

# WIND BAND PRESS

**MATERIAL ABOUT MEDIA**

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Apr. 2017

<http://windbandpress.net/>

# About Wind Band Press

Wind Band Press is the news website for Japanese fans of the wind band, brass band and involved instruments.

The article is written in Japanese by Shuhei UMEMOTO.

I show information that includes **News, Concert, Event, Broadcasting, CD/DVD Release, Sheet Publishing, Review, Introduction of composers and players, Column, Interview, Presents** of Wind Band / Brass Band music and Wind/Brass/Percussion instruments' music on Japanese domestic and international.

Most of the visitors are from Japan.

# About ONSA

**ONSA** (18-11-503, Funairi Kawaguchicho, Naka-ku Hiroshima-shi, Hiroshima, 730-0845, Japan Representative : Shuhei Umemoto )

## **Main business**

Operation of classic related information site (currently Wind Band Press only)

Promotional consulting for online shop for Japanese

Booking agent for orchestra (SINFONIETTA SIZUOKA)

Score publication business (scheduled to start from April 2017) \*Please feel free to contact me if you are interested.

**Mission: ONSA will continue to think about solutions and support measures for the following subjects.**

How can we get rid of the borders in the field of classical music culture and make the distance of the world as close as possible to 0?

How can all people in the world be able to become familiar with classical music?

How can we disseminate Japanese classical music culture widely to the world and make it known?

How can we communicate the world classical music culture to Japan and contribute to improving Japanese classical music culture?

How can we support groups and individuals who are trying to disseminate public preferences and misunderstandings about classical music and to spread it in general?

How can I be recognized as familiar music rooted in life in classical music?

How can we support the continuation of classical music organizations and music halls?

How can people who live classical music to live their lives so that they can afford to live?

# About Representative : Shuhei Umemoto

## About ONSA Representative and Wind Band Press Editor, Shuhei Umemoto:



Born in Nagoya City, Japan in 1979. He entered the wind band club for the first time in high school days. He was in charge of Tuba. He continued to join the wind band in Chuo University and He was in charge of clarinet. Also, he served as a person in charge of the performance of the concert and public relations.

After graduating from university, he was employed by a company dealing with office equipment and he was in charge of new proposal sales to CEO of corporations. He got the opportunity to meet and talk with numerous CEOs.

After that he changed jobs to wind band related company. He was responsible for promoting the operation of online shop dealing with CDs, DVDs, music, etc., sales promotion of concert recordings, proposal and execution of planning of goods and services. He extended the online shop's highest monthly quota to more than 15 million yen.

After that, he changed jobs to a publishing company that also has wind band music as its main business. He was responsible for webmaster and management that including online shop, blog and company site and for sales promotor and publicity in general. He achieved 120% of the previous year's sales in the first year when he took charge of the online shop, and after that he continued to grow steadily in the previous year. He was also involved in product planning, and pushed the publisher's score sales up to about 400% of the previous year in a project that gathered some overseas publisher's works.

After retiring from the company, he continued to be involved in sales promotion work including web staff of various industries, online shop administration, texts for listing advertisement and creation of banner.

Meanwhile, he worked again with the online shop related to the wind band. He is responsible for sales promotion, page creation, selection and addition of products to be handled, negotiation with manufacturers and publishers, public relations, bloggers, reviewer, access analysis, sales analysis. He turned down depressed sales and access numbers to plus more than the previous year in a few months.

He opened ONSA in July 2016. As representative, he is managing "Wind Band Press" and so on. He is a 3rd grade Certified Specialist of Intellectual Property Management.

# What Wind Band Press aims for

Wind Band Press is one of services born from ONSA's mission.

It is said that the population of wind band in Japan is more than 1 million people, but by noting those lovers as well as broadly showing the charm of wind band, brass band, wind / brass / percussion instruments and the environments surrounding them in general, I am hoping to contribute to further excitement on this occasion that major attention has been increasing in recent years such as major label entry, TV drama, animation, movies and other media.

For overseas information, especially information is hard to enter, I believe that it brings new discoveries to Japanese enthusiasts as well as improving the cultural standards of composers, musicians, and the audience. By picking up professional performers and organizations' concerts and event information, I hope to create opportunities for as many lovers as possible and the general public to experience high standards of live performances and music.

Currently there are only for Japanese media, but in the future I would like to develop many "Wind Band Press" tuned for each country. After that, I hope to share information among sites and create a place where information from all over the world go and go.

