



# INGrooves

MUSIC DELIVERED. MUSIC MARKETED.

## INGROOVES MARKETING PROPOSAL

JANUARY 2012



# INGrooves

MUSIC DELIVERED. MUSIC MARKETED.

## INTERNATIONAL RETAILERS

- 🎧 Main page feature placement
- 🎧 Genre page feature placement



🎧 New and Notable feature placement

🎧 Free MP3 feature placement– FR/UK



**Sommer-Sonderangebote bis zu -60%**

**Rock MP3-Downloads**  
Kompatibel mit iPad und allen anderen Musik-Playern

**Top-Neuerscheinungen Rock**

- The Beginning Of Times - Amorphia - MP3-Download - EUR 9,94
- Cults - Cults - MP3-Download - EUR 9,43
- Call To Arms - Saxon - MP3-Download - EUR 9,96
- Infected - Hammerfall - MP3-Download - EUR 9,94

**Rock MP3-Bestseller**

- Greatest Hits - Foo Fighters - MP3-Download - EUR 5,96
- Santa Muerte - Broilers - MP3-Download - EUR 9,94
- Removes 2: 81-11 (Deluxe) - Depeche Mode - MP3-Download - EUR 14,96
- Black Country Communion - Black Country Communion - MP3-Download - EUR 8,99

**MP3-Bestseller Rock-Songs**

- Geboren Um Zu Leben - Unheilig
- A New Tomorrow - A Friend In London
- Locust (Advance Mix) - Machine Head
- Hallelujah - Hallelujah

**Bestseller**  
MP3-Downloads : Rock-Songs  
stündlich aktualisiert

- 504 Tage in den Top 100  
Geboren Um Zu Leben  
+ Unheilig | Format: MP3-Download  
EUR 0,98
- 71 Tage in den Top 100  
The More Things Change  
+ Son Joo | Format: MP3-Download  
EUR 0,97
- 38 Tage in den Top 100  
A New Tomorrow  
+ A Friend In London | Format: MP3-Download  
EUR 0,84
- 62 Tage in den Top 100  
Walk  
+ Foo Fighters | Format: MP3-Download  
EUR 0,69
- 6 Tage in den Top 100  
Locust (Advance Mix)  
+ Machine Head | Format: MP3-Download  
EUR 0,96
- 136 Tage in den Top 100  
Hallelujah  
+ Hallelujah | Format: MP3-Download  
EUR 0,84
- 285 Tage in den Top 100  
Welcome Home, Son  
+ Radical Face | Format: MP3-Download  
EUR 0,77



amazon.co.uk

MP3 Downloads

**Special MP3 Deals and Free Songs**  
The best things in life are free but you can keep it for the birds and bees. Now gimme money (that's what I want!) - The Beatles

Our Special Deals store aims to give you the best deals--we have thousands of great titles to choose from, including offers on back-catalogue and recent releases. See our list of [free songs](#) or take advantage of our [advanced search](#) to find MP3s by genre, price, release date and customer review as well as the usual artist name and title fields.

**MP3 Album of the Week**  
Get the new album from Sophie Ellis-Bextor, *Make a Scene* for just **£3.99** until Sunday, and sign up for the [MP3 Album of the Week](#) newsletter to catch a new release at £3.99 every week.

**Top Free Music**

- Pumped Up Kicks - Foster The People - MP3 Download - £0.00
- Borken Groove - Reso - MP3 Download - £0.00
- The Outsider - Joe Bonamassa - MP3 Download - £0.00
- You Could Know As Much About A Stranger - Gene Watson and Rhonda Vincent - MP3 Download - £0.00

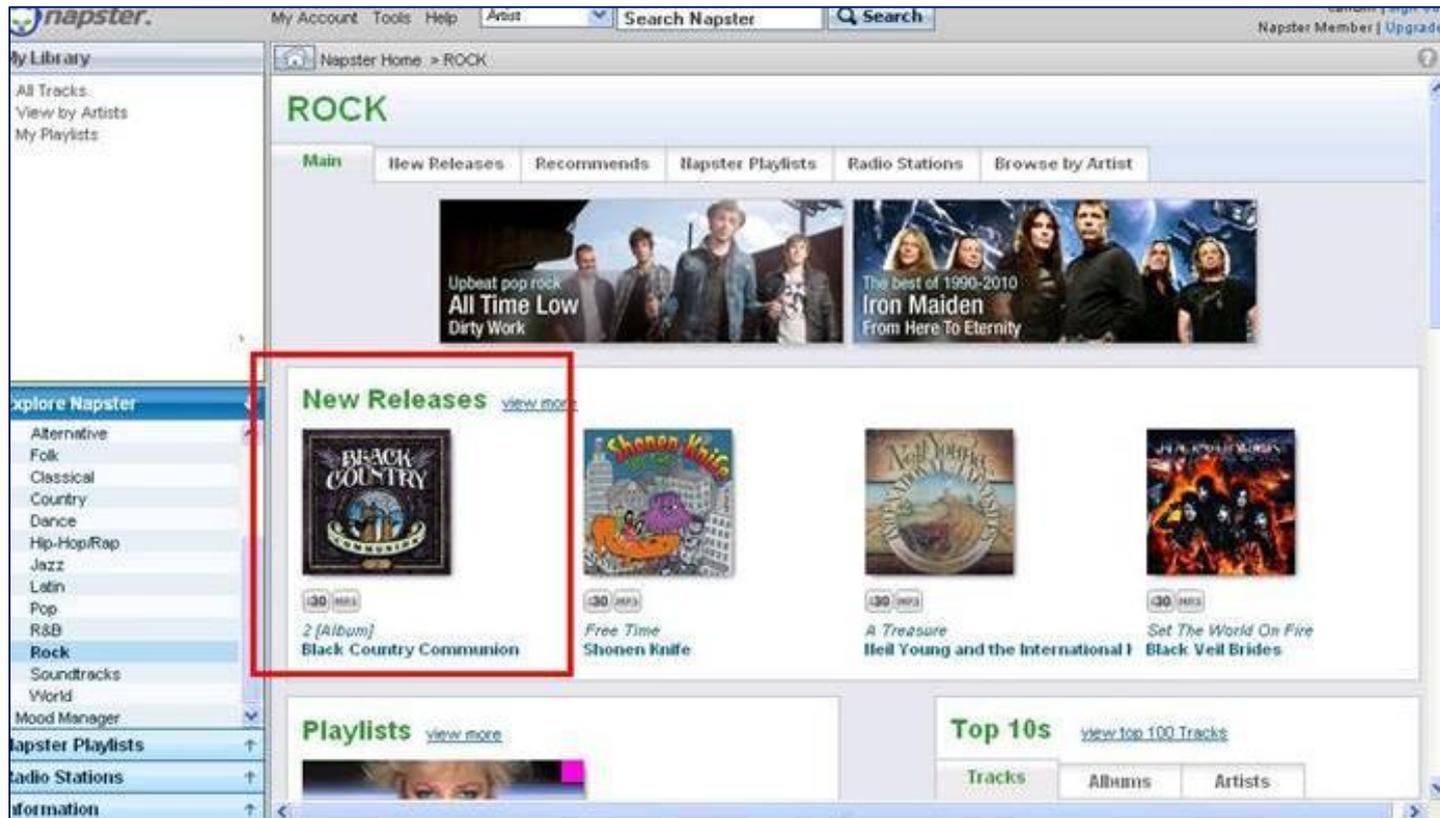
**Great Prices on Radio 1's Live Lounge Compilations**

- The Best of Live Lounge
- Live Lounge 2
- Live Lounge 3

**AmazonMP3 Newsletter**  
Catch the week's top release at £3.99

**Bestselling Free Music:**  
Warp Records Label Sampler - Various Artists - MP3 Download - £0.00
- Make Time - Cults - MP3 Download - £0.00

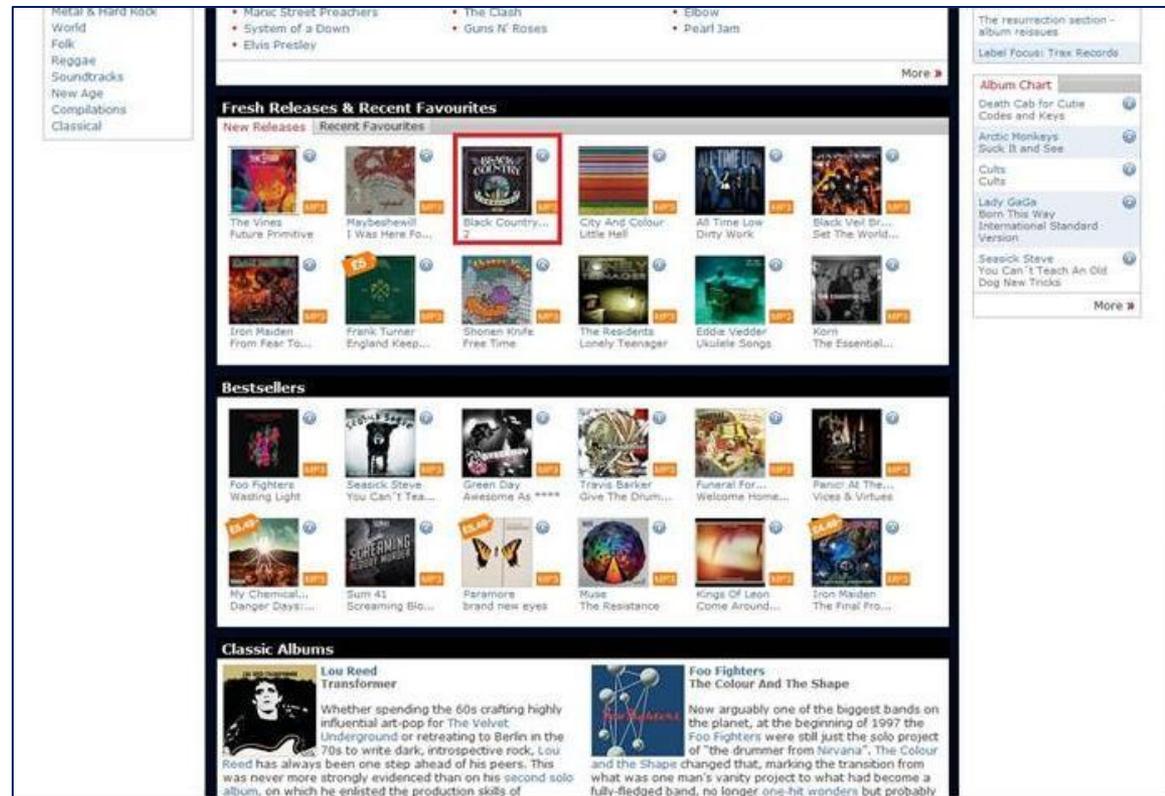
- 🎧 Genre page feature placement
- 🎧 Artist playlist feature placement



The screenshot displays the Napster UK/GAS website interface for the 'ROCK' genre. The page is titled 'ROCK' and features a navigation bar with options like 'Main', 'New Releases', 'Recommendations', 'Napster Playlists', 'Radio Stations', and 'Browse by Artist'. Below the navigation bar, there are two promotional banners: 'Upbeat pop rock All Time Low Dirty Work' and 'The best of 1990-2010 Iron Maiden From Here To Eternity'. The 'New Releases' section is highlighted with a red box and contains four album covers: 'Black Country Communion' (highlighted), 'Shonen Knife', 'Hell Young and the International', and 'Set The World On Fire Black Veil Brides'. The 'Playlists' section is also visible, along with a 'Top 10s' section for Tracks, Albums, and Artists.

# 7 Digital UK/GAS/AUS

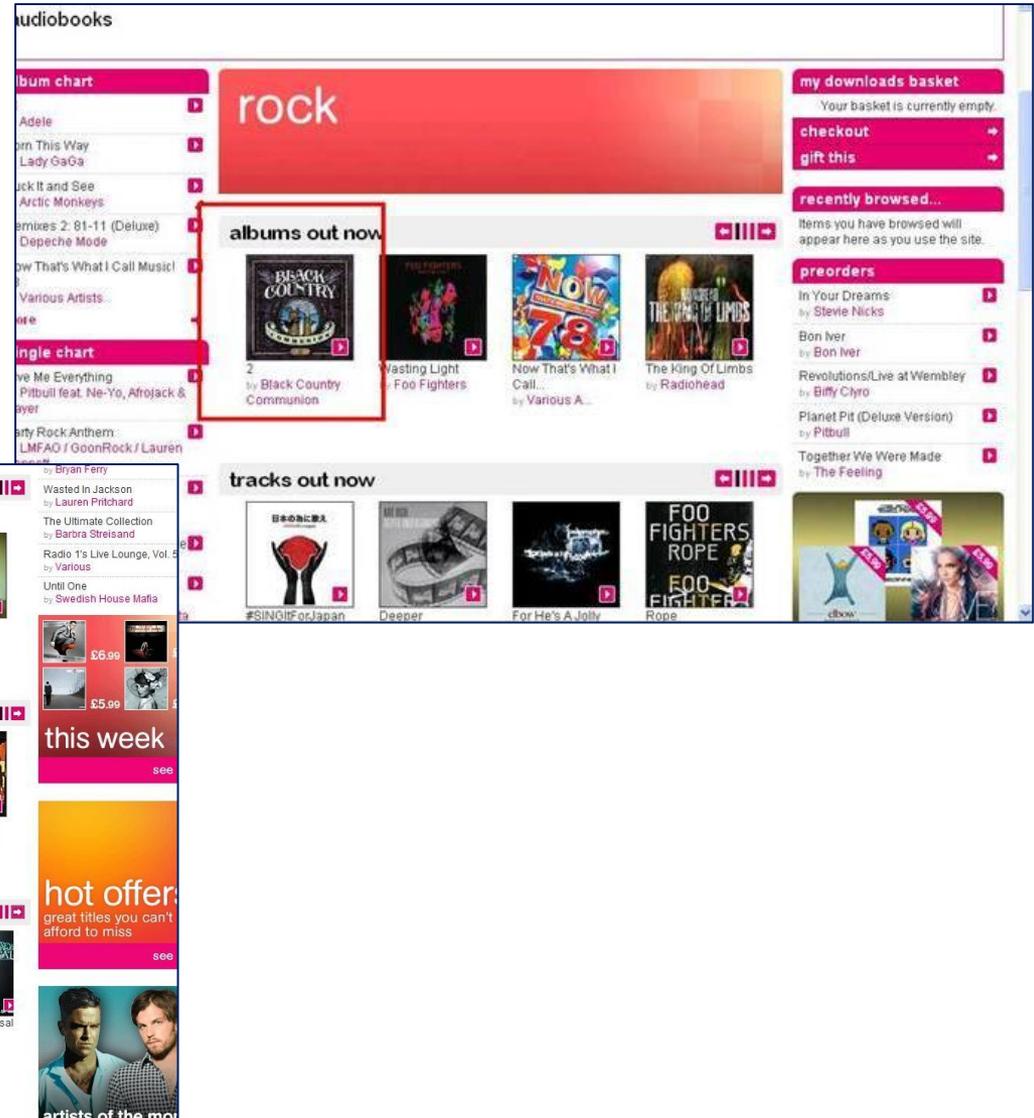
- 🎧 Pre-order feature placement
- 🎧 Free MP3 feature placement
- 🎧 Genre page feature placement



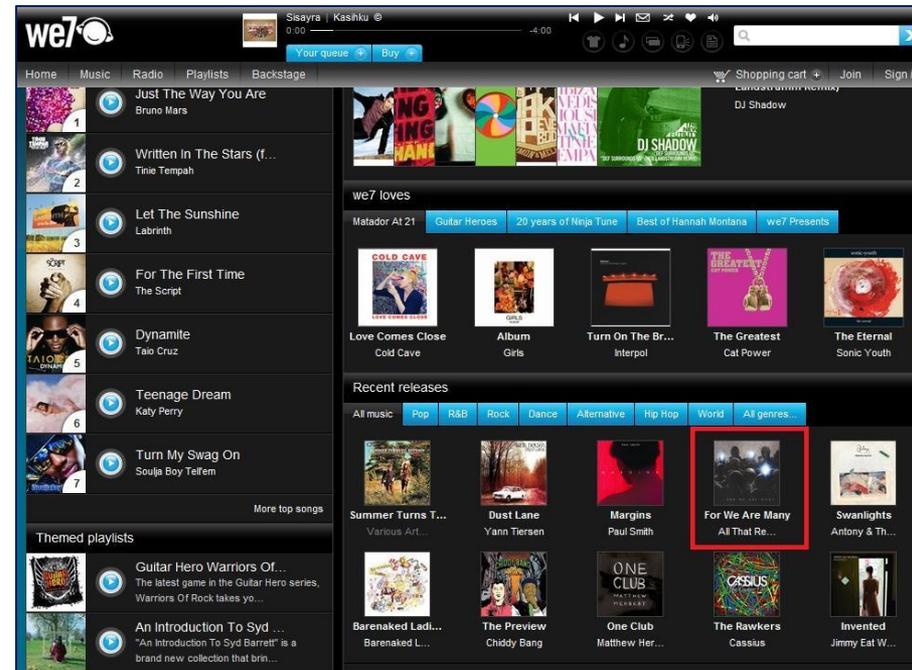
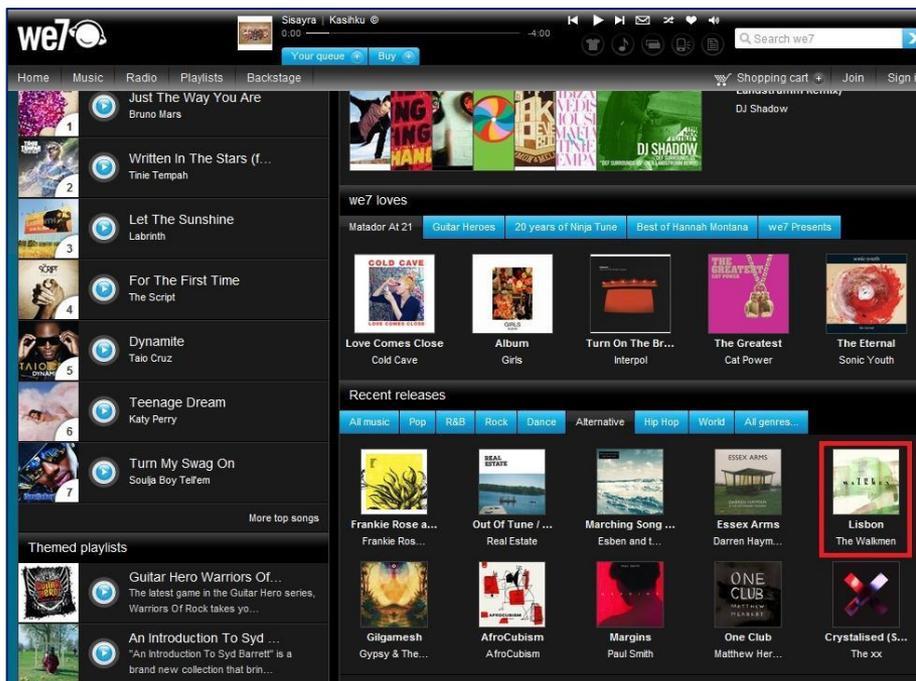
The screenshot displays the iNgrooves website interface. On the left, a navigation menu lists genres: Metal & Hard Rock, World, Folk, Reggae, Soundtracks, New Age, Compilations, and Classical. The main content area is divided into sections: 'Fresh Releases & Recent Favourites' (with sub-sections for 'New Releases' and 'Recent Favourites'), 'Bestsellers', and 'Classic Albums'. In the 'Fresh Releases & Recent Favourites' section, the album 'Black Country... 2' by Manic Street Preachers is highlighted with a red box, indicating a pre-order feature. The 'Classic Albums' section features a detailed description for Lou Reed's 'Transformer'. On the right side, there is an 'Album Chart' section with a list of albums and their respective labels.

