

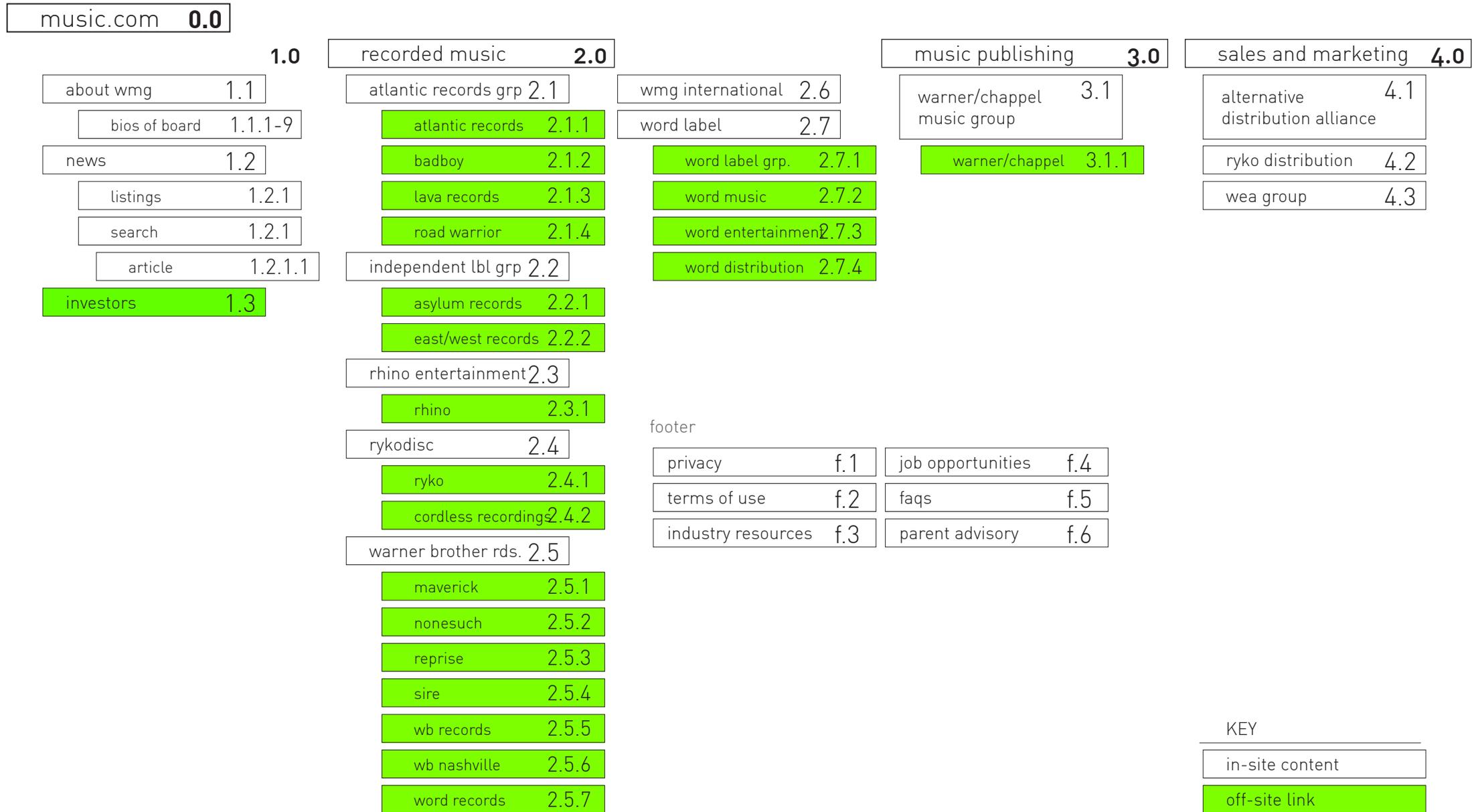
music group

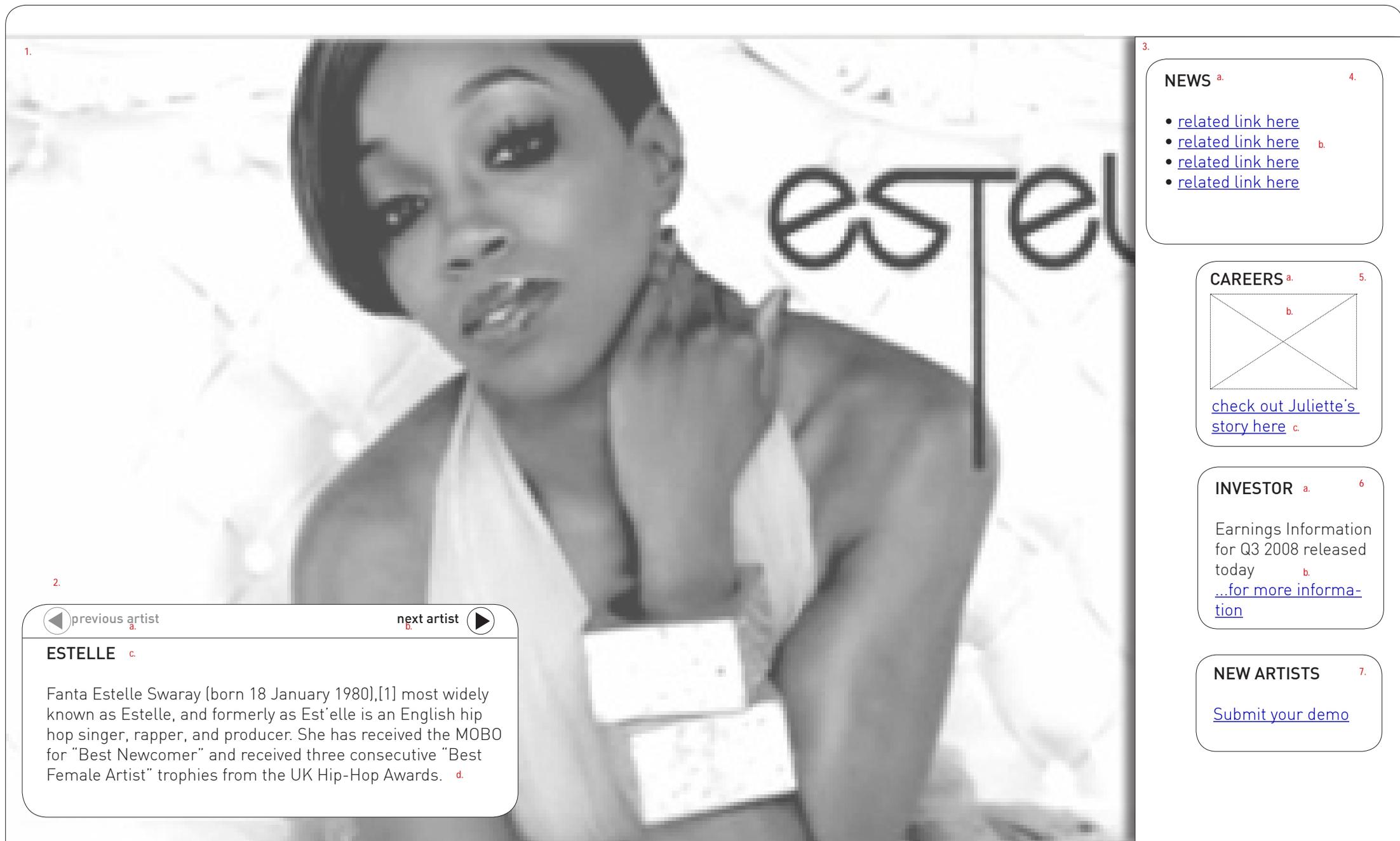
07 AUG 08

\ v. 1.5

TABLE OF CONTENTS

- 2• site map : current state
- 3• CONCEPT ONE : home page
- 4• CONCEPT ONE : video player
- 5• CONCEPT ONE : landing page
- 6• site map : proposed future state
- 7• CONCEPT 2 : homepage
- 8• CONCEPT 3 : homepage





1.