# Transition of Wind Band Press

Wind Band Press is a new site that began just in late July 2016, but in order to make it a better site, I make various changes quickly and develop new projects.

For example,

**August 2016: Site tie-up with CLOSE UP KANSAI (Japan)**

**August 2016: Start selling advertisements**

**October 2016: Started editor-in-chief blog**

**October 2016: Site tie-up with SINFONIETTA SHIZUOKA, JAPAN**

**November 2016: Started planning ticket gifts**

**November 2016: Start of interview articles**

**November 2016: Addition of translation plug-in**

**November 2016: Add a plugin to display the time taken to read the article**

**December 2016: Migrating to a more stable server**

**January 2017: Added a plugin that allows you to save articles as PDF**

**February 2017: The categories of "column" and "blog" are integrated, and a category which summarizes the articles such as recruitment of participants is newly established**

**March 2017: Mail magazine distribution start**

And so on.

While leaving the original aspects like the news site, the magazine-like elements gradually increase.

# Wind Band Press's management and article recruitment policy

## **Operating policy of Wind Band Press:**

In principle, we receive information from press release sites and information providers (organizations and individuals who support or cooperate), and are in the article. For information on content holders who have not cooperated or approved, even if information is present on other media, it is not included in the article. (Information flowing to the press release site does not apply to this)

## **Article posting policy:**

We deal with information with news on wind band, brass band and involved instruments (including fanfare band etc.), but there are some information that is not covered.

1.

Symphony Orchestral information: Symphony Orchestra also include wind, brass and percussion instruments, there are parts overlapping with band and instruments fans, but at present, information on the concert information of Symphony Orchestra is not subject to the listing We are accepted (in the case of advertisement drafts and ticket gifts it is possible). However, even if it is symphony orchestra, it is a concert including wind/brass/percussion concertos, concerts of band style, public clinics by band members, the orchestral version of original band works is subject to writing.

2.

As for amateur concerts, the number is too many, so in principle we are not currently accepting it, but if we decide that the concert has news and topics, we are writing articles.

# Would you provide information to Wind Band Press?

Until now, Wind Band Press has received information from people I contacted, but we will be happy to receive information from those who do not.

Articles in news and event categories are based on the recruitment policy on the previous page, but after April 2017 I will accept columns, product reviews and event reports from everyone. Especially I would be happy if you could contribute a column for Japanese.

Also, if you would like to be interviewed please suggest yourself.

Please feel free to contact the following e-mail address.

[s-umemoto@windbandpress.net](mailto:s-umemoto@windbandpress.net)

# Characteristic of Wind Band Press

Information providers: about 230 organizations and about 165 Individual (Apr. 2017)

Since opening in July 2016, we receive information from many domestic and foreign groups and individuals.

(Japanese organization: about 175 groups, Japanese individuals: about 55 people, overseas organizations: about 55 groups, overseas individuals: about 110 people)

Aiming for "more high-quality information to more people", not only new product news from domestic professional organization, groups, performers, composers and companies, but also original contents such as introductory articles of musicians, composers and organizations that are hard to enter the information to Japan, and interviews with people who usually do not have spots, are also enriched.

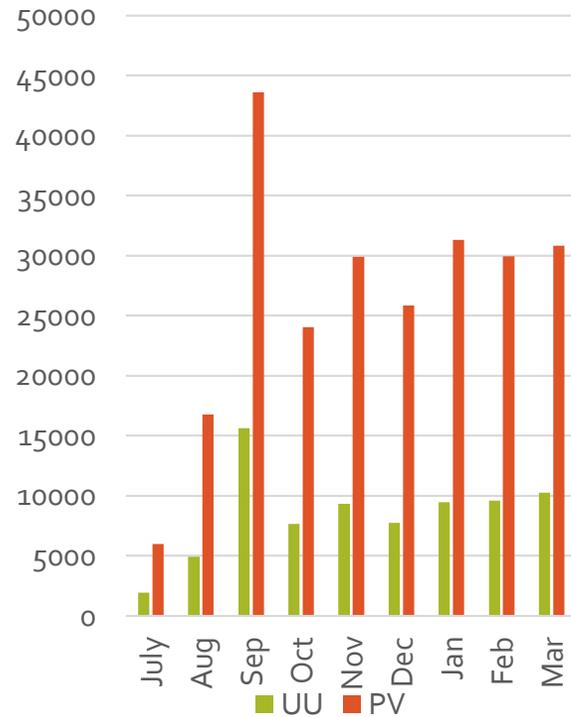
Contents will be expanded in the future.

