



TO: Olivia Schusser, Vice President of Apple Music
FROM: Ella Bittman, Brand Executive/Listening Strategist at Apple Music
DATE: February 6, 2023
SUBJECT: Information Kit: Inward – Apple Music’s Newest Artist Curated Feature

Dear Ms. Schusser,

I am excited to present a comprehensive strategy for the launch and maintenance of Apple Music’s newest feature, Inward. This information kit will provide clarity on accessing Apple Music’s various artist-curated playlists along with detailed insight into the artists selected. The goal of this exclusive feature is to serve a wider audience and, as a result, drive individuals to subscribe to our platform.

In today’s evolving world of digital music curation, navigating and discovering new artists is overwhelming to the average listener. This campaign strives to provide listeners with musical guidance and an exclusive venue in which they can intimately connect with new and emerging artists. The intended audience for this information is all music listeners, primarily those who align with a fandom or committed artist following. Additionally, we hope to influence users of other streaming platforms to make an educated switch to Apple Music as a result of this feature. Those who are eager to listen to a year of their favorite artists’ influences also have the opportunity to participate in Inward’s premium subscription service, Inward+.

For an additional \$2.99 per month, Inward+ subscribers will gain access to an extra playlist curated by the featured artist. All proceeds from the program will be donated to a charity of the artist’s choosing. This extra element speaks directly to Apple Music’s social responsibility and prioritization of meaningful causes. We believe it’s important to give back to what artists care about, and allowing them to choose a cause close to their heart promotes artistic agency and fosters personal connection. This campaign goes beyond music and elevates Apple Music into a space of fulfilling moral and philanthropic objectives.

Apple Music will be able to measure the success of this campaign by looking at an increase in subscribers per month, media placements, social media engagement and consumer feedback. Through a variety of communication channels, such as a press release, Q&A, fact sheet, pitch letter, biography and social media, we will effectively share the power of Inward. Apple Music is dedicated to revolutionizing the music listening space for artists and fans alike, and each component of this campaign reflects that dedication.

Proposed Components:

- **Press Release:** This news release is meant to be distributed to various music and lifestyle writers so those who value the streaming community can be aware of Apple Music’s new feature. The release will highlight the intricacies of Inward, the evolving nature of the playlists and the insight behind creators and artists involved.

- **Fact Sheet:** This fact sheet will be sent out to the media to help them add layers of detail to their stories about Inward. With statistics regarding music streaming, along with career highlights of all 12 artists, reporters can add a foundation to their story. Quotes and key messages are also included.
- **Question and Answer (x2):** Listeners want to hear from faces they recognize and trust. The point of these two Q&A's is to give new Apple Music subscribers the chance to hear about the feature straight from the artists participating. One Q&A highlights the reflective curation process from Inward's first guest, Coldplay's Chris Martin. The second Q&A is in discussion with Stevie Nicks and her excitement regarding Inward+ and raising money for MusiCares.
- **Formal Biography:** This formal biography features Stephen Rossiter, the creator and head developer behind Inward. As the Director of Music Business Partnerships and advocate for Inward, Rossiter's highly respected career makes him a qualified spokesperson on the project. The information in the biography intends to solidify the credibility of Rossiter's path in music, while emphasizing the relatability of the young professional.
- **Pitch Letter:** This specific pitch letter is intended for Jon Pareles of the New York Times. As the Chief Popular Music Critic at the NYT, Pareles is known for his annual reviews and his "Best Songs of the Year" playlists. His understanding of music curation coupled with his expansive national reach makes him the perfect person to cover the launch of Inward. The letter offers interviews with Stephen Rossiter and a selection of the participating artists.

In a more complete information kit, the following would be included:

- Formal Biography: complete for all 12 artists
- Media Advisory: intended to get broadcast journalists to the monthly artist launch events
- Visual Media: several images and promotional videos to use in online stories, print or broadcast
- Additional FAQs about Apple Music logistics
- Additional Pitch Letters to various music journalists

Thank you for your invaluable assistance with this project. I'm looking forward to discussing Inward with you further.

