



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
- 138 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

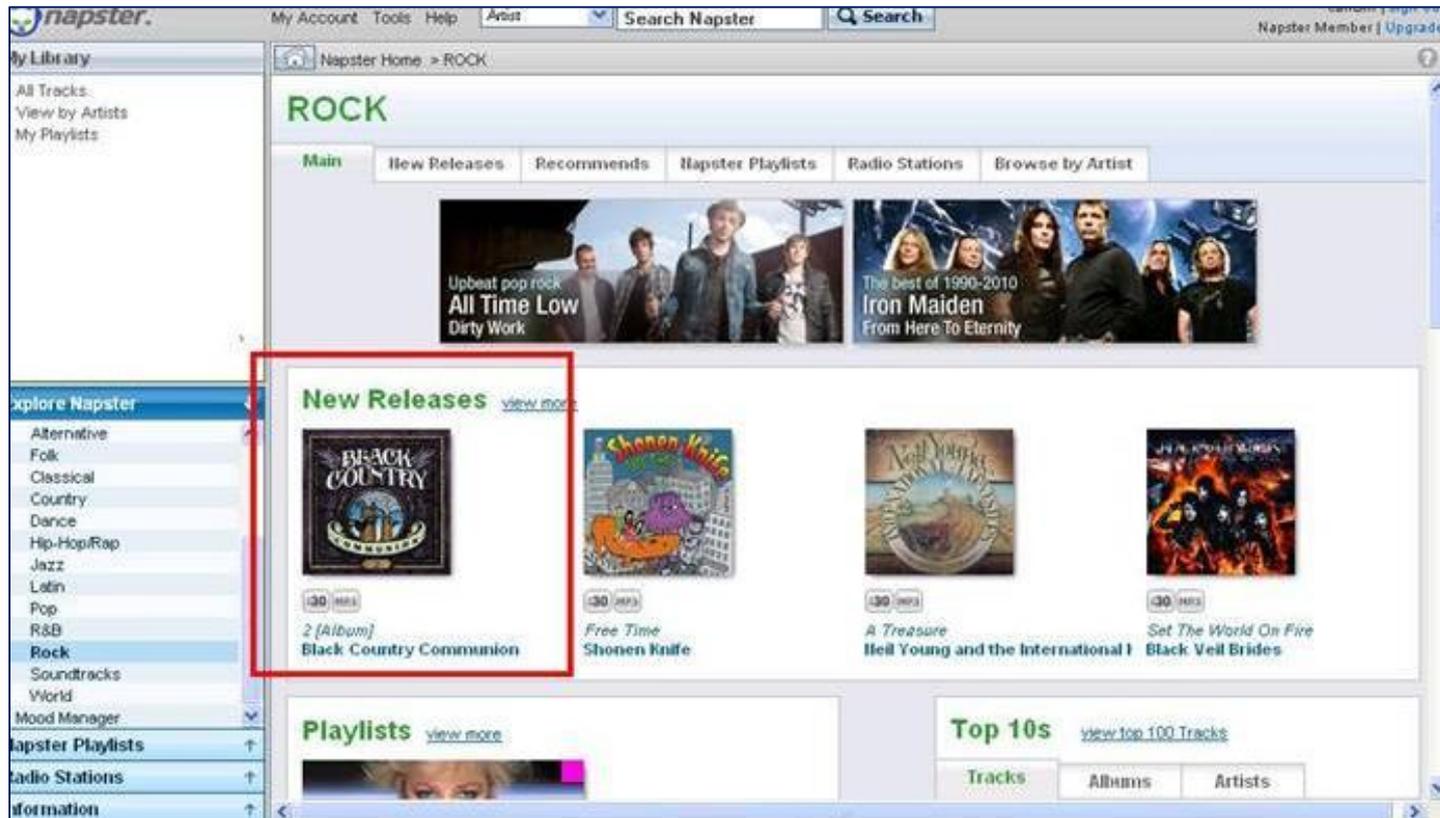
Great Prices on Radio 1's Live Lounge Compilations

- 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

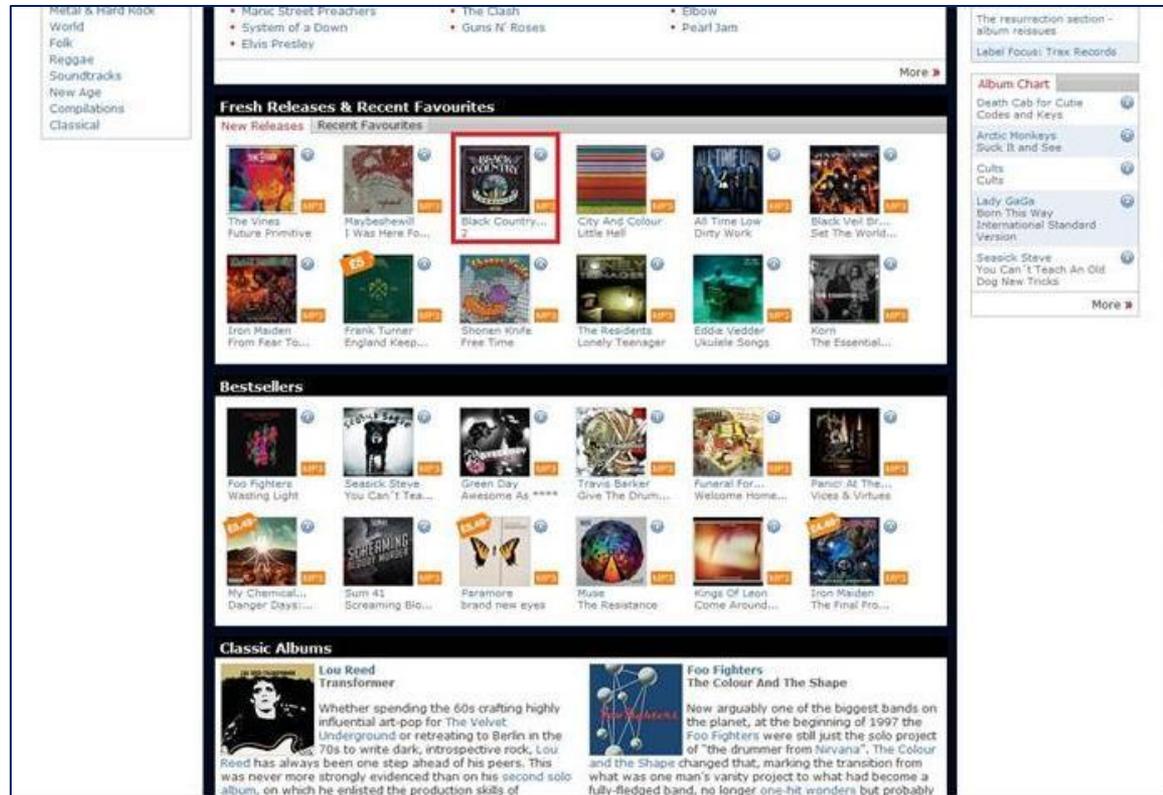
- 🎧 Genre page feature placement
- 🎧 Artist playlist feature placement



The screenshot displays the Napster UK/GAS website interface for the 'ROCK' genre. The page is titled 'ROCK' and includes a navigation bar with 'Main', 'New Releases', 'Recommendations', 'Napster Playlists', 'Radio Stations', and 'Browse by Artist'. The 'New Releases' section is highlighted with a red box and features 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. The left sidebar shows a navigation menu with 'Rock' selected.

7 Digital UK/GAS/AUS

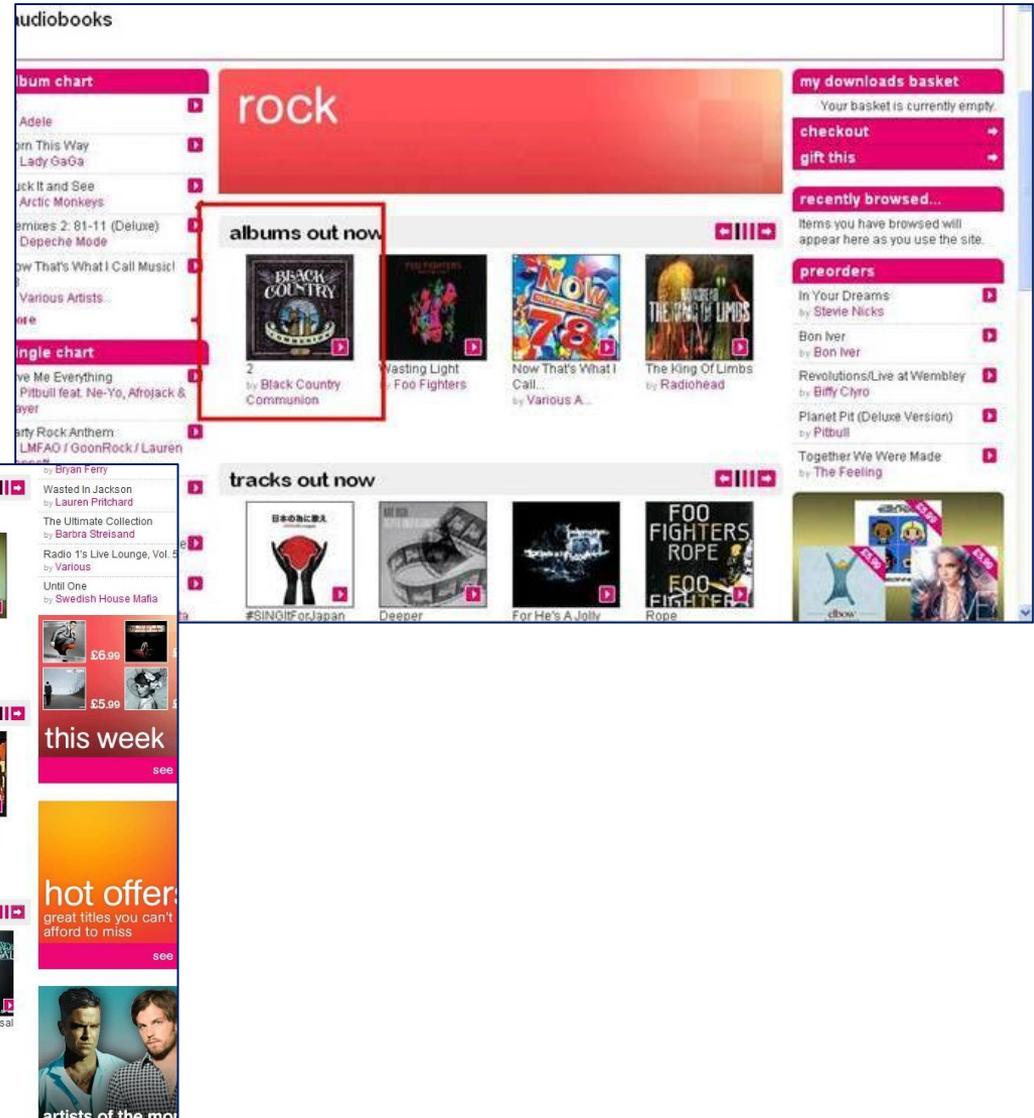
- 🎧 Pre-order feature placement
- 🎧 Free MP3 feature placement
- 🎧 Genre page feature placement



