



● Music ● Incite

MusicIncite, Ltd. Validates Market Opportunity

Over 600 Musicians Surveyed Globally About Music Education in the Digital Age!

October, 2019 – Sussex, United Kingdom: MusicIncite announces its conclusions on a 3 month online survey that obtained 616 musician respondents. The purpose of this survey is two-fold: to understand how technology affects the way musicians approach music education and to identify musician's wants and needs with respect to practicing, learning and exploring music.

Founder and CEO, Jerry Kramskoy states, "We've received very positive responses from trialists in the UK and US of emuso™, our system designed to provide help to musicians of all ages and abilities through cutting-edge technology. Our trialists include Hot House Schools in the UK who recommend it. We sought to further validate the interest, need and price sensitivity of our market. The survey provided so much more..."

The highlights included:

- **Self-Learning Is A Top Priority with a Focus on Technique, Rhythm, Practice and Improvisation**
- **Music Practice & Theory Seem to Drive Musicians**
- **Over 60% Want to Improve Their Music Vocabulary Regarding Chords, Scales, & Melody**
- **Access of Technology Is Through Smart Phones & Laptops**
- **Improvisation Is A Skill to Master!**
- **Video is King, When It Comes to Educational Resources and For Practice Components: Video Ranks 1st**
- **Over 70% See Value in Ear Training**
- **Musicians Are Price Sensitive to Technology**

CMO, Thomas Christel, commented, “Musicians are looking for new ways to aid them in learning, practicing, and exploring music, especially, in the areas of Technique, Practice, Rhythm, Ear Training and Improvisation. The responding musicians were evenly distributed between the ages of: 25-34 (37%), 35-44 (20%), 18-24 (17%) and 45-54 (13%). Unfortunately, overwhelmingly 93% who answered are male, with only a 5% response from females. They are distributed around the world with (24%) from the UK, (28%) from US, (22%) from EU, (9%) from Canada, (5%) from Australia/New Zealand, (4%) from South America, and (8%) Other (which includes Russia, India, Asia & the Middle East).”

Today’s musicians like their training, learning, exploring or practicing in a simple easy-to-access format preferred in an all-in-one application, that gives them the flexibility and music knowledge at their fingertips. Allowing them to create, capture and share their ideas!

This validates the direction and substance of **emuso™**, the world’s first, ultimate help system for musicians!

Emuso™ is the world’s first software application for learning, practicing and exploring music, created with a long-held passion that everyone deserves the opportunity to unlock their musical potential, simply and affordably.

Emuso deeply connects your senses with the building blocks of music as you practice. You interact with immersive media, inspirational, light on jargon and notation. Explore, or be guided through, an amazing world of musical possibilities. Fulfill your musical dreams!

If you would like more details on the survey data, we can provide a 4-page Executive Summary that provides additional details to the data points mentioned above. We also note that these data points are just insights and potential trends and additional validation, 616 global respondents, are not statically relevant in a 100M Global Musician Market.

Visit this link for Executive Summary & Survey Data: <https://emuso.buzz/survey/results.pdf>

About MusicIncite, Ltd.

MusicIncite, Ltd. was founded in 2013 with the vision to empower musical development for all interested in western-culture music and to nurture musical progress in improvisation and composition around the world. We believe everyone should be equipped to join in the global conversation that is music. Our flagship music software platform is designed for all musicians who want a fast, effective, and transparent way to learn, reference, and practice music. Emuso™ can be used stand-alone or as a complementary adjunct to music education that employs music notation. It empowers musicians to see, hear, and play on-instrument even when their notation-reading skills and instrument knowledge are undeveloped. We have employed natural learning processes that surface through innovations in media synchronization and through the UX design.

For more information visit: emuso.buzz