Best,



Ella Bittman

Disclaimer: This document is a school project. There is no affiliation with any company, organization, people, products, services or other things mentioned in this project.



PRESS RELEASE

For Immediate Release

Media Contact:

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Apple Music Unveils Inward: Artist Curated Playlists for Subscribers

Fans have the opportunity to listen to the music that inspired their favorite songs.

LOS ANGELES – December 1, 2023 – Apple Music is proud to introduce Apple Music Inward, which promises to bring fans even closer to their favorite artists. Inward is a one-year program that invites 12 music artists to curate multiple, unique and personal playlists for the public. Starting in January of 2024, the first artist will take over the Inward channel on Apple Music. Each month, as a different revolutionary artist claims the Inward stage, they will have the opportunity to share a plethora of playlists that are personal to them. Ranging from songs to listen to on a road trip, to songs that inspire musical influence, these playlists will be a venue in which fans can intimately connect with their iconic artists. Apple Music's artist-curated playlists give listeners a look into their favorite artist's brain in a language they both can understand and appreciate: music.

What differentiates Inward from other artist-curated playlist programs is the real-time updating feature, which allows artists to create, add and update their playlists on the go. Fans can get an authentic look into the musical tastes of influential artists as they make changes on a daily basis. Additionally, Inward offers fans a chance to support their favorite musicians and charitable causes through Inward+, a premium subscription service. For an additional \$2.99 per month, Inward+ subscribers will gain access to an extra playlist curated by the featured artist. All proceeds from the program will be donated directly to a charity of the artist's choosing.

"Inward is a direct reflection of our commitment to creating a space where artists and fans can discover one another," says Apple Music Director of Music Business Partnerships, Stephen Rossiter. "We believe that this feature will allow fans to discover new songs and artists that they may not have found otherwise, while also giving them an even deeper appreciation for the artists they already love."

Apple Music has placed accessibility and inclusivity at the core of Inward to support of artists, listeners and the platform. From emerging artists to established icons, Inward cultivates a profound understanding between musicians and their fans.

"I'm excited to share some of my favorite tracks and inspirations with the music community," said Chris Martin, lead singer of [Coldplay](#). "Music has the power to connect us all, and I hope that by sharing these songs, people can learn more about who I am as a person beyond what they

get through a social media post or seeing me in concert. Music has a way of communicating that can't be replicated.”

Inward's first year of revolutionary artists will include:

- January – [Coldplay](#)
- February – [Harry Styles](#)
- March – [Adele](#)
- April – [Elton John](#)
- May – [Beyoncé](#)
- June – [Luke Combs](#)
- July – [Bad Bunny](#)
- August – [Fleetwood Mac](#)
- September – [Drake](#)
- October – [Taylor Swift](#)
- November – [Lady Gaga](#)
- December – [The Weeknd](#)

To subscribe to Apple Music and access Inward, visit music.apple.com. The service offers an individual subscription of \$9.99 per month, a family subscription of \$14.99 per month and a special student subscription for only \$4.99 per month. Inward is the perfect way for any music lover to get an exclusive look into the minds of some of the most iconic performers of our time.

ABOUT APPLE MUSIC:

Apple loves music. Apple revolutionized the music experience with iPod and iTunes. Today, the award-winning Apple Music celebrates musicians, songwriters, producers, and fans with a catalog of over 100 million songs, expertly curated playlists, and the best artist interviews, conversations, and global premieres with Apple Music Radio. With original content from the most respected and beloved people in music, autoplay, time-synced lyrics, lossless audio, and immersive sound powered by Spatial Audio with Dolby Atmos, Apple Music offers the world's best listening experience, helping listeners discover new music and enjoy their favorites while empowering the global artist community. Apple Music is available in over 167 countries and regions on iPhone, iPad, iPod touch, Mac, Apple Watch, Apple TV, HomePod mini, CarPlay, and online at music.apple.com, plus popular smart speakers, smart TVs, and Android and Windows devices. Apple Music is ad-free and never shares consumer data with third parties. More information is available at apple.com/apple-music.