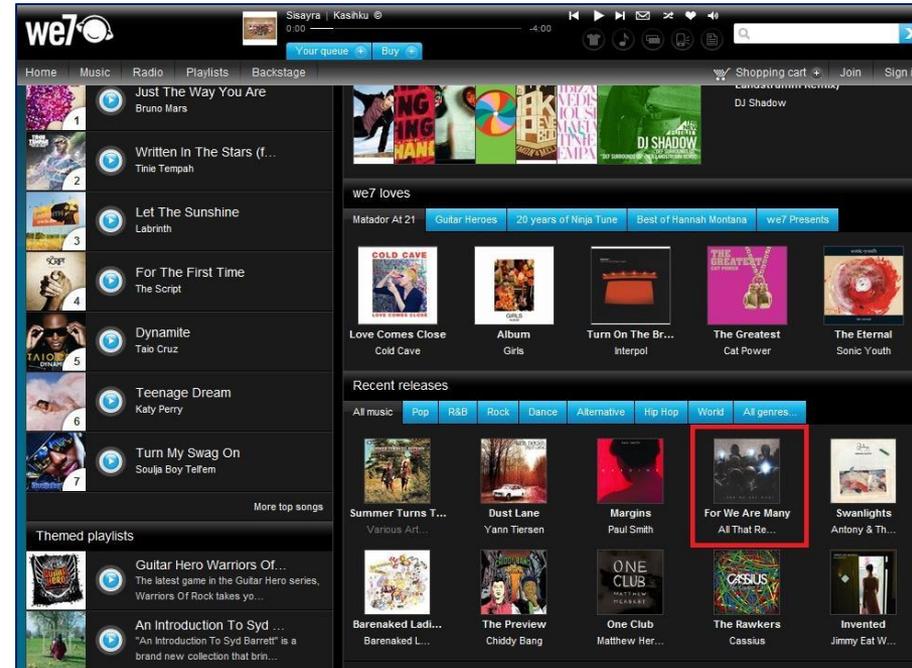
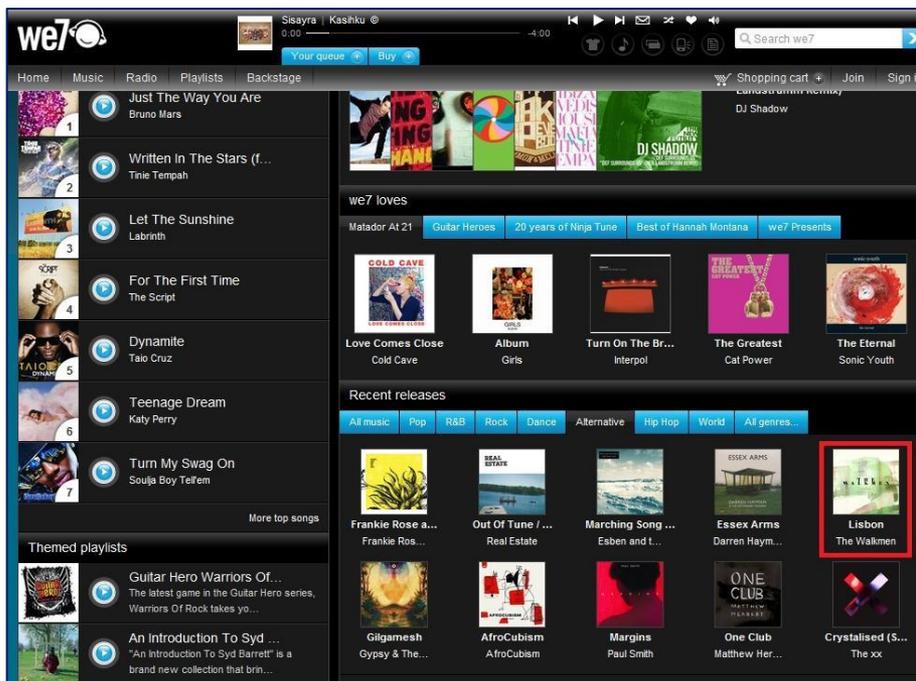
The screenshot displays the iNgrooves website interface. On the left, a navigation menu lists genres: Metal & Hard Rock, World, Folk, Reggae, Soundtracks, New Age, Compilations, and Classical. The main content area is divided into sections: 'Fresh Releases & Recent Favourites' (with sub-sections for '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 'Lou Reed Transformer' and 'Foo Fighters The Colour And The Shape'. On the right, there is an 'Album Chart' section with a list of albums and a 'More' link.

🎧 Genre page feature placement

🎧 Editor's Choice feature placement



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



Retailers Continued

Play.com (UK)

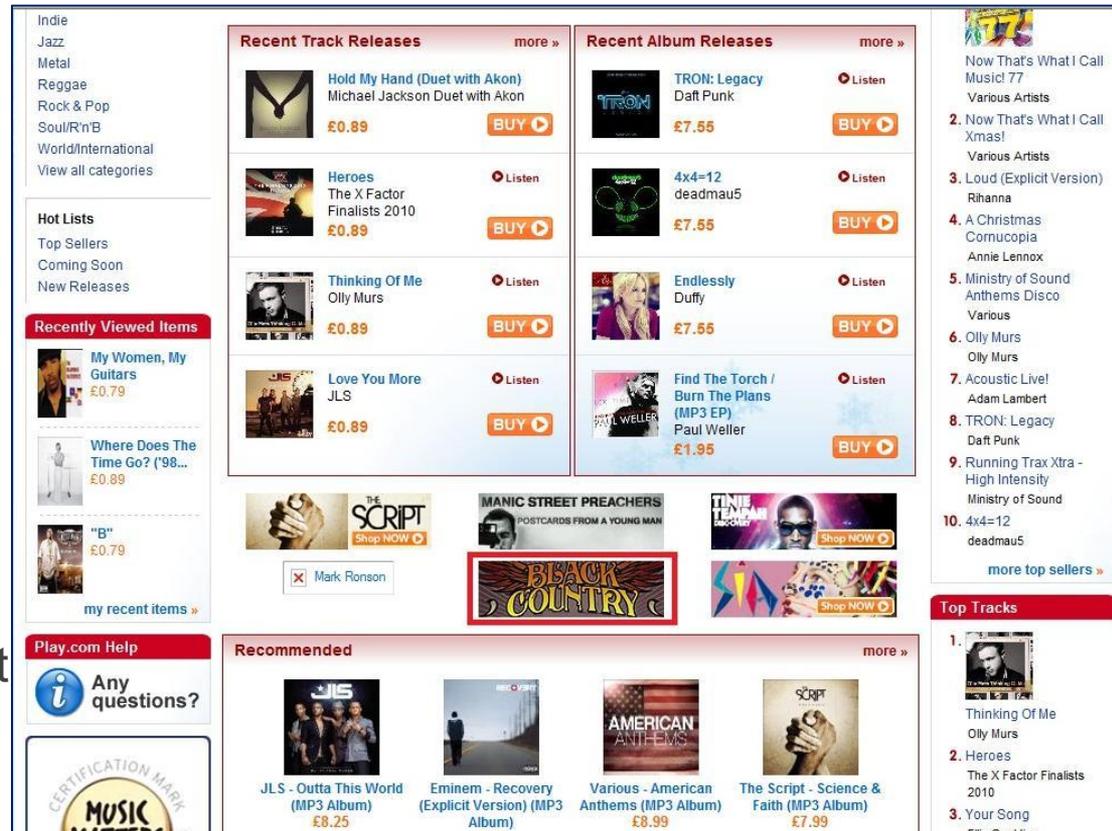
- Genre page feature placement – **“Editor’s Pick”**

Starzik (FR)

- Main page feature placement
- Genre page feature placement

FNAC (FR)

- Selections feature placement

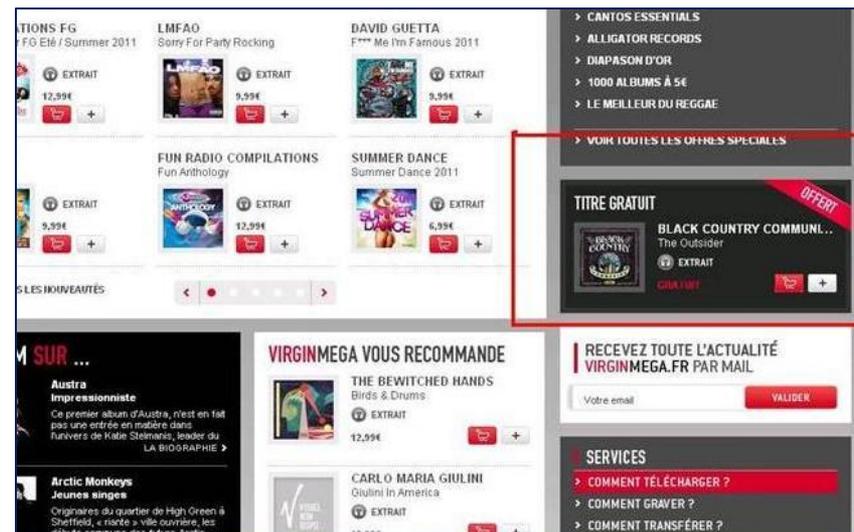
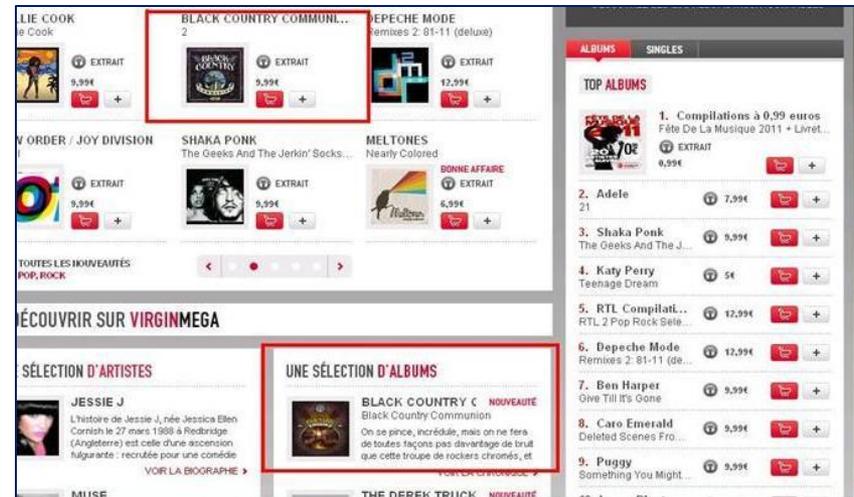


The screenshot displays the Play.com website interface with several key sections:

- 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)
- 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 (The Script)
 - Manic Street Preachers (Postcards from a Young Man)
 - Black Country
- 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
- Other Tracks:**
 - 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



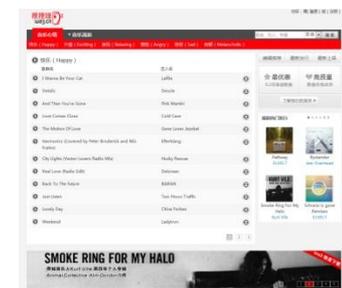


🎧 Services provided to INgrooves clients

- 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

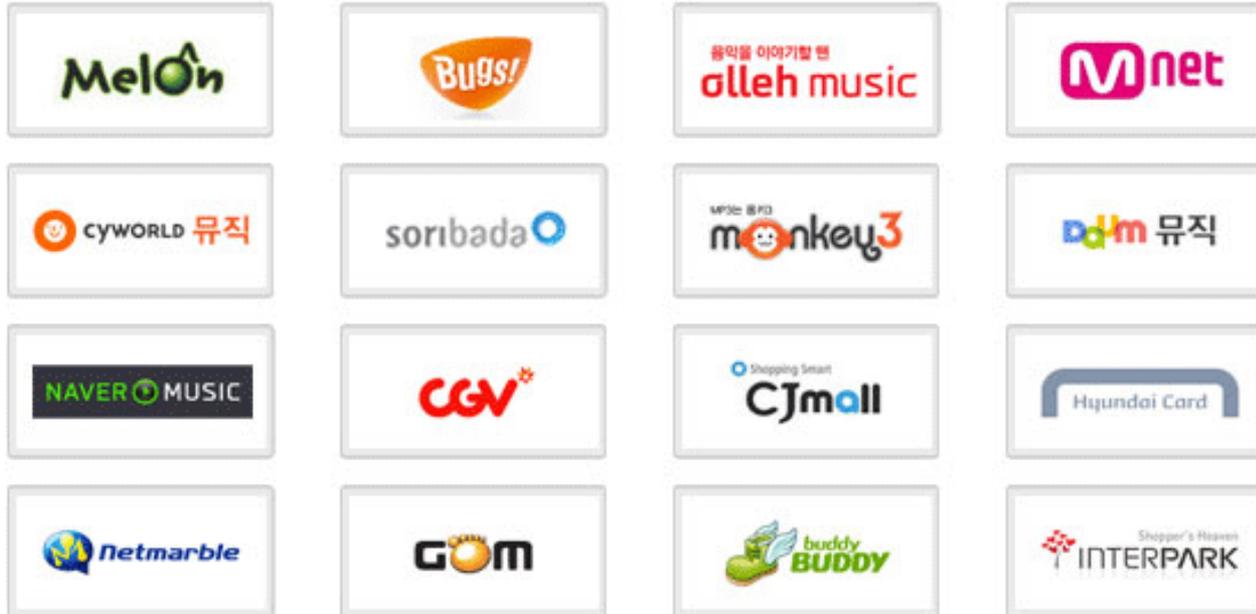
(Source: Music Week 16.04.2011)