🎧 Genre page feature placement

🎧 Editor's Choice feature placement



- 🎧 Main page feature placement
- 🎧 Genre page feature placement
- 🎧 Newsletter feature placement



## Play.com (UK)

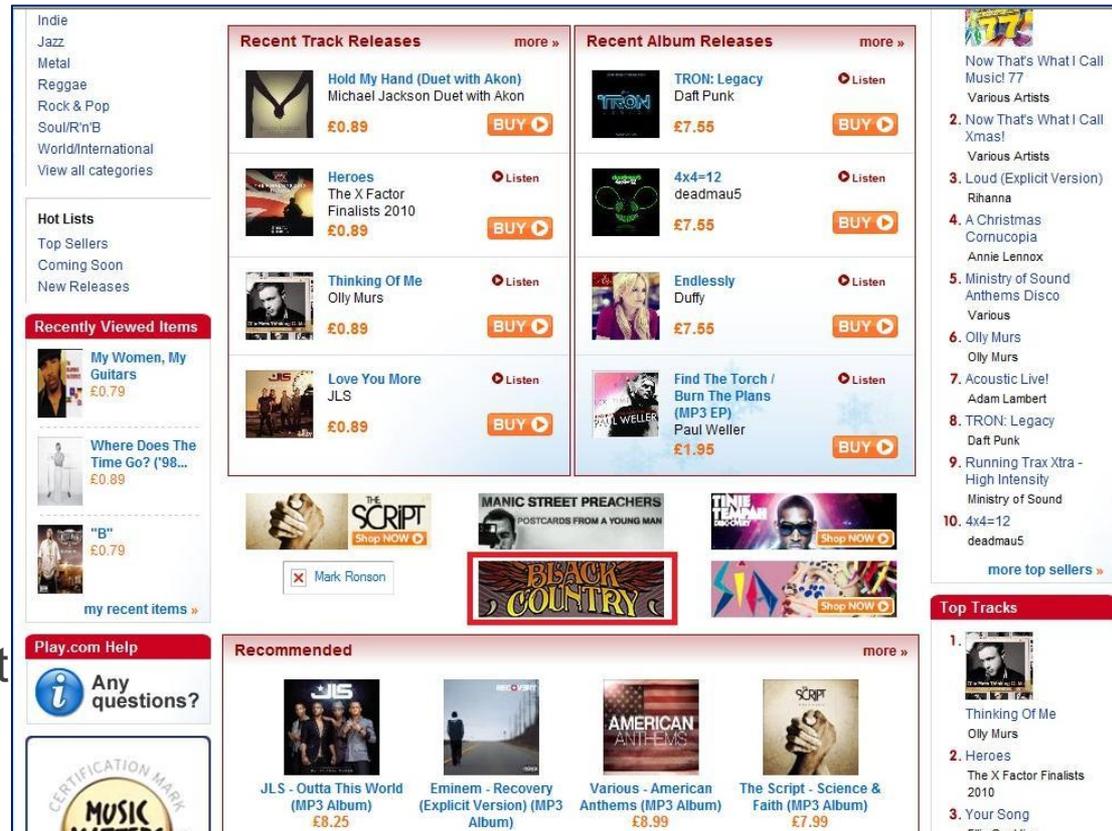
- Genre page feature placement – **“Editor’s Pick”**

## Starzik (FR)

- Main page feature placement
- Genre page feature placement

## FNAC (FR)

- Selections feature placement

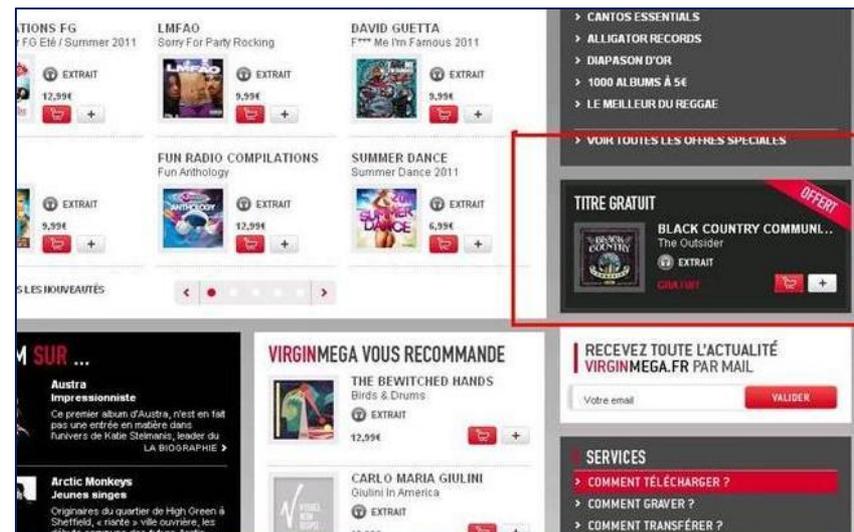
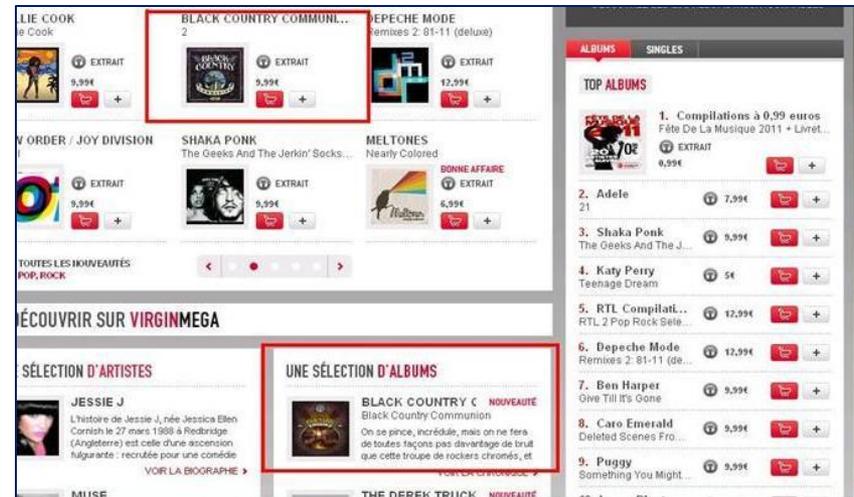


The screenshot displays the iNgrooves website interface with several key sections:

- Genre Navigation:** Indie, Jazz, Metal, Reggae, Rock & Pop, Soul/R'n'B, World/International, View all categories.
- Hot Lists:** Top Sellers, Coming Soon, New Releases.
- Recently Viewed Items:**
  - My Women, My Guitars (£0.79)
  - Where Does The Time Go? ('98... (£0.89)
  - "B" (£0.79)
- Play.com Help:** Any questions?
- Certification Mark:** MUSIC MATTERS
- Recent Track Releases:**
  - Hold My Hand (Duet with Akon) Michael Jackson Duet with Akon (£0.89)
  - Heroes The X Factor Finalists 2010 (£0.89)
  - Thinking Of Me Oly Murs (£0.89)
  - Love You More JLS (£0.89)
- Recent Album Releases:**
  - TRON: Legacy Daft Punk (£7.55)
  - 4x4=12 deadmau5 (£7.55)
  - Endlessly Duffy (£7.55)
  - Find The Torch / Burn The Plans (MP3 EP) Paul Weller (£1.95)
- Featured Artists:**
  - Mark Ronson
  - Manic Street Preachers
  - Black Country
  - The Script
- Recommended:**
  - JLS - Outta This World (MP3 Album) (£8.25)
  - Eminem - Recovery (Explicit Version) (MP3 Album)
  - Various - American Anthems (£8.99)
  - The Script - Science & Faith (MP3 Album) (£7.99)
- Top Tracks:**
  - Thinking Of Me Oly Murs
  - Heroes The X Factor Finalists 2010
  - Your Song Ellie Goulding
- Now That's What I Call Music!**
  - Now That's What I Call Music! 77 Various Artists
  - Now That's What I Call Xmas! Various Artists
  - Loud (Explicit Version) Rihanna
  - A Christmas Cornucopia Annie Lennox
  - Ministry of Sound Anthems Disco Various
  - Oly Murs Oly Murs
  - Acoustic Live! Adam Lambert
  - TRON: Legacy Daft Punk
  - Running Trax Xtra - High Intensity Ministry of Sound
  - 4x4=12 deadmau5

# Retailers Continued

- 🎧 **Virgin Mega (FR)**
  - Free MP3 feature placement
  - Genre page feature placement
- 🎧 **24/7 Germany (GAS)**
  - Genre page feature placements across various stores (white label service)
- 🎧 **Telestra / Big Pond (AUS)**
  - Genre page feature placement





# INGrooves

MUSIC DELIVERED. MUSIC MARKETED.

## EMERGING MARKETS 2011 - 2012

## 🎧 General territory / music industry information

- 450M Internet users = 35% of population (Source: CNNIC)
- 85% online activity = music
- 33% users willing to pay (Source: Music 2.0 China)
  - Must have convenient payment mechanism



## 🎧 Distribution scope

- Central services
  - China Mobile (12530.com)
  - China Unicom (10155.com)
  - China Telecom (iMusic.com)
- Provincial services (150+ services in 31 Provinces)
  - Color Me / Tom.com / Sina.com.cn / SoGua.com / KuGoo.com / NetEase / Sohu.com / Kong.net, etc



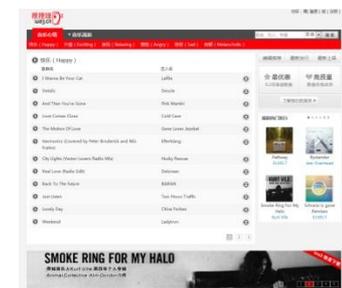


## 🎧 Services provided to INgrooves clients

- Copyright protection – proprietary piracy monitoring system
  - Takedown notifications to unlicensed websites
- Ministry Of Culture – song registration
- Distribution & marketing – third party sites
  - Full track online & OTA
  - Audio & video mobile products
- Distribution on their own platform: Wa3.cn (wawawa)

## 🎧 About the service

- Multi-genre retail store
- Microsoft Windows Media Player – iTunes style store
- Downloads & streaming (subscription & a la carte)
- 3M+ unique visitors
- Mood / Style / Genre / Artist / Track – filter/search
- Editorial content
- Pricing:
  - \$2.90 per month for 100 songs
  - \$1.22 per month unlimited streaming



## Opportunities in 2012

### Wa3.cn – store related

- New releases features
- Inclusion in genre/ mood themed playlists
- Celebrity playlists (TBC)

### Marketing / editorial partnerships

- Promoters (Split Works, O2 Culture, etc.)
- Magazines (Painkiller, In-Style, etc.)
- Indie music editorial sites (Indie Ray, etc.)
- Radio stations (Easy FM, Hit FM, etc.)



### Company's focus / future developments

- Purchase destination from Microsoft Internet Explorer searches
- Widgets on social networks & external sites
- Awaken consumer – move away from limited mobile content

### **General territory / music industry information**

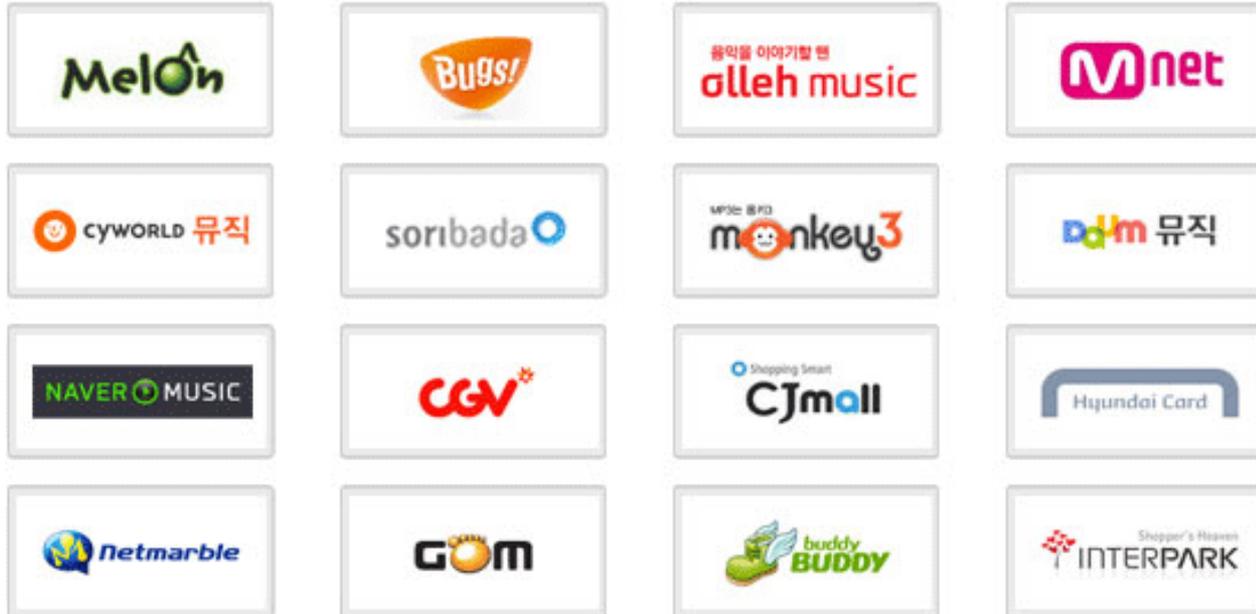
(Source: Music Week 16.04.2011)

- Pop. 48.6M / 39.4M internet users
- 16.8M broadband households / 6.5M mobile
- 55% of music sales now digital
- Digital success – 4 years
- Two significant government contributions
  - Technology infrastructure investment
  - Intellectual property copyright protection



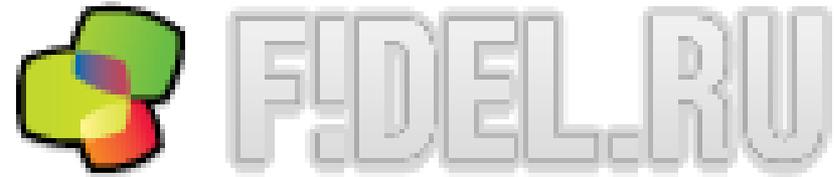
### Opportunities in 2012

- Top music services in South Korea: Melon, Bugs, Cyworld, Mnet and Dosirak (which together account for 95% of digital revenue)
- Hellojune distributes to all these leading stores, and many more (see the full list below)
- Marketing opportunities are TBD later in 2012



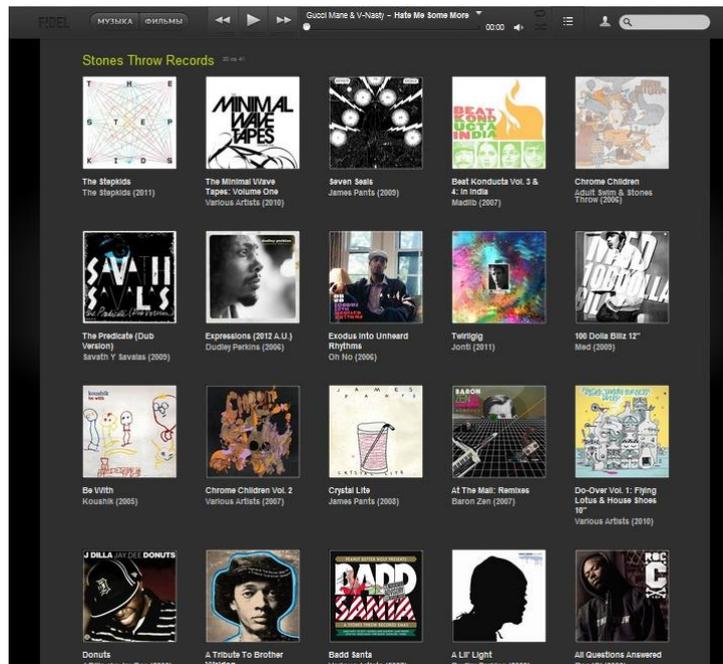
## **General territory / music industry information**

- According to a late 2010 study, **the level of piracy penetration reaches 95%**. About **90% of legal digital music is distributed via mobile and 10% via web channels**
- Currently the major music companies declare development in the following directions: digital sales channels, local catalogue, new businesses, concert sales
- The market experts predict success of mobile subscription model as a sales model
- There are now **37.5M paid users** of digital music in Eastern Europe (of which Russia is by far the biggest market) and that number is expected to grow to 69.3M in 2014 (according to IE Research and Markets)
- The number of users who download digital music using their **mobile devices** will increase from **25.7M in 2009 to 39.5M in 2014**



## About the service

- Established in Nov. 2010, multiplatform service Fidel.ru — is a virtual self-sufficient platform for safe storage, delivery and consumption of digital content available for customers right where they need it: WEB, Mobile, Connected TV. Their revenue streams are: advertising (for open subscriptions), paid subscriptions and paid downloads



## Opportunities in 2012

- Artist features on the website
- New album features on website
- Label features (currently they have a label page for Stonestrow – pic. left)
- Cross-campaigns on social media – Facebook (currently over 10K “likes”) / Twitter (over 600 followers)
- Focus on indie releases (they featured Cider Sky, Keep Shelly in Athens, Ladytron, Active Child)
- Plugging songs for editorially curated playlists

## About the service



- **Streaming / radio service** available to residents of Russia, former Soviet Union and Mongolia.
- Zvooq markets themselves as a **cloud service** and operate on interconnected **web and app platforms**.
- The app is integrated with **Facebook**, so users can play their tracks and share their preferences, albums, songs and stations they listened to – much like with Spotify/ Deezer. Users can create a personal music library and playlists.
- Their revenue streams are: advertising (for open subscriptions), paid subscriptions and paid downloads.

