Gateway Stream Music - Case Study

The Gateway Streaming Music is a digital streaming platform built by Alphanso Tech. The streaming platform is developed keeping in mind the requirement of artists as well as listeners. It helps them to interact, connect, and enjoy numerous plays. Our team has provided clients a one-stop solution for artists to develop their profiles, manage their contributions, list their work, and earn from their contributions.

The streaming platform connects artists with their followers and fans. Besides benefiting the artist, it also satisfies the requirement of listeners. Check how it caters to the need of musicians and listeners as well:

Use of Gateway Stream Music for Musicians
The streaming platform empowers the artist to take advantage as follows:

- Artists can access and manage to upload music, manage inventory, set pricing, and earn revenue for purchase through a revolutionary wallet function.
- They can live stream a show, album, and songs from the platform;
- Share interactive content with your followers and fans on the platform through advanced features that work efficiently;
- Artists can participate in Gateway Stream Music to educate, inspire, inform, and empower you as an artist;
- Gain access to a broader market, grow fan base, and earn revenue;
- Minimize the risk of losing earnings through piracy by signing up to a secure digital platform.

Use of Gateway Stream Music for Listeners
Listeners can enjoy their favorite African and Zimbabwean music on the Gateway Stream Music. They can perform the following activities:

- Purchase music or other content on the digital platform;
- Explore live streaming shows, songs, and album launches;
- The digital platform enables listeners to enjoy streaming content for free with ads;
- They can choose to go with a subscription plan enabling them to download and save music playlists for offline playing;
- Interact and connect with the favorite artist on the Gateway Stream Music App through the artists' socialization page

Challenges of Gateway Stream Music
While the streaming distribution industry has always faced difficulties, the advent of the Internet has had a broad range of implications, primarily emerging from the development of digital sound recording availability and abilities of file-sharing platforms.

Technological advancement has brought wider access for streaming fans. It offers the ability to enjoy favorite tunes on multiple devices at a price point steadily approaching zero. While advantageous for consumers, compensation inadequacies essential in the system have resulted in rifts between music producers, artists, and streaming services.

However, our clients have large content to manage but were in search of a streaming platform where they can manage everything efficiently. They wanted to monetize the content they own.
And we provided them the platform where they as well as other registered artists can create, manage, and promote their work hassle-free.

Solution Provided:
Together, our development team has set out to provide the infrastructure and modules necessary to evolve the music industry. Just like another streaming platform, Gateway Stream Music will provide streaming content to customers. However, the platform enables to bring a high level of trust, transparency, and automation to the process through a streaming network.

There is a central administrator or data storage; this helps align the incentives of all parties involved. It helps to eliminate many of the frustrations musical artists experience. Through Gateway Streaming Music, the admin can determine the price of streaming content. It makes it easier for them to manage everything systematically without any hassle.

The Gateway Streaming Platform promises to address each of the following primary challenges identified:

Quick Payment Option:
Gateway Streaming Platform offers instant payments to listeners. They can choose to pay for a subscription plan, the content they want to enjoy, and much more with ease.

Lack of Global Collaboration:
Digital streaming platform developed by Alphanso Tech offers a collaboration framework powered by smart deals.

Standardized Support:
Gateway Streaming Platform provides standardized support for immutable context and content.

Decreases Barriers for Artist:
An artist using Gateway Stream Music can easily upload their track, albums, and other content to earn more money. Advance modules of the streaming platform put success in the hands of each artist.

Engaging Features and Functionalities of Gateway Stream Music

Catch Up
Integration of catch-up features facilitates users to catch the content which they have missed previously. They can choose to "Pay and Watch" the content they have missed in the past. The features help the audience to catch their favorite content hassle-free.

Live Streaming

Our team integrated a live streaming feature into the streaming solution. The feature enables the admin to create and manage live streaming. It ensures revenue generation and success of the streaming platform, making admin get their content to a new level of success.

Different Advertising Channels GateWay Streaming Music Supports!
To help our clients boost their online marketing opportunities, our team has integrated different types of marketing channels. We have introduced various advertising channels like audio advertisements, banner ads, and video advertisements as well. Each kind of advertisement ensures to optimize the online marketing campaign of advertisers.

Audio Advertisement
Our team has considered audio advertising as an ideal tactic for brands to help them reach a broad audience. Audio ad environment clicking can help advertisers to reach their revenge and monetization goals easily and speedily than ever.

Banner Ads
The video is immersed into the banner, and once triggered, can expand to a large interactive panel, or redirect the user to the domain where the video is hosted.

Video Advertisement
The approach helps admin display advertisements that have video within them. The approach was considered by our developers on clients' requirements as it refers to advertising that occurs during, before, and/or after a video stream on the internet. The advertising units used with the approach are mid-roll, post-roll, and pre-roll.

All the ad units help advertisers to display ad units similar to traditional spot advertising on television. Video advertisements are often "cut-down" to be a shorter version than TV counterparts run online.

