



# THE CURVE

FROM FREeloadERS INTO SUPERFANS: THE FUTURE OF BUSINESS

PORTFOLIO PENGUIN  
INTRODUCES **THE CURVE**  
BY NICHOLAS LOVELL.  
**BUY THE BOOK NOW**  
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£



...AND SELL AS **MUCH** AS POSSIBLE

**BUT HOW DO YOU MAKE MONEY WHEN EVERYTHING IS GOING FREE?**

IN 2009 THE MUSIC INDUSTRY MADE **\$8.3BN** LESS THAN IN 1999



eBOOKS



FILMS



MP3s

**BUT NOT JUST**  
DIGITAL PRODUCTS...



**3D PRINTING**



GUITARS, CAMERA LENSES, HIGH HEELS & GUNS  
HAVE ALREADY BEEN PRINTED

**BUT THIS TRANSITION ALSO CREATES AN UNPRECEDENTED OPPORTUNITY...**

## WELCOME TO THE CURVE



USE FREE TO **FIND**  
AN AUDIENCE



LET YOUR BIGGEST FANS SPEND  
AS **MUCH** AS THEY WANT  
ON WHAT THEY **VALUE**



SUPERFANS

- £ X10
- £ X100
- £ X1,000
- £ X10,000
- £ X100,000

FREeloadERS

USE TECHNOLOGY TO FIGURE  
OUT WHAT PEOPLE **VALUE**

SERIOUS FOOTBALL FANS ARE EXPECTED TO SPEND OVER **£100,000** IN THEIR LIFETIME. FA CUP FINAL TICKETS ALONE HAVE BEEN UNOFFICIALLY TOUTED AT OVER **£10,000**

LADY GAGA'S VIDEO FOR BAD ROMANCE HAS BEEN VIEWED OVER **495M** TIMES ON YOUTUBE FOR **FREE**. IN 2011 HER ESTIMATED REVENUE WAS OVER **£100M**

SUCCESS LIES IN...



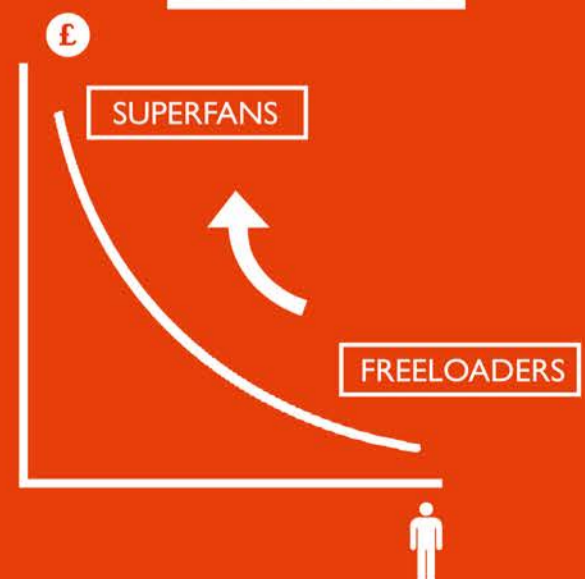
**BUILDING RELATIONSHIPS & COMMUNITIES...**



**THROUGH VARIATION & TAILORING**

STARBUCKS OFFER **87,000** DIFFERENT DRINKS COMBINATIONS IN 4 DIFFERENT SIZES. IN 2013 THE WORLD'S MOST EXPENSIVE COFFEE, THE 'QUADRINOCTUPLE FRAP' COST **\$47.30**

THE CURVE EXPLAINS HOW TO MOVE  
**FREeloadERS INTO SUPERFANS!**



TO FIND OUT MORE:



[PENGUIN.CO.UK](http://PENGUIN.CO.UK)



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