2.

previous artist **a.** next artist **b.**

ESTELLE **c.**

Fanta Estelle Swaray (born 18 January 1980),^[1] most widely known as Estelle, and formerly as Est'elle is an English hip hop singer, rapper, and producer. She has received the MOBO for "Best Newcomer" and received three consecutive "Best Female Artist" trophies from the UK Hip-Hop Awards. **d.**

3.

NEWS **a.** **4.**

- [related link here](#)
- [related link here](#) **b.**
- [related link here](#)
- [related link here](#)

CAREERS **a.** **5.**

b.

[check out Juliette's story here](#) **c.**

INVESTOR **a.** **6.**

Earnings Information for Q3 2008 released today **b.**

[...for more information](#)

NEW ARTISTS **7.**

[Submit your demo](#)

8. **logo**

9. **a.** **b.** **c.**

10. **a.** **b.** **c.** **d.**

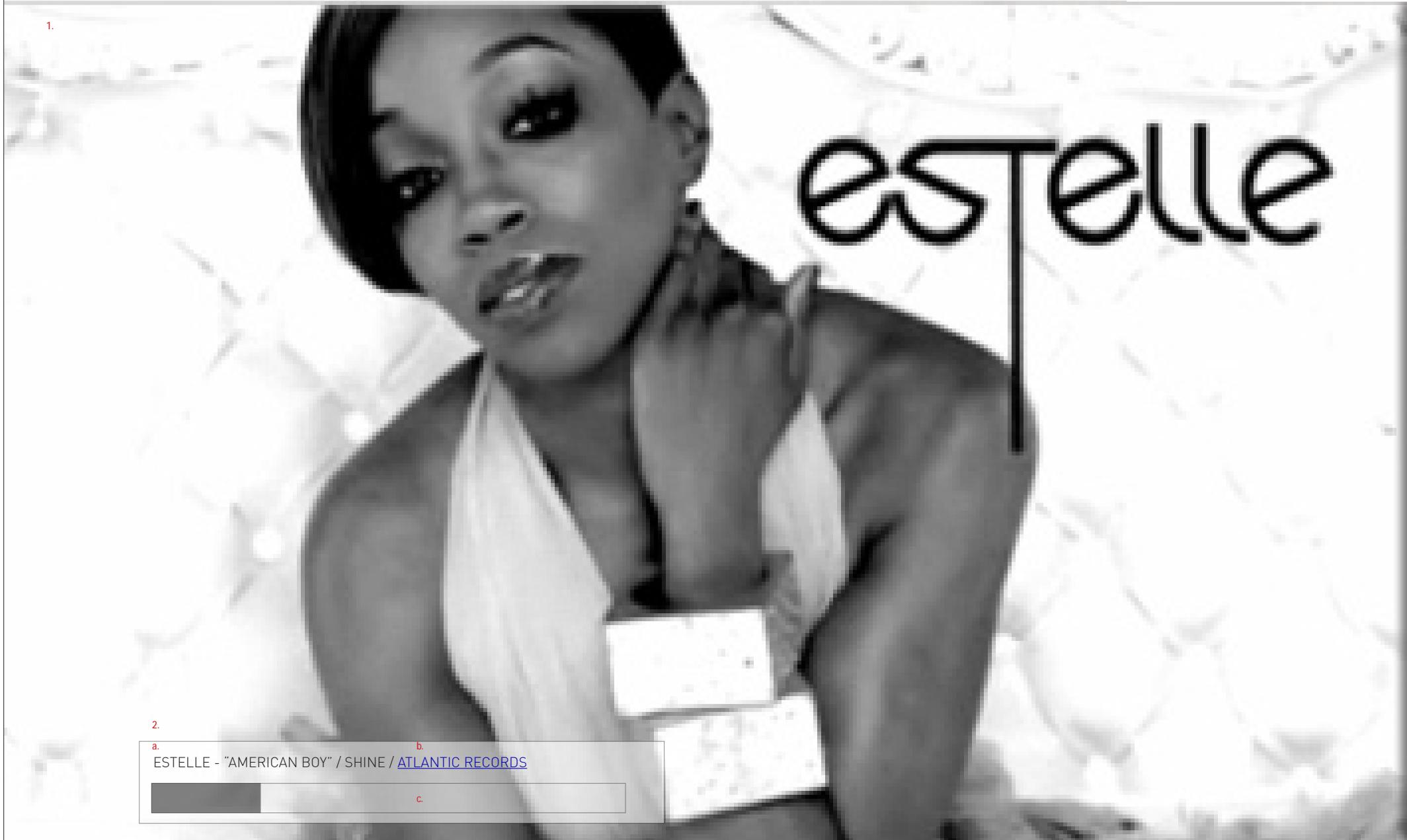
music group **recorded music** **music publishing** **sales & marketing**