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ELLA BITTMAN

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STORY IDEA: APPLE MUSIC ENHANCES THE FAN EXPERIENCE BY DEBUTING ARTIST- CURATED PLAYLISTS

Jon Pareles - Chief Popular Music Critic at the New York Times
620 Eighth Avenue
Manhattan, New York 10018

GREETINGS JON,

My name is Ella Bittman, and I'm a listening strategist at Apple Music. I'm an avid follower of your annual "Best Songs of the Year" playlists, so I'm excited to let you in on Apple Music's newest feature, Inward. This one-year program allows 12 iconic artists to curate playlists for a public audience. The ability to listen and appreciate someone else's favorite songs is a unique and powerful medium.

As your influential playlists and articles continue to inspire the broader music community, we'd love for you to check out the possibilities within Inward. I believe your readers would highly value your thoughts on the program while touching on all the intricacies of music curation in the modern, digital scene.

Including artists like Coldplay, Taylor Swift and Luke Combs, we are thrilled to have a new way for fans to intimately connect with their favorite artists when they subscribe to Apple Music. Each artist will individually create, add and update their playlists in real-time to reflect their own preferences and invite users to follow along with authentic changes.

Additionally, Apple Music offers a premium subscription service with Inward+. For an additional \$2.99 per month, Inward+ subscribers will gain access to an extra playlist curated by the featured artist. All proceeds from the program will be donated to a charity of the artist's choosing.

This ability to entertain a global audience, all while giving back to vital charities, speaks to exactly what Apple Music values: community.

I've attached our press release that gives more details regarding the selected artists, and I'm happy to coordinate a time for you to talk with the brain behind our operation, Apple Music Director of Music Business Partnerships, Stephen Rossiter.

I look forward to hearing from you, and happy listening!

Best regards,

ELLA BITTMAN



INWARD

ARTIST CURATED PLAYLISTS

"OUR MISSION AT APPLE MUSIC IS TO CREATE A SPACE WHERE ARTISTS AND FANS CAN DISCOVER ONE ANOTHER."

HOW TO LISTEN:

1. Subscribe to Apple Music (music.apple.com)
2. Select "Browse"
3. Select "INWARD"
4. Listen to the featured artist's playlists
 - Turn on playlist notifications to experience real-time changes
5. Save and download on the final day of each month

INWARD+

- Extra \$2.99 per month, donated to a charity of the artist's choosing
- Access to an extra playlist from that month's featured artist
- Charities include: MusiCares, Entertainment Industry Foundation, The Trevor Project, Boys and Girls Club, Everytown for Gun Safety

APPLE MUSIC SUBSCRIPTIONS:

- Individual: \$9.99 per month
- Family: \$14.99 per month
- Student: \$4.99 per month

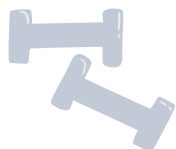
LISTEN to the music that inspired your favorite songs.

LEARN new songs and rediscover old favorites.

CONNECT intimately with your favorite artists.



**TAKE A ROAD TRIP WITH
BEYONCÉ'S CAR JAMS**



**WORK OUT TO
DRAKE'S GYM TUNES**



**GET READY FOR A NIGHT OUT
WITH ADELE'S PUMP UP MIX**

Apple Music Statistics:

- Available in 167 countries
- 2nd most-used streaming service
- More than 88 million subscribers
- Over 72 million songs are available to stream
- Pay artists one penny per stream, to Spotify's 1/3 penny per stream
- Made approximately \$8.3 million in revenue in 2022

Streaming Statistics:

- Represents 65% of global music industry revenue, and 84% in the United States
- 82.1 million Americans are paid subscribers to on-demand music streaming
- Americans stream an average of 75 minutes of music per day



THE ARTISTS



JANUARY



FEBRUARY



MARCH



APRIL



MAY



JUNE



JULY



AUGUST



SEPTEMBER



OCTOBER



NOVEMBER



DECEMBER

Artist Statistics:

- Coldplay: Sold over 100 million records worldwide and won numerous awards, including 9 Brit Awards, 7 Grammys and 8 VMAs.
- Harry Styles: Sold over 70 million records. His debut album reached #1 on the US Billboard 200 and UK Albums Chart.
- Adele: Sold over 120 million records worldwide and won 15 Grammys, including Album of the Year for both "21" and "25".
- Elton John: Sold over 300 million records worldwide and won 5 Grammys, an Academy Award, a Tony Award and a Golden Globe.
- Beyonce: Sold over 118 million records worldwide as a solo artist and won 29 Grammys, making her the most awarded female artist in Grammy history.
- Luke Combs: Sold over 20 million records in the US and won multiple awards, including 2 CMA Awards and 2 ACM Awards. His debut album spent 50 weeks at #1 on the Billboard Top Country Albums chart.
- Bad Bunny: Won multiple Latin Grammy Awards. His album "YHLQMDLG" debuted at #2 on the US Billboard 200 and was the highest-charting all-Spanish-language album in history.
- Fleetwood Mac: Sold over 100 million records worldwide, won numerous awards including two Grammy Awards and has had one UK number-one album and one US number-one album.
- Drake: Sold over 170 million records worldwide and won 4 Grammys. He holds the record for the most charted songs on the US Billboard Hot 100.
- Taylor Swift: Sold over 200 million records worldwide and won 13 Grammys. She was named the global top-selling artist of 2019.
- Lady Gaga: Sold over 150 million records worldwide and won 12 Grammys. She won an Academy Award for Best Original Song for "Shallow" from the movie "A Star is Born."
- The Weeknd: Sold over 75 million records worldwide and won 3 Grammys. He has had 5 #1 singles on the US Billboard Hot 100.



INWARD

APPLE MUSIC CHATS WITH CHRIS MARTIN

ARTIST CURATED PLAYLISTS

HI CHRIS MARTIN!
WHAT WAS YOUR
APPROACH TO
CURATING PLAYLISTS
FOR INWARD?

WE WANTED TO CREATE
PLAYLISTS THAT REFLECT OUR
DIVERSE MUSICAL TASTES AND
INSPIRATIONS. WE INCLUDED
SONGS FROM A VARIETY OF
GENRES AND ERAS. THESE
PLAYLISTS GAVE US A CHANCE
TO EXPOSE AN INTIMATE SIDE
OF OURSELVES THAT AUDIENCES
CAN'T SEE ANYWHERE ELSE.

WHAT ARE YOUR
THOUGHTS ON THE
EVOLVING NATURE OF
MUSIC CURATION IN
THE DIGITAL AGE?

MUSIC CURATION IS MORE
IMPORTANT THAN EVER IN THE
DIGITAL AGE. WITH SO MANY
SONGS AT OUR FINGERTIPS, IT CAN
BE OVERWHELMING FOR LISTENERS
TO NAVIGATE AND DISCOVER NEW
MUSIC. INWARD HELPS TO PROVIDE
A MORE PERSONALIZED AND
MEANINGFUL LISTENING
EXPERIENCE FOR MUSIC LOVERS
AROUND THE WORLD.

CAN YOU TELL US
ABOUT A PARTICULAR
SONG ON THE
PLAYLIST THAT HOLDS
SPECIAL SIGNIFICANCE
FOR YOU?

THERE ARE SO MANY SONGS ON
THE PLAYLISTS THAT ARE
MEANINGFUL TO US, BUT ONE
THAT STANDS OUT IS "HEROES"
BY DAVID BOWIE. IT'S SUCH AN
ICONIC SONG, AND BOWIE WAS A
HUGE INFLUENCE ON OUR MUSIC.
TO HEAR THE COUNTLESS
OTHERS WE PICKED, YOU'LL HAVE
TO SUBSCRIBE TO APPLE MUSIC.

HOW DO YOU SEE
INWARD BENEFITING
MUSIC FANS AND
EMERGING ARTISTS?

INWARD IS A GREAT WAY FOR
MUSIC FANS TO DISCOVER NEW
ARTISTS AND EXPLORE
DIFFERENT GENRES OF MUSIC.
IT'S ALSO A UNIQUE PLATFORM
FOR EMERGING ARTISTS TO
GAIN EXPOSURE AND CONNECT
WITH LISTENERS WHO MAY NOT
HAVE DISCOVERED THEM
OTHERWISE.