Revenue Model
Pay Per View
To help our client monetize PPV live stream and on-demand video content, our developers have integrated this feature into the platform. They are facilitated to set pay-per-view streaming prices as per their convenience. The functionality facilitates the admin to control promo codes, rates, and viewing windows as well.

SVOD
Subscription video on demand (SVOD) integration enables our client to provide access to users to the entire library for a small recurring fee. Admin can charge fees on a daily, weekly, annually, or monthly basis, charges completely depend on the services users leverage. Once users pay for access, they can watch as much video content as they want on their preferred device with internet access.

TVOD
While developing Gateway Streaming Music clients wanted transactional video on demand (TVOD) service integrating into the solution. And to cater to their requirement our dedicated developers developed the solution accordingly. The service enables users to buy content on

a pay-per-view basis. Admin can charge users per video or video package rather than providing access to the entire catalog.

What Was Done By Our Development Team?

- Full-cycle development of the streaming platform: web-platform, mobile apps for iOS and Android users;
- Development as well as the implementation of algorithms to enhance user experience;
- Designing and developing a feature-rich admin panel;
- Implemented modules that give an ability to support separate tracks, channels of artists, and individually composed playlists;
- A network layer is performed to the system to accommodate users with high-quality audio and video streaming;
- Analytics reports and sets of indicators on a dashboard were implemented to get an objective.

Development Journey of Gateway Stream Music
Music artists across the success spectrum are feeling diminishing returns from major streaming services. The record industry is facing rising operational dwindling trust, inefficient interdependencies, and declining value to end-users. With Gateway Stream Music, it's easier to get certain songs and playlists.

To address all the requirements of your clients, we have gone through the following development process. It helps out a team to meet clients' development needs and provides them with an easy-to-use and feature-rich platform.

Researching Market & Needs
To pinpoint the exact users and artist requirements, we have conducted market research. We have kept different users as a central focus to enhance the level of experience with the app to bring diverse perspectives to research.

Analysis Project Requirements
To ensure amazing development, our team has conducted an effective analysis project requirement. The team designed a few use-cases to have an in-depth development process. The use-case helped the team to design modules for developing an effective streaming platform.

Project Management
After getting done with market analysis and project analysis, our team moved to the development process. They started development keeping clients' requirements and deadlines as the center focus. They choose agile development methodology to complete the development task efficiently. They divided the development process and began working on the core module to craft an excellent solution.

Our team remained in touch with our clients throughout the development process, ensuring to enhance the development process. The open system helps us to make our clients know

what we are performing, what they want, what changes are required in the project, and much more. We shared every detail with our valuable clients to keep them aware of the progress made.

For effective project management, we prefer to use the latest interaction tools such as Slack, Trello, and many more. It helped the team to go hand to hand and complete the project on time. Our clients can provide their suggestions and have a look at the project in real-time.

Communication
To meet our client's requirements, we maintain an effective communication medium with our valuable clients. They can easily interact with us on Trello, Slack, or other platforms to know the progress of the project, provide their suggestions, and much more. Changes are always welcomed by our team throughout the development process. Our development team believes in the utmost client satisfaction and hence plans the development strategy accordingly.

Once after completing the analysis and planning process, we get in touch with our clients to discuss each module and take their opinion on the same. The real-time screen sharing process helps us to show the project working to our clients whenever they want. It helps us to provide a quick glimpse of each module working to our valuable clients. It helps clients to know how the project will look and feel after the development process.

Design and Development
Once we get clients' approval for modules and another process, our team jumps to the designing and development process. Our designer team spends a great amount to provide our clients with a feature-rich and effective streaming platform. Designers work with the front end, once they complete the process, we ask our clients to check whether it's performing as per their specified requirement.

However, the development team works hand in hand on other modules to provide clients with the best-performing streaming platform. They consider even a small point while developing the platform to make it accurate and the best-performing solution ever.

Testing
Once after finishing with the development and designing a task, our dedicated and experienced tester goes through each module. It helps us to find out every loophole and other bugs left in the development solution. Additionally, it helps to provide error-free and bug-free solutions to our clients.

After rigorous testing of the streaming platform, we ask our clients to test the same. If they find it all ok, then we move to the final submission process, but if they find any issue throughout the solution, then our team ensures to solve it. After making changes, we ask the client to perform real-time testing and move ahead with the process.

Technical Specification
As stated above, we have divided the streaming platform into different modules. Each of them has its own importance, hence our designing, development, and testing team focus on each. It helps our team to complete the development task accurately and systematically.

The programming team worked carefully on core system components. However, the designer team worked on the design to make it eye-catchy and engaging for every user. The development team worked on the database design. They made use of Laravel and PHP for server scripting, while MySQL for relational database management and HTML5 & CSS3 for website design. Besides this, they considered making use of Ajax for asynchronous data processing.