

**COMPANY NAME HERE****Licensing Revenue Projections****Document Preview – This is only a portion of the entire, customizable document.**

<b>MARKET SIZE (UNITS)</b>	<b>Growth rate</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
Major labels	5.6%	200	211	223	236	249
Independent labels	5.6%	10,000	10,560	11,151	11,776	12,435
Music websites	25.0%	25,000	31,250	39,063	48,828	61,035
ISPs / Telcos	10.0%	5,000	5,500	6,050	6,655	7,321
Online retailers / digital fulfillment svcs	50.0%	200	300	450	675	1,013
Online music shopping households	<i>(per Jupiter)</i>	1,800,000	3,400,000	6,100,000	10,400,000	16,000,000

<b>AVE LICENSE FEE</b>	<b>Product</b>	<i>(Average Price per trx)</i>					
Major labels	Server/Liquifier	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Independent labels	Server/Liquifier	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000
Music websites	Server/Liquifier	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500
ISPs / Telcos	Server/Liquifier	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000
Online retailers / digital fulfillment svcs	Server/Liquifier	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
Online music shopping households	Players	\$ 19	\$ 17	\$ 15	\$ 12	\$ 10	\$ 10

<b>POTENTIAL LICENSE MARKET \$</b>							
Major labels	Server/Liquifier	\$ 5,000,000	\$ 5,280,000	\$ 5,575,680	\$ 5,887,918	\$ 6,217,641	
Independent labels	Server/Liquifier	\$ 10,000,000	\$ 10,560,000	\$ 11,151,360	\$ 11,775,836	\$ 12,435,283	
Music websites	Server/Liquifier	\$ 62,500,000	\$ 78,125,000	\$ 97,656,250	\$ 122,070,313	\$ 152,587,891	
ISPs / Telcos	Server/Liquifier	\$ 25,000,000	\$ 27,500,000	\$ 30,250,000	\$ 33,275,000	\$ 36,602,500	
Online retailers / digital fulfillment svcs	Server/Liquifier	\$ 10,000,000	\$ 15,000,000	\$ 22,500,000	\$ 33,750,000	\$ 50,625,000	
Online music shopping households	Players	\$ 34,200,000	\$ 57,800,000	\$ 91,500,000	\$ 124,800,000	\$ 160,000,000	
<b>TOTAL</b>		<b>\$ 146,700,000</b>	<b>\$ 194,265,000</b>	<b>\$ 258,633,290</b>	<b>\$ 331,559,067</b>	<b>\$ 418,468,315</b>	

Sample