INWARD+



ARTIST CURATED PLAYLISTS

FOR A CAUSE +

HI STEVIE NICKS!
WHAT ORGANIZATION
WILL YOU BE
RAISING MONEY FOR
THROUGH INWARD+?

I'VE DECIDED TO DIRECT
SUPPORT TOWARDS ONE OF
MY FAVORITE CHARITIES,
MUSICARES. THIS
ORGANIZATION PROVIDES
CRITICAL SUPPORT TO
MUSICIANS AND MUSIC
INDUSTRY PROFESSIONALS IN
TIMES OF NEED.



WHY DID YOU
CHOOSE TO
SUPPORT
MUSICARES IN
TANDEM WITH
APPLE MUSIC?

BOTH INWARD+ AND MUSICARES
VALUE RELATIONSHIPS. THE
RELATIONSHIP BETWEEN ARTISTS
AND FANS IS INCREDIBLY
IMPORTANT. WITHOUT FANS, WE
WOULDN'T BE ABLE TO DO WHAT WE
DO, AND WITHOUT ARTISTS, FANS
WOULDN'T HAVE THE MUSIC THEY
LOVE. IT'S A SYMBIOTIC
RELATIONSHIP.

CAN YOU TELL US A
LITTLE BIT ABOUT
HOW THE PROCEEDS
FROM THIS PROGRAM
WILL BE USED BY
MUSICARES?

EVERY DOLLAR THAT'S DONATED
WILL GO DIRECTLY TO MUSICARES
TO SUPPORT THEIR SERVICES. THIS
INCLUDES THINGS LIKE PROVIDING
FINANCIAL ASSISTANCE TO
ARTISTS IN NEED, HELPING THEM
ACCESS MEDICAL TREATMENT AND
OFFERING ADDICTION RECOVERY
PROGRAMS. IT'S AN INCREDIBLY
IMPORTANT CAUSE, AND I'M SO
GRATEFUL TO BE A PART OF IT.

WHAT MAKES THE
DONATIONS FROM
INWARD+ TO
MUSICARES SO
IMPORTANT FOR THE
MUSIC COMMUNITY?

INWARD+ GIVES LISTENERS A CHANCE
TO FIND NEW ARTISTS AND SUPPORT
OTHER CREATORS AT THE SAME TIME.
BY DONATING, FANS CAN HELP ENSURE
THAT MUSICIANS AND INDUSTRY
PROFESSIONALS GET THE SUPPORT
THEY NEED TO CONTINUE CREATING
AND SHARING THEIR ART WITH THE
WORLD. IT'S A WAY TO GIVE BACK
AND SAY THANK YOU FOR EVERYTHING
THAT MUSIC HAS GIVEN US.



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ORGANIZATION, PEOPLE, PRODUCTS, SERVICES OR OTHER THINGS MENTIONED IN THIS PROJECT.

 **RECORDING ACADEMY®
MUSICARES**



STEPHEN ROSSITER

CREATOR BEHIND:
Apple Music **INWARD**

Stephen Rossiter is the Director of Music Business Partnerships at Apple Music. In this role, he manages and develops relationships with record labels, publishers and other music industry partners to ensure the success of Apple Music. He is also the lead developer behind Apple Music's newest feature, Inward, which has helped expand the platform's reach to music fans worldwide.

Prior to his current role, Rossiter held executive positions as Artist & Label Relations Manager, Editorial Project Developer and Global Content Strategist at Apple Music. Before joining the Apple Music team in 2018, he worked as the Artist Services Manager at Shazam, where he oversaw music programming, artist relations and content production.

Rossiter has over a decade of experience in the music industry and is known for his expertise in music marketing, digital sales and partnerships. He has worked with some of the biggest names in music like Rihanna and Fleetwood Mac, and has been credited with launching successful marketing campaigns for artists across various genres.

Rossiter holds a Bachelor of Arts degree in International Business and Management from University of Strathclyde and a Master of Arts in Music Business Management from University of Westminster. As he works full time from his home in London, his extensive knowledge and experience in the music industry have made him a highly respected figure and a notable contributor to the success of Apple Music.