



RobbieWilliams.com: jumping the digital music value chain

Blue Latitude's insight, imagination and strategy helped us to re-write the rules of the entertainment industry and take our successful interactive business to new levels
Tim Clark, In Good Company Co.

Challenge

Robbie Williams signed a groundbreaking contract with EMI records in 2002. The deal continues a trend towards an integrated relationship in the entertainment business that provides a multi-platform approach to the respective elements of recording, live work, film and television.

Subsequent to this deal, the task was to enable Robbie's web presence by developing the eCommerce business. Blue Latitude undertook research which suggested the web offering should be upgraded to enable various membership levels including subscription and pay-per-view models.

At a time when digital downloads were emerging as a viable alternative, it was also a requirement for the site to offer rights managed content for sale as well as concert tickets and traditional merchandising.

Our challenge was to achieve this within a unified user experience and a single user account. The opportunity was to leverage the brand from creator to retail and maximise revenues available through the online channel, by converting a growing fan base into customers. The key challenge was always achieving this whilst maintaining strict brand values.

Strategy

- Control the content
- Own the relationship with the audience
- Provide licensing opportunities for the context
- Rent the technology and enable content to flow through it.
- Maximising the returns on content with new formats, products, and services that can be distributed directly from web.
- Launch and sustain subscription service

Results

- 150,000 subscriptions sold in 2005/6. Renewal underway for 2007.
- Inner Sanctum turned from cost centre to profit centre
- More efficient eCommerce process
- Platform that will enable development of innovative content services such as art on demand
- Success extended outside of UK with recent drive into Australia generating in excess of a subscription per minute
- Re-engineered ticketing process resulting in increased margin
- Increased customer satisfaction for all fans, without marginalising core fans.