

## **YAHARA**

Streaming and Downloads of Music Made in Madison

Created by the Madison Public Library and Murfie, Inc.

### **What It Is**

Yahara is a digital collection of music made in Madison that SCLS (South Central Library System) patrons can download or stream for free. MPL (Madison Public Library) is collecting the creative content from local musicians; Murfie is building the technical infrastructure.

### **What It Does**

Madison is home to a vibrant music community made up of nationally recognized acts and up and coming local talent in genres including rock, jazz, folk, pop, classical, and hip hop. Right now, recordings made by these musicians exist in many mediums—CDs, vinyl, and MP3's to name a few—and are scattered in locations throughout the community and online, whether at record stores, individual libraries, or performers' websites. Yahara brings this local content together in one online place so that music fans can easily discover, collect, and enjoy music created in Madison.

### **Who We Are**

MPL's nine locations in the city of Madison see over 2.3 million visits each year. MPL is part of the SCLS, a cooperative network of 52 public libraries in a seven county area that offers a shared online catalog and reciprocal borrowing.

The Madison-based Murfie corporation is a modern take on the neighborhood record store. Murfie digitizes the CD collections of its customers and makes those collections available for streaming, downloading, and selling in its online marketplace.

MPL has the vision and curatorial skills to create the collection, but needs help on the technical side of things. Murfie has the smarts and the infrastructure to build and maintain the collection's technical components, and is looking to MPL as a partner as it expands its business model to include services and software for libraries.

### **How It Works**

MPL will license albums from local musicians for set terms (for example, three years) with the option to extend the license permanently. Murfie will "ingest" those albums and make the music on them available for streaming and downloading in a variety of high-quality and compressed digital formats, including FLAC, ALAC, MP3, and AAC. SCLS card holders will be able to log onto the collection by entering their library card number. They can then browse or search the collection and select albums to stream online or download to their personal computer or music player. Once the card holder has downloaded music from the collection, they can keep it forever.

Yahara Project Three Year Budget, rev. 1/30/14

FUNDING	2014		Funding Source	2015		Funding Source	2016		Three-Year Revenue Totals						
	ESTIMATED	Sub-Total		ESTIMATED	Sub-Total		ESTIMATED	Sub-Total	Endowment Total	MPL Total	In Kind Total	Other Total			
Endowment	\$80,000.00			\$0.00			\$0.00								
MPL Operating	\$30,724.00			\$29,414.00			\$24,710.00								
In Kind	\$302,623.00														
Other	\$0.00			\$10,000.00			\$10,000.00								
<b>TOTAL REVENUES</b>	<b>\$413,347.00</b>			<b>\$39,414.00</b>			<b>\$34,710.00</b>								
<b>EXPENSES</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>												
Initial Software Development	\$30,000.00														
Hosting	\$5,000.00			\$10,000.00			\$5,000.00								
Support	\$5,000.00			\$1,000.00			\$1,000.00								
Design	\$10,000.00			\$1,000.00			\$1,000.00								
Existing Capital and Service															
Mobile Apps	\$70,000.00														
Logest Systems	\$75,000.00														
Streaming Service	\$50,000.00														
Conversion Systems	\$25,000.00														
Web Apps Catalog and Playbac	\$50,000.00														
Architecture	\$10,000.00														
Ops support	\$5,000.00														
<b>Software Development and Maintenance</b>	<b>\$335,000.00</b>			<b>\$12,000.00</b>			<b>\$7,000.00</b>								
75 Albums at \$200 in 2014	\$15,000.00			\$10,000.00			\$10,000.00								
50 Albums at \$200 in 2015															
50 Albums at \$200 in 2016															
<b>Licensing Fees</b>	<b>\$15,000.00</b>			<b>\$10,000.00</b>			<b>\$10,000.00</b>								
Logo and Branding	\$5,000.00														
Publicity and Events (Murfie)	\$5,000.00			\$900.00			\$900.00								
Paid Advertising	\$3,000.00			\$1,200.00			\$1,200.00								
Printing and Promotional Materials	\$3,000.00			\$500.00			\$500.00								
Design Fees	\$1,500.00														
<b>Marketing</b>	<b>\$17,500.00</b>			<b>\$2,600.00</b>			<b>\$2,600.00</b>								
Contingency	\$7,500.00														
<b>Contingency</b>	<b>\$7,500.00</b>														
MPL, staffing and benefits	\$30,724.00			\$14,814.00			\$15,110.00								
Kelly Hiser, staffing and benefits	\$7,623.00			\$0.00			\$0.00								
<b>Staffing</b>	<b>\$38,347.00</b>			<b>\$14,814.00</b>			<b>\$15,110.00</b>								
<b>TOTAL ESTIMATED EXPENSES</b>	<b>\$413,347.00</b>			<b>\$39,414.00</b>			<b>\$34,710.00</b>								
										<b>\$80,000.00</b>	<b>\$84,848.00</b>	<b>\$302,623.00</b>	<b>\$20,000.00</b>		