## Opportunities in 2012

- Delivering and having the whole of the iNgrooves catalogue ingested, followed by marketing initiatives:
  - Artist features on the website
  - New album features on website
  - Cross-campaigns on social media – Facebook (nearly 10K “likes”)

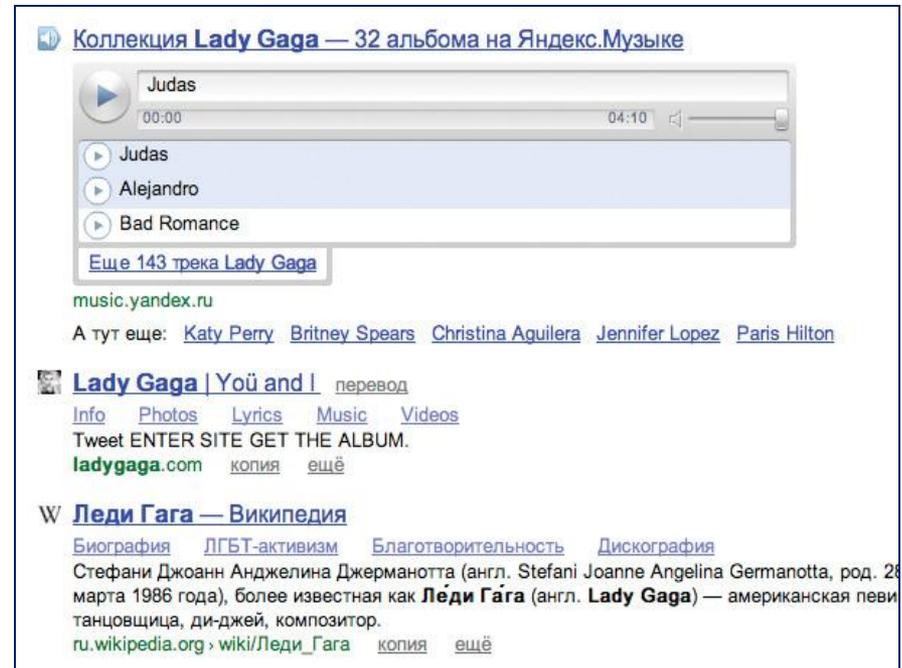
## About the service

- Yandex is Russia's largest **search engine**. Their annual revenue grew 43% in 2010
- Whenever a user searches for music content, Yandex brings up their own streaming platform and other legal sources, such as the artist's own website and other local legal services



## Opportunities in 2012

- Delivering and having the whole of the INgrooves catalogue ingested
- Due to the nature of their business, no marketing initiatives exist
- However, we keep our contacts up to date with our marketing info in case anything changes



Коллекция **Lady Gaga** — 32 альбома на Яндекс.Музыке

▶ Judas 00:00 04:10

- ▶ Judas
- ▶ Alejandro
- ▶ Bad Romance

[Еще 143 трека Lady Gaga](#)

music.yandex.ru

А тут еще: [Katy Perry](#) [Britney Spears](#) [Christina Aguilera](#) [Jennifer Lopez](#) [Paris Hilton](#)

 **Lady Gaga** | You and I перевод

[Info](#) [Photos](#) [Lyrics](#) [Music](#) [Videos](#)

Tweet ENTER SITE GET THE ALBUM.

[ladygaga.com](#) [копия](#) [ещё](#)

W **Леди Гага** — Википедия

[Биография](#) [ЛГБТ-активизм](#) [Благотворительность](#) [Дискография](#)

Стефани Джоанн Анджелина Джерманотта (англ. Stefani Joanne Angelina Germanotta, род. 28 марта 1986 года), более известная как **Леди Гага** (англ. **Lady Gaga**) — американская певица, танцовщица, ди-джей, композитор.

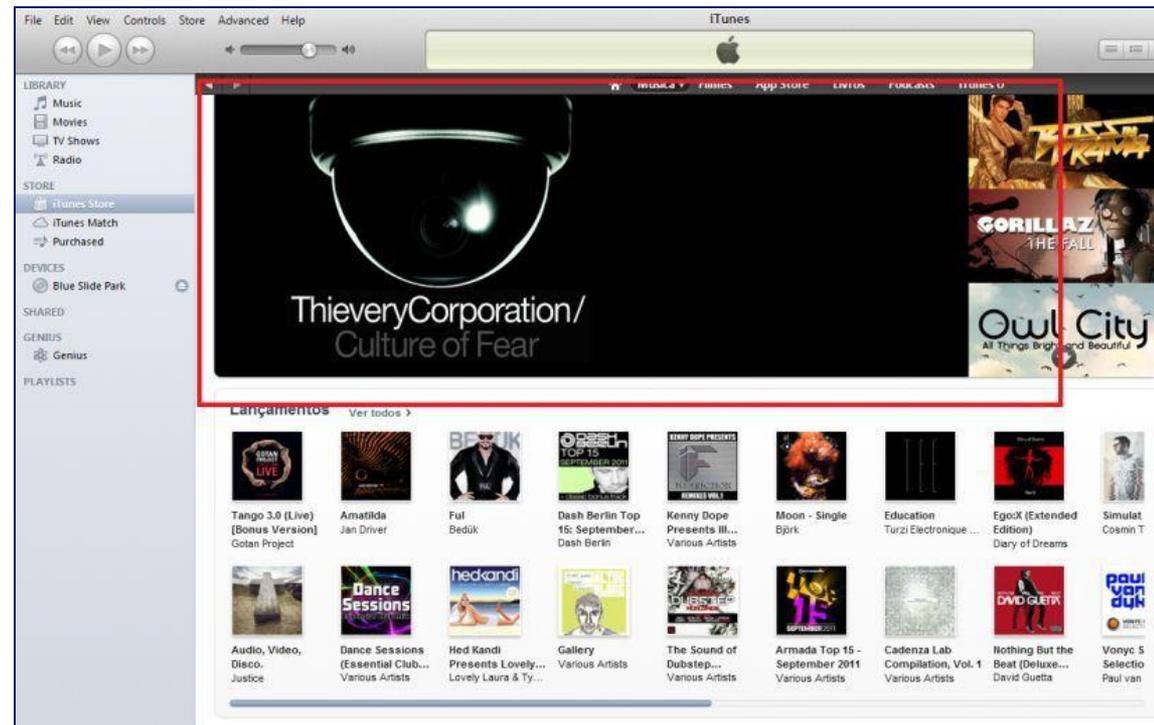
[ru.wikipedia.org/wiki/Леди\\_Гага](http://ru.wikipedia.org/wiki/Леди_Гага) [копия](#) [ещё](#)

## New iTunes stores

- Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Paraguay, Peru & Venezuela

## Brazilian subgenres

- Samba
- Pagode
- Axé
- MPB
- Sertanejo
- Bossa Nova
- Forró
- Frevo
- Choro





# INGrooves

MUSIC DELIVERED. MUSIC MARKETED.

## NORTH AMERICA RETAILERS

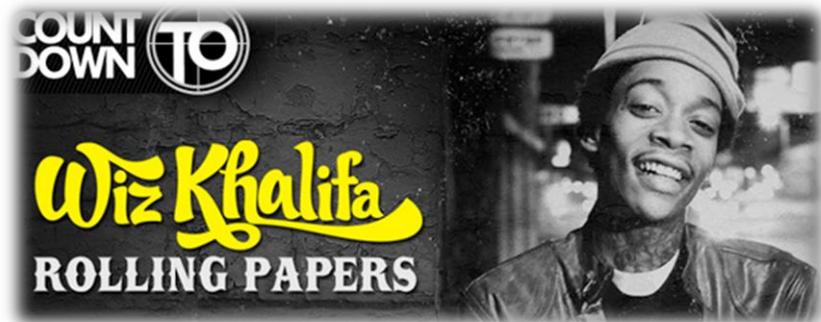
## iTunes LP

- Deluxe version of the album that includes special content such as lyrics, photos, videos, credits, and more. iNgrooves uses a third party to create LP.



## Countdown To...

- Beginning four weeks out, a new track from the album is released on iTunes prior to the release date. Songs featured on the “Countdown To...” landing page. When album releases consumers can use the ‘complete my album’ option. Starts a little over a month prior to release.



# iTunes US/CA/MX (continued)

 Featured pre-order with instant grat track (or **Countdown To...**)



 **Celebrity Playlist Podcast**

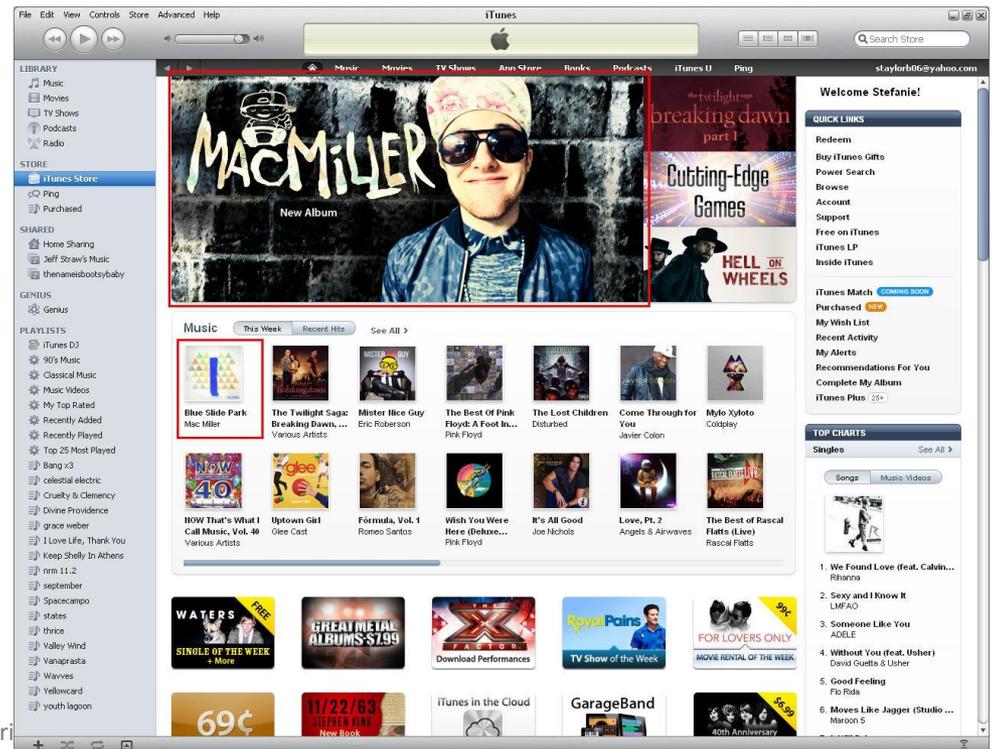
➤ Featured artist talks about his favorite songs and posts a podcast



 **Free Song of the Week**

➤ Main page, music main page, genre page, and newsletter feature placement

 Main page, music main page, indie spotlight, genre page, and newsletter feature placement



# iTunes US/CA/MX (continued)

 iTunes, Facebook and Twitter page posts linking to the album on release date

 Potential pre-order ticket buy tie-in

 **Urban Outfitters Monthly Playlist**

- Free song featured on monthly downloadable playlist on [urbanoutfitters.com](http://urbanoutfitters.com)

 **iTunes Live from SoHo / iTunes Live / iTunes Session**

- Acoustic live iTunes exclusive EP featuring 6-9 tracks from the new album

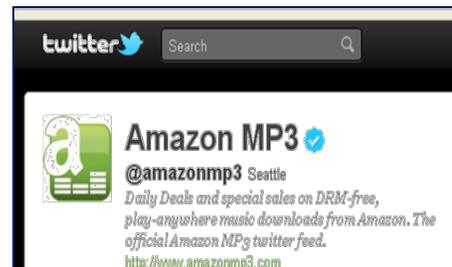
 **Starbucks Pick of the Week**



**UO Music - LSTN**



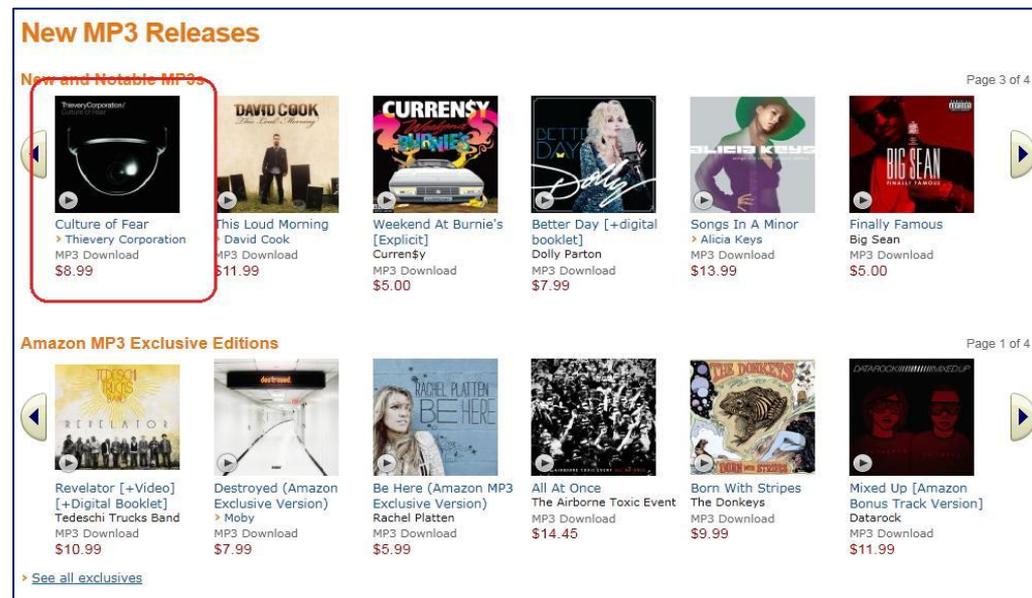
- 🎧 **Song of the Day**
  - Discounted song featured prominently on MP3 home page, MP3 newsletter, and **Gold Box Deals** featured on Amazon home page



- 🎧 Main page, genre page, and newsletter feature placement

- 🎧 Past buyer email blast

- 🎧 Twitter announcement linking to new album



## Fishbowl Session

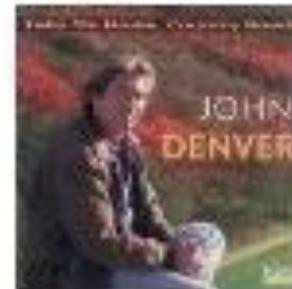
- Featured artist plays a few acoustic songs for Amazon staff at corporate headquarters (Seattle)
- Highly sought after and very limited number of performances allowed per year



## Deal of the Day

- Prominent placement on [AmazonMP3.com](http://AmazonMP3.com) for one day
- Highly discounted price – full wholesale is paid for by Amazon MP3

### MP3 Daily Deal



Today's special:  
*The John Denver Collection,*

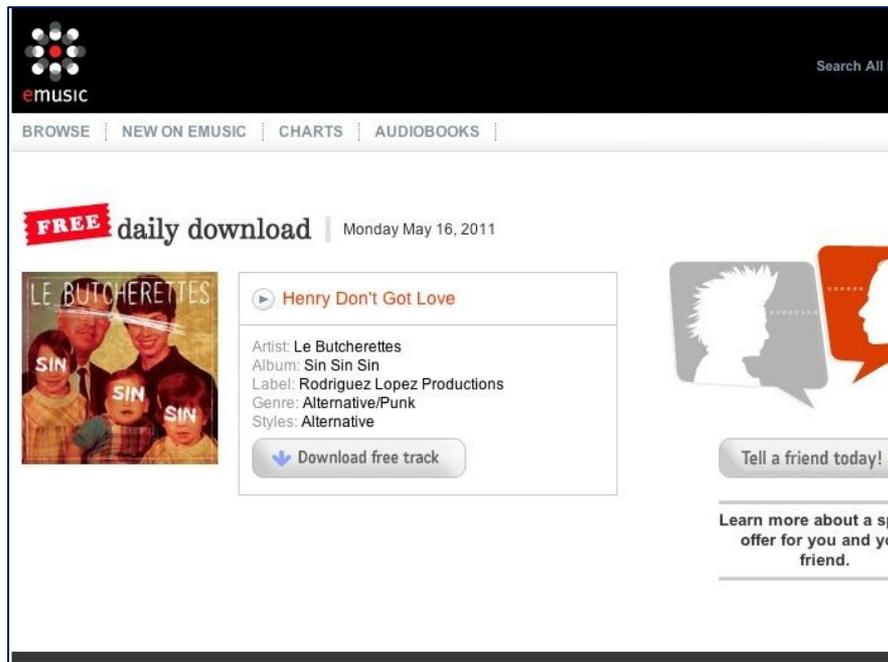
*Vol. 1: Take Me Home Country Roads.*

> Today's price: \$3.99

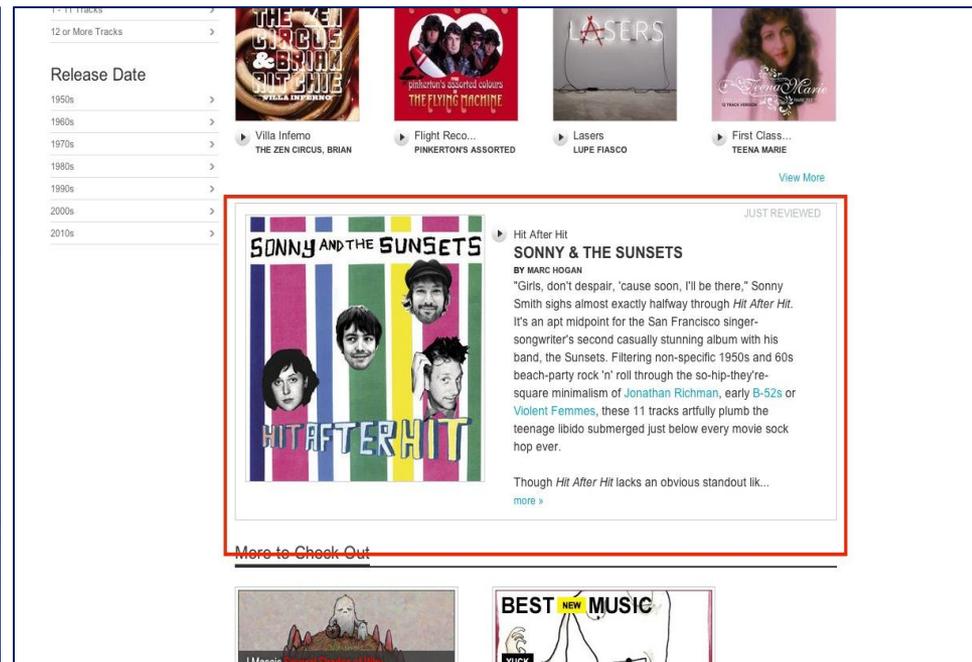
## 100/\$5

- 100 albums discounted at \$5 retail for one month
- Approximately 8-12 weeks after release date

- 🎧 **Review of the Day:** Main page feature placement
- 🎧 **New and Noteworthy:** Main page feature placement
- 🎧 **Editor's Pick:** Main page feature placement
- 🎧 **Daily Download:** Free track is provided
- 🎧 **Newsletter:** Coordinate around release



The screenshot shows the eMusic US homepage. At the top left is the eMusic logo. Below it are navigation links: BROWSE, NEW ON EMUSIC, CHARTS, and AUDIOBOOKS. A search bar is on the top right. A prominent banner for a "FREE daily download" is dated Monday May 16, 2011. The featured download is "Henry Don't Got Love" by Le Butcherettes. The album cover shows three people with "SIN" written on their faces. To the right of the album info is a "Tell a friend today!" button and a link to "Learn more about a special offer for you and your friend."



