



# IslamicTūnes

The Biggest Freemium Collection of Islamic Music & AudioVideo Streaming Hub



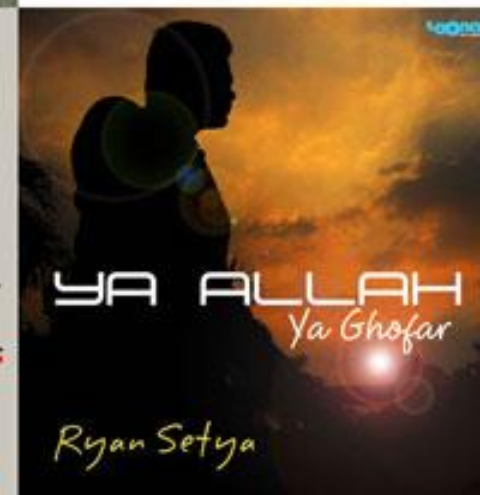
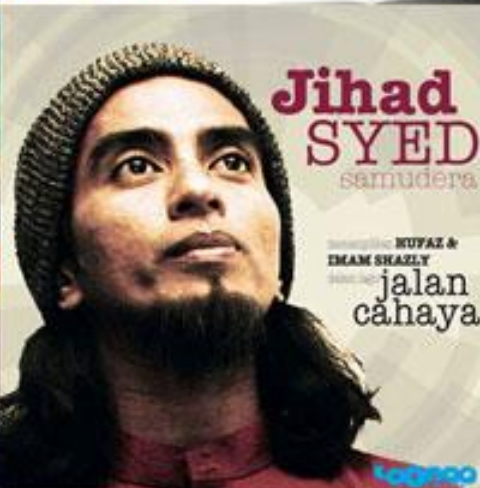
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**“IslamicTunes is Spotify for Muslims.”**

**- Hj Rozman Bin Abas  
Founder & Advisor | IslamicTunes**



**IslamicTunes** is a **new digital streaming content marketplace** for **Muslim Kontenpreneurs** and other creative talents to market, promote and distribute their content such as **music, audio, and video**.



IslamicTunes is also a **social marketplace** for the world to **discover content that are Islamic-oriented** such as **music, audio, and videos** across all devices through IslamicTunes digital streaming technologies.



# OUR VISION

To deploy the **first Muslim's social digital streaming platform** that provides **Syariah Compliant educational and entertaining content** for the Ummah.

# OUR MISSION

- 1** To create a **global hub** or gateway for **digital Islamic content** focusing on **music, audio** and **video**
- 2** To create an **online repository of Islamic-oriented content** as a central knowledge database serving as a global reference platform on Islam
- 3** To empower Muslim Kontenpreneurs with a **cost-effective commercial channel** that can **contain, distribute** and **market proprietary content** owned by the Kontenpreneurs as a source of business revenue

# OUR MISSION

- 4 To establish **South East Asia as a centre for Islamic-oriented digital content distribution** hub for the global market
- 5 To **create more job opportunities** in the local creative content development industry
- 6 To contribute to the **development of local creative talents** who are excellent and competitive for the global markets
- 7 to **minimize piracy and illegal copyrights infringements** on Islamic-oriented content locally and internationally



# TARGET MARKET

IslamicTunes Audience Segmentation

ISLAMICTUNES



GENERAL USER



KONTENPRENEURS



BRANDS & ADVERTISERS



## GENERAL USER

For the General User, or Fans, IslamicTunes operates under a **FREEMIUM Business Model** in which basic services are free, while additional features are offered via paid subscriptions of RM10 per month.

# 180 MILLION

Muslims around the world are already online



## KONTENPRENEURS

"Kontentpreneurs" Include individual content owners, record labels and other content aggregators.

Kontenpreneurs contribute content that will attract the public to IslamicTunes, with a profit-sharing model up to 70%

# 5,000+

Kontenpreneurs have already sign-up with IslamicTunes



## BRANDS & ADVERTISERS

Businesses need exposure to their products and services to generate leads, build brand awareness and increase their market share.

With a large number of subscribers, IslamicTunes offer various advertising packages to brands, from as low as RM150 to RM5000 per insertion.