- 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



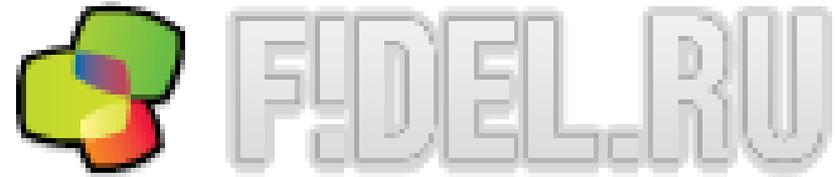
Opportunities in 2012

- 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**

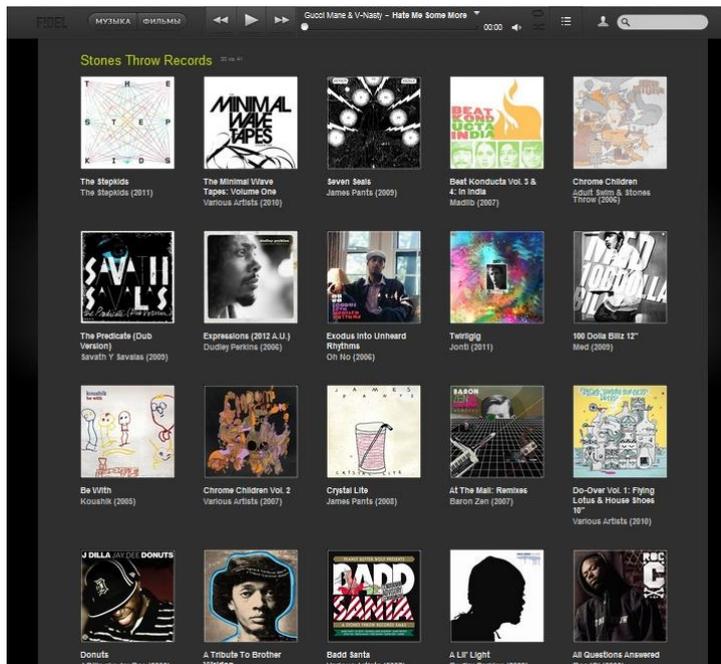


About the service

- 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”)

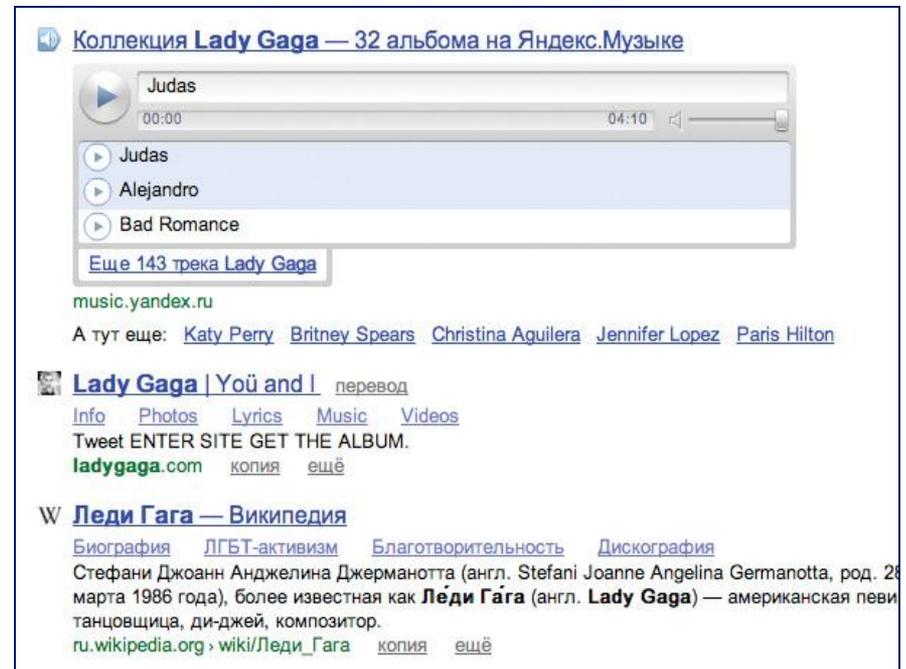
About the service

- 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.

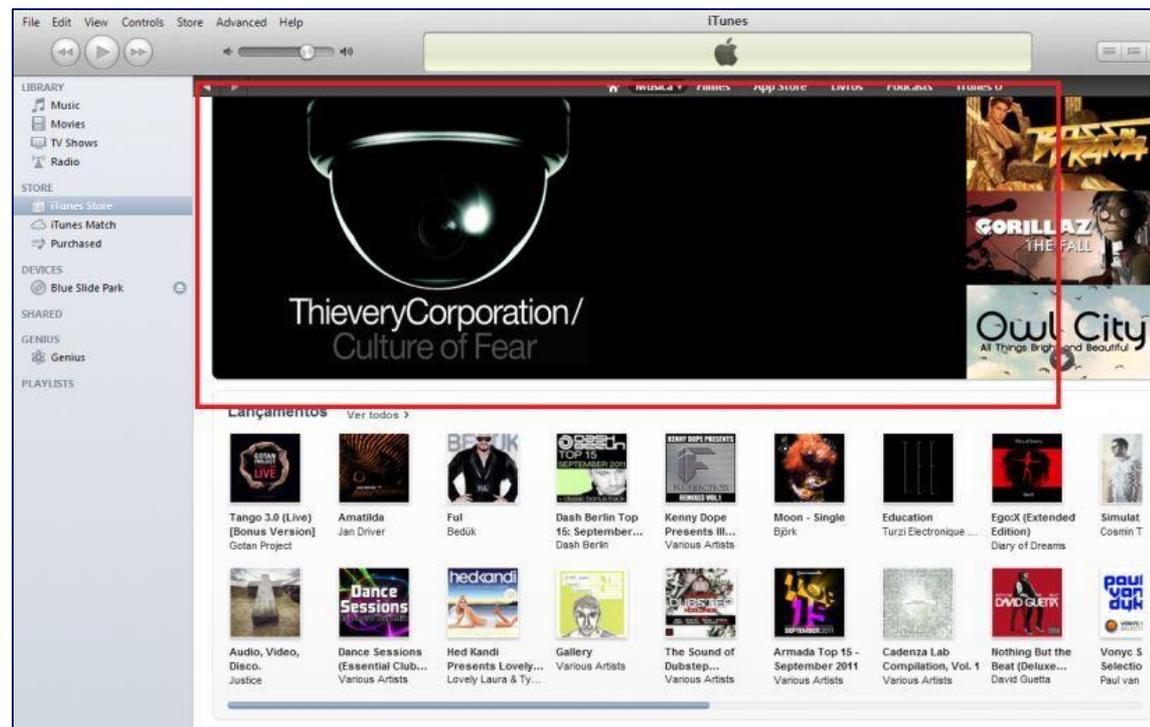
ru.wikipedia.org/wiki/Леди_Гага [копия](#) [ещё](#)

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

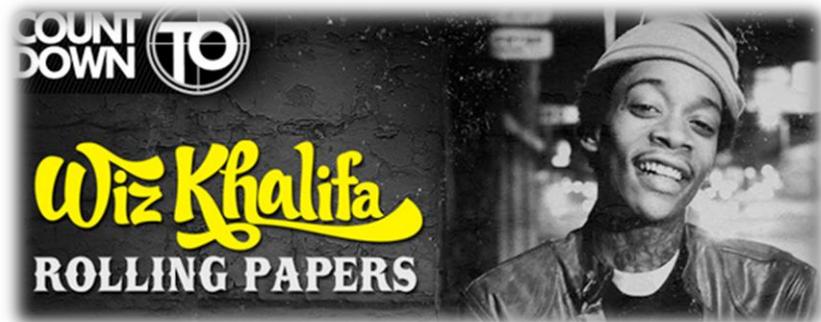
iTunes LP

- 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

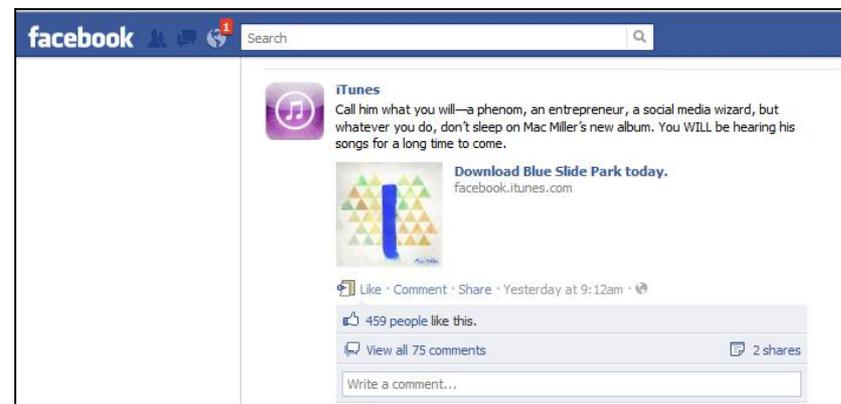
 **Urban Outfitters Monthly Playlist**

- Free song featured on monthly downloadable playlist on urbanoutfitters.com

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

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

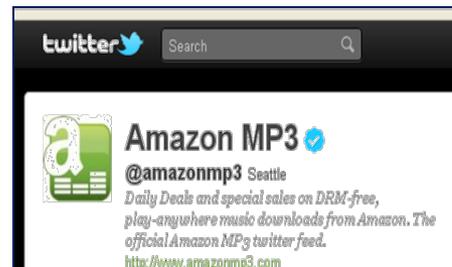
 **Starbucks Pick of the Week**



UO Music - LSTN



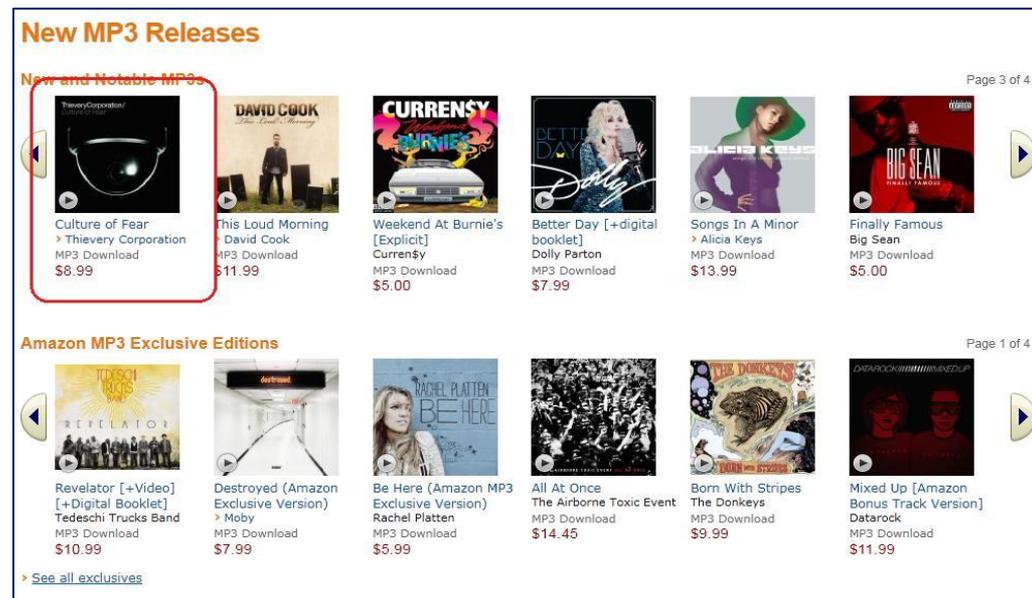
- 🎧 **Song of the Day**
 - Discounted song featured prominently on MP3 home page, MP3 newsletter, and **Gold Box Deals** featured on Amazon home page



