

[English Translation]

Music App from Hong Kong Targets 60 Million People in Market

[Wen Wei Po - Hong Kong, 31 Jan 2013] Becoming an entrepreneur is difficult. Becoming an entrepreneur in a non-mainstream company is even more difficult. However, Mr. Eric Yung, founder and CEO of Playnote Limited, found a business opportunity in a non-mainstream industry, combining music and apps. Playnote developed AURALBOOK, a music learning platform, that earned many awards in the last 2 years. Eric said, 100,000 students register for music exams in Hong Kong and 1.3 million register in the UK, Australia and Canada. Just counting piano and violin students in China, there are more than 60 million music students. This large music market provides a huge potential business opportunity.

Focus in aural test of music exam

Eric explained in an interview yesterday that he had previously been the director of Perception Digital (HKEX: 01822) and has learned music since childhood. As mobile electronic devices and their accessories, e.g. mobile apps, have grown more popular, he decided to start his own business.

As is a well-known fact, many children learn to play musical instruments and take exams, increasing competition. This is where Eric found a business opportunity focused in the aural testing part of music exams. He developed AURALBOOK, a music learning platform. Eric said that no matter what instrument music students are learning, they must take an aural test during the exam. However, not every teacher knows how to teach the aural skills and students often fail this part. This is the starting point of the development of AURALBOOK. The development took 2 years and the cost is in 6-digit Hong Kong dollars. Eric said the direction kept changing during the development stage, which made it difficult to produce. However, this difficulty in development was less than normal due to his music knowledge and other experience.

2 years research with nearly 1 million dollar cost

Eric said that besides advertisements in music magazines, the popularity of the app depends on word of mouth. For the future, he said they will focus on piano and violin students in the China market, as there are already 60 million music students in China. Other than these students, many others who begin to learn music will also want to purchase the software, creating a huge business opportunity.

Playnote is also planning to launch a different type of software, which can simply teach users how to play an instrument and allows more people to learn music. The company plans to provide community products, including referral services, e.g. if a student needs professional music training, it can help recommend suitable teachers.

港產音樂 Apps 攻 6000 萬人市場



■容志偉看準冷門行業的潛在商機，開發了 AURALBOOK 音樂學習平台。 黃子慢 攝

創業難，揀冷門行業創業可謂更難。但成立 PLAYNOTE LIMITED 的行政總裁容志偉反而看準冷門行業的潛在商機，將音樂和流動應用程式 (Apps) 結合，開發了 AURALBOOK 這個音樂學習平台，短短兩年已經獲得多個獎項。容志偉表示，香港單是在考試局登記的考生已有十萬，而英國、澳洲及加拿大的考生每年則約達 130 萬，而內地單是學琴及小提琴的學生，達 6,000 萬人之巨，可見市場潛力之大。

專攻音樂考試口試

容志偉於昨日出席分享會時指，曾任幻音數碼 (1822) 執行董事的他自小就學習音樂，眼見流動電子產品愈來愈普及，而其中的附設產品，如流動應用程式的發展潛力十分之大，毅然抽身於幻音數碼的業務，自立門戶。

眾所周知，香港的小孩為增加競爭力，學樂器繼而考取認可資格已經不是什麼新事。

容氏則看準這潛在商機，針對音樂考試中口試而推出 AURALBOOK 這個音樂學習平台。容氏指，有學習音樂的人應該都知道，不論考鋼琴或是其他樂器，音樂考試中必會有口試這一部分，但未必每一個老師都會懂得如何去教授學生，而學生往往容易於這部分「肥佬」。

這就是他開發此應用程式的動機，研發時間用了兩年，涉及成本約六位數字，其軟件達專業考試級的絕對標準。他說開發過程當中兜兜轉轉，方向改了又改，而這亦是開發這類新產品的難處，但他坦言幸好他以往的音樂或其他經驗幫了他不少，走的冤枉路已算少。

研發2年耗近百萬

容氏亦表示，流動應用程式的認知度除了靠在音樂雜誌的廣告外，其實亦是靠人傳人而增加客源。而談及將來的計劃，他指重點會放在內地市場，因為於內地單單是學習鋼琴及小提琴的學生達到 6,000 萬，除卻這些，還有一些準備開始學習音樂的小朋友亦會購入軟件作試用，其潛力十分之大。

另外，他們計劃推出一個教授簡單樂器彈奏方法，令更多未曾接觸音樂的人可以嘗試到音樂。同時亦會有群體產品，主要是關於一些轉介服務，如一些需要專業的音樂訓練的學生，他們亦可幫助尋找合適人選。

