

# High Potential Initiatives Profiles

## 1 Accelerator

European Pioneers



## 2 Project and Organization

AudioTube  
AudioTube Ltd.



### 2.1 Country

United Kingdom

### 2.2 Project Abstract

Audiotube Ltd is a Digital Distribution Company unlocking the true value of music in the digital age. The company was founded in the United Kingdom in 2006 by Scott de Mercado and Chris Blackwell. Audiotube is backed by leading figures from the music and technology sectors including Google and The Merlin Network. Audiotube is currently distributing to Google Play, YouTube, RDIO and Spotify. It is currently developing the APIs for 20 other Global Digital Service Providers. The company is generating revenues, experiencing 30% month-on-month growth and will officially be launched in October.

### 2.3 Target Market

B2B

### 2.4 Business Model

SMART CITY SOLUTION	NO
CLOUD SOLUTION	YES
SOCIAL MEDIA SOLUTION	NO
MOBILE SOLUTION	YES
BIG DATA/ANALYTICS SOLUTION	NO
IOT	NO

### 2.5 Website

<http://www.audiotube.com/>