# Access data

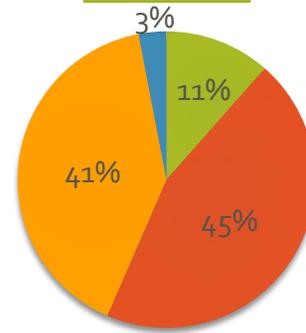
Jan. to Mar. average user: about 9,800 / PV: about 30,700

Since the establishment of the site on July 20, many people have received a favorable reception.

Changes in the number of UU and PV

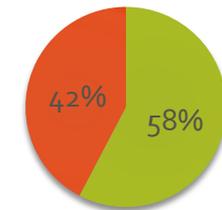


Reference



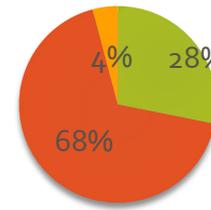
Legend: Direct (green), Search engine (red), SNS (orange), Other (blue)

Male and female ratio



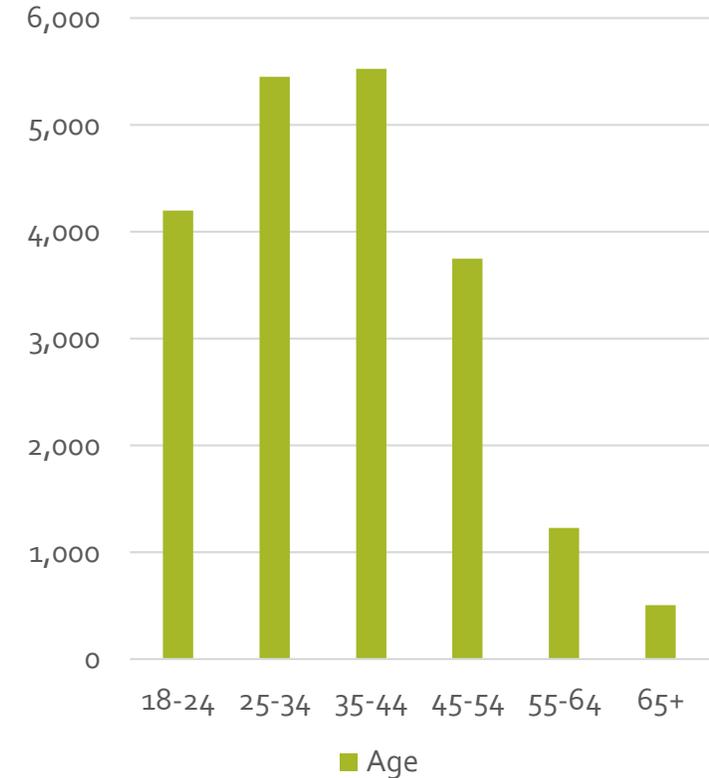
Legend: Male (green), Female (red)

Device ratio



Legend: PC (green), Mobile (red), Tablet (orange)