11. **ENTER YOUR SEARCH TERM HERE**

press **job opportunities** **faqs**

12. 13. 14.

- NOTES:**
- THE HOME PAGE REVEAL FINISHES WITH THE VIDEO BEING FULLY REVEALED, THE NAVIGATION BUILDS ON REACHING THE BOTTOM ON THE RIGHT LAYER ANIMATES ON FROM THE RIGHT.
1. Display area
 2. Featured artist content
 - a. navigation : previous artist
 - b. navigation : next artist
 - c. copy : title
 - d. copy : body copy
 3. Dynamic layer : highlighted content here leads user to relevant content
 4. News content
 - a. copy : title
 - b. copy/navigation : related links
 5. Careers content
 - a. copy : title
 - b. graphic
 - c. copy/navigation : related links
 6. Investor content
 - a. copy : title
 - b. copy/navigation : related links
 7. Submit demo/new artist content
 - a. copy : title
 - b. copy/navigation : related links
 8. Graphic : logo
 9. Media player
 - a. function : stop
 - b. function : play
 - c. function : pause
 10. Global navigation
 - a. about warner music group
 - b. recorded music
 - c. music publishing
 - d. sales & marketing
 11. Global search
 12. Navigation : press
 13. Navigation : job opportunities
 14. Navigation : faqs
 16. Footer
 - a. copy : coyright notice
 - b. navigation : privacy
 - c. navigation : terms of use
 - d. navigation : industry resources
 - e. navigation : parental advisory



3.

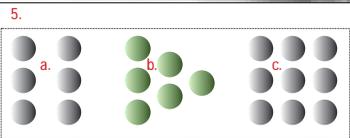
2.

a. ESTELLE - "AMERICAN BOY" / SHINE / [ATLANTIC RECORDS](#) b.

c.

4.

logo



6.

a. music group b. recorded music c. music publishing d. sales & marketing

7.

ENTER YOUR SEARCH TERM HERE

press \ job opportunities \ faqs

8. 9. 10.

NOTES :

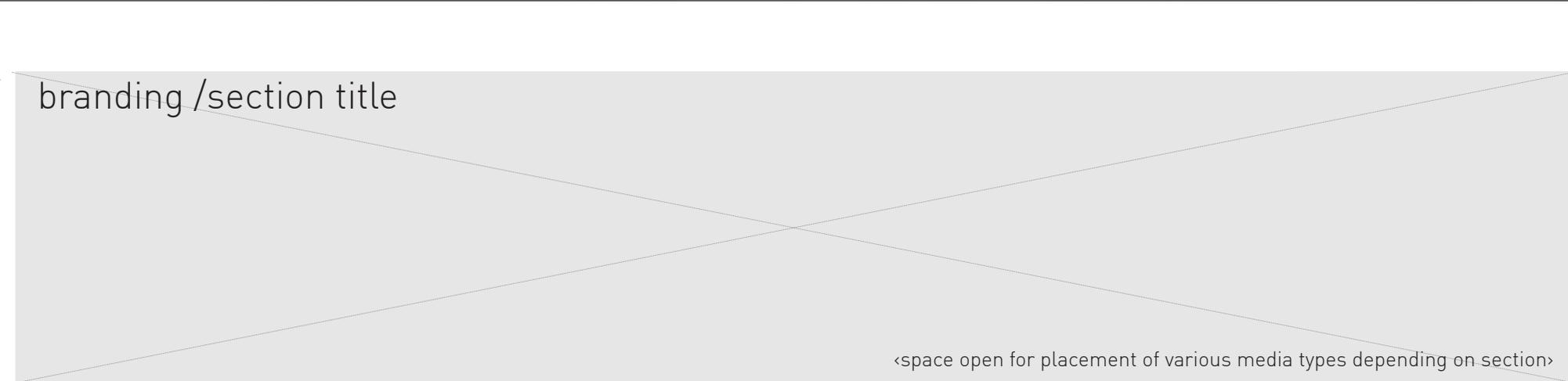
USER HAS OPTED TO PLAY THE VIDEO FROM THE VIDEO PLAYER CONTROLS THAT RESIDE AT THE BOTTOM OF THE PAGE. DOING THIS WILL PLACE FULL EMPHASIS OF THE DISPLAY AS ALL OTHER NAVIGATION/ CONTENT ITEMS WILL ANIMATE OFF OR GO TO THE SIDE.

