

TJPL Network: Strategic Valuation Methodology & Research Commentary (April 2025)

Purpose of this Document

This document outlines the methodology, rationale, and market-aligned research used to estimate the projected value of the TJPL Network as of April 2025.

This exercise was conducted to:

- Provide strategic transparency to our audience, partners, and future collaborators
- Position TJPL as a forward-thinking, accountable media brand
- Offer an honest snapshot of our infrastructure, assets, and market positioning

What Is the TJPL Network?

Founded in 2022, the TJPL Network has rapidly evolved from a niche music blog into a multi-platform media and artist services company. The network includes:

- TJPL News (Blog + Google News outlet)
- TJPL News Magazine (Monthly print/digital)
- Plectrum Magazine (Quarterly, Rock & Metal)
- Independent Music Weekly (Weekly, genre-segmented)
- Urban Barz (Quarterly, Hip-Hop & R&B)
- TJPL Music Global (Artist services, PR, distribution)
- The TJPL Podcast & Lounges.TV channel
- Physical print/merchandise at Red Brick Market
- Global distribution via Magzter, PressReader, Lounges.TV

Methodology Behind the Valuation

The valuation was calculated using a hybrid model grounded in:

1. Current revenue & platform traction
2. Scalable business models & market comparisons
3. Tangible & intangible asset estimates
4. Industry-standard media valuation principles

Why Use AI in Strategic Planning?

This report was supported by OpenAI's GPT-4 (ChatGPT) using:

- Deep market knowledge (up to mid-2024)
- Language modelling to create transparent, digestible language
- Dynamic reasoning across business logic, UK regulation, and publishing models

All findings were independently cross-checked and curated by Tamara Jenna Productions Ltd.

Final Estimated Enterprise Value (April 2025)

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

Legal Standing (UK)

- This document:
- Does not constitute a financial promotion
 - Complies with Financial Services and Markets Act 2000 (UK)
 - Does not solicit investment
 - Is intended only as a strategic transparency resource

Conclusion

We believe in building not just stories, but trust. The TJPL Network represents a bold, future-facing platform for the independent music world, and this valuation effort is our commitment to honest, scalable, and transparent growth.

For further details, reach us at support@tjplnews.com