# 10,000,000+

Businesses have been registered in South East Asia

# TARGET MARKET

Business and Market Relationships Diagram

"Kontenpreneurs" Include:  
- individual kontenpreneurs  
- record labels  
- other content aggregators

General Users subscribes to IslamicTunes for free, or RM10 per month



Subscribers attract brands



Kontenpreneurs contribute content to IslamicTunes with a profit-sharing model up to 70%

Content attracts subscribers

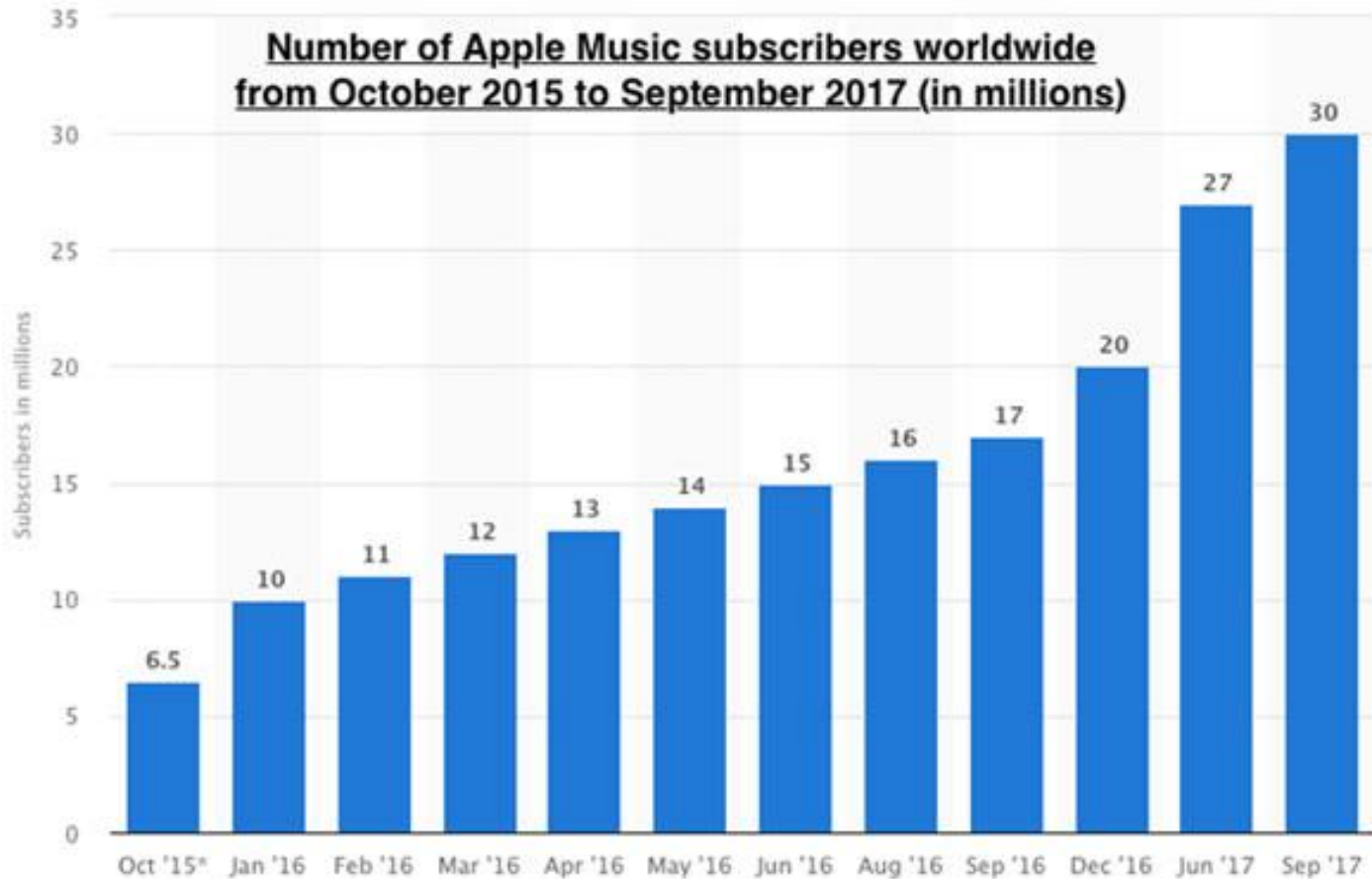
Brands get exposure



With a large number of subscribers, IslamicTunes offer various advertising packages to brands, from as low as RM150 to RM5000 per insertion