- 1. Display area
- 2. Progress bar
 - a. copy : artist\song title\album
 - b. copy\navigation : record label
 - c. function : progress bar
- 3. Navigation : call to action, collapsed overview page
- 4. Graphic : logo
- 5. Media player
 - a. function : stop
 - b. function : play
 - c. function : pause
- 6. Global navigation
 - a. about warner music group
 - b. recorded music
 - c. music publishing
 - d. sales & marketing
- 7. Global search
- 8. Navigation : press
- 9. Navigation : job opportunities
- 10. Navigation : faqs
- 11. Footer
 - a. copy : coyright notice
 - b. navigation : privacy
 - c. navigation : terms of use
 - d. navigation : industry resources
 - e. navigation : parental advisory

NOTES :

USER HAS USED NAVIGATION LINKS TO GO THE LANDING PAGE OF ONE OF THE SECTIONS FOUND IN THE GLOBAL NAVIGATION (#8 SEE BELOW).

- 1. Navigation : video underlay, clicking this layer reactivates the video player functionality
- 2. Function : content overlay
- 3. Graphic : branding area, could hold graphics, text, small interactive pieces
- 4. Copy : title
- 5. Copy : body copy
- 6. Subsection content
 - a. copy : title
 - b. copy : body copy
- 7. Graphic : logo
- 8. Global navigation
 - a. about warner music group
 - b. recorded music
 - c. music publishing
 - d. sales & marketing
- 9. Global search
- 10. Navigation : press
- 11. Navigation : job opportunities
- 12. Navigation : faqs
- 13. Footer
 - a. copy : coyright notice
 - b. navigation : privacy
 - c. navigation : terms of use
 - d. navigation : industry resources
 - e. navigation : parental advisory

1.  2.  3. 

branding /section title

<space open for placement of various media types depending on section>

4. title here

Warner Music Group became the only stand-alone music company to be publicly traded in the United States in May 2005. With its broad roster of new stars and legendary artists, Warner Music Group is home to a collection of the best-known record labels in the music industry including Asylum, Atlantic, Bad Boy, Cordless, East West, Elektra, Lava, Nonesuch, Reprise, Rhino, Roadrunner, Rykodisc, Sire, Warner Bros. and

5. Word. Warner Music International, a leading company in national and international repertoire, operates through numerous international affiliates and licensees in more than 50 countries. Warner Music Group also includes Warner/Chappell Music, one of the world's leading music publishers, with a catalog of more than one million copyrights worldwide

Word. Warner Music International, a leading company in national and international repertoire, operates through numerous international affiliates and licensees in more than 50 countries. Warner Music Group also includes Warner/Chappell Music, one of the world's leading music publishers, with a catalog of more than one million copyrights worldwide

6. SUBSECTION a.

Earnings Information for Q3 2008 released todalrit augiat, quam quatie feugiat dolore- raesto et, suscili quamet, vel diamcon ullute dipis nis augait vent la feu feu feum doloborer se modiat la cons nos aliquam nos endre do conulput in ver sustin ullum zzrit amconse b.

