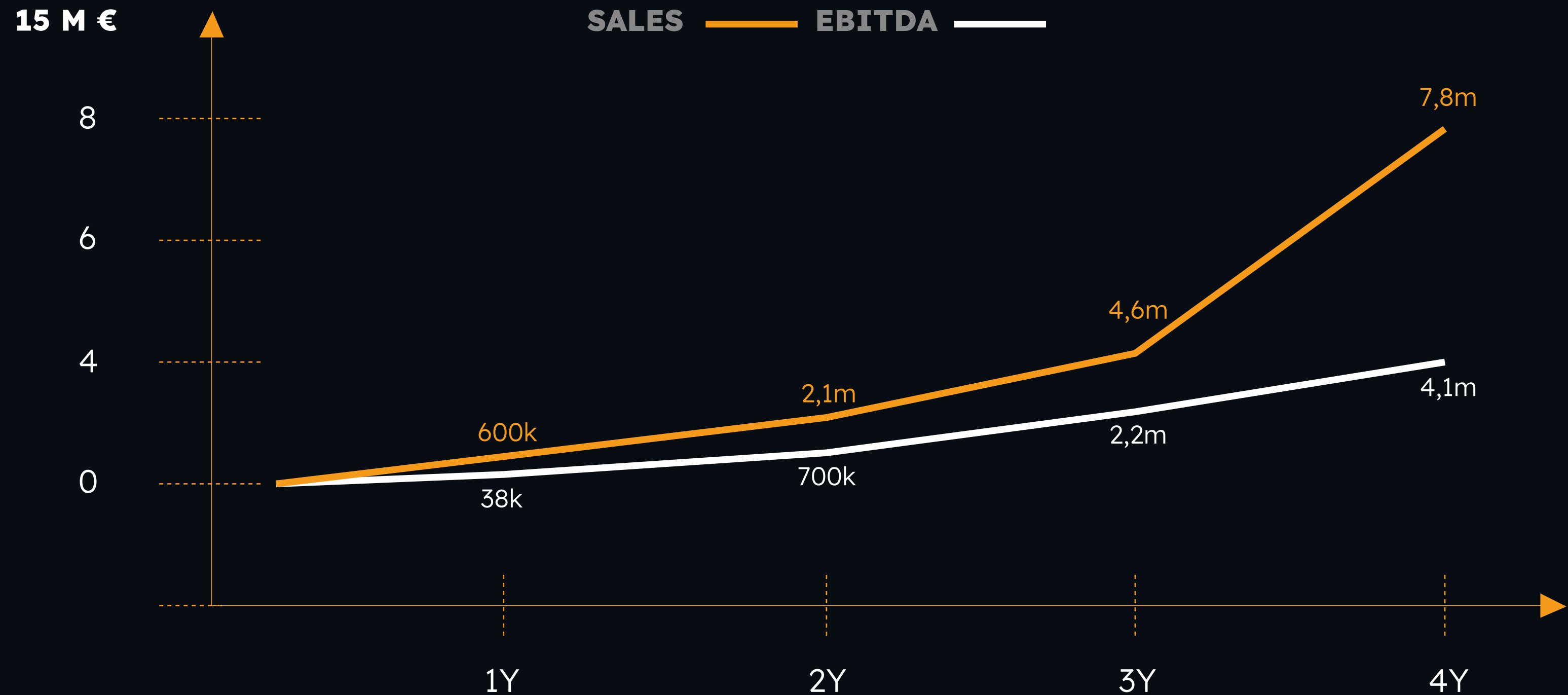


TOGET



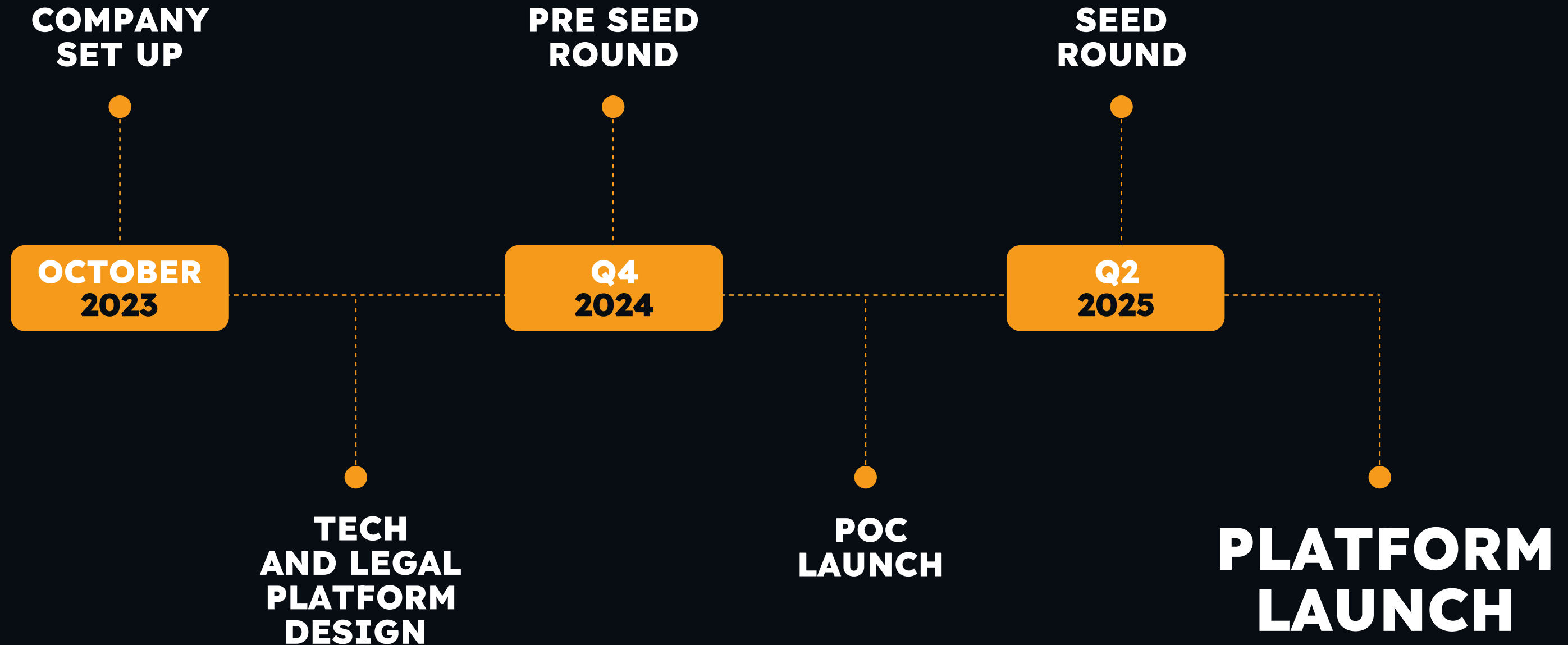
Growthub
by OMFC

Economics



BEP (with at list 14 artists' channels 570k)

Road map



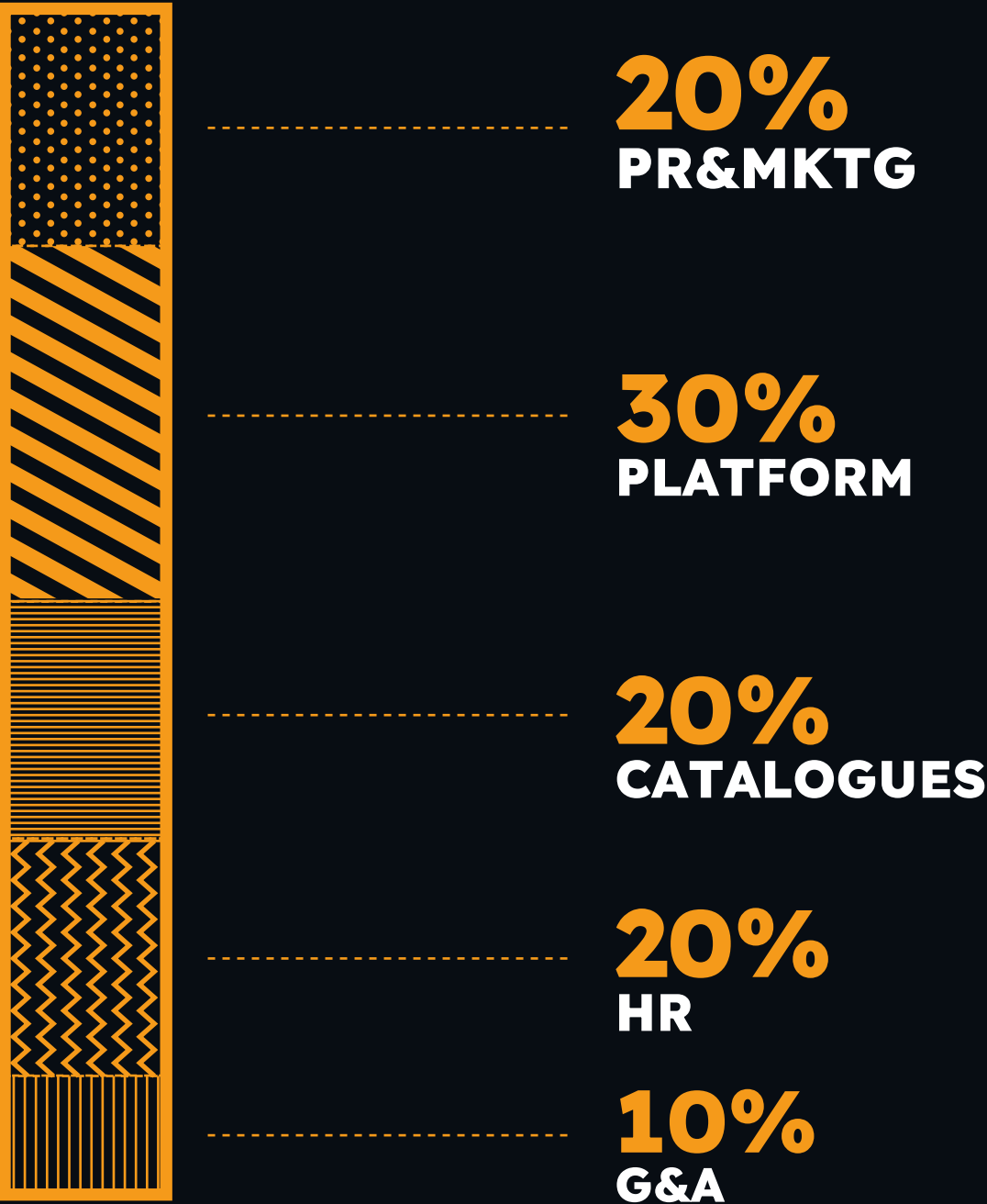
Financial need and use of funds

SEED ROUND PRE-MONEY

1,7 M €

500
K€

100K€
ALREADY
COMMITTED



IDENTITY | **THANKS.**

CONTATTI:

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