

Ripfactory

cd conversion – the opportunity

setting up a cd conversion business is simple with Ripfactory, but is it a growing market?

a huge market

the current market size of CD holdings is huge – around 10 billion CD's in the US alone and growing substantially year on year. This provides a proven market, a focussed market and an enthusiastic market easily identifiable.

a growing market

CD sales are of course in decline, but that in itself provides the opportunity – sales are in decline as more and more people move to digital devices and downloads and no longer have a need for physical CD's. But with music collections already in place, these collections need to be moved from CD to digital format. In addition, the market for such services has seen massive growth since 2003 at all levels as consumers become more and more aware of its availability.

a great demographic

the service appeals to 30-65 age group who have long term collections averaging 150 CD's and may be either time poor/cash rich or technically not quite there with digital conversion. Remember it takes up to 10 minutes per CD via an off the shelf product such as itunes.

a need for digital

the market has changed dramatically these last 5 years – 100 million iPods , 150 million MP3 phones , 400 download stores and an entire focus on digital media . people want to go with this trend as they rediscover their music collection and are enabled to enjoy it wherever and whenever.

a lack of purchased downloads

itunes has sold 2 billion tracks in its lifespan as the most popular music store, but this translates to just 25 tracks per iPod or just two albums. Its clear that the consumer is getting their music from CD content and is highly unlikely to repurchase their entire CD collection digitally at a cost of 7-8 times that of having CD's converted.

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an end user choice

with purchased music comes DRM – a restriction on how the files may be played between various devices. CD encoding gives the consumer choice of quality levels, delivery, players and metadata.

regionalisation

traditionally, CD conversion was a pack and ship model leading to a small number of large players, but the growth of the market has leadd to regionalisation of services and expanded the user base and given massive room to grow for more regional service providers.

turnkey solutions

volume cd encoding is now out of the box with Ripfactorys range of automated solutions – attach a keyboard, mouse, screen and internet connection and you are ready to fulfil large orders in an instant using highly developed software and robotic technology.

low cost of entry

cd encoding services can be a very low cost of entry ranging from \$2500 to \$12000 for a full system leaving you to focus on marketing and grabbing the consumers

fast return on investment

even with small volumes, return on investment is a matter of a few months with any of the Ripstation products leaving you to profit at the earliest possible opportunity.

we are here to help

Ripfactory is the largest supplier of robotic CD equipment worldwide and its team of developers and support staff have been in the industry for a long time – we know what works and we know what doesn't and we're here to help. After all, the faster we grow your business, the quicker you come back for more!