SUBSECTION

Earnings Information for Q3 2008 released todalrit augiat, quam quatie feugiat dolore- raesto et, suscili quamet, vel diamcon ullute dipis nis augait vent la feu feu feum doloborer se modiat la cons nos aliquam nos endre do conulput in ver sustin ullum zzrit amconse

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7.  8. a.  b.  c.  d.  9.

press \ job opportunities \ faqs

10. 11. 12.

music.com 0.0

about wmg 1.0

bios of board 1.1

history of wmg 1.2

industry resources 1.3

wmg green 1.4

royalty participants 1.5

labels 2.0

recorded music 2.1

atlantic records 2.1.1

independent lbl. 2.1.2

rhino ent. 2.1.3

rykodisc 2.1.4

w.b. records 2.1.5

wmg int. 2.1.6

word label 2.1.7

music publishing 2.2

warner/chappel music group 2.2.1

news 3.0

listing 3.1

article 3.1.1

investor relations 4.0

sales and marketing 5.0

alternative distribution alliance 5.1

ryko distribution 5.2

wea group 5.3

careers 6.0

footer

privacy f.1

terms of use f.2

faqs f.3

parent advisory f.4

utilities

search u.1

listing u.1

result article u.1.1

result media type u.1.2

KEY

existing content

new content

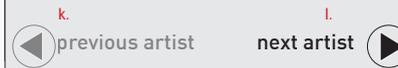
3rd party content

1.  a.
 b. c. d. e. ESTELLE - "AMERICAN BOY" / SHINE / [ATLANTIC RECORDS](#) f.
 g.

ESTELLE h.

Fanta Estelle Swaray (born i. 18 January 1980),[1] most widely known as Estelle, and formerly as Est'elle is an English hip hop singer, rapper, and producer. She has received the MOBO for "Best Newcomer" and received three consecutive "Best Female Artist" trophies from the UK Hip-Hop Awards.

- [related links](#) j.
- [related links](#)
- [related links](#)

k. l. 

2.  a.
 ENTER YOUR SEARCH TERM HERE b.
 about wmg c.
 labels d.
 news e.
 investor relations f.
 sales and marketing g.
 careers h.

3. **LABELS** a.
 b.
ATLANTIC RECORDS c.
 In 1947, Ahmet Ertegun and Herb Abramson started an independent jazz and R&B label in New York City, which they named Atlantic Records. d.
 Growing from a one-room operation into one of the preeminent companies in the rapidly evolving music industry, the Atlantic label soon became recognized and revered around the world - a name synonymous with artistry and quality.
 • [FEATURED ARTIST](#) e.
 • [FEATURED ALBUM](#)

4. **NEWS** a.
 8/04/08 b. c. Alternative Distribution Alliance (ADA) UK Announces Exclusive Distribution Agreement With First Night Records
 07/31/08 MySpace Launches UK Comedy Channel In Collaboration With Warner Music Entertainment
 07/30/08 ADA Announces Executive Promotions as Part of Its International Expansion
 07/29/08 Scott Francis Named President, Warner/Chappell Music, and Chairman And CEO, Warner/Chappell Music U.S
 07/27/08 Atlantic Records Launches Fanbase and Redefines The Way Fans Connect With Their Favorite Artists

5.  a. **stock quote** b.
 exchange NYSE
 Price 7.65
 change ▼ 0.61
 volume 975,716

6.  a. **quick links** b.
 • [wmg green](#) c.
 • [q3 earnings information](#)
 • [royalty participants : important information](#)

logo

NOTES :

