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Graduate School of Media Design,  
Keio University

Cheng Kok Pao, Cheryl

Master's Thesis

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and Live Performances on the Internet**



**KEIO MEDIA DESIGN**

Graduate School of Media Design, Keio University

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A Master's Thesis  
submitted to the Graduate School of Media Design, Keio University  
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# **RenaissanceRouge: A Model for Marketing Japanese Visual-Rock Music and Live Performances on the Internet**

by

Cheng Kok Pao, Cheryl

Submitted to the Graduate School of Media Design, Keio University  
on August 30, 2011, in partial fulfillment of the requirements  
for the degree of Master in Media Design

## **Abstract**

Japanese visual artistes and their labels face several challenges when it comes to fully realizing the profitability the foreign markets could provide for them, despite their rising popularity abroad. In an effort to raise their profitability beyond the Japanese domestic market, it is necessary to develop a digital promotional and distribution platform for this music genre and its artistes. RenaissanceRouge, an online portal that circumvents some of the difficulties experienced by visual artistes and their labels in marketing their music and live performances to a global audience, is proposed in this thesis. In its model, a joint promotion and distribution strategy is used to market a group of visual artistes to the initial target markets of North America and Europe. As a portal that markets to the music consumption needs of foreign visual-rock fans, RenaissanceRouge incorporates features that allow them to learn about the artistes, to sample or listen to their music, to buy their music and to watch their live performances on one website. Performance of the partially-implemented RenaissanceRouge portal was evaluated and a users study was conducted to validate its proposed features. Their results are discussed at the end of this thesis respectively.

## **Keywords:**

Internet, online marketing, visual-rock music, live performances, profitability

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