**FAQ Sheet**

***DRAMAFY
A Unique Audio Drama Marketplace***

**What is Dramafy?**

Dramafy is an Audio Drama Streaming service and production company. Think Netflix for Audio Drama.

**What is an Audio Drama?**

The easiest way to define it is: it’s like old time radio shows. Audio Dramas (aka Audio Fiction or Fiction Podcasts) are 1) fully scripted, 2) fully cast, and 3) sound designed.

**Why did you create Dramafy?**

We saw an underserved niche in the audio market. Music is fully served by huge companies. Podcasts are fully served by huge companies. But Audio Drama, this wonderful and beloved art form, is left out in the cold, drowning in a sea of confusing and unrelated content. So we decided to create Dramafy, a “one stop shopping” site for Audio Dramas.

**What’s unique about Dramafy?**

Our uniqueness is twofold: One, we will be a “Safe Space” for listeners. We will be a “curated” site and as such have “Standards and Practices” which will allow us to host content suitable for “All Ears.” Two, we are creating a marketplace for creators of Audio Drama in a myriad of genres, and MOST IMPORTANTLY, within that marketplace, we will “Revenue Share” with our creators. We will hold back 20% of our GROSS income and share that revenue with our content providers based on listener usage.

**How does Dramafy work and how much does it cost?**

Dramafy is a subscription streaming service. The cost for unlimited ad-free listening is $3.99 per month, or $3.49 per month for an annual subscription.

**What kind of Audio Dramas will Dramafy feature?**

We will feature many subjects and many genres from contemporary Audio Dramas made by writers and producers who have their fingers on the pulse of this country, to “original” Audio Dramas that will speak to, and entertain, to Classic Old Time Radio that has lasted in our hearts for decades. We will not shy away from controversial subjects as long as they are presented thoughtfully and respectfully and abide by our “Standards and Practices.”

**Why have you chosen to curate your site and operate within a boundary of “Standards and Practices?”**

It’s a strategic business choice. The smartest business models service the largest possible audience. When we looked at the film business, a close sister of Audio Drama, we found that, of the top 50 grossing films of all time, only one film has an R rating, and it’s ranked at number 31. The rest of the films on the list are PG- 13 or less. The music business realizes the same thing as was reported in a recent New York Times article: “The existence of a clean version can increase some albums’ sales as much as 30 percent.” The writer of the New York Times article goes on to state that, *“*For artists who do not self-censor, the risk may simply be invisibility.”1 So having a business model that includes “Standards and Practices,” for us, makes sense.

1 Sisaro, Ben. *Cardi B’s ‘WAP’ Proves Music’s Dirty Secret: Censorship Is Good Business*. New York Times, October 27, 2020, website.