- Featured Artist content
 - display area
 - function : stop
 - function : play
 - function : pause
 - copy : artist\song title\album
 - copy\navigation : record label
 - function : progress bar
 - copy : name of artist
 - copy : body copy
 - copy\navigation : related links
 - navigation : previous artist
 - navigation : next artist
 - Header\Branding Area
 - graphic : logo
 - function : search
 - navigation : about wmg
 - navigation : labels
 - navigation : news
 - navigation : investor relations
 - navigation : sales and marketing
 - navigation : careers
 - Labels content
 - copy : title
 - function\navigation : icons of labels
 - copy : subtitle
 - copy : body copy
 - navigation : related links
- THIS MODULE WILL BE FLASH BASED WITH ROLLOVER STATES FOR ALL OF LABELS UNDER THE WARNER MUSIC GROUP UMBRELLA.
- CHOOSING ONE OF THE ICONS WILL BRING UP CONTEXTUAL TEXT TO THE RIGHT.
- USER WILL HAVE ABILITY TO VIEW FEATURED ARTISTS, ALBUMS OR GO TO THE LABELS SITE FROM HERE.
- News content
 - copy : title
 - copy\navigation : date
 - copy\navigation : article resume
 - Stock quote : 3rd party data feed (?)
 - Quick links content
 - graphic : icon
 - copy : title
 - copy\navigation : links
 - Footer
 - copy : coyright notice
 - navigation : faqs
 - navigation : privacy
 - navigation : terms of use
 - navigation : industry resources
 - navigation : parental advisory



ESTELLE

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- [related links](#)
- [related links](#)
- [related links](#)

◀ previous artist next artist ▶

SIMPLY RED



Simply Red started out in 1976, after a Sex Pistols gig

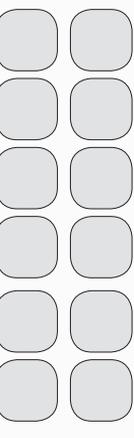
FRA



"Old in New

 ESTELLE - "AMERICAN BOY" / SHINE / [ATLANTIC RECORDS](#)

4. LABELS



ATLANTIC RECORDS

In 1947, Ahmet Ertegun and Herb Abramson started an independent jazz and R&B label in New York City, which they named Atlantic Records.

Growing from a one-room operation into one of the preeminent companies in the rapidly evolving music industry, the Atlantic label soon became recognized and revered around the world - a name synonymous with artistry and quality.

- [FEATURED ARTIST](#)
- [FEATURED ALBUM](#)

5. NEWS

8/04/08	Alternative Distribution Alliance (ADA) UK Announces Exclusive Distribution Agreement With First Night Records
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07/30/08	ADA Announces Executive Promotions as Part of Its International Expansion
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07/27/08	Atlantic Records Launches Fanbase and Redefines The Way Fans Connect With Their Favorite Artists

 **stock quote**

exchange	NYSE
Price	7.65
change	▼ 0.61
volume	975,716

 **quick links**

- [wmg green](#)
- [q3 earnings information](#)
- [royalty participants : important information](#)

- NOTES :**
- Global header
 - graphic : logo
 - navigation : about wmg
 - navigation : labels
 - navigation : news
 - navigation : investor relations
 - navigation : sales & marketing
 - navigation : careers
 - function : search
 - navigation : privacy
 - navigation : faqs
 - Featured Artist content
 - display area
 - function : stop
 - function : play
 - function : pause
 - copy : artist\song title\album
 - copy\navigation : record label
 - function : progress bar
 - copy : name of artist
 - copy : body copy
 - copy\navigation : related links
 - navigation : previous artist
 - navigation : next artist
 - Featured Artist <next>
 - copy : artist
 - graphic
 - copy : body copy

THIS PANEL INDICATES THE NEXT ARTIST. IF USER CLICKED NEXT ARTIST, i SIMPLY RED! WOULD APPEAR IN THE VIDEO MODULE REPLACING i ESTELLEi
 - Labels content
 - copy : title
 - function\navigation : icons of labels
 - copy : subtitle
 - copy : body copy
 - navigation : related links

THIS MODULE WILL BE FLASH BASED WITH ROLLOVER STATES FOR ALL OF LABELS UNDER THE WARNER MUSIC GROUP UMBRELLA.

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 - News content
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 - copy\navigation : date
 - copy\navigation : article resume
 - Stock quote : 3rd party data feed (?)
 - Quick links content
 - graphic : icon
 - copy : title
 - copy\navigation : links
 - Footer
 - copy : copyright notice
 - navigation : faqs
 - navigation : privacy
 - navigation : terms of use
 - navigation : industry resources
 - navigation : parental advisory