- 🎧 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

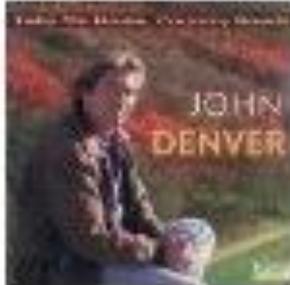


Deal of the Day

- Prominent placement on AmazonMP3.com for one day
- Highly discounted price – full wholesale is paid for by Amazon MP3



MP3 Daily Deal



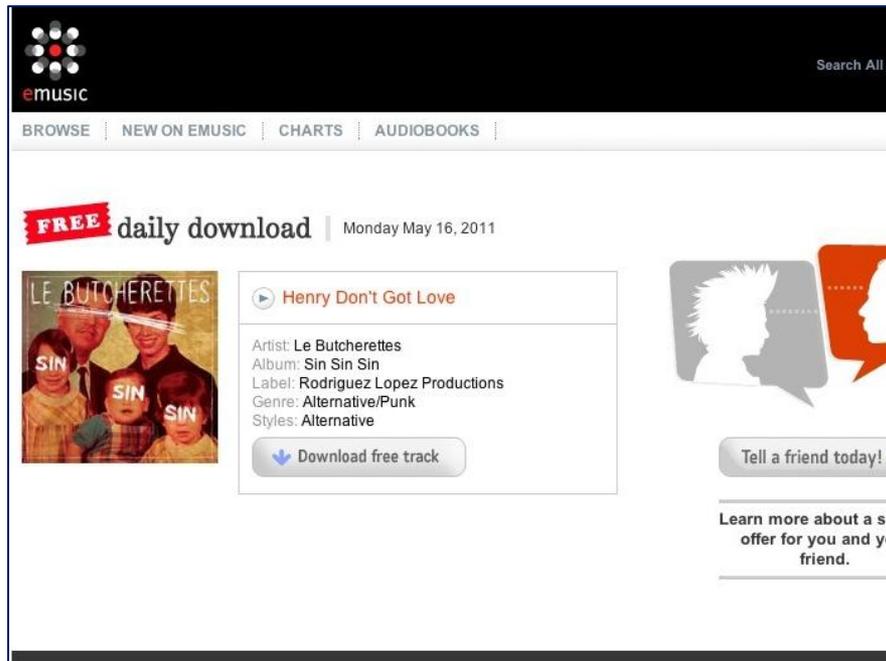
Today's special:
The John Denver Collection,
Vol. 1: Take Me Home Country Roads.

> Today's price: \$3.99

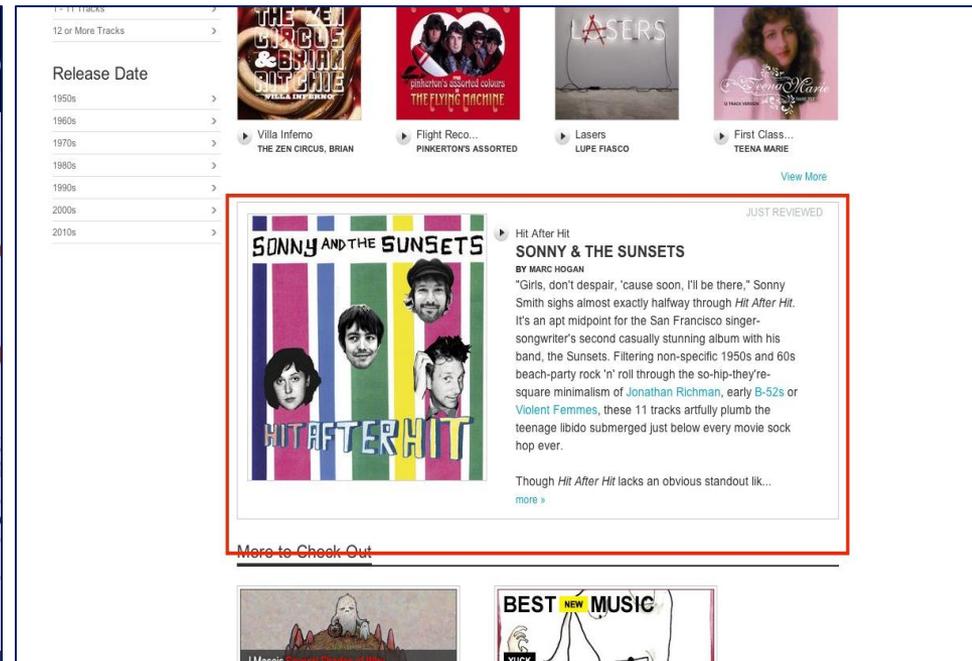
100/\$5

- 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. A navigation bar includes links for BROWSE, NEW ON EMUSIC, CHARTS, and AUDIOBOOKS. A prominent banner for "FREE daily download" is dated Monday May 16, 2011. Below this, a featured album by Le Butcherettes, "Sin Sin Sin", is displayed with a "Download free track" button. To the right, there 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. A "Release Date" filter is set to "1950s". A row of album covers is visible, including "Villa Inferno" by The Zen Circus, "Flight Recorder" by Pinkerton's Assorted, "Lasers" by Lupe Fiasco, and "First Class" by Teena Marie. The main review section, titled "Hit After Hit" by Marc Hogan, features a red-bordered box around the album cover and text describing the album as a "casually stunning album" with "artfully plumb" tracks. A "More to Check Out" section at the bottom shows "J Mascis" and "BEST NEW MUSIC".

🎧 Genre page feature placement

🎧 **Artist of the Week**

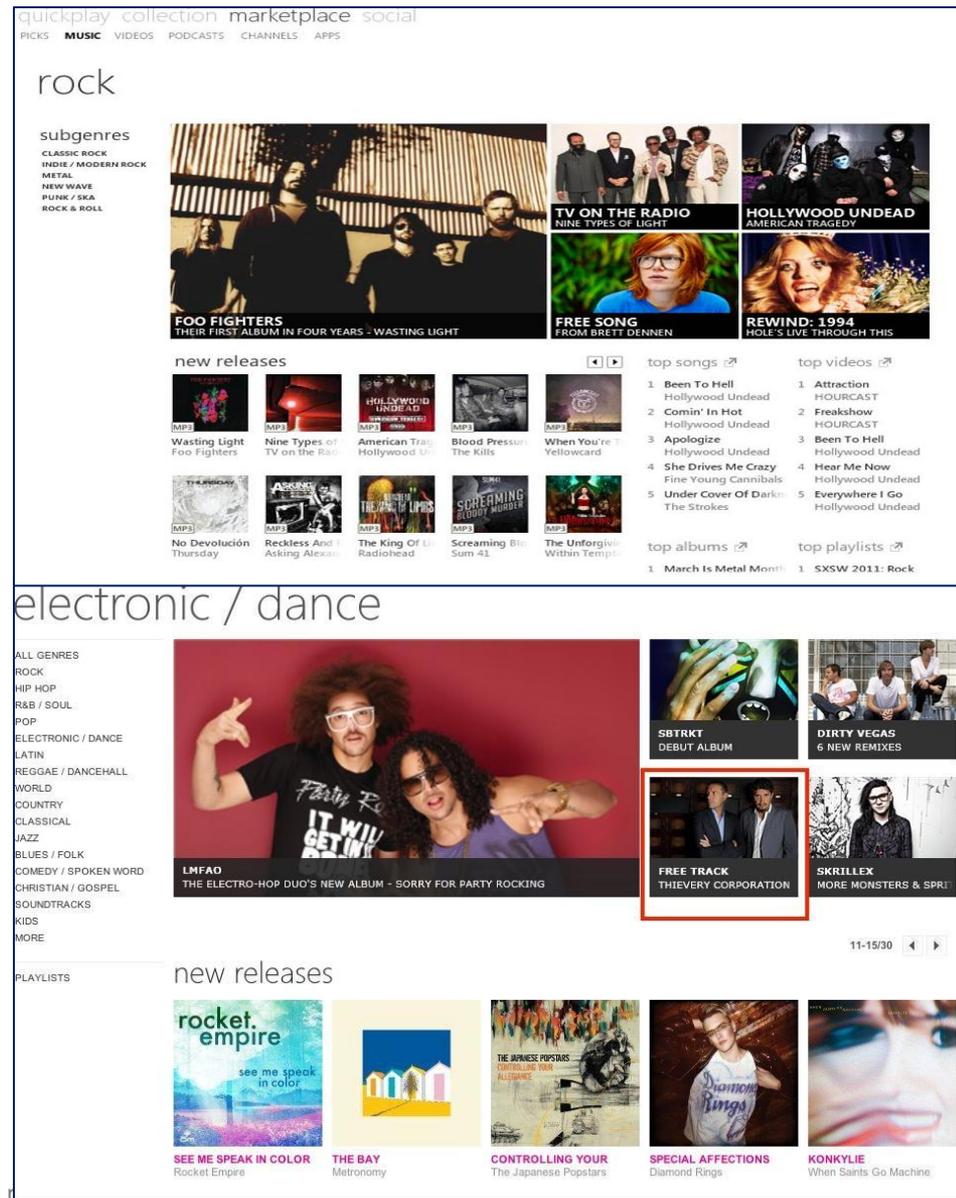
- Home page, genre page, Xbox Live, Zune on WP7

🎧 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 (THEIR FIRST ALBUM IN FOUR YEARS - WASTING LIGHT), TV ON THE RADIO (NINE TYPES OF LIGHT), HOLLYWOOD UNDEAD (AMERICAN TRAGEDY), FREE SONG (FROM BRETT DENNEN), and REWIND: 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 Lumineers), The King Of Limbs (Radiohead), Screaming Blood (Sum 41), and 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:** LMFAO (THE ELECTRO-HOP DUO'S NEW ALBUM - SORRY FOR PARTY ROCKING), SBTRKT (DEBUT ALBUM), DIRTY VEGAS (6 NEW REMIXES), FREE TRACK (THEEVERY CORPORATION), and SKRILLEX (MORE MONSTERS & SPROUTS).
 - new releases (bottom):** rocket empire (see me speak in color), THE BAY (Metronomy), CONTROLLING YOUR MIND (The Japanese Popstars), SPECIAL AFFECTIONS (Diamond Rings), and KONKYLIE (When Saints Go Machine).

