

Atlantic Records

Atlantic Records strengthens its connection with fans with Fanbase, developed using Adobe® Flex™ and Adobe AIR™

Atlantic Records

www.atlanticrecords.com



Industry

Entertainment

Challenges

- Promote artists in new ways
- Meld an audio player with chat, RSS feeds, commenting, and a video player
- Extend the experience offline to the desktop

Solution

- Interactive audio, video, chat, and news application
- Atlantic Records created the Fanbase rich Internet application (RIA) using Adobe Flex and Adobe AIR to provide a flexible desktop application to give music fans access to live chat, a built-in music player, news, videos, and other real-time content in one place.

Results

- Increases customer loyalty and frequency of online visits
- Connects fans to artists and other fans
- Helps drive new revenue through electronic purchases
- Promotes artists in new ways
- Unites a variety of information into one interface

Systems At A Glance

- Adobe Flex
- Adobe AIR

Marketing artists in new ways

In the music business, the record label with the hottest artists wins. That's why, to attract and retain the best talent, record labels must create new opportunities and fresh ways to market their artists to fans. To promote its artists and reach consumers in entirely new and exciting ways, Atlantic Records developed and introduced Fanbase.

A breakthrough in the music world, Fanbase melds an audio player with chat functionality, RSS feeds, news, commenting, and a video player, connecting fans to artists and to one another on a variety of levels, all from one rich Internet application (RIA). Created using the Flex framework and deployed on the web and via Adobe AIR, Fanbase delivers a unique, tailored experience for each Atlantic Records' artist that gives fans a rich, immersive, and interactive experience on the desktop.

The new application has attracted an enthusiastic following by giving music fans a single place to get information about their favorite artists, instead of having to visit dozens of different websites. As a value-added service to Atlantic Records customers, Fanbase is first available to people purchasing albums or to members of artists' Fanclubs.

"Fanbase has enhanced our relationship with audiences," says Eric Snowden, senior creative director at Atlantic Records. "More than 70% of the people that have downloaded Fanbase come back at least once a day, and over 95% come back at least every three days." The result: fans can engage more frequently with Atlantic Records artists and services and purchase more music, while advertisers have a more relevant, targeted avenue for reaching consumers.

An unprecedented way to connect with fans

Fanbase connects fans to artists, but also forges instant connections with other fans. "Fans can link up to artists and obtain a steady stream of content as well as targeted e-mails about the artist. And, they can communicate with other fans in real-time," says Snowden. In addition to providing up-to-the-minute news, Fanbase provides links to purchase songs, albums, or other artist-branded wares to increase customer loyalty.

Fanbase is a data-intensive application, yet it is also visually compelling. It can be easily modified with very little programming and design effort to add new artists and provides a way to differentiate how Atlantic promotes artists. In addition to providing the latest news on artists, Fanbase connects music consumers to other fans who share the same passion about a specific artist.

The application offers commenting features, chat, and social media—all in one application. In the background, Adobe Flex pulls information from a variety of different places and unites it into one user interface. The right side of the application features live chat and a built-in music player. The left side of the screen pulls news, videos, and other real-time content from the web into one place.

Using Adobe Flex and Adobe AIR, Atlantic Records created Fanbase. The data-intensive, yet visually compelling desktop application gives music fans access to live chat, a built-in music player, news, videos, and other real-time content in one place, connecting users to artists as well as other fans.



“When we first came across this project, we realized Adobe Flex was an unbelievably great fit. It enabled rapid development of the application but also provided a structure that would enable us to gather up specific content—new photos, colors, fonts, and more—dynamically.”

Eric Snowden,
Senior creative director,
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“When we first came across this project, we realized Adobe Flex was an unbelievably great fit,” says Snowden. “It enabled rapid development of the application but also provided a structure that would enable us to gather up specific content—new photos, colors, fonts, and more—dynamically. We don’t have to handle all these changes on our own. It happens automatically.”

In touch with instant updates

The target market for Fanbase is the hardcore fan that simply has to have the latest news on their favorite artists. By running Fanbase on their desktop computers during the day, fans can gain access to not only music and videos, but also chat modules and fan photos. They also get news articles in real-time, as they are available.

“Offering up-to-the-minute information provides fans with quick and easy access to their favorite artists, right on their desktop computers,” says Snowden. “With Fanbase, a self-powered, auto-updating social media application connecting music fans to the community and the artists they can’t live without, Atlantic has the benefit of having direct, real-time links to fans after leaving the official artist website.”

The forefront of a new business model

Although the primary aim of Fanbase is not commerce-oriented, Atlantic believes that the new application is a powerful way to promote artists and boost loyalty and excitement among fans.

Adobe Flex allowed the Atlantic Records development team to create an application that delivers a different and entirely unique look and feel and different data for each artist. It also enabled the team to easily modify the application’s functionality to reflect changing demands from music fans—and even today, Atlantic Records continues to respond to input from its user community.

“This would be difficult, if not impossible, using another software development technology,” says Snowden. With Adobe AIR, Snowden and his team are able to deploy and update the new application on the desktop. Snowden also notes that with Fanbase, fans don’t have to stop what they are doing and log on to the web to check the latest information on their favorite artists.

“With Fanbase, we are engaging with fans in new ways,” says Snowden. “Although Fanbase is somewhat of a test bed, we believe we are onto something very hot, and we believe desktop RIAs are a way to build successful new business models moving forward.”



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