

# **TJPL Network Valuation Methodology: Supporting Research & Strategic Logic**

## **(April 2025)**

### **Objective**

To establish a realistic, transparent, and scalable valuation model for the TJPL Network based on real-world market conditions, platform performance, and expansion potential - while remaining fully compliant under UK law.

### **Valuation Method Used**

A modified SDE + scalable potential approach often used by:

- Independent digital media startups
- Boutique publishing companies
- Artist services companies pre-investment

This approach considers both present-day revenue performance and platform-based scalability.

### **What the Valuation Isn't**

- Not based on investor rounds or equity dilution
- Not derived from a revenue multiple alone
- Not reliant on user-submitted valuation tools

Instead, it uses a grounded model that:

- Weighs content output
- Weighs visibility reach
- Evaluates monetisable potential
- Maps comparable growth across independent publications and artist service models

### **Research Sources Used**

1. UK and Global Indie Magazine Valuation Cases:

- CLASH, EARMILK, The Line of Best Fit, Notion - for:
  - \* Avg. ad revenue per issue
  - \* Audience vs monetisation scale
  - \* Sponsorship and seasonal spikes

2. Artist Services Platforms:

- Symphonic, UnitedMasters, Ditto - comparative modelling to TJPL Music Global

3. Revenue Modelling Comparisons:

- IndieMediaClub, Entrepreneur, Deloitte publishing guides
- Ad-supported and affiliate-based indie press models
- Scalable service layering across platforms

**Structural Assumptions Built Into the Valuation**

- Weekly and monthly publishing cycles
- Quarterly genre magazines
- PressReader/Magzter syndication
- Print access via Red Brick Market
- 1.1M+ annual readers
- Verified global publication credentials (ISSNs, British Library)

**Financial Logic Behind Valuation Totals**

| Component        | Value (£) |
|------------------|-----------|
| ----- -----      |           |
| Current Earnings | £74,000   |
| Scalable Value   | £213,000  |
| Total Estimate   | £287,000  |

**Legal + Ethical Framing**

- Fully labelled as projections
- No misleading investment claims
- Declares compliance with UK regulations under FSMA 2000
- Open disclosure of research methods and tools (AI + human)

**Final Notes**

All data was compiled in consultation with:

- Internal earnings history
- Sector benchmarking
- AI-assisted modelling via GPT-4

The TJPL valuation methodology remains dynamic and subject to revision as new revenue, reach, and recognition develops.