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

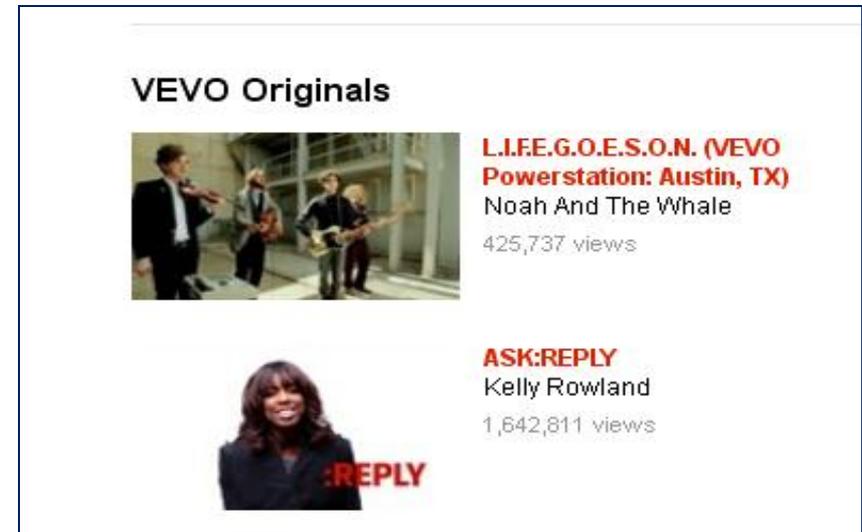
Pitch Vevo.com home page music video premiere or feature placement

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

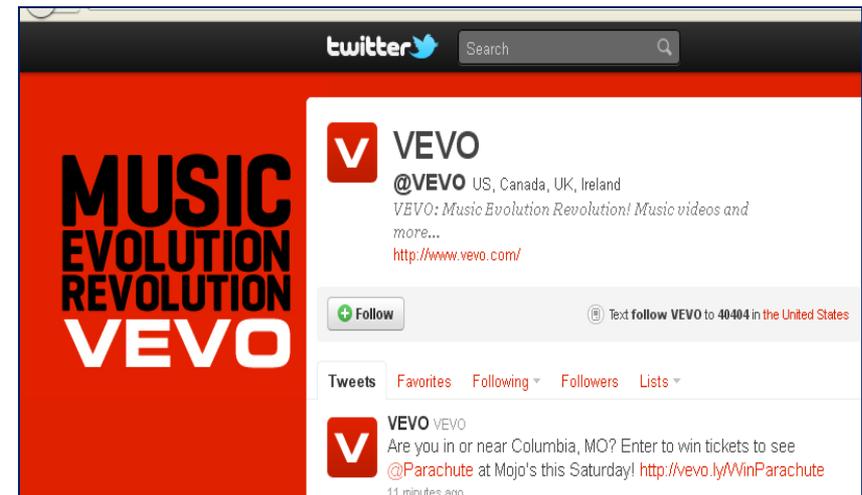
Music video mention on Vevo's Twitter page



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/>

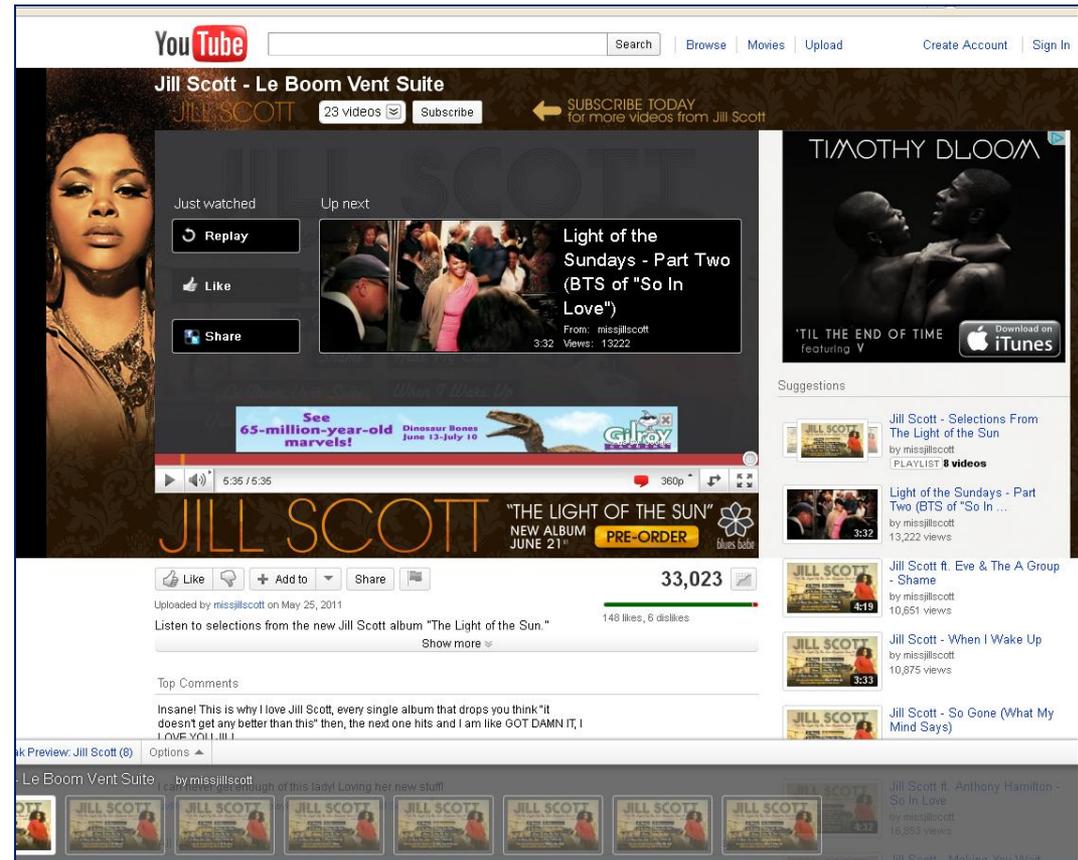
+ Follow Text follow VEVO to 40404 in the United States

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

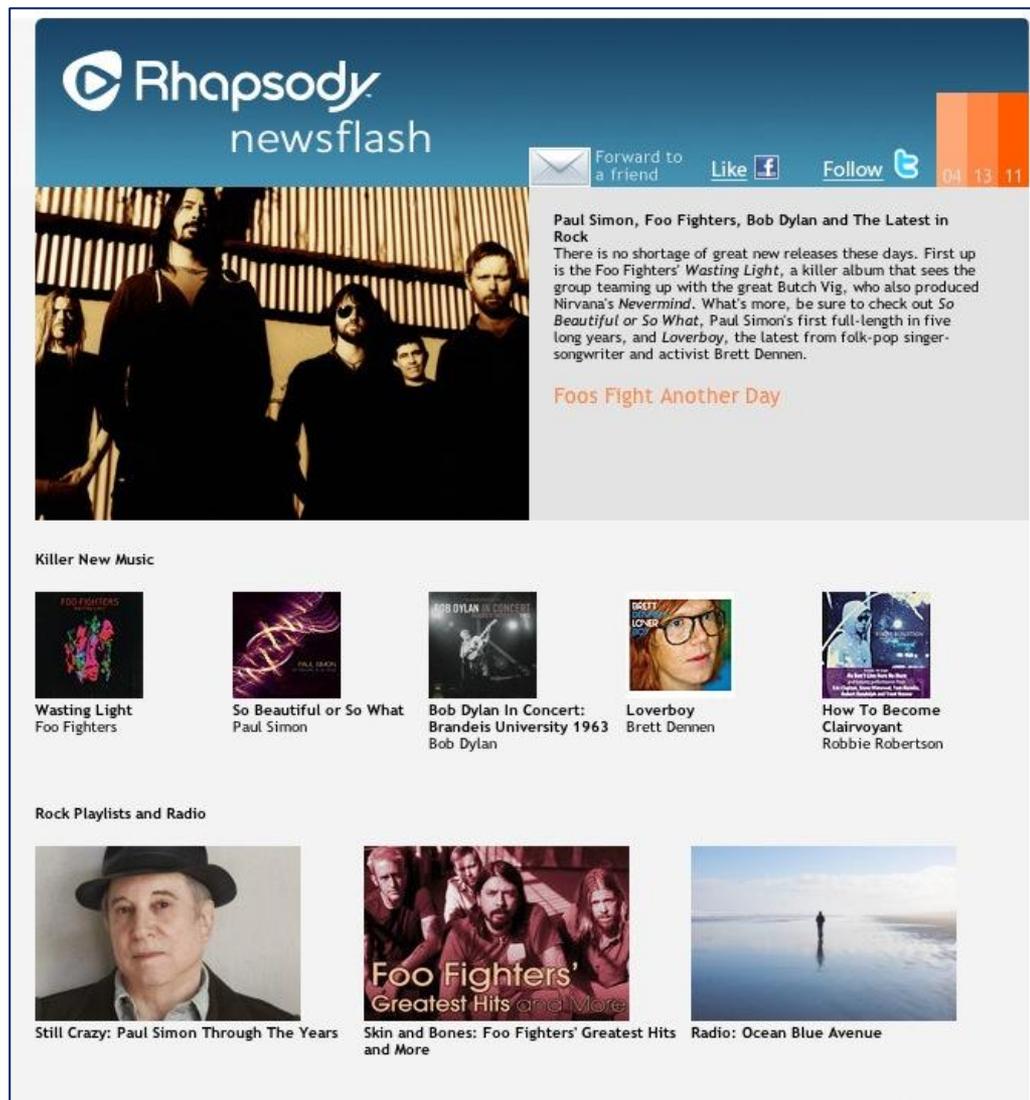
Sneak Preview

- 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 titled "Light of the Sundays - Part Two (BTS of 'So In Love')". Below the video player, there are social media interaction buttons (Like, Add to, Share) and a view count of 33,023. The video was uploaded by missjillscott on May 25, 2011. The description mentions "Listen to selections from the new Jill Scott album 'The Light of the Sun.'" and "Show more". The comments section shows a top comment: "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 shows suggestions for other videos by missjillscott, including "Jill Scott - Selections From The Light of the Sun", "Light of the Sundays - Part Two (BTS of 'So In ...)", "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



Rhapsody newsflash

Forward to a friend Like Follow 04 13 11

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.

Foos Fight Another Day

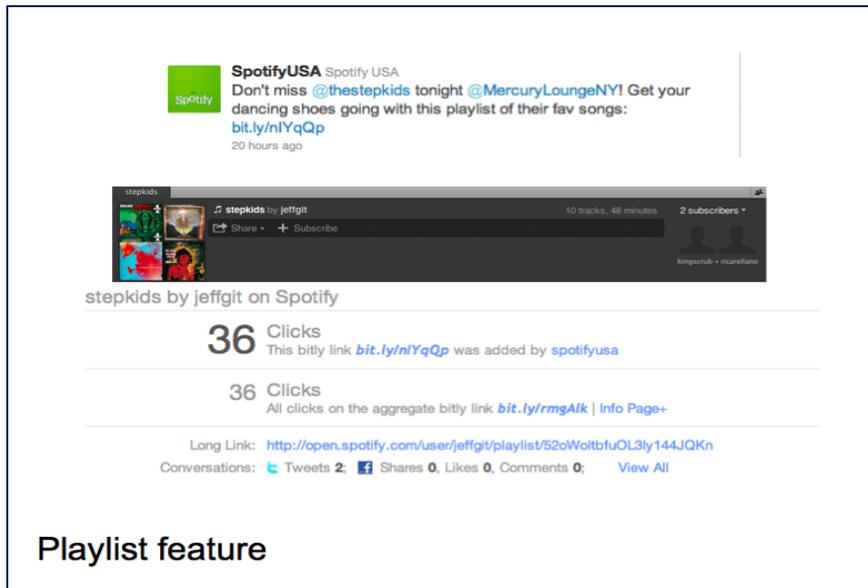
Killer New Music

- Wasting Light**
Foo Fighters
- So Beautiful or So What**
Paul Simon
- Bob Dylan In Concert: Brandeis University 1963**
Bob Dylan
- Loverboy**
Brett Dennen
- How To Become Clairvoyant**
Robbie Robertson

Rock Playlists and Radio

- Still Crazy: Paul Simon Through The Years**
- Skin and Bones: Foo Fighters' Greatest Hits and More**
- 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
20 hours ago