# MARKET POTENTIAL

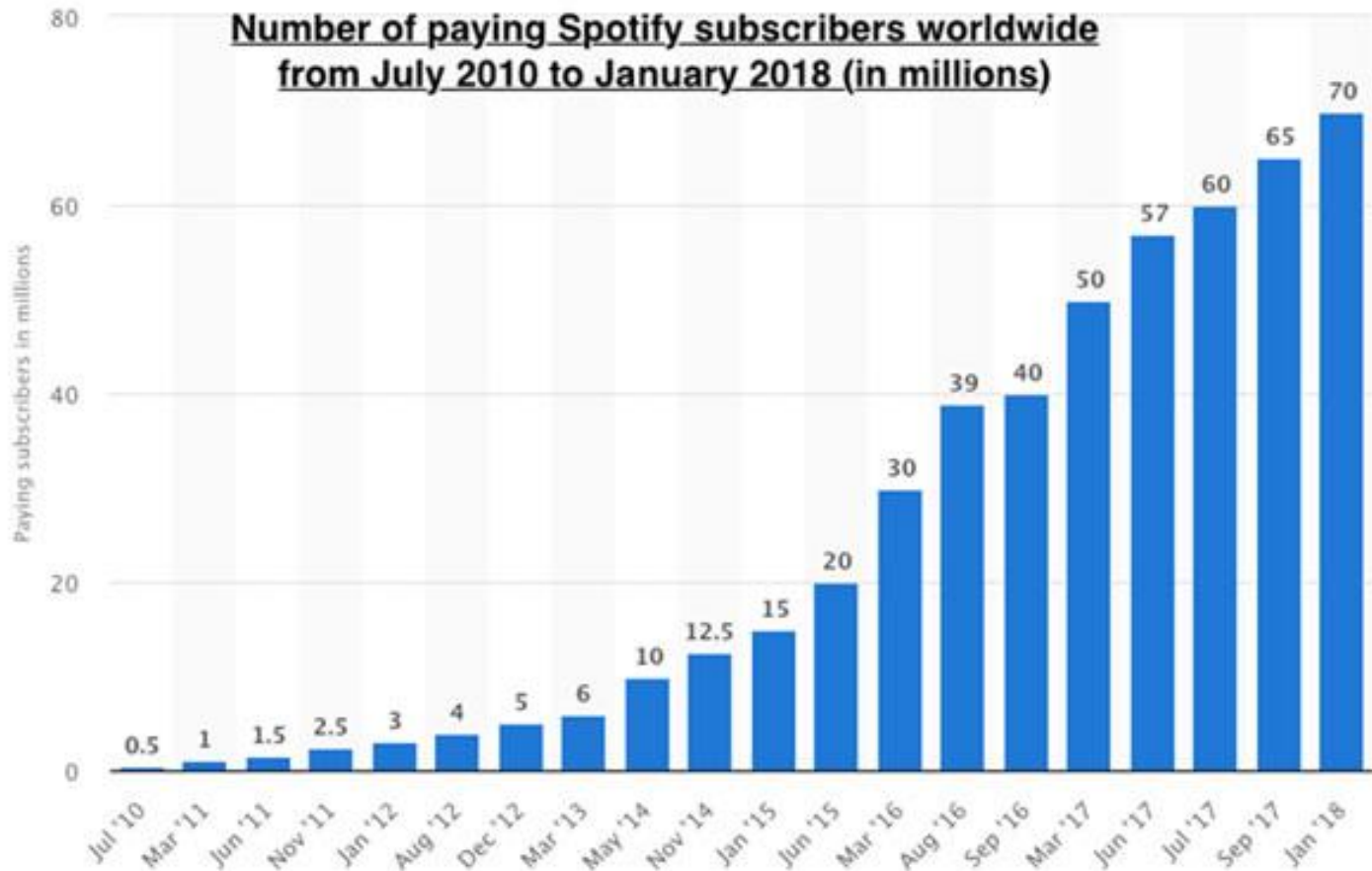
The Growth of Streaming Music Business



Resources - <https://www.statista.com/statistics/292475/number-paying-online-music-service-subscribers-worldwide/>