The screenshot shows an album review page for "Hit After Hit" by Sonny & The Sunsets. On the left is a "Release Date" filter menu with options from the 1950s to the 2010s. Below the filter is a row of four album covers: "Villa Inferno" by The Zen Circus, Brian; "Flight Reco..." by Pinkerton's Assorted; "Lasers" by Lupe Fiasco; and "First Class..." by Teena Marie. The main review area features the album cover for "Hit After Hit" by Sonny & The Sunsets, with a "JUST REVIEWED" badge. The review text by Marc Hogan describes the album as a "casually stunning album" with "artfully plumb" tracks. Below the review is a "More to Check Out" section with two album covers: "J Mascis" and "BEST NEW MUSIC".

🎧 Genre page feature placement

🎧 **Artist of the Week**

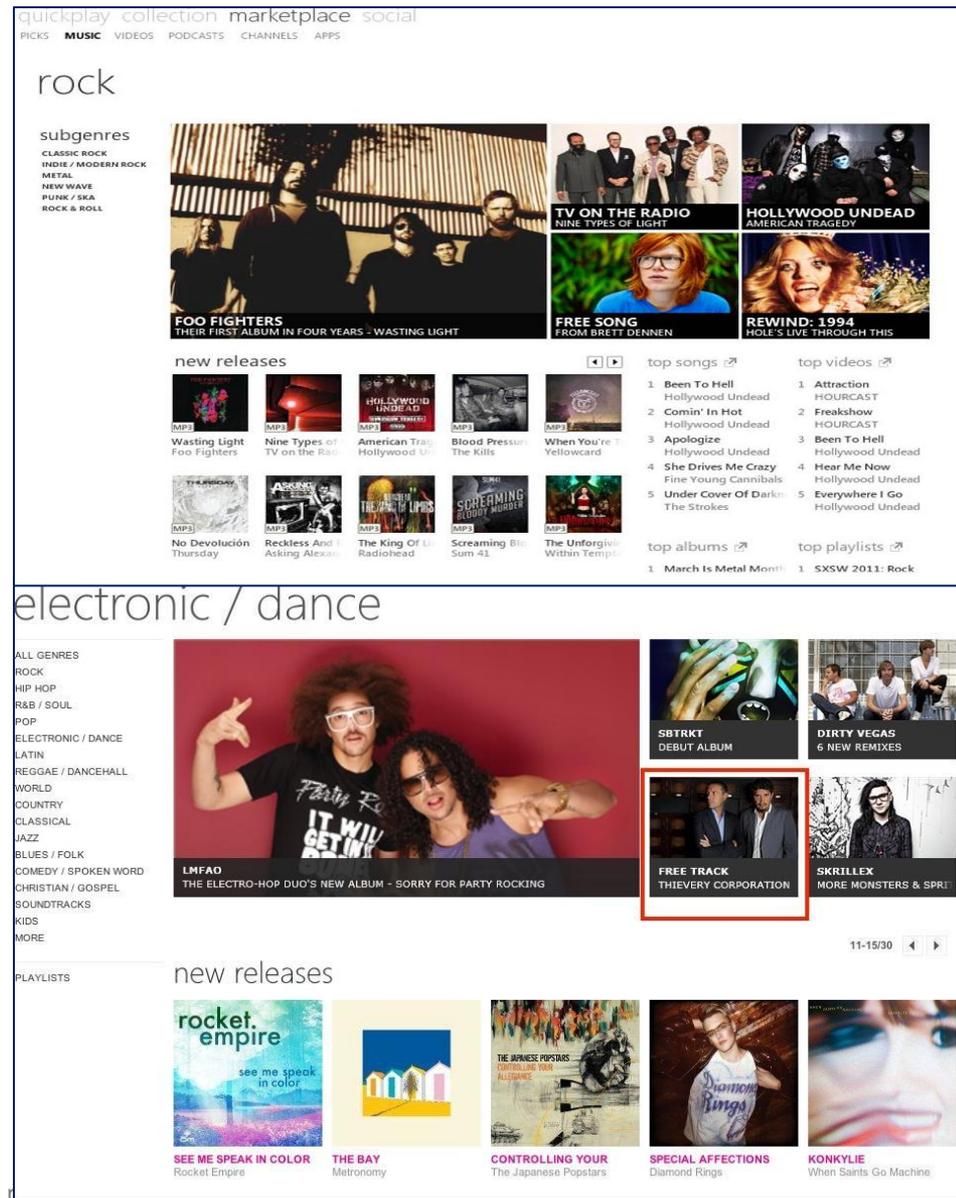
- Home page, genre page, Xbox Live, Zune on WP7

🎧 Main page feature placement

🎧 **Celebrity Mix Playlist**

🎧 Newsletter feature placement

🎧 Free track (day of release) and **New and Necessary** newsletter feature placement



The screenshot displays the iNgrooves website interface, organized into several sections:

- Navigation:** quickplay, collection, marketplace, social. Below are links for PICKS, MUSIC, VIDEOS, PODCASTS, CHANNELS, and APPS.
- Genre Page (rock):**
  - Subgenres: CLASSIC ROCK, INDIE / MODERN ROCK, METAL, NEW WAVE, PUNK / SKA, ROCK & ROLL.
  - Featured Artists: FOO FIGHTERS (album: WASTING LIGHT), TV ON THE RADIO (album: NINE TYPES OF LIGHT), HOLLYWOOD UNDEAD (album: AMERICAN TRAGEDY).
  - Free Song: FROM BRETT DENNEN.
  - Revisit: 1994 HOLE'S LIVE THROUGH THIS.
  - New Releases: Wasting Light (Foo Fighters), Nine Types of Light (TV on the Radio), American Tragedy (Hollywood Undead), Blood Pressure (The Kills), When You're Tired (Yellowcard), No Devolución (Thursday), Reckless And Asking Alex (The All-American Rejects), The King Of Limbs (Radiohead), Screaming Blood (Sum 41), The Unforgiven (Within Temptation).
  - Top Songs: 1. Been To Hell (Hollywood Undead), 2. Comin' In Hot (Hollywood Undead), 3. Apologize (Hollywood Undead), 4. She Drives Me Crazy (Fine Young Cannibals), 5. Under Cover Of Darkness (The Strokes).
  - Top Videos: 1. Attraction (HOURCAST), 2. Freakshow (HOURCAST), 3. Been To Hell (Hollywood Undead), 4. Hear Me Now (Hollywood Undead), 5. Everywhere I Go (Hollywood Undead).
  - Top Albums: 1. March Is Metal Month.
  - Top Playlists: 1. SXSW 2011: Rock.
- Genre Page (electronic / dance):**
  - ALL GENRES: ROCK, HIP HOP, R&B / SOUL, POP, ELECTRONIC / DANCE, LATIN, REGGAE / DANCEHALL, WORLD, COUNTRY, CLASSICAL, JAZZ, BLUES / FOLK, COMEDY / SPOKEN WORD, CHRISTIAN / GOSPEL, SOUNDTRACKS, KIDS, MORE.
  - PLAYLISTS: (empty)
  - New Releases: rocket empire (see me speak in color), THE BAY (Metronomy), THE JAPANESE POPSTARS (THE JAPANESE POPSTARS), SPECIAL AFFECTIONS (Diamond Rings), KONKYLIE (When Saints Go Machine).
  - Featured Artists: LMFAO (THE ELECTRO-HOP DUO'S NEW ALBUM - SORRY FOR PARTY ROCKING), SBTRKT (DEBUT ALBUM), DIRTY VEGAS (6 NEW REMIXES), FREE TRACK (THEEVERY CORPORATION), SKRILLEX (MORE MONSTERS & SPROUTS).

## Ask: Reply

- Original content feature allowing fans to ask a question via Facebook or Twitter in a special home page callout
- Five questions are chosen by Vevo and the artist's responses are taped and posted on Vevo's special home page callout

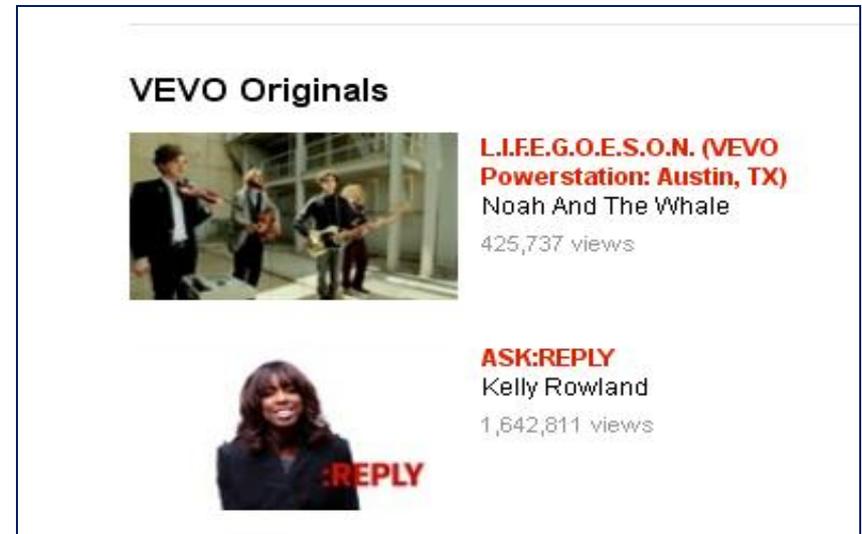
## Pitch Vevo.com home page music video premiere or feature placement

## YouTube Playlist

- Featured among four other videos by similar artists
- Feature videos hand selected by Vevo staff

## Pitch ticket giveaway on Vevo's Facebook page

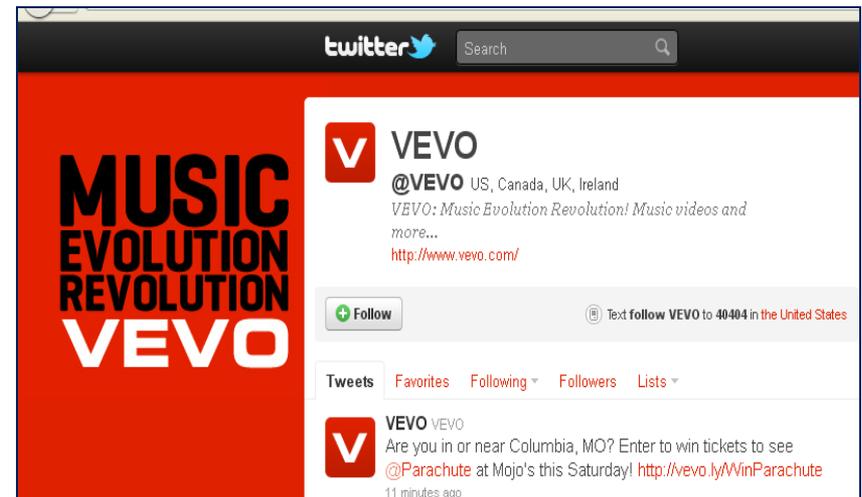
## Music video mention on Vevo's Twitter page



**VEVO Originals**

**L.I.F.E.G.O.E.S.O.N. (VEVO Powerstation: Austin, TX)**  
Noah And The Whale  
425,737 views

**ASK:REPLY**  
Kelly Rowland  
1,642,811 views



twitter Search

**VEVO**  
@VEVO US, Canada, UK, Ireland  
VEVO: Music Evolution Revolution! Music videos and more...  
<http://www.vevo.com/>

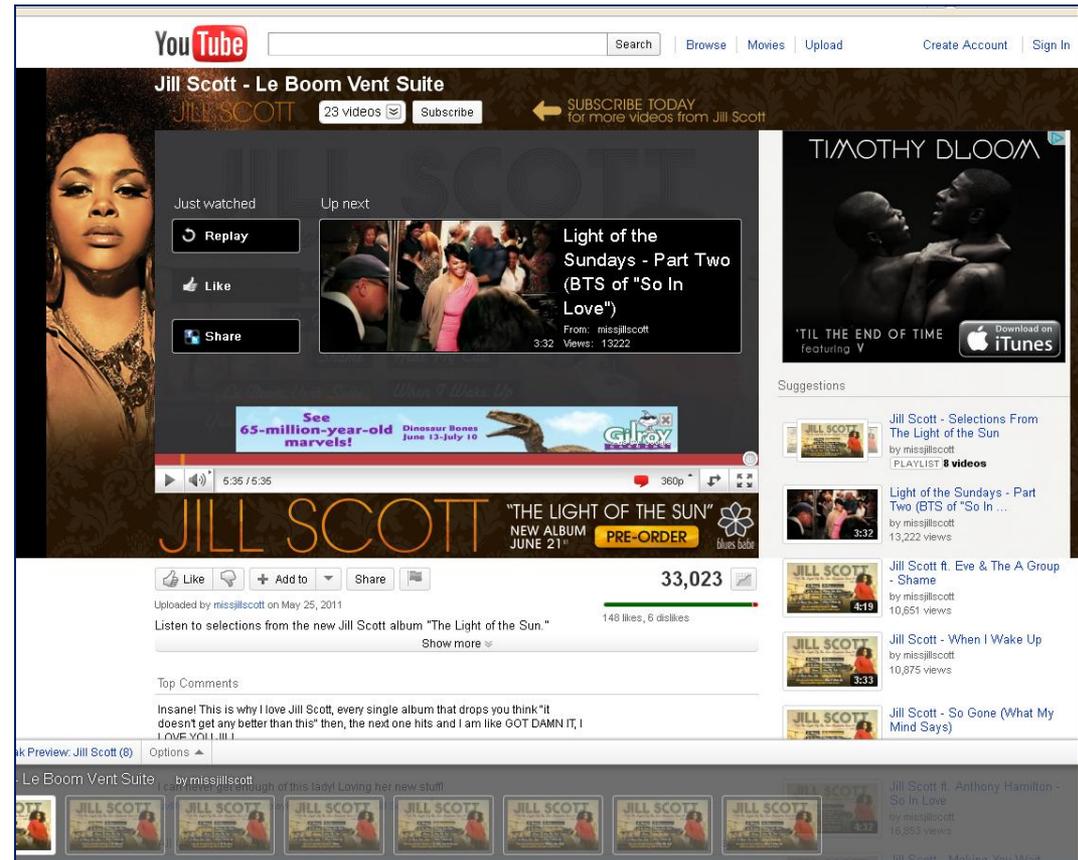
+ Follow Text follow VEVO to 40404 in the United States

Tweets Favorites Following Followers Lists

**VEVO** VEVO  
Are you in or near Columbia, MO? Enter to win tickets to see @Parachute at Mojo's this Saturday! <http://vevo.ly/WinParachute>  
11 minutes ago

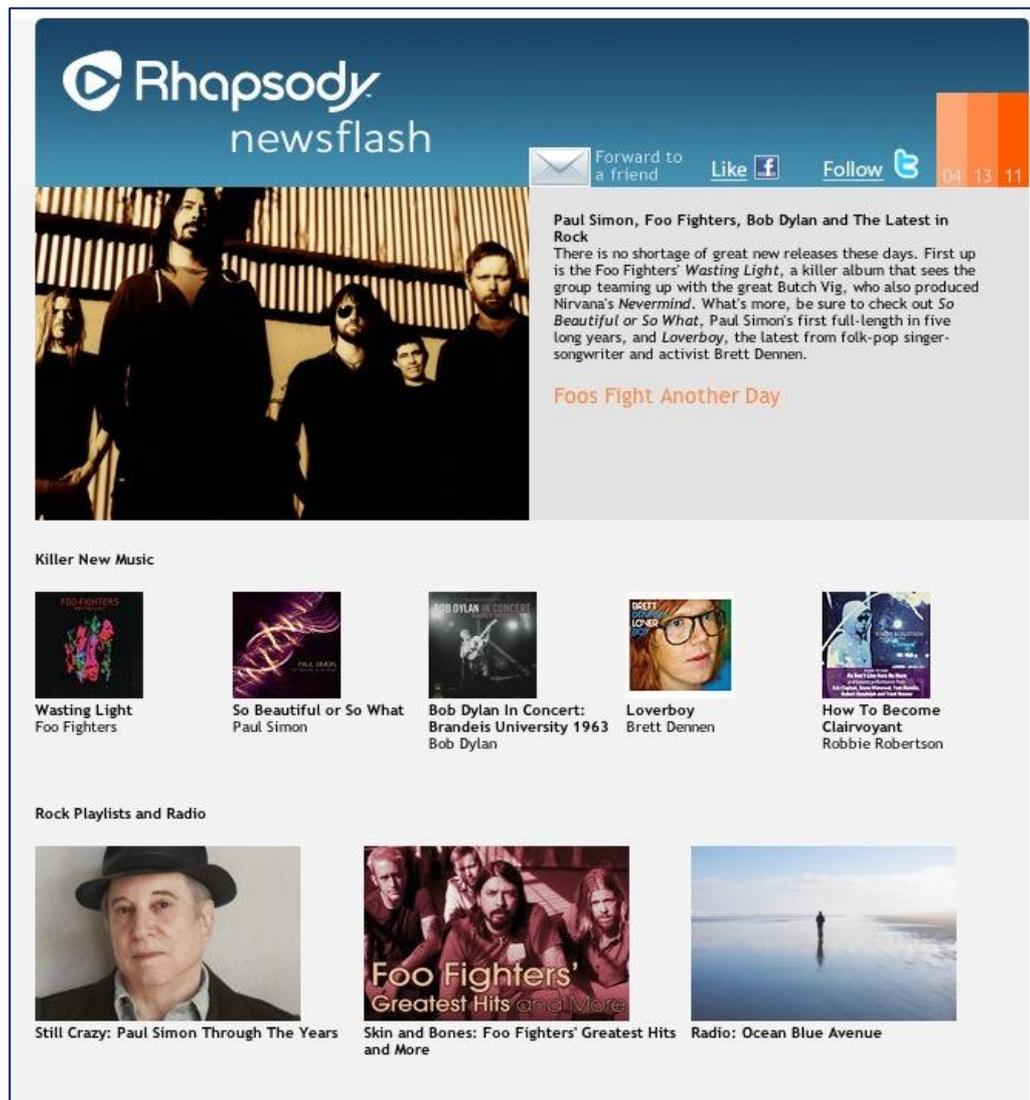
## Sneak Preview

- Featured artist picks eight tracks and discusses inspiration for each in a video interview



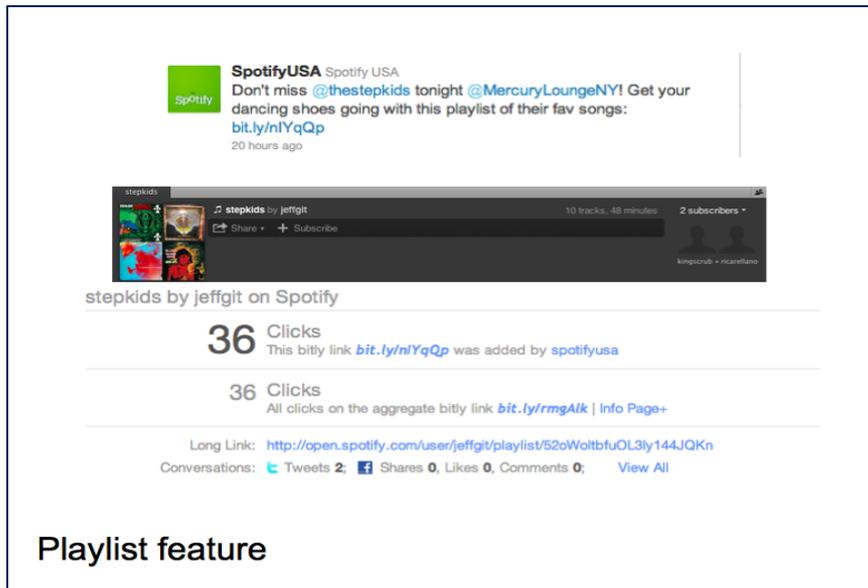
The screenshot shows a YouTube video player interface. At the top, the YouTube logo and navigation links (Search, Browse, Movies, Upload, Create Account, Sign In) are visible. The video title is "Jill Scott - Le Boom Vent Suite" with 23 videos and a "Subscribe" button. The video player shows a video of Jill Scott with a progress bar at 6:35 / 6:35. Below the video, there are interaction buttons (Like, Add to, Share) and a view count of 33,023. A comment is visible: "Insane! This is why I love Jill Scott, every single album that drops you think 'it doesn't get any better than this' then, the next one hits and I am like GOT DAMN IT, I LOVE YOU!!". The right sidebar features a "SUGGESTIONS" section with several video thumbnails, including "Light of the Sundays - Part Two (BTS of 'So In Love')", "Jill Scott ft. Eve & The A Group - Shame", "Jill Scott - When I Wake Up", and "Jill Scott - So Gone (What My Mind Says)".