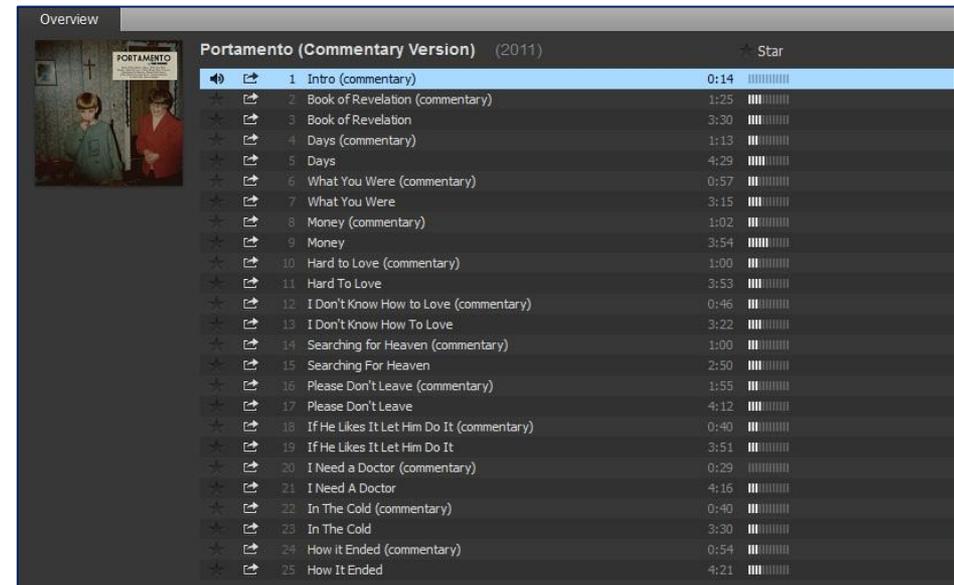
stepkids by jeffgit on Spotify

36 Clicks
This bitly link bit.ly/nlYqQp was added by [spotifyusa](#)

36 Clicks
All clicks on the aggregate bitly link 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

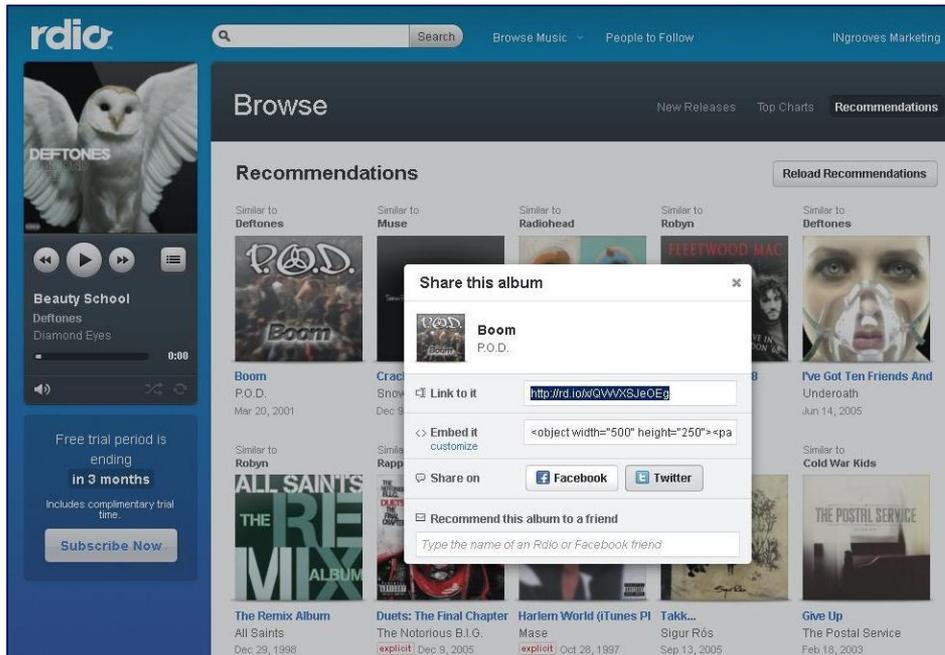


Overview

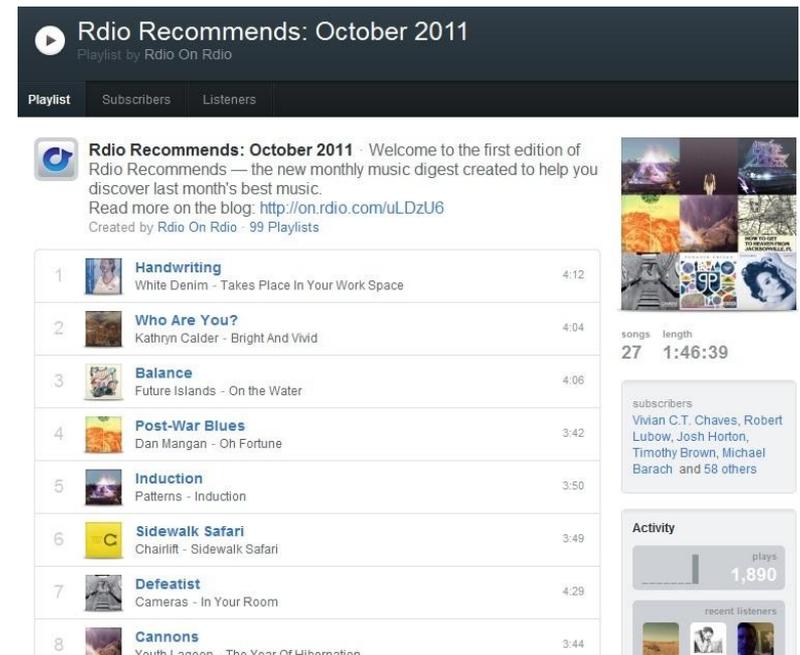
Portamento (Commentary Version) (2011) Star

Track Number	Track Name	Duration
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



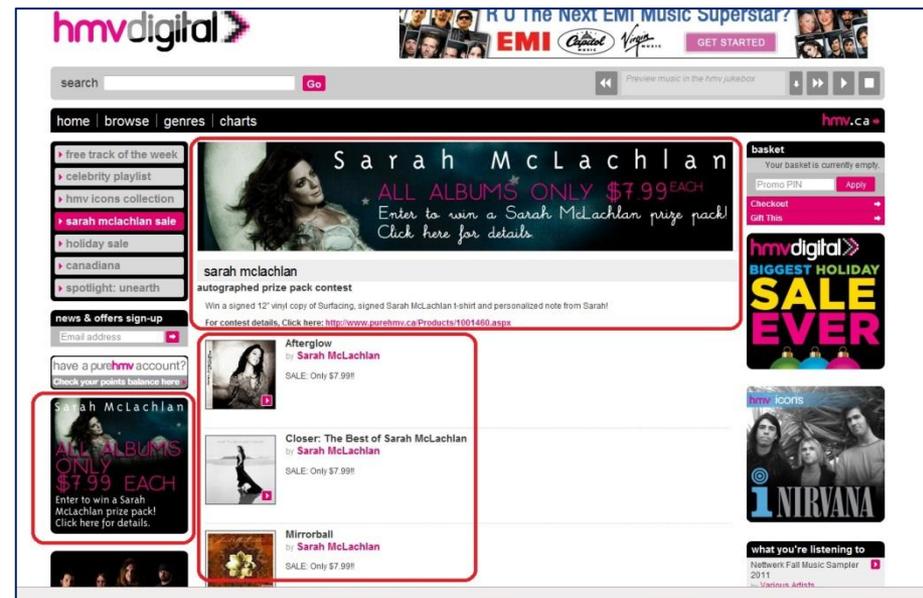
The screenshot shows the Rdio website interface. At the top, there's a search bar and navigation links for "Browse Music" and "People to Follow". The main content area is titled "Browse" and features a "Recommendations" section. A "Share this album" modal is open over the "Boom" album by P.O.D., showing options to "Link to it", "Embed it", "Share on" (Facebook and Twitter), and "Recommend this album to a friend". A music player is visible on the left side, currently playing "Beauty School" by Deftones.



The screenshot shows the "Rdio Recommends: October 2011" playlist page. The header includes the playlist title and "Playlist by Rdio On Rdio". Below the header, there's a "Share this playlist" section with a link to <http://on.rdio.com/uLDzU6>. The main content is a list of 8 songs with their durations and album covers. 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.

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

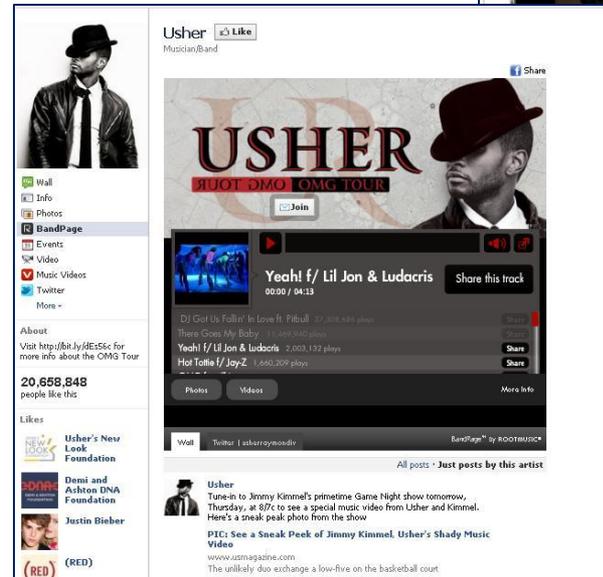
MUSIC DELIVERED. MUSIC MARKETED.

SOCIAL NETWORKING & FAN ENGAGEMENT TOOLS

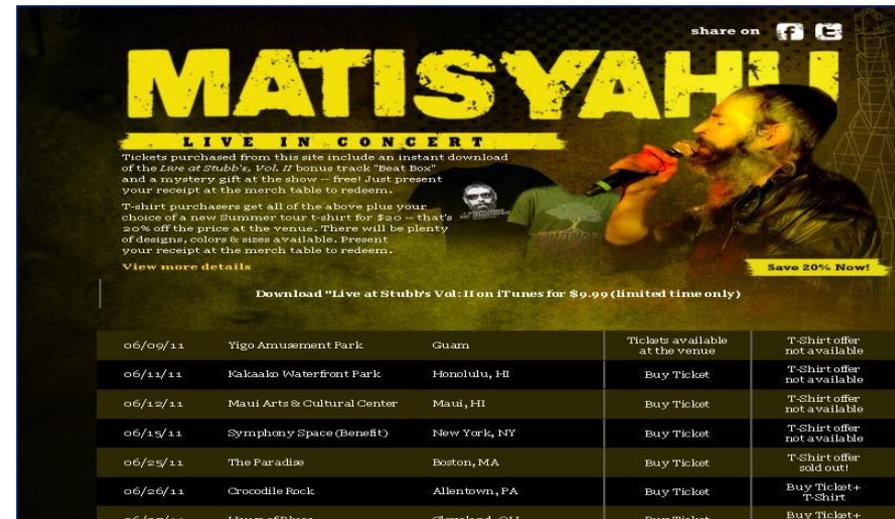
Root Music

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 \$40 - 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	Location	Tickets available at the venue	T-Shirt offer
06/09/11	Yigo Amusement Park	Guam	Tickets available at the venue	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*, *TV on the Radio*, arrives April 12 via *Interstice*, 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
04-10-11-11

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





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MUSIC DELIVERED. MUSIC MARKETED.

