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|------------------------------|---|--|--|--|
| <b>Target Music Audience</b> | <ul style="list-style-type: none"> <li>• Independent</li> </ul>   | <ul style="list-style-type: none"> <li>• Mainstream</li> </ul>   | <ul style="list-style-type: none"> <li>• Mainstream</li> </ul>   | <ul style="list-style-type: none"> <li>• Independent &amp; Mainstream</li> </ul>   |
| <b>Services / Features</b>   | <ul style="list-style-type: none"> <li>• Merchandise: Records, Cassettes, T-shirts, Digital, ect.</li> <li>• In-depth Bio on bands and artists</li> <li>• Fan Pages / Community</li> <li>• Impressive online platform for music journalism</li> </ul>   | <ul style="list-style-type: none"> <li>• Offers music, audiobooks, and podcasts.</li> <li>• Shows several recommendation options based on listening history.</li> <li>• Top mixes list</li> <li>• Biggest Hits list</li> <li>• Other recommended Playlists (\$ feature)</li> </ul>   | <ul style="list-style-type: none"> <li>• Offers both music and podcasts</li> <li>• Option to filter/customize your collection</li> <li>• Features recommended and top music lists</li> </ul>           | <ul style="list-style-type: none"> <li>• News Feed</li> <li>• Like/Share Interactions</li> <li>• Playlists</li> <li>• Features both independent and mainstream music</li> <li>• Ability to comment on songs – audience based.</li> </ul> |
| <b>Strengths</b>             | <ul style="list-style-type: none"> <li>• Supports artists and strives to pay them well.</li> <li>• One of only a few platforms attempting to support new and independent artists.</li> <li>• Heavy focus on music journalism, not offered by other platforms</li> <li>• Sells tangible merchandise, not just for digital streaming.</li> </ul>  | <ul style="list-style-type: none"> <li>• Straightforward Navigation Ability to filter</li> <li>• Large selection of well-known music.</li> <li>• Ability to make playlists</li> <li>• Features recommended and top music lists</li> </ul>  | <ul style="list-style-type: none"> <li>• Easy to navigate.</li> <li>• Features recommended and top music lists</li> </ul>  | <ul style="list-style-type: none"> <li>• Built for audience interaction</li> <li>• Repost and comment abilities</li> <li>• News feed</li> <li>• Can see exactly at what point of the song users commented</li> </ul>                     |
| <b>Weaknesses</b>            | <ul style="list-style-type: none"> <li>• App is difficult to navigate.</li> <li>• Limited sharing/social options</li> <li>• Journalism only available to view on desktop version.</li> <li>• Missing many of the standard features available on all other platforms such as: playlists, recommended/top music lists, dark mode, etc.</li> </ul> | <ul style="list-style-type: none"> <li>• Ads (can pay to remove)</li> <li>• Can't upgrade from app</li> <li>• Only 6 skips (unlimited with upgrade)</li> <li>• No offline listening (available with upgrade)</li> <li>• Basic Audio (High quality available with upgrade)</li> </ul> | <ul style="list-style-type: none"> <li>• Ads (can pay to remove)</li> <li>• Only 6 skips (unlimited with upgrade)</li> <li>• More of a radio streaming app.</li> <li>• Not as customizable.</li> </ul> | <ul style="list-style-type: none"> <li>• Have lesser-known artists as the main thing in your newsfeed, would have to search for more popular artists</li> <li>• Ads (can pay to remove)</li> </ul>                                       |