- 🎧 Genre page feature placement
- 🎧 Main page feature placement
- 🎧 Indie page feature placement
- 🎧 Genre Newsletter feature placement



The screenshot shows a 'Rhapsody newsflash' page. At the top, there's a blue header with the Rhapsody logo and 'newsflash' text. Below the header is a large image of the Foo Fighters band. To the right of the image is a text block with a 'Forward to a friend' button, 'Like' and 'Follow' social media buttons, and a date '04 13 11'. The text reads: 'Paul Simon, Foo Fighters, Bob Dylan and The Latest in Rock. There is no shortage of great new releases these days. First up is the Foo Fighters' *Wasting Light*, a killer album that sees the group teaming up with the great Butch Vig, who also produced Nirvana's *Nevermind*. What's more, be sure to check out *So Beautiful or So What*, Paul Simon's first full-length in five long years, and *Loverboy*, the latest from folk-pop singer-songwriter and activist Brett Dennen.' Below this is a link 'Foos Fight Another Day'. Underneath is a section titled 'Killer New Music' with five album covers: 'Wasting Light' by Foo Fighters, 'So Beautiful or So What' by Paul Simon, 'Bob Dylan In Concert: Brandeis University 1963' by Bob Dylan, 'Loverboy' by Brett Dennen, and 'How To Become Clairvoyant' by Robbie Robertson. The bottom section is 'Rock Playlists and Radio' with three items: 'Still Crazy: Paul Simon Through The Years', 'Skin and Bones: Foo Fighters' Greatest Hits and More', and 'Radio: Ocean Blue Avenue and More'.

- 🎧 Artist playlist feature placement
- 🎧 Track by track interviews (supported by audio/display ads)
- 🎧 Pre-release streams (supported by audio/display ads)
- 🎧 Exclusive content (supported by audio/display ads)



**SpotifyUSA** Spotify USA  
Don't miss @thstepkids tonight @MercuryLoungeNY! Get your dancing shoes going with this playlist of their fav songs:  
[bit.ly/nlYqQp](https://bit.ly/nlYqQp)  
20 hours ago

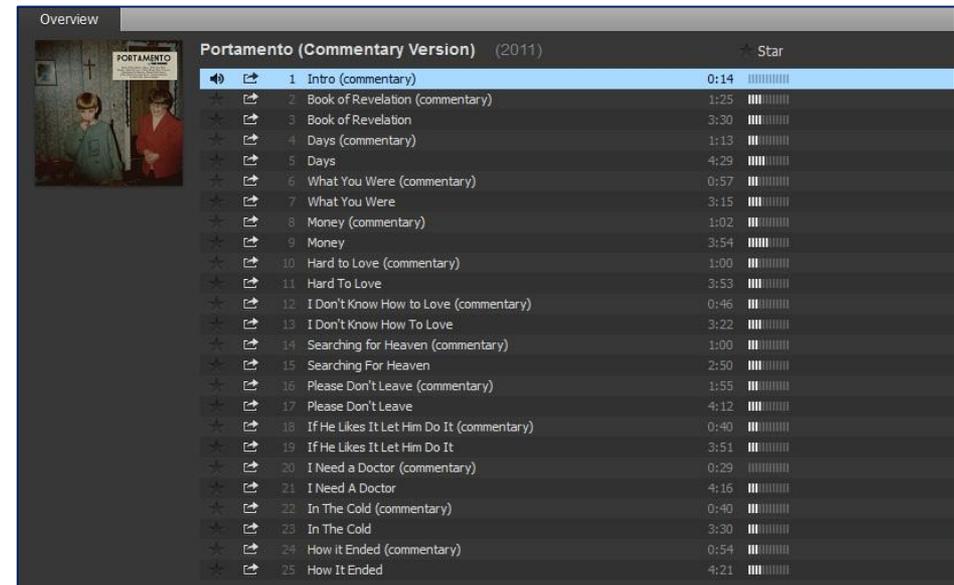
stepkids by jeffgit on Spotify

**36 Clicks**  
This bitty link [bit.ly/nlYqQp](https://bit.ly/nlYqQp) was added by [spotifyusa](#)

**36 Clicks**  
All clicks on the aggregate bitty link [bit.ly/rmgAlk](https://bit.ly/rmgAlk) | [Info Page+](#)

Long Link: <https://open.spotify.com/user/jeffgit/playlist/52oWoltbfuOL3ly144JQKn>  
Conversations: [Tweets 2](#), [Shares 0](#), [Likes 0](#), [Comments 0](#), [View All](#)

**Playlist feature**

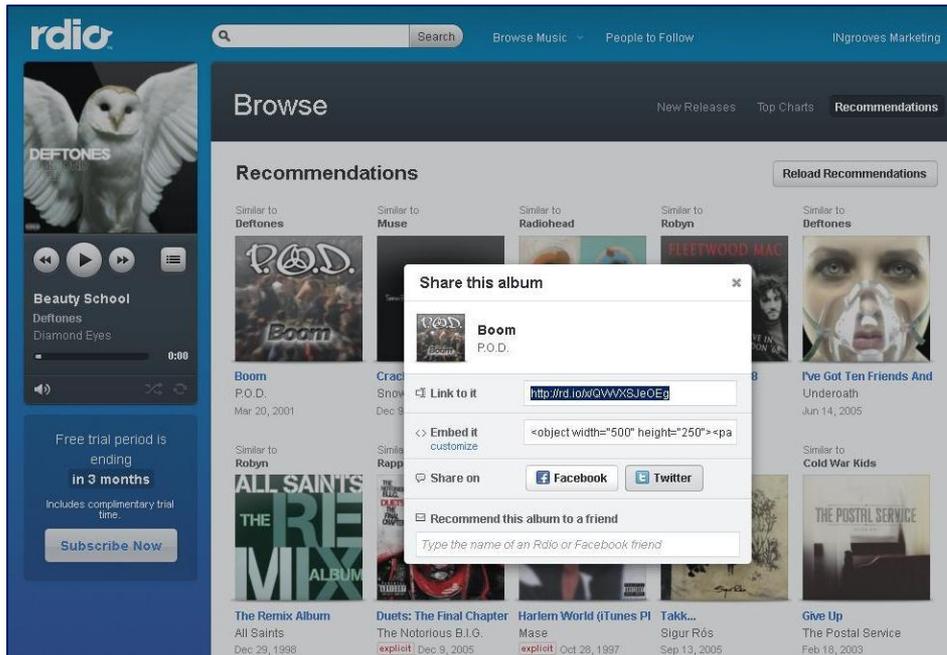


Overview

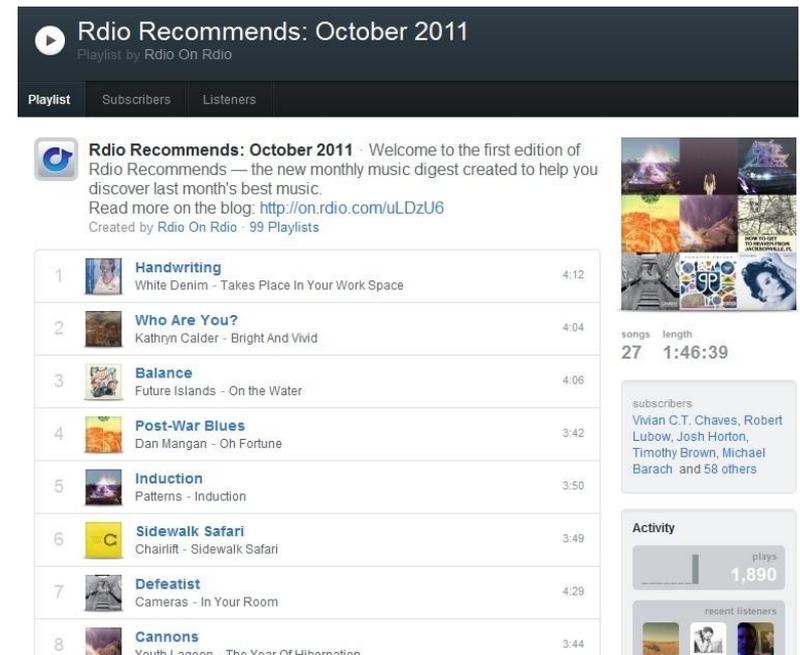
**Portamento (Commentary Version)** (2011) Star

Track	Duration	Progress
1 Intro (commentary)	0:14	██████████
2 Book of Revelation (commentary)	1:25	██████████
3 Book of Revelation	3:30	██████████
4 Days (commentary)	1:13	██████████
5 Days	4:29	██████████
6 What You Were (commentary)	0:57	██████████
7 What You Were	3:15	██████████
8 Money (commentary)	1:02	██████████
9 Money	3:54	██████████
10 Hard to Love (commentary)	1:00	██████████
11 Hard To Love	3:53	██████████
12 I Don't Know How to Love (commentary)	0:46	██████████
13 I Don't Know How To Love	3:22	██████████
14 Searching for Heaven (commentary)	1:00	██████████
15 Searching For Heaven	2:50	██████████
16 Please Don't Leave (commentary)	1:55	██████████
17 Please Don't Leave	4:12	██████████
18 If He Likes It Let Him Do It (commentary)	0:40	██████████
19 If He Likes It Let Him Do It	3:51	██████████
20 I Need a Doctor (commentary)	0:29	██████████
21 I Need A Doctor	4:16	██████████
22 In The Cold (commentary)	0:40	██████████
23 In The Cold	3:30	██████████
24 How it Ended (commentary)	0:54	██████████
25 How It Ended	4:21	██████████

- 🎧 Pitch ad-share program
- 🎧 Artist playlist feature placement
- 🎧 **Rdio Recommends** feature placement



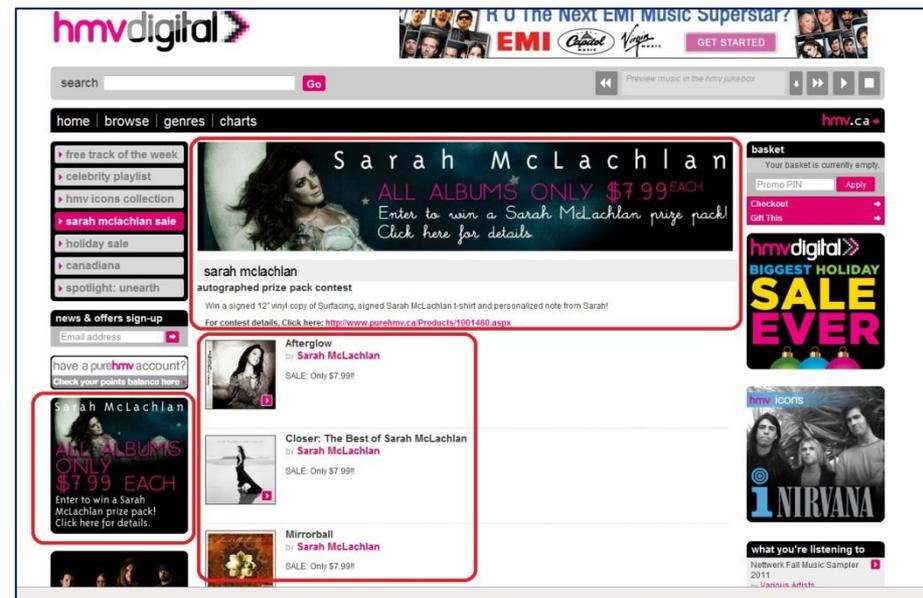
The screenshot shows the Rdio website interface. At the top, there's a search bar and navigation links for 'Browse Music', 'People to Follow', and 'iNgrooves Marketing'. The main content area is titled 'Browse' and features a 'Recommendations' section. A modal window is open over the 'Boom' album by P.O.D., with the title 'Share this album'. The modal contains options to 'Link to it' (with a URL), 'Embed it customize' (with a code snippet), 'Share on' (Facebook and Twitter buttons), and 'Recommend this album to a friend' (with a text input field). The background shows album covers for 'Boom', 'Crack', 'I've Got Ten Friends And Underoath', and 'The Remix Album'.



The screenshot shows the 'Rdio Recommends: October 2011' playlist page. The header includes the title and 'Playlist by Rdio On Rdio'. Below the header, there's a description: 'Rdio Recommends: October 2011 - Welcome to the first edition of Rdio Recommends — the new monthly music digest created to help you discover last month's best music. Read more on the blog: <http://on.rdio.com/uLDzU6> Created by Rdio On Rdio - 99 Playlists'. The main content is a list of 8 songs with their titles, artists, and durations. On the right side, there are statistics for the playlist, including the number of songs (27), total length (1:46:39), and a list of subscribers (Vivan C.T. Chaves, Robert Lubow, Josh Horton, Timothy Brown, Michael Barach and 58 others). There's also an 'Activity' section showing 1,890 plays and a 'recent listeners' section.

Rank	Album	Artist	Duration
1	Handwriting	White Denim - Takes Place In Your Work Space	4:12
2	Who Are You?	Kathryn Calder - Bright And Vivid	4:04
3	Balance	Future Islands - On the Water	4:06
4	Post-War Blues	Dan Mangan - Oh Fortune	3:42
5	Induction	Patterns - Induction	3:50
6	Sidewalk Safari	Chairlift - Sidewalk Safari	3:49
7	Defeatist	Cameras - In Your Room	4:29
8	Cannons	Youth Lagoon - The Year Of Hibernation	3:44

- 🎧 Artist feature sale and contest on HMV Digital and PureHMV
- 🎧 Pre-order feature placement
- 🎧 **Free Track of the Week** feature placement
- 🎧 Main page feature placement





# INGrooves

MUSIC DELIVERED. MUSIC MARKETED.

## SOCIAL NETWORKING & FAN ENGAGEMENT TOOLS

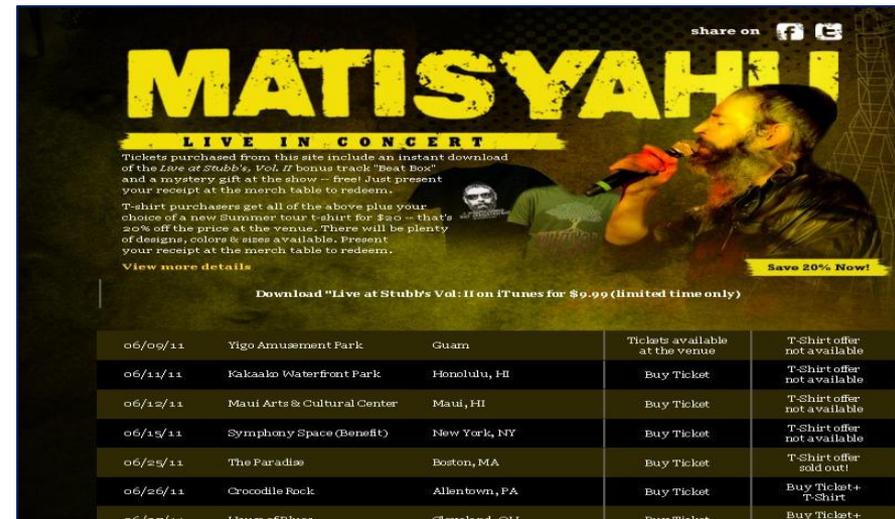
# Root Music

Root Music serves as a vehicle for digital assets on Facebook. Re-skin artist page, allowing for customization with photos, tour dates, album art, and streaming/downloadable tracks. Root Music also creates a way to require fans to give their email address or “like” the artists before downloading or streaming a track.

Series of strategic posts with new information about the album. Suggestions include video interviews, “Making Of” albums, links to an album teaser, and new merchandise. This will encourage fans to chat with each other about the new release and help build a buzz around the artist.



- 🎧 Industry leading direct-to-fan ecommerce and marketing solution
- 🎧 Encompasses both digital and physical merchandise
- 🎧 Recently linked with Root Music for easy Facebook implementation and rollout
- 🎧 Allows bands to create merchandise packages of physical (merch, tickets, bundles) and digital products for sale within their Facebook page/website
- 🎧 Robust email platform is included. Typical campaigns offer a free MP3 download in exchange for a fan's email
- 🎧 Deep analytics available to assess the results of the campaign



**MATISYAHU**  
LIVE IN CONCERT

Tickets purchased from this site include an instant download of the *Live at Stubb's, Vol. II* bonus track "Beat Box" and a mystery gift at the show - free! Just present your receipt at the merch table to redeem.

T-shirt purchasers get all of the above plus your choice of a new Summer tour t-shirt for \$20 - that's 20% off the price at the venue. There will be plenty of designs, colors & sizes available. Present your receipt at the merch table to redeem.

View more details

Download "Live at Stubb's Vol. II on iTunes for \$0.99 (limited time only)

Date	Venue	City	Tickets available at the venue	T-Shirt offer
06/09/11	Yigo Amusement Park	Guam		T-Shirt offer not available
06/11/11	Kalaakoa Waterfront Park	Honolulu, HI	Buy Ticket	T-Shirt offer not available
06/12/11	Mau Arts & Cultural Center	Mau, HI	Buy Ticket	T-Shirt offer not available
06/15/11	Symphony Space (Benefit)	New York, NY	Buy Ticket	T-Shirt offer not available
06/25/11	The Paradiso	Boston, MA	Buy Ticket	T-Shirt offer sold out!
06/26/11	Crocodile Rock	Allentown, PA	Buy Ticket	Buy Ticket+ T-Shirt
06/28/11	House of Blues	Cleveland, OH	Buy Ticket	Buy Ticket+



**Pitchfork**

reviews | shows | features | pitchfork.tv | forecast | best new music

NEWS | NEW TV ON THE RADIO: "CAFFEINATED CONSCIOUSNESS"

Thursday, March 10

**New TV on the Radio: "Caffeinated Consciousness"**

Near another song from the band's forthcoming *Nine Types of Light*, *Nine Types of Light*, the new album from returning rock monsters *Tv on the Radio*, arrives April 12 via *Interscope*, and now we've got another track from the album. In the widget below, you can enter some info to hear the heavy, percussive "Caffeinated Consciousness". It's the second track we've heard from the album.