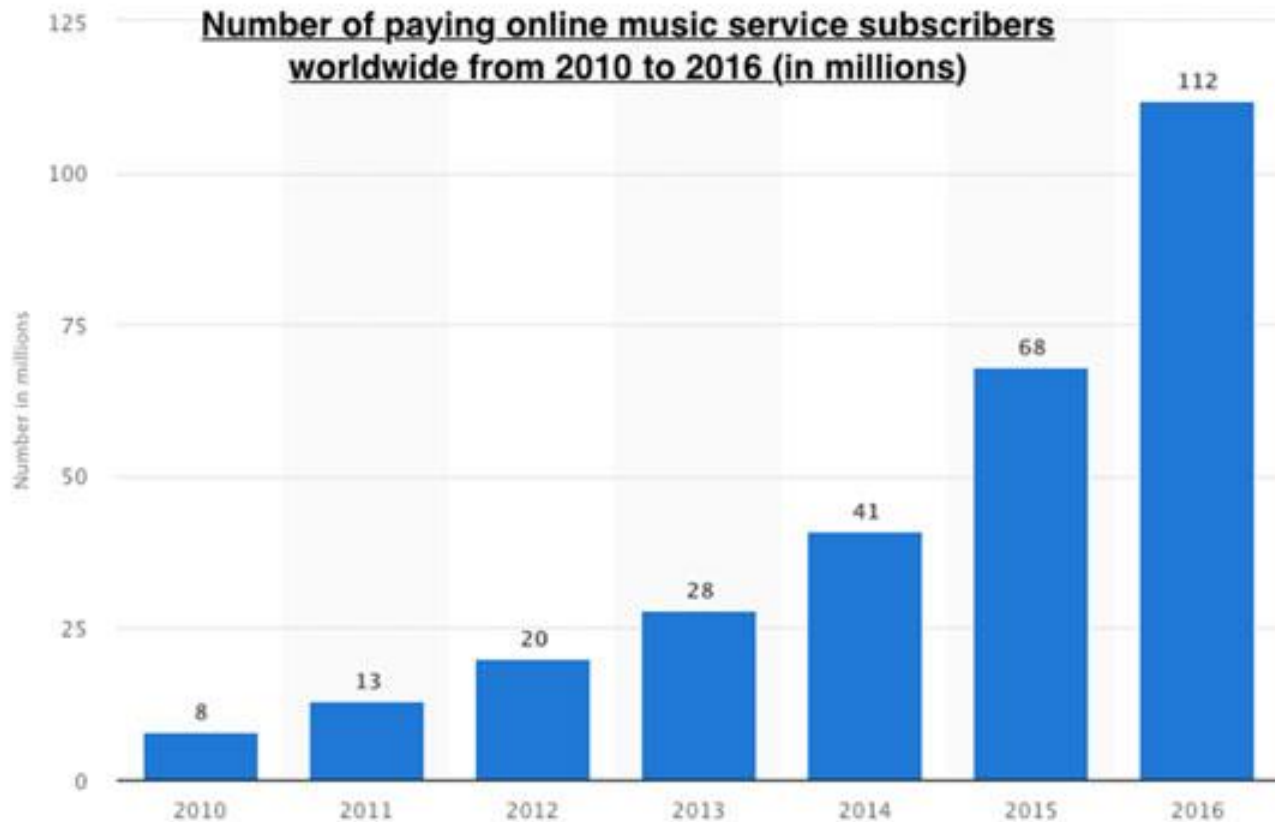
# MARKET POTENTIAL

The Growth of Streaming Music Business



# MARKET POTENTIAL

The Growth of Streaming Music Business



Data visualized by  + a b l e a u

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# BUSINESS MODEL

Revenue Sources for IslamicTunes as a Business

FOR GENERAL USERS

#	Item	Price Per Unit
1	BASIC Account <ul style="list-style-type: none"><li>• Shuffle play</li></ul>	FREE
2	PREMIUM Account <ul style="list-style-type: none"><li>• Shuffle play</li><li>• Ad free</li><li>• Unlimited skips</li><li>• Listen offline</li><li>• Play any track</li><li>• High quality audio</li></ul>	RM10 PER MONTH

# BUSINESS MODEL

Revenue Sources for IslamicTunes as a Business

FOR BRANDS

#	Item	Price Per Unit
1	Advertising Type 1 – Text link	RM150 per 14 days
2	Advertising Type 2 – Logo display	RM250 per 14 days
3	Advertising Type 3 – In-video (MTV) advertisement	RM400 per 14 days
4	In-Stream video ads service	RM500 for 50,000 – 100,000 views
		RM1,000 for 101,000 – 200,000 views
		RM2,000 for 201,000 – 350,000 views
		RM3,400 for 351,000 – 550,000 views
		RM4,500 for 551,000 – 800,000 views
		RM6,400 for 801,000 – 1,200,000 views
5	Corporate Sponsorships	RM5,000 per month per artist page

# PROFIT-SHARING

Proposed Profit-Sharing Model between IslamicTunes & MCEs

FOR KONTENPRENEURS

#	Item	IslamicTunes	Kontenpreneurs
1	Sharing subscription fees	30%	70%
2	Advertising Type 1 – Text link	50%	50%
3	Advertising Type 2 – Logo display	50%	50%
4	Advertising Type 3 – In-video (MTV) advertisement	50%	50%
5	In-stream Video Ads Service	50%	50%
6	Corporate Sponsorships	50%	50%

# POTENTIAL RETURNS

Summary of Projected Revenue Across 3 Years

Year	Revenue Sources	Target Revenue
1	<ul style="list-style-type: none"><li>• Sales of Premium Subscription</li><li>• Sales of Advertising Packages</li><li>• Corporate Sponsorship</li><li>• Event Organization</li></ul>	RM1,500,000
2	<ul style="list-style-type: none"><li>• Sales of Premium Subscription</li><li>• Sales of Advertising Packages</li><li>• Corporate Sponsorship</li><li>• Event Organization</li></ul>	RM3,000,000
3	<ul style="list-style-type: none"><li>• Sales of Premium Subscription</li><li>• Sales of Advertising Packages</li><li>• Corporate Sponsorship</li><li>• Event Organization</li></ul>	RM6,000,000
	TOTAL REVENUE (3 Years)	RM10,500,000

# THE TEAM



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# 61,014

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**ASHMAH**  
*Ku Akui Ku Tobat*

RBT IslamicTunes

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# THANK YOU.




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