

RA D IOHE_AD

IN RAINBOWS/

IN RAIN_BOWS

IN/RAINBOWS

Reine-Elodie Koffi, RHIA

MIS 5001 Fall 2013

Case 1 Analysis

RADIOHEAD: Music at your own Price (A &B)

1. How did Radiohead sell their album “In Rainbows”?

Was it successful ?

What problems could this create for other artists?

About “In Rainbows” creation



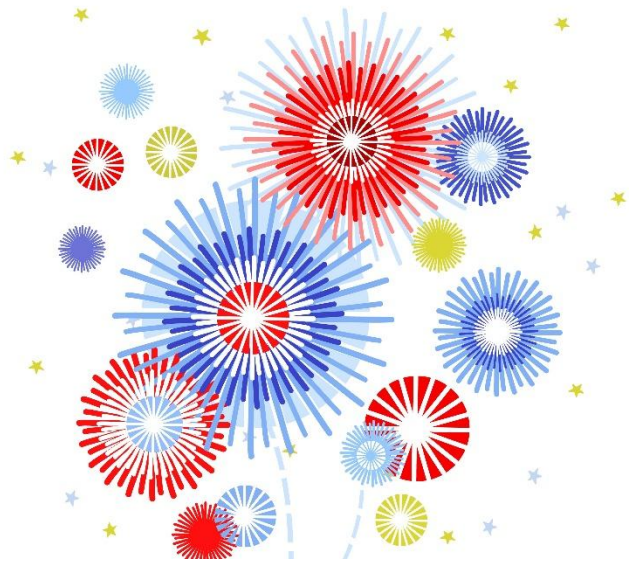
Self Produced = no middle man



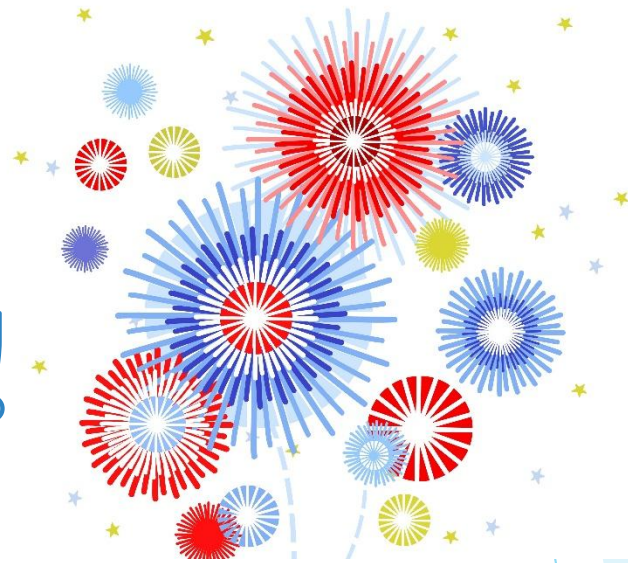
Full album available for download - Pay ONLY once



Fans make their own price !



Success !!!

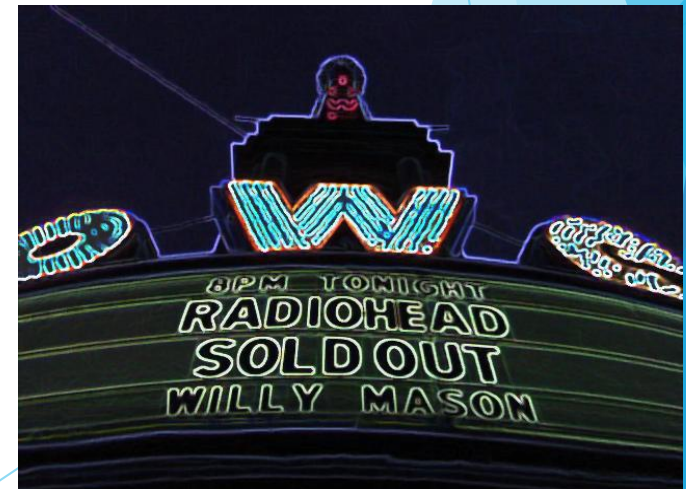


Three
million in
sales!

100,000
discboxes
shipped!

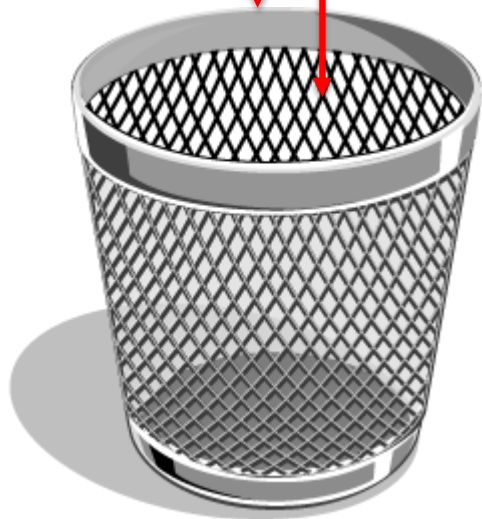
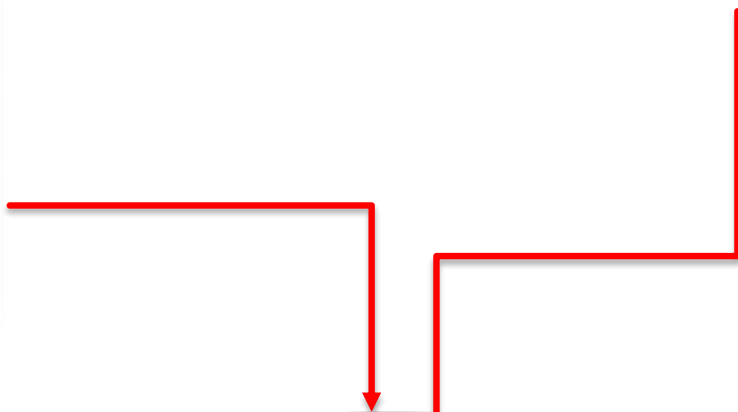
1.75 million
physical
CDs sold!

More downloads = More Fans



CUT THE MIDDLE MAN = CUT COST = SAVE \$\$\$\$





Possible problem for other artists ?

More digital !!

No new, easier & cheaper technology =
less fan

\$\$ better packages

Free = more options = more download

Innovation !

Their marketing teams must think
outside the box !!!