Following the relatively gently slow jam "We'll Do".

**TV On The Radio**

**New track: Caffeinated Consciousness**

**DOWNLOAD NOW**

TV on the Radio

03-17-10 Austin, TX - SXSW  
04-08 Philadelphia, PA - Electric Factory  
04-09 Charlottesville, VA - Jefferson Theatre  
04-10-11

Features include:

-  URL tracking
-  Geographic play counts
-  Time-based charts of plays and shares of MP3s
-  Quick embedding web widgets for all types of websites
-  “Share” functions enabling users to interact with all social networks at once
-  Private file transferring to pitch music to services and writers



- 🎧 Budgets and geo-targeting TBD
- 🎧 Create a Facebook ad campaign in North America
- 🎧 Advertise and link to either iTunes or Amazon pre-order
- 🎧 Target a more specific audience, i.e.: current artist fans, to ensure awareness of release
- 🎧 Promotion will start on pre-order date





# INGrooves

MUSIC DELIVERED. MUSIC MARKETED.

## ONLINE PARTNERSHIPS

## Genre-based features:

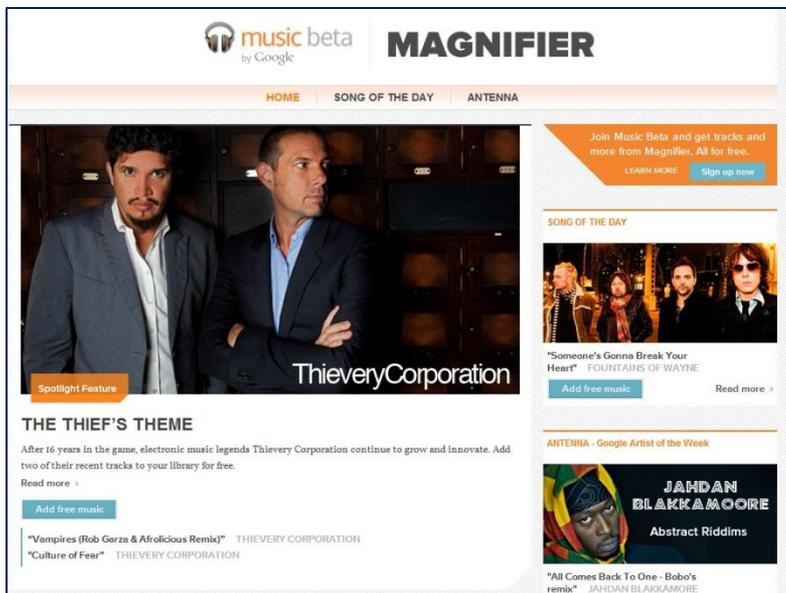
- 🎧 INgrooves works with clients over a variety of genres from all over the world. We are constantly adding new marketing opportunities to keep abreast of these highly competitive genres

## Previous campaigns include:

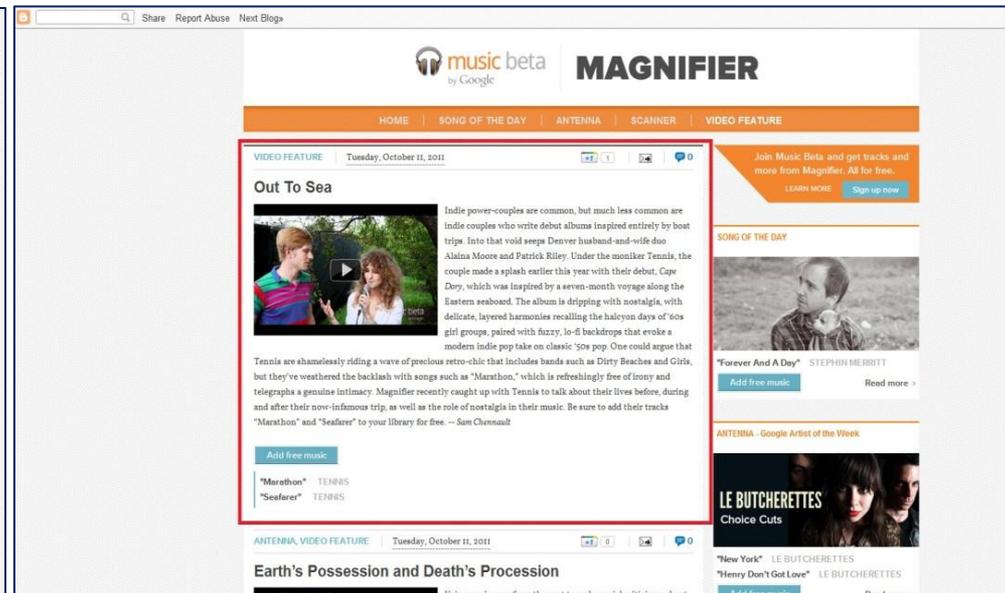
- 🎧 Los Rakas OkayPlayer debut
- 🎧 Nick Cannon MySpace takeover
- 🎧 Lissie featured on Clear Channel/Iheartradio.com
- 🎧 Smith Westerns Facebook/Rdio promotion
- 🎧 Phonte HiphopDX exclusive interview and feature
- 🎧 Drew Seeley interactive chat on Stickam.com –15,843 views
- 🎧 Casxio feature on Hardcandy.com
- 🎧 Sherrie Austin interview and free download on The Boot
- 🎧 Adebisi Shank feature on AOL Spinner
- 🎧 Drew Holcomb feature on Musichype

# Google Music Magnifier

-  **Song Of The Day:** New free track featured on blog each day, with accompanying artwork and write-up
-  **Antenna:** Weekly feature highlighting developing artist, with numerous free tracks
-  **Scanner:** Focusing on a different genre each day, Scanner rounds up the week's news in that genre, and offers one or more free tracks that will appeal to fans of that genre
-  **Video Spotlight:** Video artist interview with feature and numerous free tracks



The screenshot shows the Google Music Magnifier website interface. At the top, there's a navigation bar with 'HOME', 'SONG OF THE DAY', and 'ANTENNA'. The main content area features a large 'Spotlight Feature' for Thievery Corporation, titled 'THE THIEF'S THEME'. Below this, there are sections for 'SONG OF THE DAY' featuring 'Someone's Gonna Break Your Heart' by Fountains of Wayne, and 'ANTENNA - Google Artist of the Week' featuring Jahdan Blakkamoore with 'Abstract Riddims'. A 'Sign up now' button is visible in the top right corner.

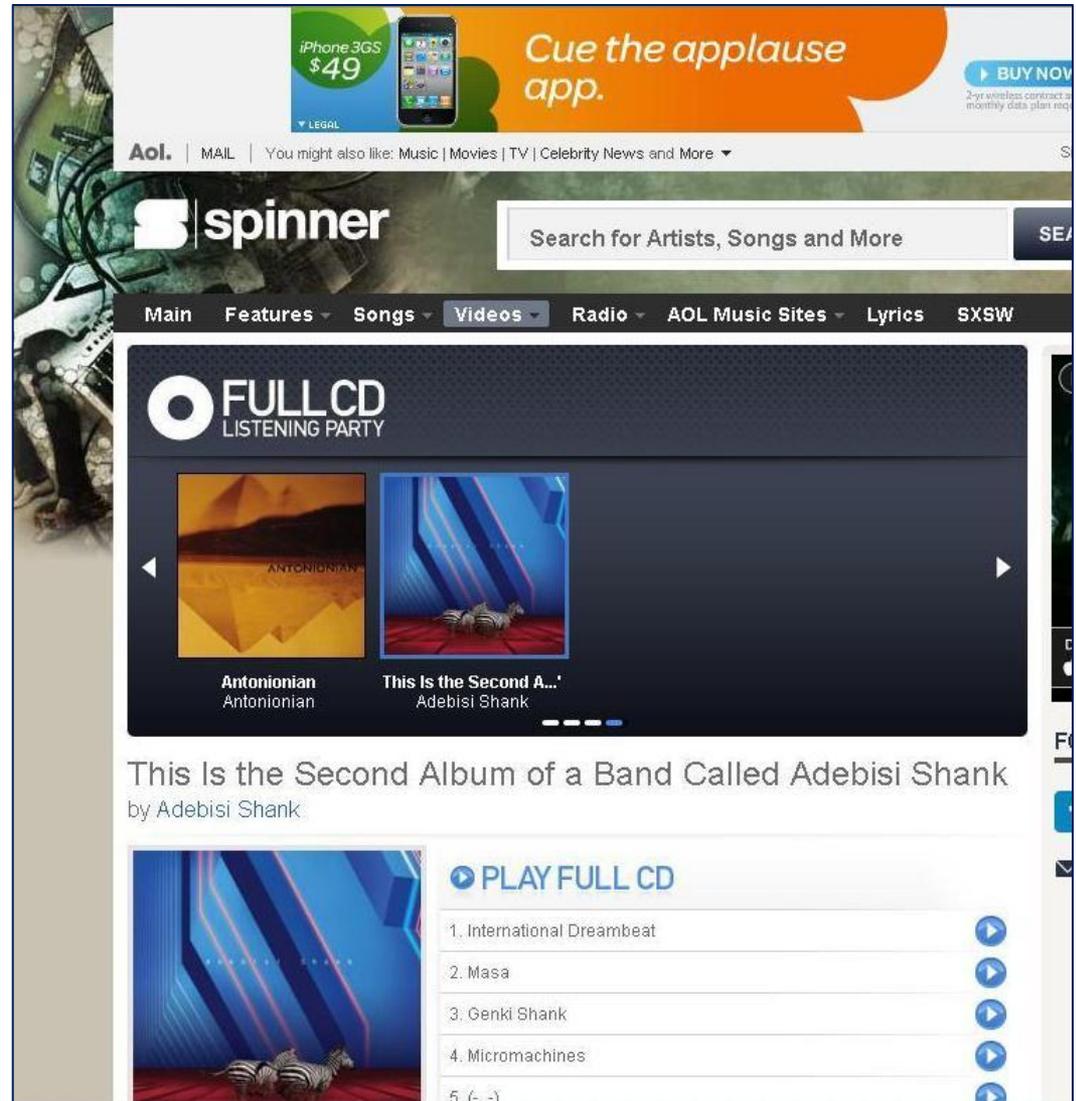


This screenshot shows the Google Music Magnifier website with a 'VIDEO FEATURE' highlighted by a red box. The video feature is for the band Tennis, titled 'Out To Sea'. The text describes their indie power-couple sound and mentions their album 'Cape Dory'. Below the video player, there are 'Add free music' buttons for tracks like 'Marathon' and 'Seafarer'. The navigation bar includes 'HOME', 'SONG OF THE DAY', 'ANTENNA', 'SCANNER', and 'VIDEO FEATURE'. Other sections like 'SONG OF THE DAY' and 'ANTENNA - Google Artist of the Week' are also visible.

🎧 Weekly streaming parties (genre-based in Spinner) that start one week prior to release date, with buy links to [Amazon.com](http://Amazon.com)

## 🎧 A Day in the Life

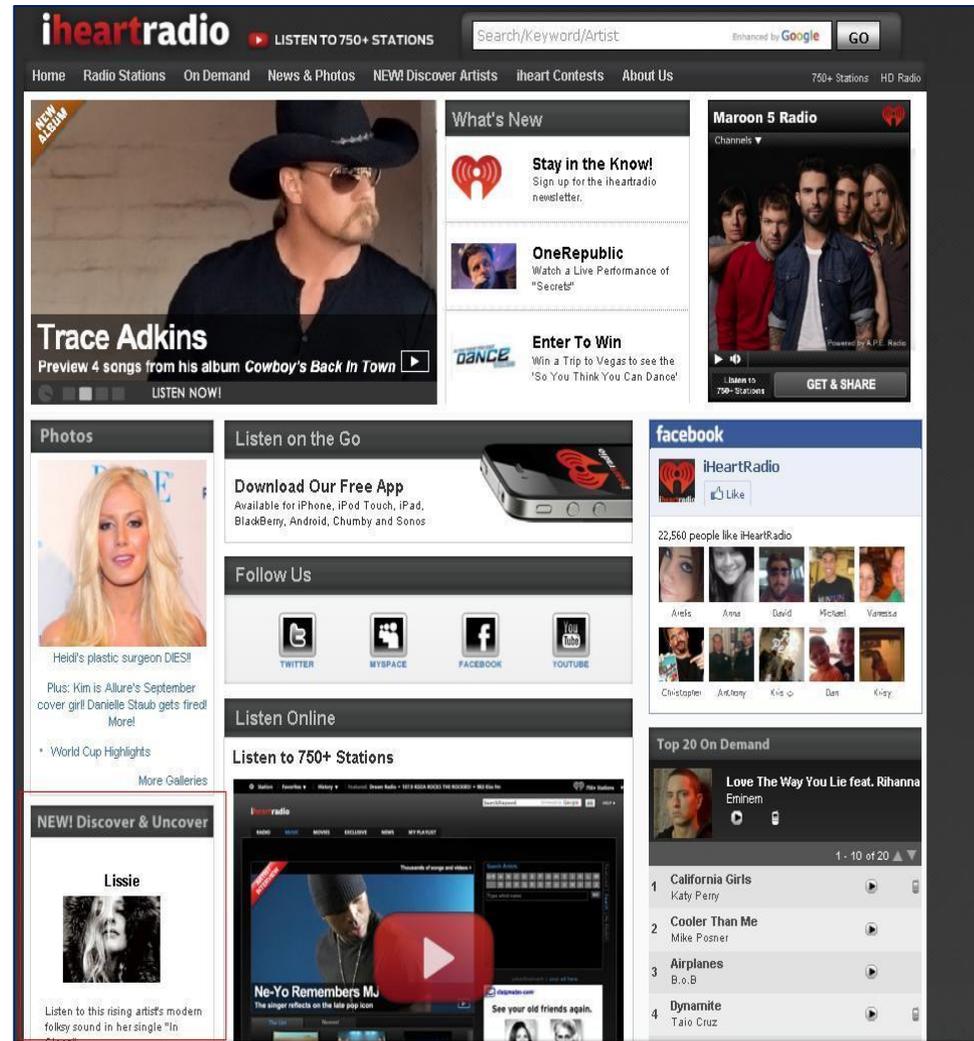
- AOL Spinner creates video content by spending a day with an artist



The screenshot shows the AOL Spinner website interface. At the top, there's a navigation bar with 'Aol.' and 'MAIL' links, and a dropdown menu for 'You might also like: Music | Movies | TV | Celebrity News and More'. Below this is the 'spinner' logo and a search bar with the text 'Search for Artists, Songs and More'. The main navigation menu includes 'Main', 'Features', 'Songs', 'Videos', 'Radio', 'AOL Music Sites', 'Lyrics', and 'SXSW'. The featured content is a 'FULL CD LISTENING PARTY' for the album 'This Is the Second Album of a Band Called Adebisi Shank' by Adebisi Shank. The album cover is displayed, along with a list of tracks: 1. International Dreambeat, 2. Masa, 3. Genki Shank, 4. Micromachines, and 5. (- -). A 'PLAY FULL CD' button is visible next to the track list.

# Clear Channel

- 🎧 Clear Channel and [iheartradio.com](http://iheartradio.com) have a variety of opportunities for large scale mainstream exposure with 22 million unique visitors a month to their site
- 🎧 **Sneak Peek:** album single and video debut – music for streaming only, no downloads, links to iTunes and Amazon, multiple on-air mentions, home page placement on each station website
  - Exclusive to Clear Channel
- 🎧 Exclusive interviews
  - Traditionally take place in NYC, at Clear Channel headquarters
  - Feature is pitched one month out
  - Video clips are promoted on relevant genre pages on the [iheartradio.com](http://iheartradio.com) network and station websites



# MySpace

## Album Premieres

- Each week MySpace features weekly album premieres on the music page with iTunes buy links

## Artist Interviews

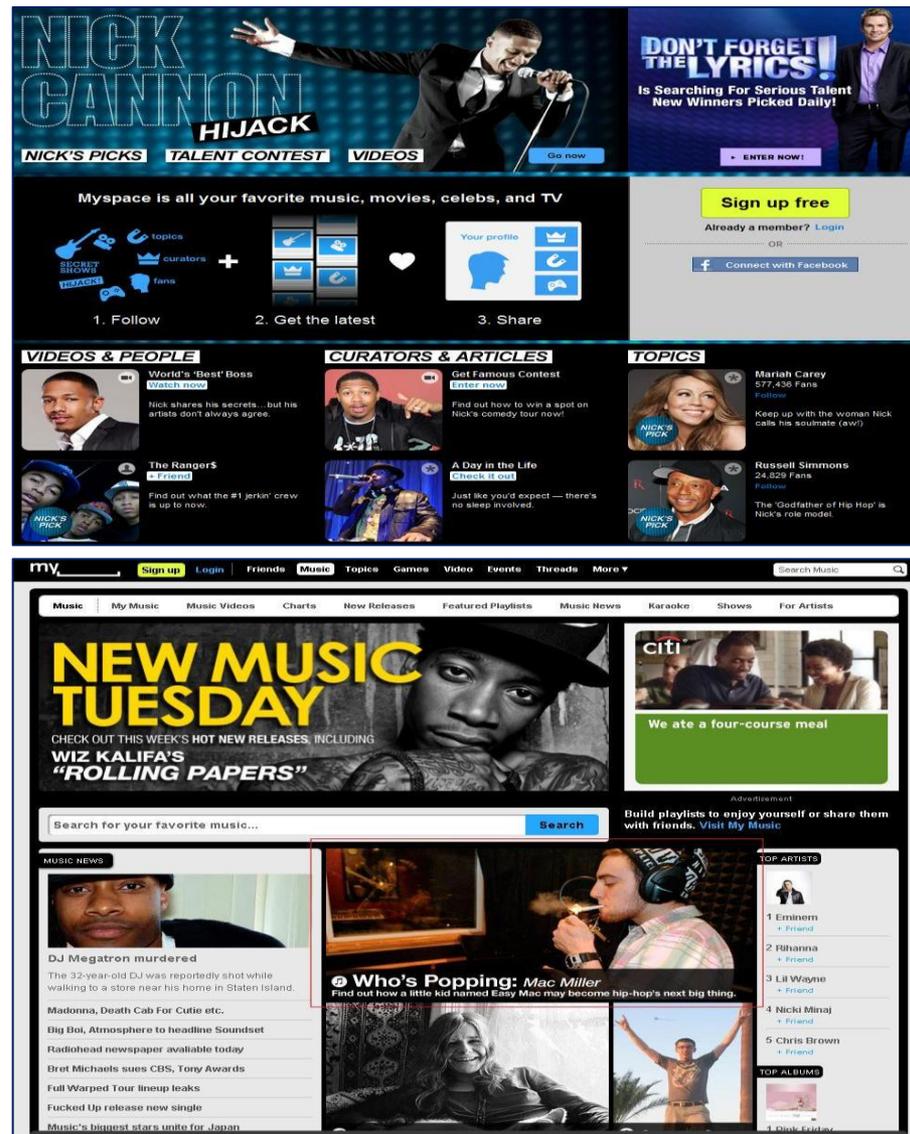
- MySpace conducts artist interviews for placement on the site
- May include video interview

## Hijacks

- MySpace has artist page hijacks of the site (see attached)

## New Music Tuesday Playlists

- Weekly playlists that stream one track from a featured record, including a buy link to iTunes



The screenshot displays the MySpace website interface. At the top, there's a banner for 'NICK CANNON HIJACK' with a 'Go now' button. To the right, a 'DON'T FORGET THE LYRICS!' contest is advertised with an 'ENTER NOW!' button. Below the banner, a navigation bar includes 'Myspace is all your favorite music, movies, celebs, and TV' and a 'Sign up free' button. The main content area is divided into sections: 'VIDEOS & PEOPLE' featuring 'World's Best Boss' and 'The Rangers'; 'CURATORS & ARTICLES' featuring 'Get Famous Contest' and 'A Day in the Life'; and 'TOPICS' featuring 'Mariah Carey' and 'Russell Simmons'. A 'New Music Tuesday' section highlights 'WIZ KALIFA'S "ROLLING PAPERS"'. The bottom of the page features a search bar, a 'MUSIC NEWS' section with a story about 'DJ Megatron murdered', and a 'TOP ARTISTS' list including Eminem, Rihanna, Lil Wayne, Nicki Minaj, and Chris Brown.