ONLINE PARTNERSHIPS

Genre-based features:

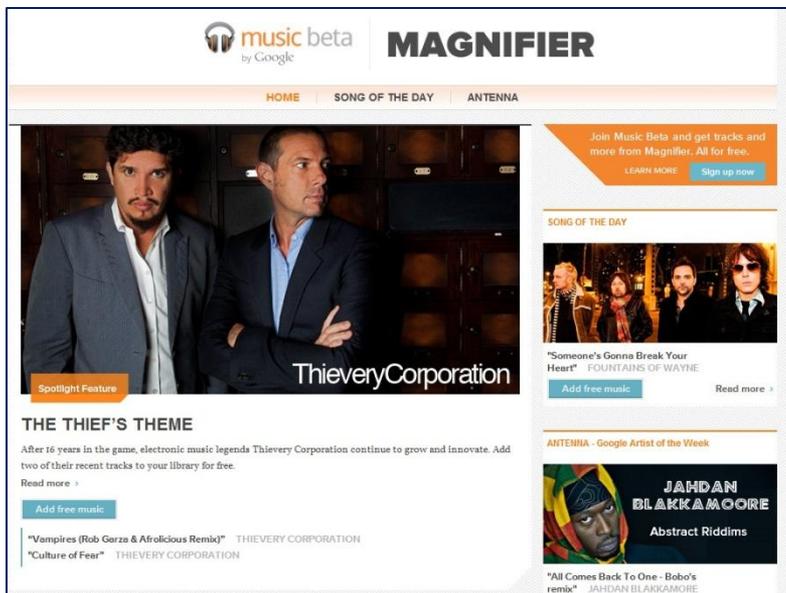
- 🎧 INgrooves works with clients over a variety of genres from all over the world. We are constantly adding new marketing opportunities to keep abreast of these highly competitive genres

Previous campaigns include:

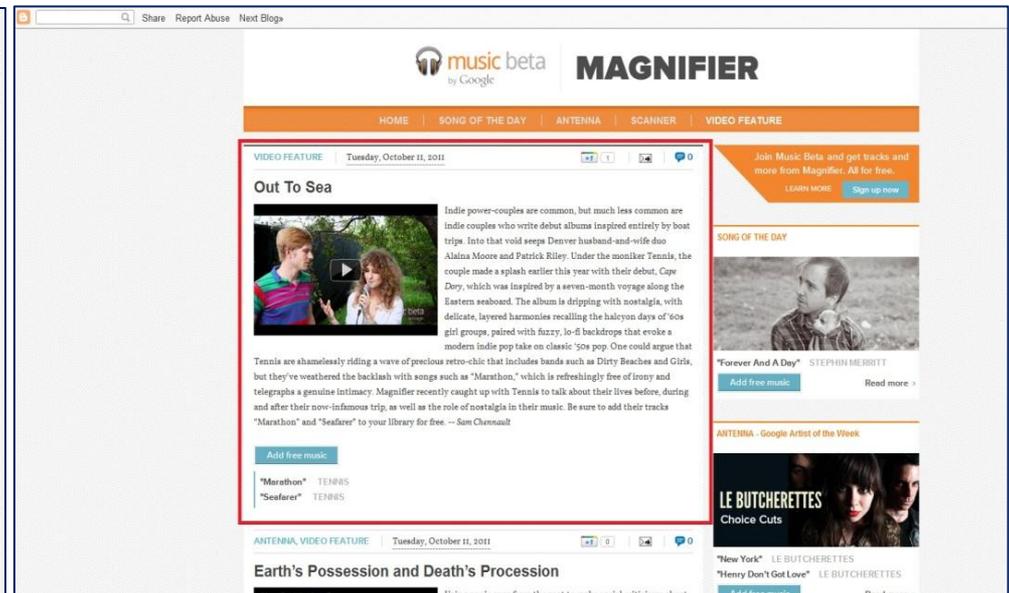
- 🎧 Los Rakas OkayPlayer debut
- 🎧 Nick Cannon MySpace takeover
- 🎧 Lissie featured on Clear Channel/Iheartradio.com
- 🎧 Smith Westerns Facebook/Rdio promotion
- 🎧 Phonte HiphopDX exclusive interview and feature
- 🎧 Drew Seeley interactive chat on Stickam.com –15,843 views
- 🎧 Casxio feature on Hardcandy.com
- 🎧 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



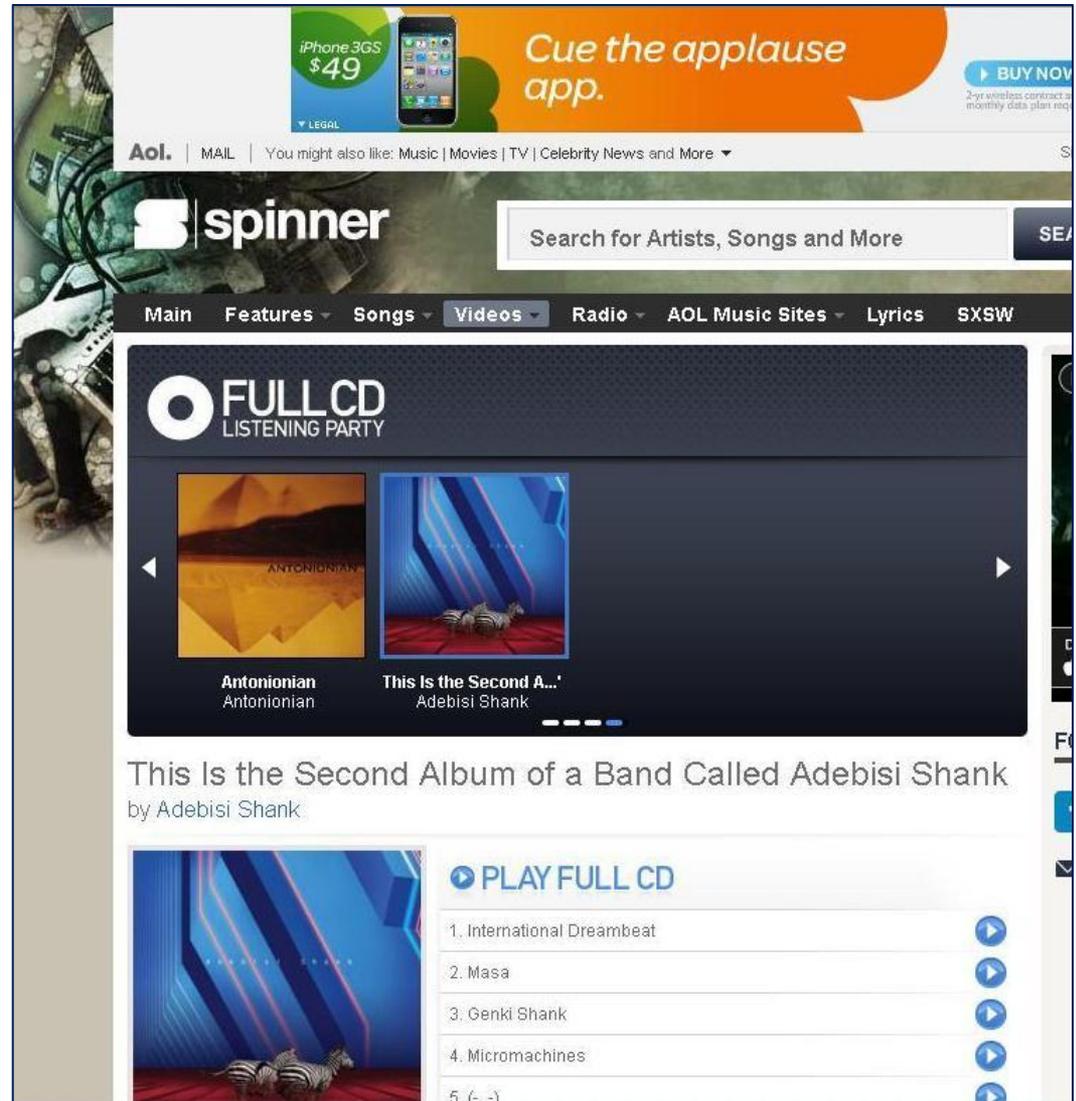
The screenshot shows the Google Music Magnifier website interface. At the top, there's a navigation bar with 'HOME', 'SONG OF THE DAY', and 'ANTENNA'. The main content area features a large image of Thievery Corporation with the text 'Spotlight Feature' and 'THE THIEF'S THEME'. Below the image, there's a description: 'After 16 years in the game, electronic music legends Thievery Corporation continue to grow and innovate. Add two of their recent tracks to your library for free.' There are 'Add free music' and 'Read more >' buttons. To the right, there's a 'SONG OF THE DAY' section for 'Someone's Gonna Break Your Heart' by FOUNTAINS OF WAYNE, and an 'ANTENNA - Google Artist of the Week' section for JAHNAN BLAKKAMORE with the track 'Abstract Riddims'.



The screenshot shows the Google Music Magnifier website interface with a 'VIDEO FEATURE' highlighted in a red box. The video feature is for 'Out To Sea' by Tennis, dated Tuesday, October 11, 2011. The text describes the band as indie power-couples who write debut albums inspired by boat trips. It mentions their album 'Marathon' and 'Seafarer'. There are 'Add free music' and 'Read more >' buttons. The navigation bar includes 'HOME', 'SONG OF THE DAY', 'ANTENNA', 'SCANNER', and 'VIDEO FEATURE'. Other sections visible include 'SONG OF THE DAY' for 'Forever And A Day' by STEPHIN MERRITT and 'ANTENNA - Google Artist of the Week' for LE BUTCHERETTES with the track 'Choice Cuts'.

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

- A Day in the Life**
 - AOL Spinner creates video content by spending a day with an artist

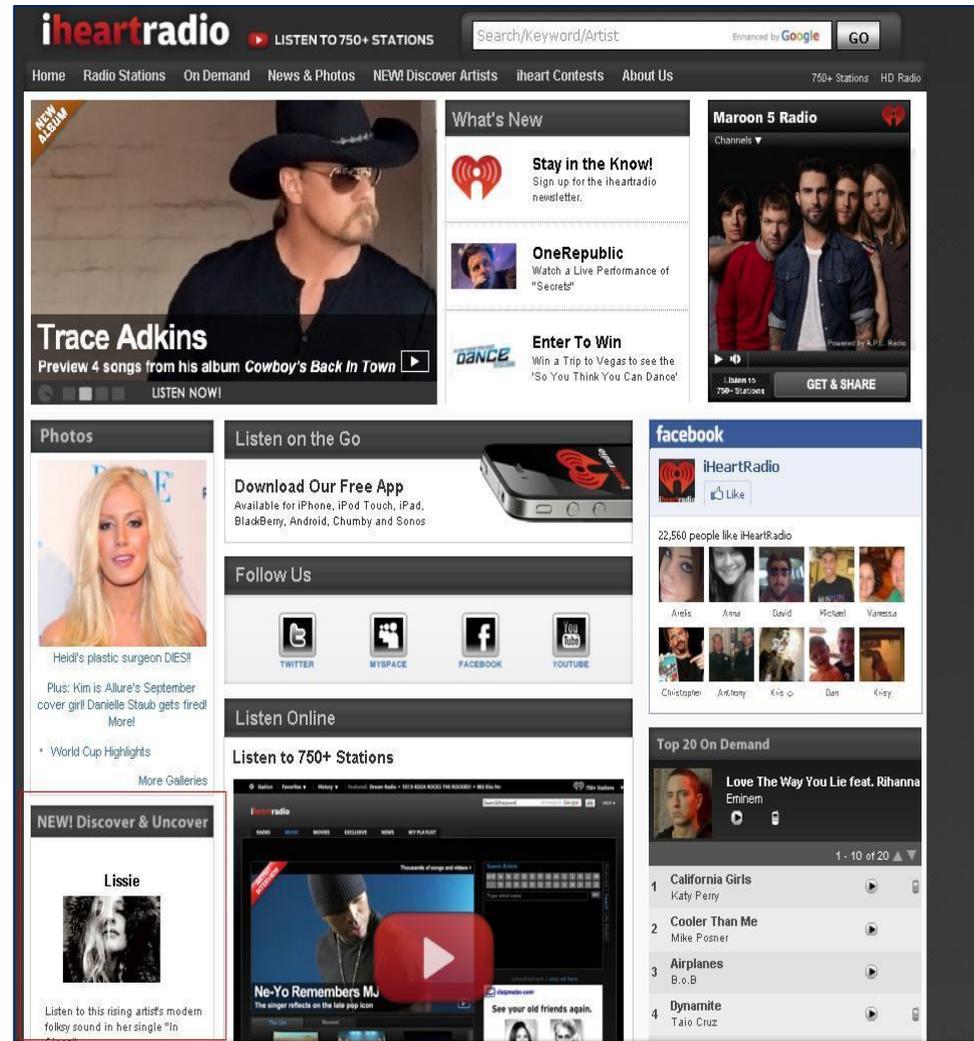


The screenshot shows the AOL Spinner website interface. At the top, there is a navigation bar with 'Aol.' and 'MAIL' links, and a dropdown menu for 'You might also like: Music | Movies | TV | Celebrity News and More'. Below this is the 'spinner' logo and a search bar with the text 'Search for Artists, Songs and More'. The main content area features a 'FULL CD LISTENING PARTY' section. It displays two album covers: 'Antonionian' by Antonionian and 'This Is the Second Album of a Band Called Adebisi Shank' by Adebisi Shank. Below the covers, there is a text description: 'This Is the Second Album of a Band Called Adebisi Shank by Adebisi Shank'. To the right of the text is a 'PLAY FULL CD' button. Below the button is a list of tracks with play buttons:

