Jack Farrow II

MIS 2501-001, Spring 2013

Flash Research Assignment 7: Amazon Kindle

Nothing beats seeing and hearing your favorite band or performer live. It’s great. What’s less than great is to drive for an hour, pay $20 for parking only to stand on your feet for two hours shoulder-to-shoulder with a bunch of drunk, sweaty strangers to see the show. Venue on Amazon Kindle is the way to see your favorite performances whenever and wherever you want. Venue allows users to enjoy live performances of all kinds on their Kindle devices, either streamed simultaneously for the immediate concert-going experience, or to download and view later, for prices that are lower than the cost of an average night out.

Venue is an application that allows users to watch live music shows, stand-up comedy, dramatic performances, orchestral/operatic performances and more via their Kindle device. Viewers can stream live performances through their Kindle, or download the performance and store it on their device to view anytime. With Venue, users will be able to see their favorite bands and performers anywhere in the world they perform, without having to wait until the performer’s tour comes to the customer’s geographic location. Venue customers will never have to worry about sold out shows or seats with poor acoustics and obstructed views.

Venue users will pay a fee for a “V-ticket”, which will allow them to view the content once, just as a ticket price or cover charge allows access to one live show. V-ticket prices will be 110% of actual ticket prices at the venue, in order to avoid competing with performance venues in local markets. Users can also download any performance and store it on their Kindle device for unlimited views for 150% of the ticket price. Each performance venue will be responsible for purchasing and installing the recording equipment, and recording the content that will be uploaded for purchase on Venue. Amazon will collect a 30% distribution fee on every V-ticket and download sold. The incentive for performance venues to make content available via Venue is significant. Concerts and performances in traditional spaces can at best sell at 100% of the space’s physical capacity. By uploading content to Venue, performance spaces can sell out shows far above 100% capacity, increasing their revenue without significant increase in costs or risk.