 Pioneer in live-streaming video and the largest live community currently on the web

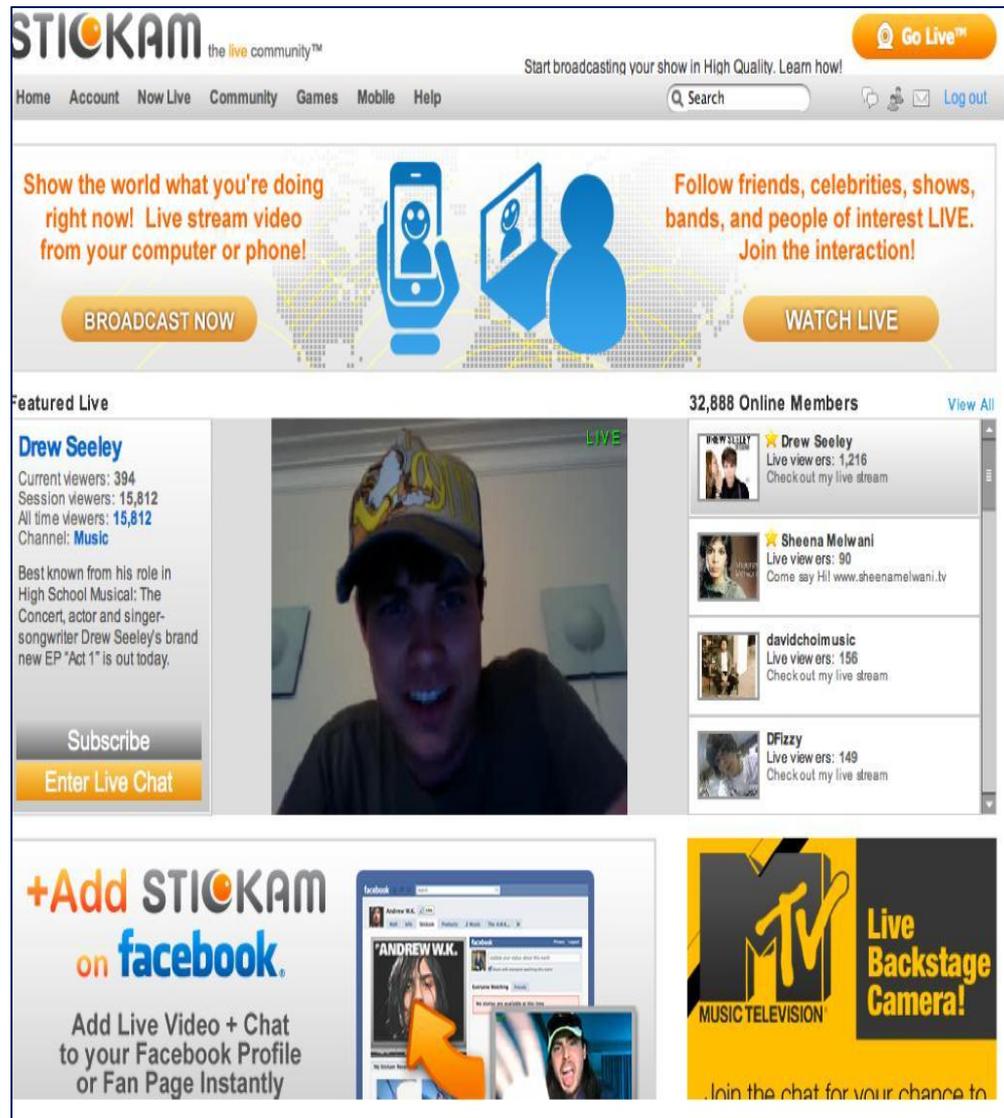
- 7 million registered users
- 180 million page views per month
- 3 million stream views per day
- Longest “average time on a site” (18 minutes – besting YouTube and Facebook)

 Page Takeover

- Home page feature placement and artist takeover for a limited amount of time

 Chat Session

- Artists chat live via webcam to their fans
- Can also utilize Ustream for similar programming options



The screenshot shows the STICKAM website interface. At the top, the STICKAM logo is followed by the tagline "the live community™". Navigation links include Home, Account, Now Live, Community, Games, Mobile, and Help. A search bar and a "Go Live™" button are also present. The main banner features the text "Show the world what you're doing right now! Live stream video from your computer or phone!" and "Follow friends, celebrities, shows, bands, and people of interest LIVE. Join the interaction!". Below the banner, there are buttons for "BROADCAST NOW" and "WATCH LIVE". The "Featured Live" section highlights a stream by Drew Seeley, showing his current viewers (394), session viewers (15,812), and all-time viewers (15,812). A video player shows Drew Seeley wearing a yellow and black cap. To the right, a list of other live streams is shown, including Sheena Melwani, davidchoimusic, and DFizzy. At the bottom, there are two promotional banners: one for "+Add STICKAM on facebook" and another for "Live Backstage Camera!" with the text "MUSIC TELEVISION" and "Join the chat for your chance to".



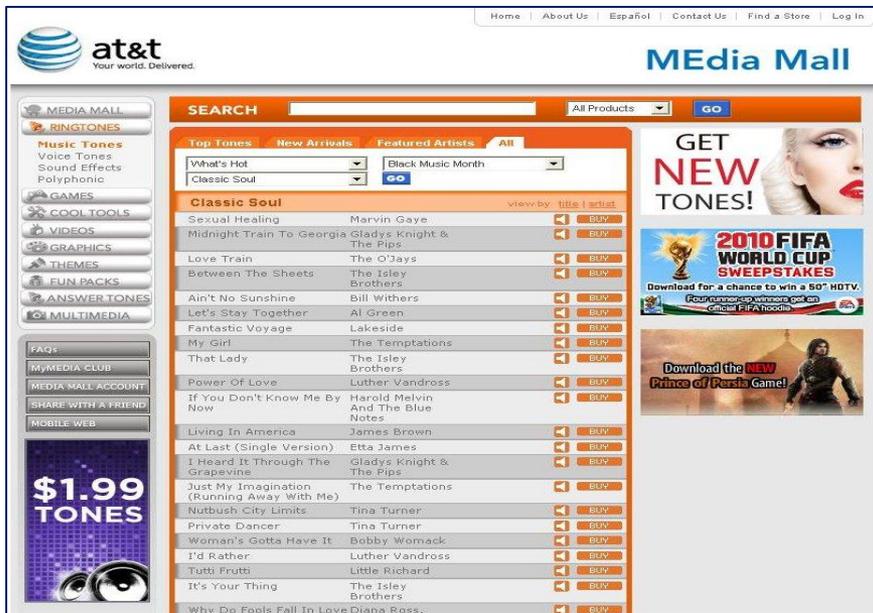
# INGrooves

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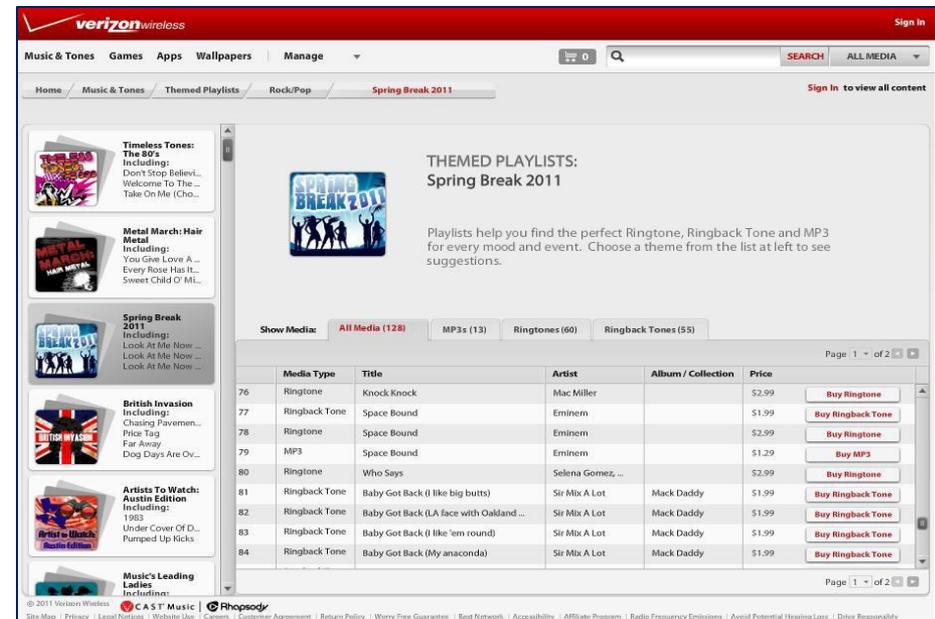
## MOBILE DISTRIBUTION AND MARKETING

# Mobile Personalization and Full Track OTA

- 🎧 Launch content across all mobile retail channels
- 🎧 Feature placement pitched to all partners
  - New arrivals
  - Playlists
  - Feature folder



The screenshot shows the AT&T Media Mall mobile app interface. At the top, there's a navigation bar with 'Home', 'About Us', 'Español', 'Contact Us', 'Find a Store', and 'Log In'. Below this is the 'MEdia Mall' logo. A search bar is prominently displayed with 'All Products' and a 'GO' button. The main content area is divided into sections: 'Top Tones', 'New Arrivals', and 'Featured Artists'. The 'Classic Soul' section is highlighted, listing various songs and artists like Marvin Gaye, Gladys Knight & The Pips, and The Isley Brothers. There are also promotional banners for '2010 FIFA World Cup Sweepstakes' and 'Download the NEW Prince of Persia Game!'. A sidebar on the left contains navigation options like 'RINGTONES', 'GAMES', 'COOL TOOLS', 'VIDEOS', 'GRAPHICS', 'THEMES', 'FUN PACKS', 'ANSWER TONES', and 'MULTIMEDIA'. At the bottom left, there's a '\$1.99 TONES' promotion.



The screenshot shows the Verizon Wireless mobile app interface. At the top, there's a navigation bar with 'Music & Tones', 'Games', 'Apps', 'Wallpapers', and 'Manage'. Below this is a search bar and a 'Sign In' button. The main content area is titled 'THEMED PLAYLISTS: Spring Break 2011'. It features a grid of playlist thumbnails for 'Timeless Tones: The 80s', 'Metal March: Hair Metal', 'Spring Break 2011', 'British Invasion', and 'Artists To Watch: Austin Edition'. Below the thumbnails is a table of media items with columns for 'Media Type', 'Title', 'Artist', 'Album / Collection', and 'Price'. The table lists various items like 'Knock Knock' by Mac Miller, 'Space Bound' by Eminem, and 'Who Says' by Selena Gomez. At the bottom, there's a 'Music's Leading Ladies' section.

Media Type	Title	Artist	Album / Collection	Price
Ringtone	Knock Knock	Mac Miller		\$2.99
Ringback Tone	Space Bound	Eminem		\$1.99
Ringtone	Space Bound	Eminem		\$2.99
MP3	Space Bound	Eminem		\$1.29
Ringtone	Who Says	Selena Gomez...		\$2.99
Ringback Tone	Baby Got Back (I like big butts)	Sir Mx A Lot	Mack Daddy	\$1.99
Ringback Tone	Baby Got Back (LA face with Oakland ...)	Sir Mx A Lot	Mack Daddy	\$1.99
Ringback Tone	Baby Got Back (I like 'em round)	Sir Mx A Lot	Mack Daddy	\$1.99
Ringback Tone	Baby Got Back (My anaconda)	Sir Mx A Lot	Mack Daddy	\$1.99

## **North America- Carrier Channels**

- Verizon Wireless
- AT&T
- T-Mobile
- Sprint/Nextel
- Virgin Mobile USA
- Metro PCS
- US Cellular
- Alltel
- TELUS
- Rogers
- Bell Mobility
- Virgin Mobile Canada
- Cricket
- Tracfone
- Boost Mobile

## **Direct-2-Consumer**

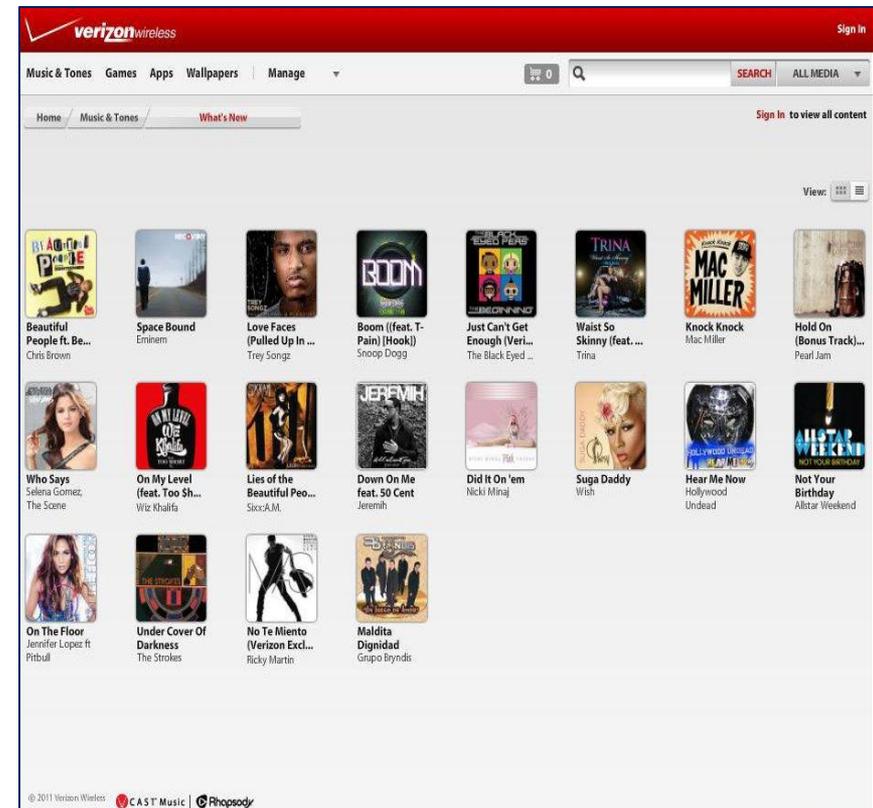
- Jamster
- Thumbplay

## **Ringtone Applications**

- Realtone Jukebox
- Verizon VIP application
- Funmobility

# Marketing Placements “On Deck”

- Majority of mobile revenues come from direct placement on the mobile carrier “deck”
- iNgrooves delivers and launches content on all Tier 1 carriers in the US
- Tier 1 Carriers:
  - Verizon Wireless
  - AT&T
  - Sprint/Nextel
  - T-Mobile
- Possible placements include:
  - **What’s New**
  - Playlists
  - Bundles (includes ringtone, ring back, and full track in one offering)
  - Seasonal placements
  - Exclusives
  - Social networking campaigns where placements are marketed via the carriers’ Twitter, Facebook, etc.



- 🎧 Keywords allow direct-to-consumer distribution for mobile personalization content (ringtones) through a short code
  - Example: “Text THIEVERY to 66555 to get the latest ringtone from Thievery Corporation!
  - Keywords must be requested 6-8 weeks before launch
  - Placement is for physical units, Internet, and on-site even marketing

- 🎧 Allow client to sell mobile personalization content directly from their website and social networking sites
- 🎧 Allow fans to post, promote, and sell from their own sites

## Thumbplay

- 🎧 Generic widget created using web-based platform
- 🎧 Supported content
- 🎧 Ringtones
- 🎧 Immediate creation as long as content is live on Thumbplay

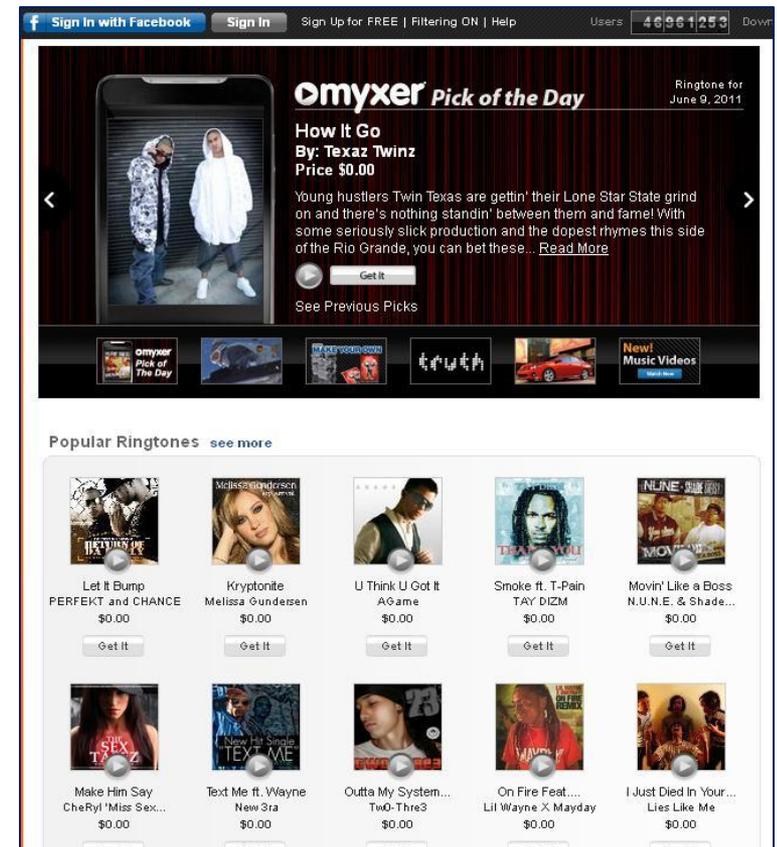


thumbplay music

- 🎧 The Smartphone has taken the mobile landscape by storm
- 🎧 Platforms like iPhone, Android, and Blackberry have made it easier for content providers to market and distribute content, bypassing the carrier's white label music stores
- 🎧 INgrooves has solidified app-developer relationships and can oversee the development of your own mobile "app"