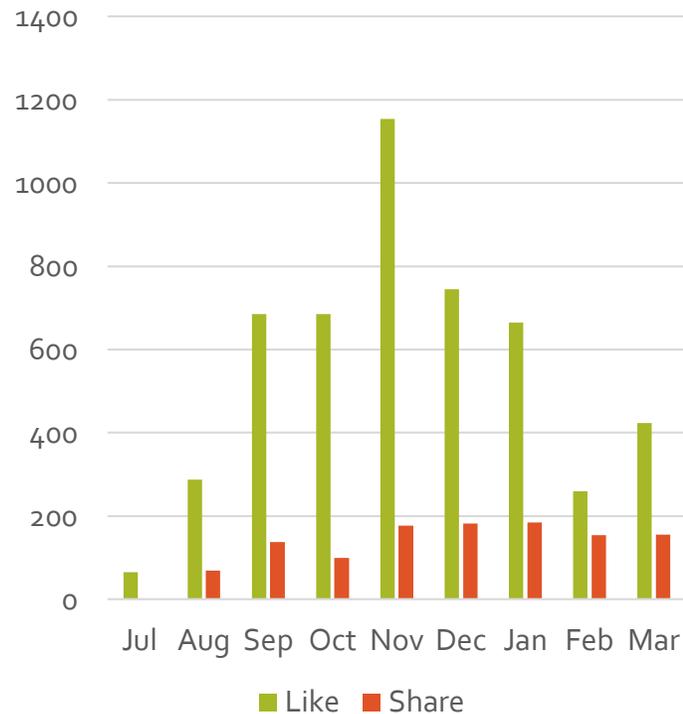
Distribution of age



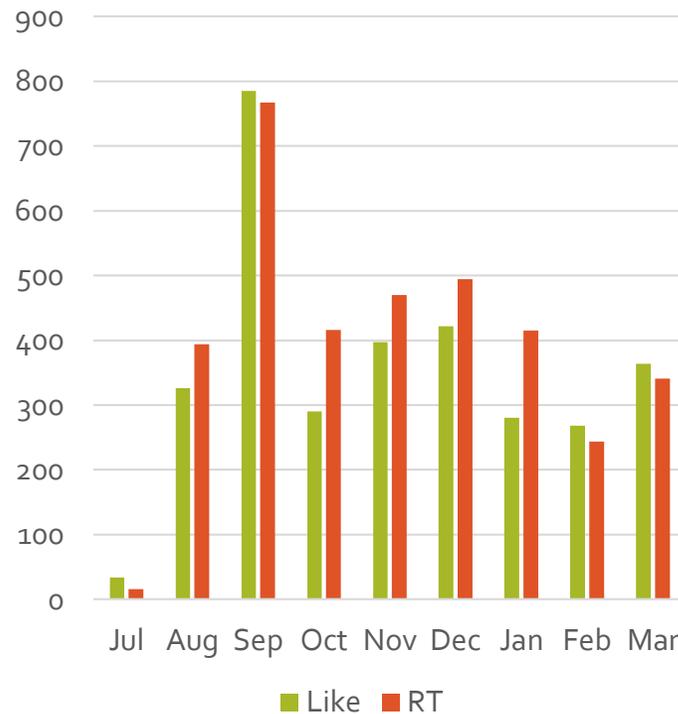
Especially there are many access from Facebook and Twitter mobile.

Inflow from SNS (Facebook & Twitter) has accounted for 41% of the total.

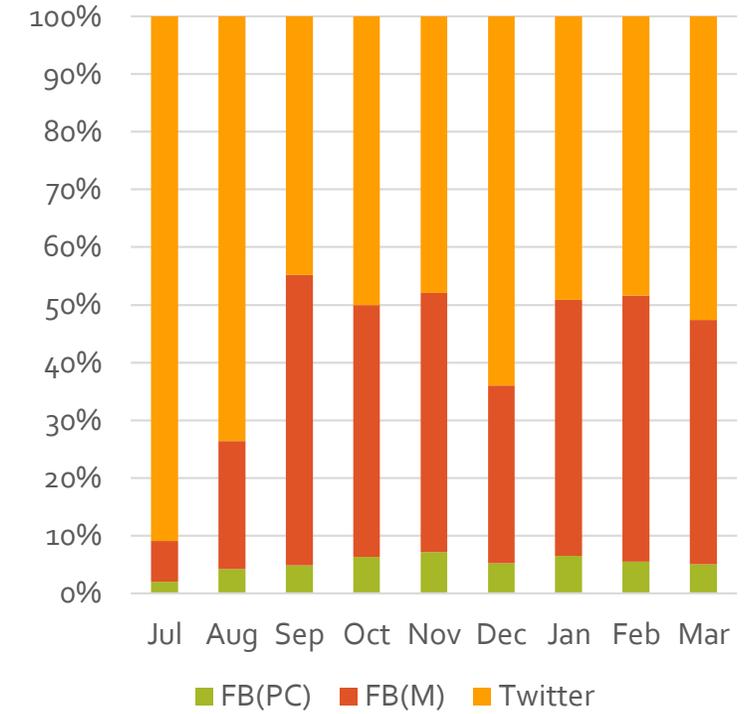
Reaction transition to the article on Facebook



Reaction transition to the article on Twitter



Percentage change in the number of accesses from SNS



## Latest news, concert information and original contents

Most of the information provided to Wind Band Press has been posted, and as of April 2017, articles are classified into the following categories.

**News:** Latest news of wind bands, brass bands and involved instruments on Japan and international

**Event:** Concerts, clinics, event information organized by professional organizers / performers (rarely amateur organizations)

**Release:** New product release information of each company and sound source provision start information in streaming service etc.

