

## Model of Excellence Profile – Discogs

Company Name:	Zink Media Inc.	ICG#	32218
Address:	4145 SW Watson Ave, Suite 510, Beaverton, OR 97005		
Product Name:	<b>Discogs</b>		
URL:	www.discogs.com	President Name:	Kevin Lewandowski, Founder
<b>Business and Product Overview</b>			
Business Information Framework Classification	<i>Applications Models:</i> Locate – Central Catalog Locate – Marketplace		<i>Business Model:</i> Advertising & Sponsorship – Advertising Transactional -- Marketplace
	<i>Content Models:</i> User-Generated – Community Clearinghouse & Exchange -- Transactional		<i>Distribution Model</i>  Direct Response – Web-based
Company Overview	Discogs seeks to be a comprehensive database of all audio recordings that have ever been released, and to provide deep detail on each recording using a user-generated content model. The site also operates a marketplace for sale of audio recordings.		
Product/Service Description	<p>Discogs is a crowd-sourced database of audio recordings (not digital music). Over 250,00 registered users have built Discogs out to over 7 million detailed records, creating an extremely rich reference source for collectors, music professionals, music retailers and others. But more than a simple reference source, Discogs has an extremely well integrated marketplace that is currently generating annual sales of nearly \$100 million. The site reports over 20 million unique visitors per month.</p> <p>Discogs users can search the database and flag any recording they own, an easy way to build one's own database of recordings. If the user has a recording not in the database, he or she can submit details on it, and the new database record becomes available to all. In addition, users can flag recordings they'd like to own, making it easy for sellers to identify potential buyers. Most significantly, users can click a 'buy' button next to any recording and see a list of other users offering the recording for sale. Discogs takes an 8% transaction fee on all purchases.</p> <p>The true beauty of Discogs, besides using user-generated content to drive the traffic that powers the marketplace, is its use of its database as the backbone for all its functionality. Users hang their individual collections off the database which drives the marketplace. Because the two are integrated it makes for a smooth and compelling purchase experience.</p>		
Year Founded:	2000	BizDev Contact:	Ron Rich
Employees:	35 (est)	Main Telephone:	503-432-8609
Profile Date:	6/21/2016	Primary Market Served:	71 – Arts, Entertainment & Recreation
Ownership:	Private	Funding Source:	Self-Financed
MofE Class:	2016		