- 🎧 Over 20 million users
- 🎧 Home page takeover
  - 24-hour takeover of home page
  - Must offer one piece of content for free
  - All other content will be sold at a premium price
  - Buy links to iTunes and Amazon are included on home page
- 🎧 **Pick of the Day**
  - Featured ringtone of the day
  - Ringtone would be free for a period of two weeks
  - All other content will be sold at a premium price
  - Buy links to iTunes and Amazon are included on home page



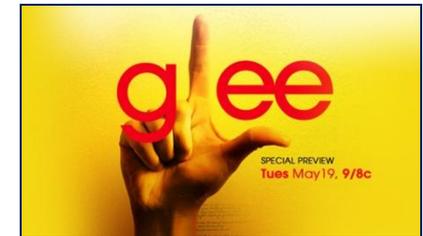
- 🎧 Major industries pitched to:
  - TV – network and cable
  - Film / trailers
  - Interactive video games (console and mobile)
  - Advertising
  - Internet
- 🎧 Tools Utilized
  - Monthly samplers on CD and SoundCloud
  - Licensing site – <http://license.ingrooves.com>
  - Custom pitches to music supervisors based on needs and budget
- 🎧 Revenue
  - Typical synch deals with iNgrooves labels are now 75/25
  - iNgrooves is non-exclusive on synch deals

# Recent Synchs - TV

-  **CBS – CSI: Miami**
  - ESKMO – Agnus Dei
  - Bluetech – Probability Tree
  - Bassnectar – Timestretch
  - The Glass – Green Leaves
  - DJ Fame & Eric Sharp – Wiggle Room



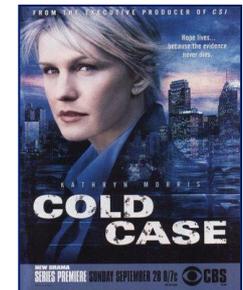
-  **Fox – Glee**
  - Ain't That A Kick In The Head (Karaoke Dean Martin)
  - By My Baby (Ronettes Karaoke)



-  **NBC – Royal Pains**
  - Hayley Taylor – Waking



-  **CBS – Cold Case**
  - Los Guaracheros de Oriente – Mil Congojas



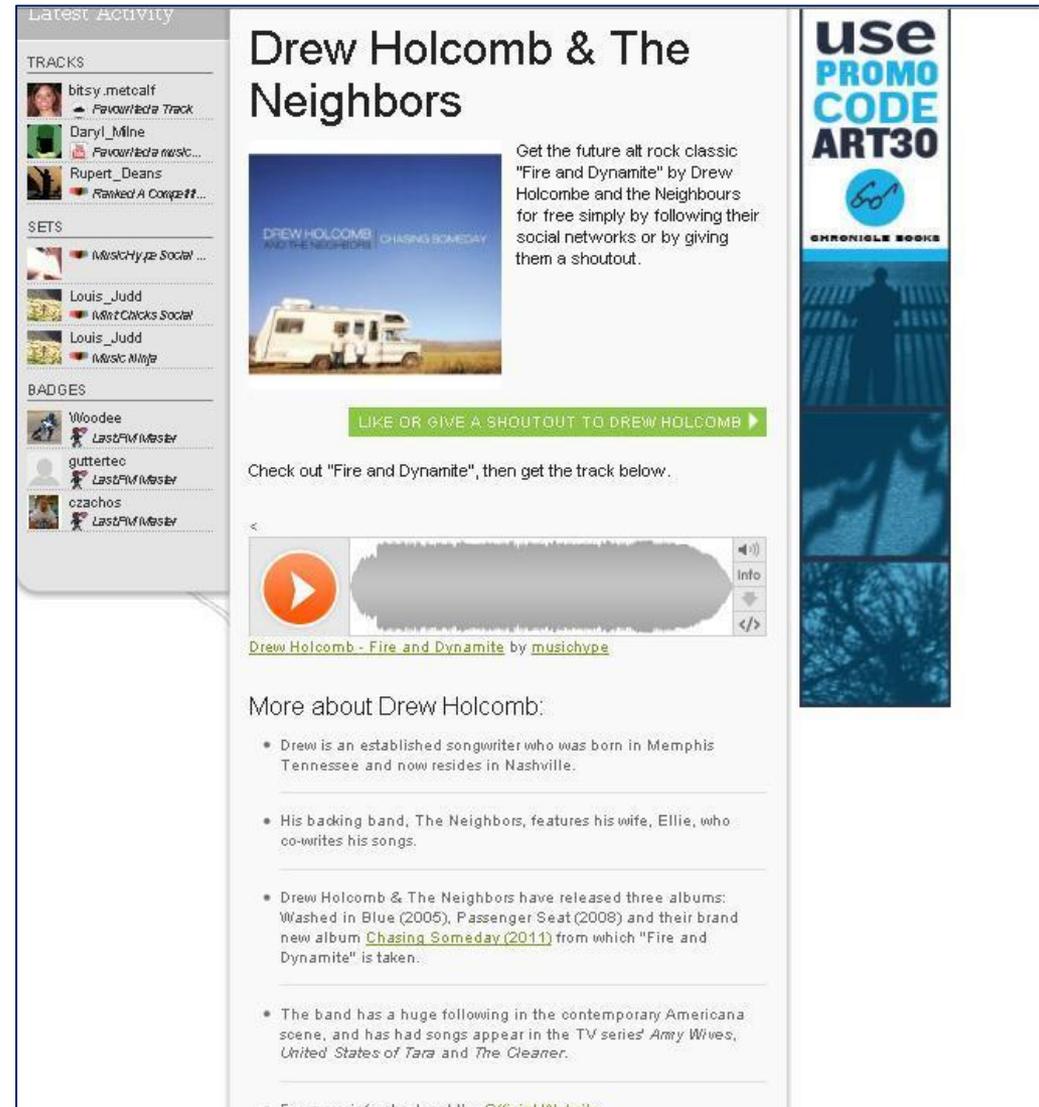
-  **HBO – Eastbound and Down**
  - Paul Brooks – More Than A Feeling



-  **WWE – Friday Night Smackdown**
  - Boyce Avenue – Hear Me Now
  - The Days, The Nights – Her Name Is Alice



- 🎧 Email-based newsletters that offer free track downloads for their users
- 🎧 Create viral marketing campaigns by asking users to “share” or “tweet” the artist’s content in order to download
- 🎧 INgrooves is featured bi-weekly in these newsletters



Latest Activity

TRACKS

- bitsy\_metcalf *Favourite's Track*
- Daryl\_Mine *Favourite's music...*
- Rupert\_Deans *Ranked A Concert...*

SETS

- Musichype Social ...
- Louis\_Judd *Mini Clucks Social*
- Louis\_Judd *Musichype*

BADGES

- Woodee *LastFM Master*
- guttertec *LastFM Master*
- ozachos *LastFM Master*

## Drew Holcomb & The Neighbors

Get the future alt rock classic "Fire and Dynamite" by Drew Holcombe and the Neighbours for free simply by following their social networks or by giving them a shoutout.

LIKE OR GIVE A SHOUTOUT TO DREW HOLCOMB ▶

Check out "Fire and Dynamite", then get the track below.

< [Player] Info >/>

[Drew Holcomb - Fire and Dynamite](#) by [musichype](#)

### More about Drew Holcomb:

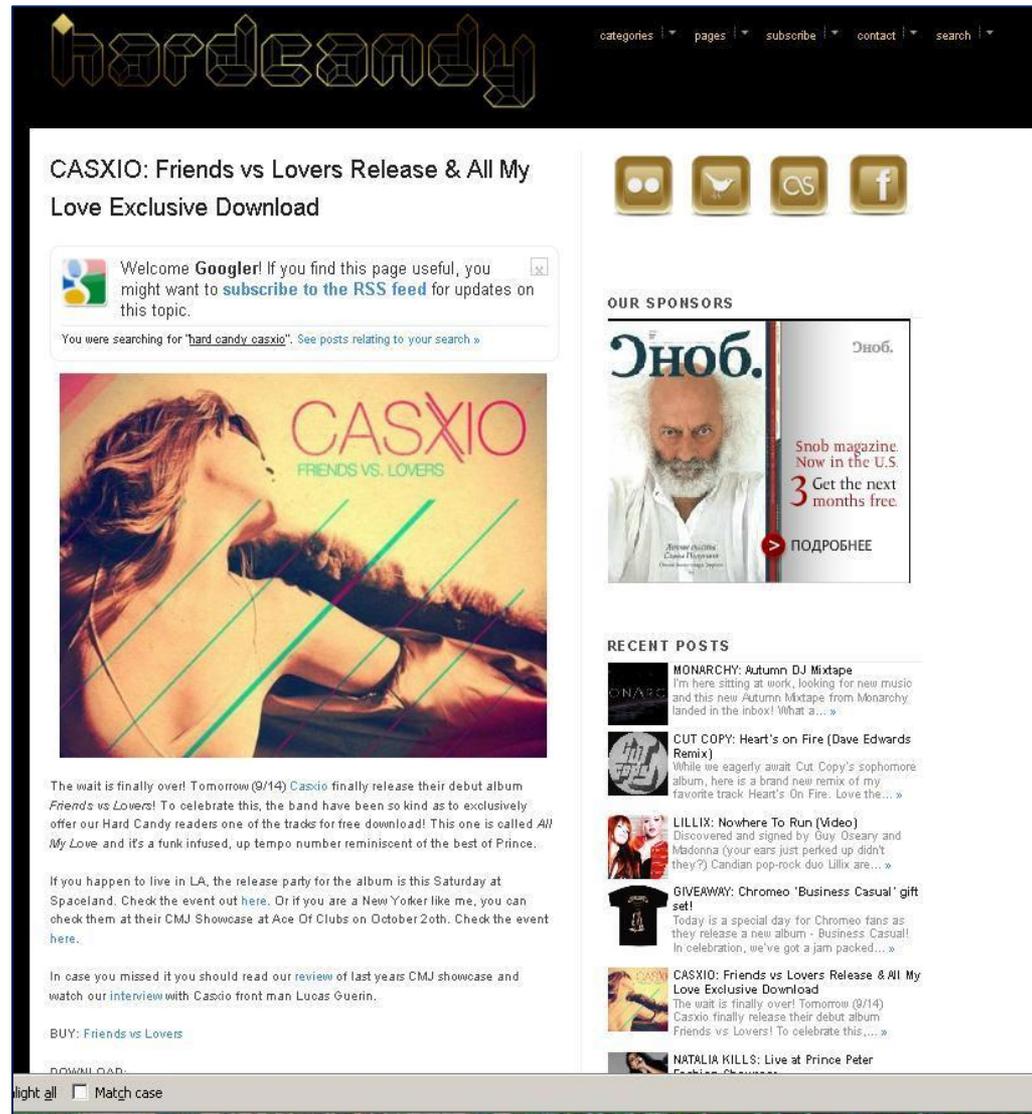
- Drew is an established songwriter who was born in Memphis Tennessee and now resides in Nashville.
- His backing band, The Neighbors, features his wife, Ellie, who co-writes his songs.
- Drew Holcomb & The Neighbors have released three albums: *Washed in Blue* (2005), *Passenger Seat* (2008) and their brand new album [Chasing Someday](#) (2011) from which "Fire and Dynamite" is taken.
- The band has a huge following in the contemporary Americana scene, and has had songs appear in the TV series' *Amy Wives*, *United States of Tara* and *The Cleaner*.

• For more info check out the [Official Website](#).

use  
PROMO  
CODE  
ART30

60  
CHRONICLE BOOKS

- 🎧 A key force in music discovery and marketing
- 🎧 Relationships with some of the most important sites that help shape the marketplace
- 🎧 Mailing list of over 500 sites around the world
- 🎧 INgrooves alerts blogs of new records, gives free downloads, and options to engage further with artists
- 🎧 Arrange interviews, album reviews, custom playlists, and other customized promotions

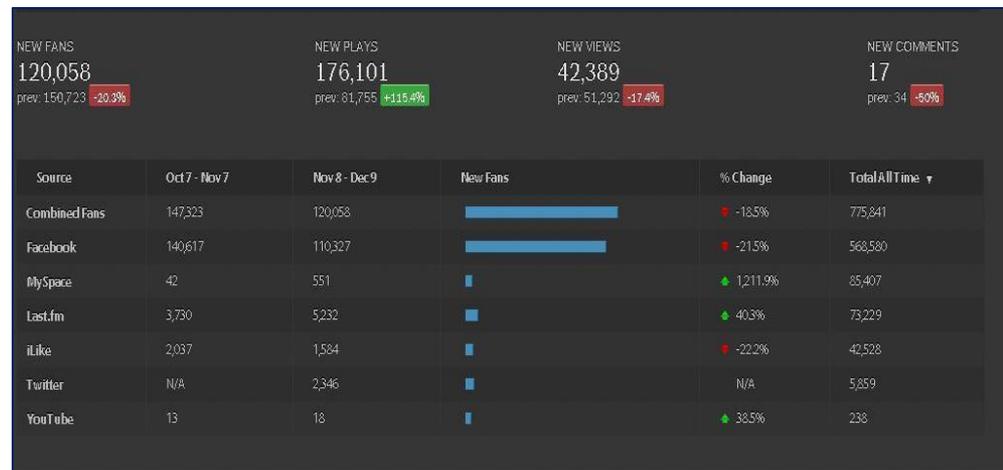
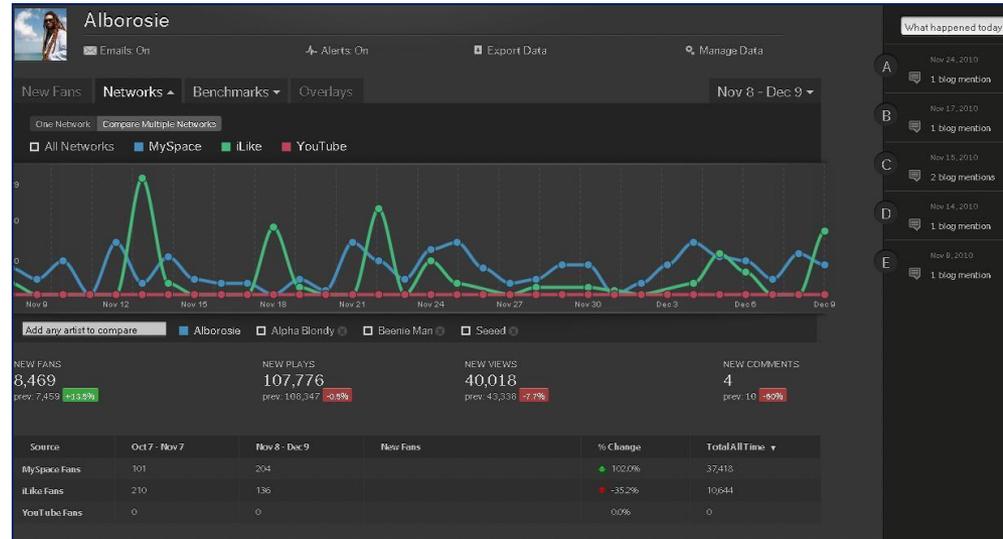


The screenshot shows the Hard Candy website with a blog post titled "CASXIO: Friends vs Lovers Release & All My Love Exclusive Download". The page features a navigation bar with "categories", "pages", "subscribe", "contact", and "search". Below the navigation bar are social media icons for YouTube, Twitter, CS, and Facebook. A "OUR SPONSORS" section features an advertisement for Snob magazine. A "RECENT POSTS" section lists several articles, including "MONARCHY: Autumn DJ Mixtape", "CUT COPY: Heart's on Fire (Dave Edwards Remix)", "LILLIX: Nowhere To Run (Video)", "GIVEAWAY: Chromeo 'Business Casual' gift set!", and "CASXIO: Friends vs Lovers Release & All My Love Exclusive Download". The main content area includes a search bar, a welcome message for Google, and a search result for "hard candy casxio". The featured image is the album cover for CASXIO: Friends vs. Lovers, showing a woman in a desert landscape. Below the image is the text: "The wait is finally over! Tomorrow (9/14) Casxio finally release their debut album *Friends vs Lovers!* To celebrate this, the band have been so kind as to exclusively offer our Hard Candy readers one of the tracks for free download! This one is called *All My Love* and it's a funk infused, up tempo number reminiscent of the best of Prince. If you happen to live in LA, the release party for the album is this Saturday at Spaceland. Check the event out [here](#). Or if you are a New Yorker like me, you can check them at their CMJ Showcase at Aoe Of Clubs on October 20th. Check the event [here](#). In case you missed it you should read our review of last years CMJ showcase and watch our interview with Casxio front man Lucas Guerin. BUY: [Friends vs Lovers](#) DOWNLOAD: [Friends vs Lovers](#) Light all  Match case

- 🎧 Connections to various traditional media outlets that fall outside the realm of our weekly partners
  - Local print press (San Francisco Weekly)
  - Industry magazines (Mixmag)
  - Terrestrial radio (Live 105 and Pacifica networks)

# Metrics – Next Big Sound

 Monitor web traffic of all major networks including Facebook and YouTube



# Metrics – Big Champagne

Allow side-by-side comparisons against similar artists in the workplace

**BCDash** Sign Out | Subscriber Support | Kush Arora's Account | BigChampagne  
Friday, December 10, 2010 - 07:03 PM

**Broadcast**

**Gyptian - Beautiful...**

Vitals

Prev	Curr	Source
32,031	34,527	↓-2496 AOL - songs - broadcast
19,483	18,244	↑+1239 Mediabase
7,548	7,668	↓-120 MySpace - songs - streaming - daily
7,919	8,730	↓-811 MySpace - songs - streaming - wee
-	11,427	Napster - songs - purchases
17,269	19,575	↓-2306 Napster - songs - subscription down
22,838	25,170	↓-2332 Napster - songs - subscription plays
-	-	TopSwaps - USA
20,800	20,732	↑+68 Yahoo! Music - songs - broadcast -

**Gyptian - Beautiful...**

Yahoo! Music - songs - broadcast - weekly

**Clear Channel**

songs - videos - on demand

Date: 11/28/2010-12/04/2010

LW	TW +	Artist	Track
01	01	Travie McCoy	Billionaire
04	02	↑+2 Rihanna	What's My Name
02	03	↓-1 Mike Posner	Please Don't Go
13	04	↑+9 Pink	Raise Your Glass
45	05	↑+40 Bruno Mars	Grenade
24	06	↑+18 Katy Perry	Firework
03	07	↓-4 Mohombi	Bumpy Ride
05	08	↓-3 Nelly	Just A Dream
09	09	Dirty Money	Love Comes Down
08	10	↓-2 Nicki Minaj	Your Love

**Gyptian - Beautiful...**

TopSwaps - USA

**Index**

12.05; 0.75



Day 1.3 2.28 4.25 6.20 8.15 10.10 12.5



🎧 These services assist in measuring:

- Fan activity
- Social network activity and comparisons (Facebook, Last.fm, MySpace, iLike, Twitter)
- Chart activity at digital and physical retailers

**END**



**INGrooves**  
MUSIC DELIVERED. MUSIC MARKETED.