**TV / Radio:** Broadcasting on TV and radio (including internet radio)

**Review:** Reviews of CD/DVD/Book provided by companies, they are written by Shuhei Umemoto

**Blog/ Column :** I ask writer and specially contributed and written by Shuhei Umemoto

**Interview:** Interview with a person who I want to talk

**Movie/Sound:** Introduction of movie (video) and sound that can play media in the page

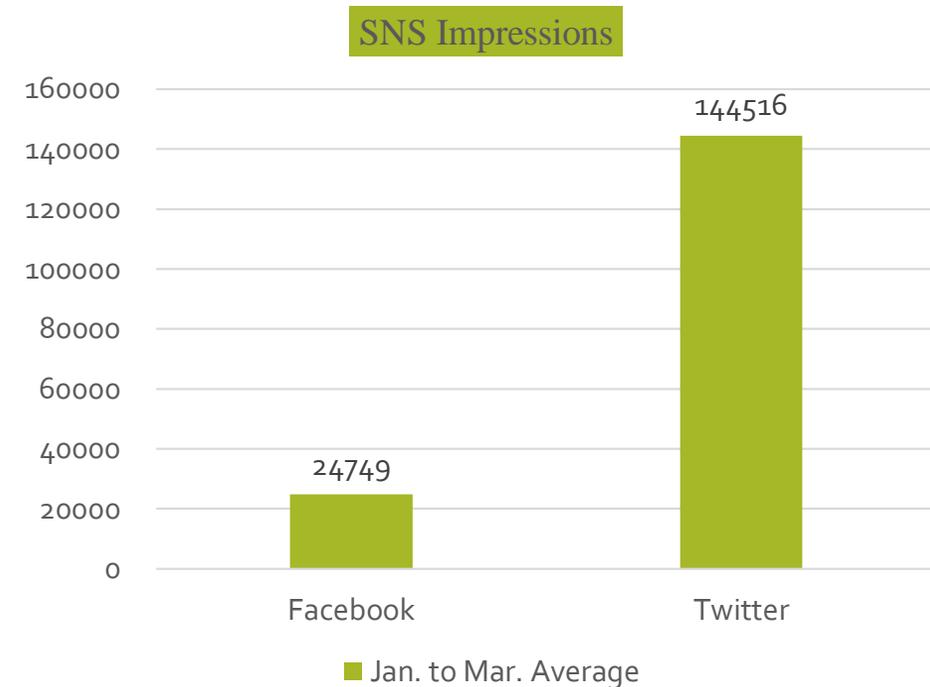
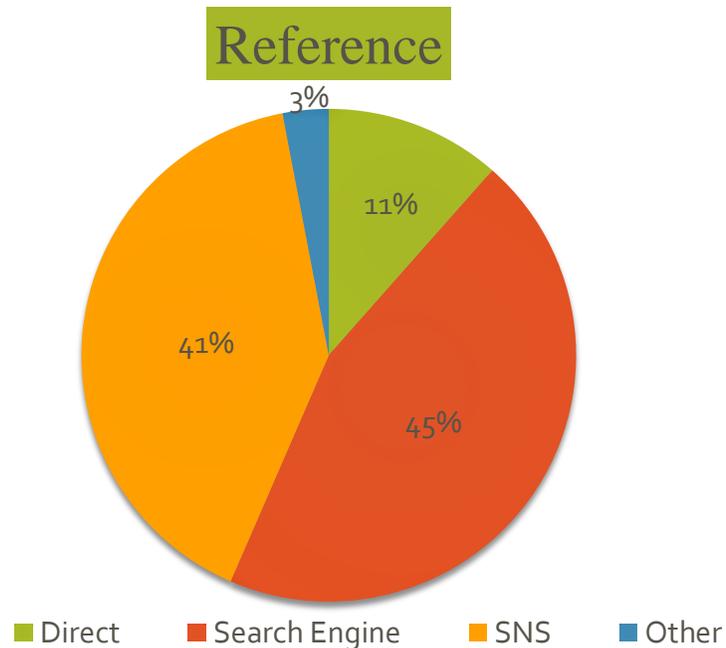
**Present:** Planning such as ticket gifts for visitor

**Recruit:** Articles such as recruitment of participants

## Ripple effect not only in the site

Article information that is created every day is not to stay only in the Wind Band Press, it will continue to spread to the outside through such as SNS.

By further articles are indexed in a search engine, which is accessed from the search engine directly to the article. Encourage a long-term recognition and attract customers, but there is no longer a article once it has been created in vain.



# WIND BAND PRESS

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Please feel free to contact me.

<http://windbandpress.net/>

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