

Client: FourFour

Services: Website Design | Online Marketing | User Testing

Channels: Creative & Design | User Experience | Technical & Development

The Challenge

FourFour wanted to bring the intimacy and intensity of live music to the masses and by partnering with three of Australia's top live venues - the Metro, Enmore and Factory Theatres - they obtained the rights to stream selected full-length gigs on the web.

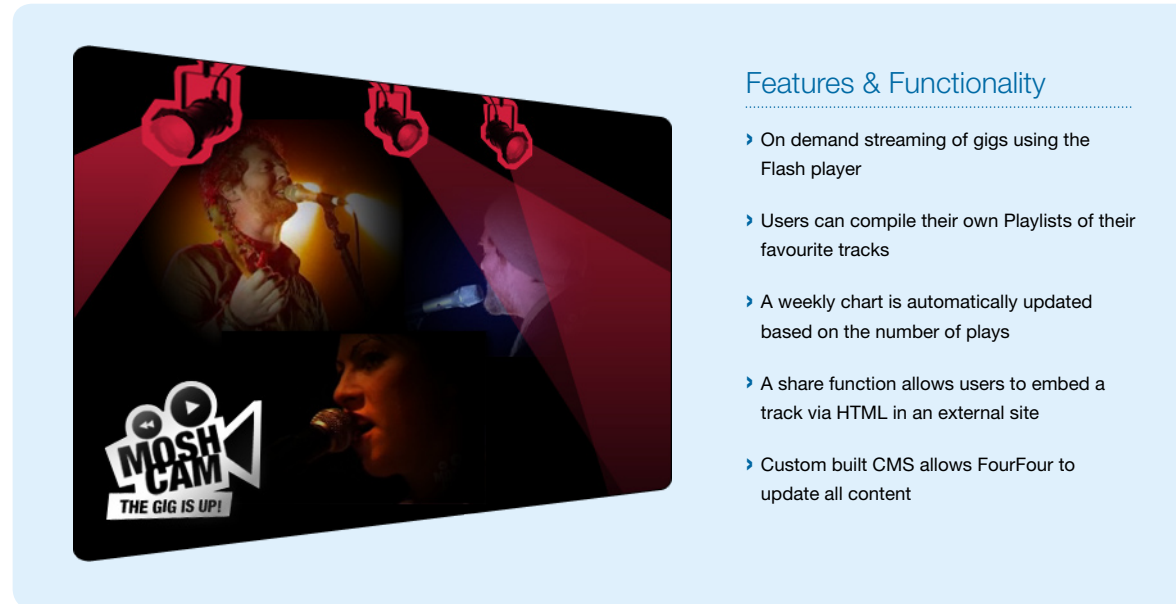
The website needed to appeal to a world-wide audience and it needed to make full use of the capabilities of the Flash 9 streaming video player and a broadband connection to give the best user experience.

Ultimately the Moshcam site needed to generate revenue for FourFour through the integration of banner advertising and links to enable fans to buy the music and merchandise from external retailers.

The Digital Business Solution

In order to ensure the appeal to a world-wide audience several design concepts were produced and user tested to assure the most suitable was chosen before site build commenced.

Hyro made full use of Flash 9 implementing the player with both video and audio streams as well as a full-screen option. Individual tracks



Features & Functionality

- ▶ On demand streaming of gigs using the Flash player
- ▶ Users can compile their own Playlists of their favourite tracks
- ▶ A weekly chart is automatically updated based on the number of plays
- ▶ A share function allows users to embed a track via HTML in an external site
- ▶ Custom built CMS allows FourFour to update all content

Success Achieved

- ▶ User testing of the design concepts meant that design direction of the site could be quickly set.
- ▶ At this stage whilst users can't purchase the actual streamed gigs they have the option of buying particular tracks and artist merchandise from partner through seamless links.

from the gigs can also be embed via HTML into external sites.

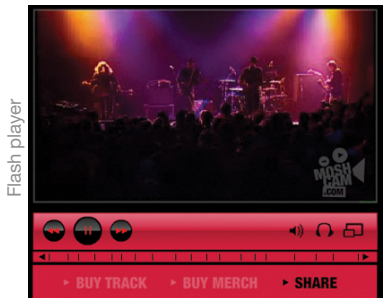
Once a user has signed-up to Moshcam they can create their own drag and drop Playlists and also these on external sites. Social bookmarking functionality (AddThis.com) is at both a gig and site level thus widening the site's potential audience even further.

In order to monetise the site the ability

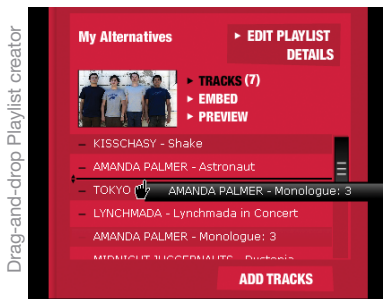
to display house and external ads was built, along with seamless links to enable fans to buy the music and merchandise on a per track basis from external retailers.

A custom built CMS allows not only the management of all gigs on the site but all of the content, handing on-going control of Moshcam to FourFour.

Screenshots



Flash player



Drag-and-drop Playlist creator



Share tracks