Track Number	Track Name	Play Button
1.	International Dreambeat	▶
2.	Masa	▶
3.	Genki Shank	▶
4.	Micromachines	▶
5.	(-)	▶

Clear Channel

- 🎧 Clear Channel and 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 network and station websites



The screenshot displays the iHeartRadio website interface. At the top, there's a search bar and navigation links like 'Home', 'Radio Stations', and 'On Demand'. The main content area features a large video player for Trace Adkins with the text 'Trace Adkins Preview 4 songs from his album Cowboy's Back In Town'. To the right, there's a 'What's New' section with 'Stay in the Know!' and 'OneRepublic' featured. Below this is a 'Listen on the Go' section promoting a free app. A 'Follow Us' section includes social media icons for Twitter, MySpace, Facebook, and YouTube. The 'Listen Online' section shows 'Listen to 750+ Stations'. On the right side, there's a 'facebook' widget showing 22,560 likes and a 'Top 20 On Demand' list with tracks like 'California Girls' by Katy Perry and 'Cooler Than Me' by Mike Posner.

MySpace

Album Premieres

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

Artist Interviews

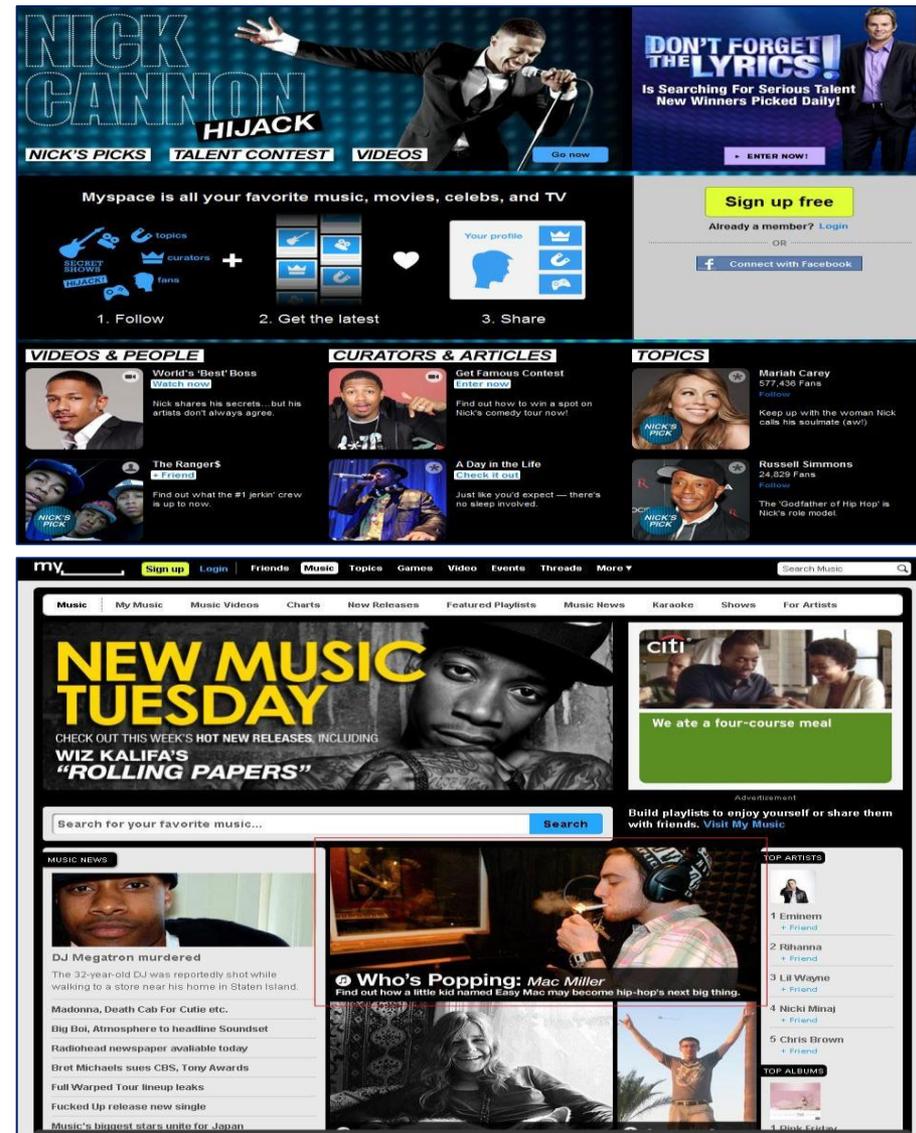
- MySpace conducts artist interviews for placement on the site
- May include video interview

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, "MUSIC NEWS" with a story about "DJ Megatron murdered", and "TOP ARTISTS" listing "1 Eminem", "2 Rihanna", "3 Lil Wayne", "4 Nicki Minaj", and "5 Chris Brown".

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

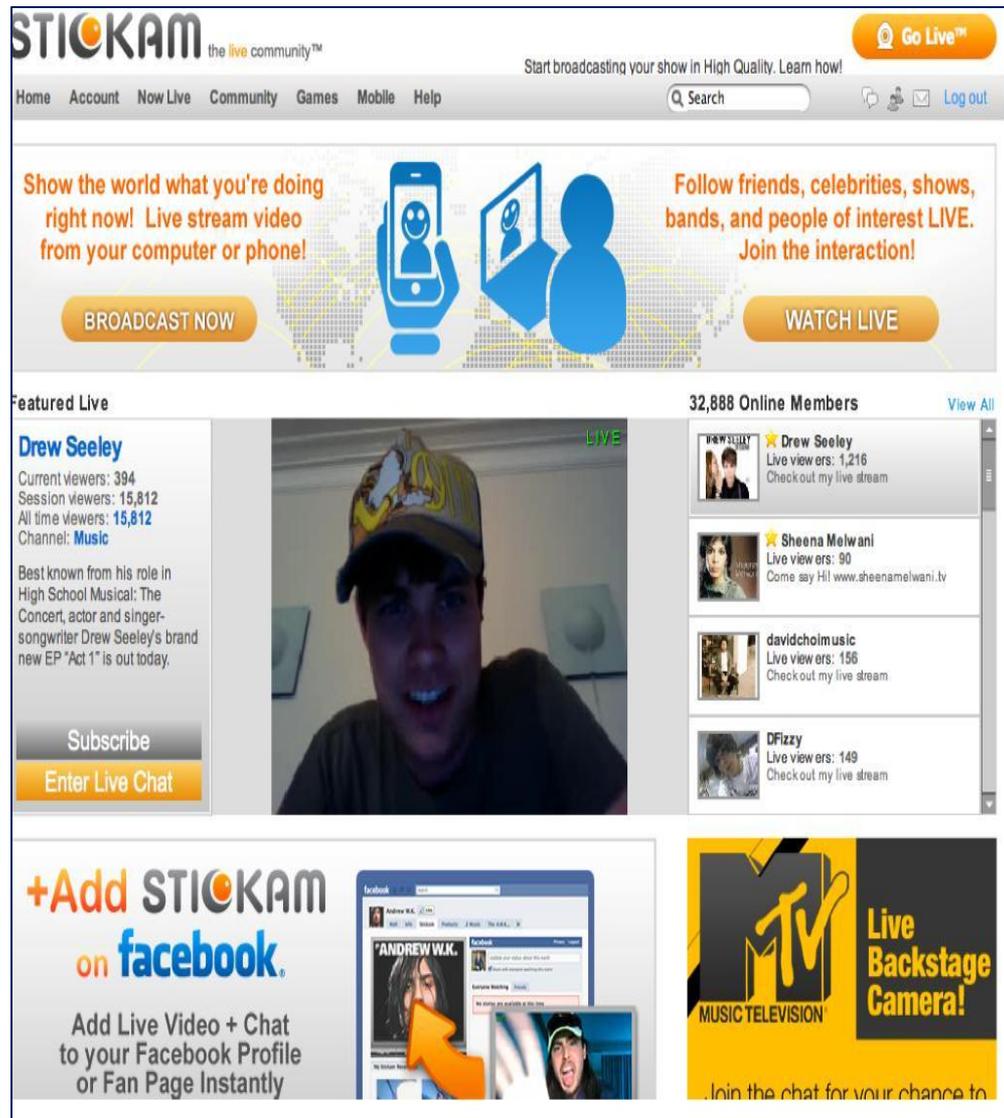
- 7 million registered users
- 180 million page views per month
- 3 million stream views per day
- Longest “average time on a site” (18 minutes – besting YouTube and Facebook)

 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 live 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".



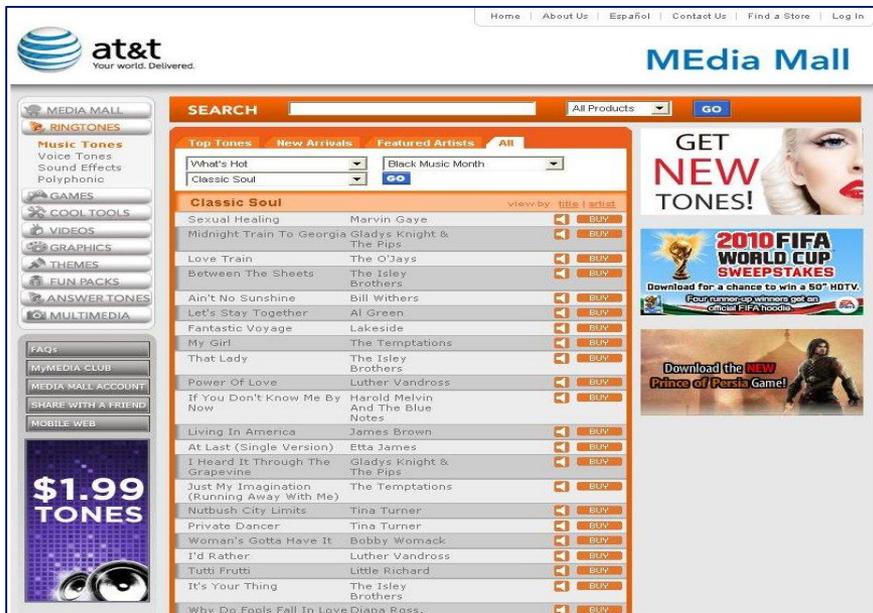
INGrooves

MUSIC DELIVERED. MUSIC MARKETED.

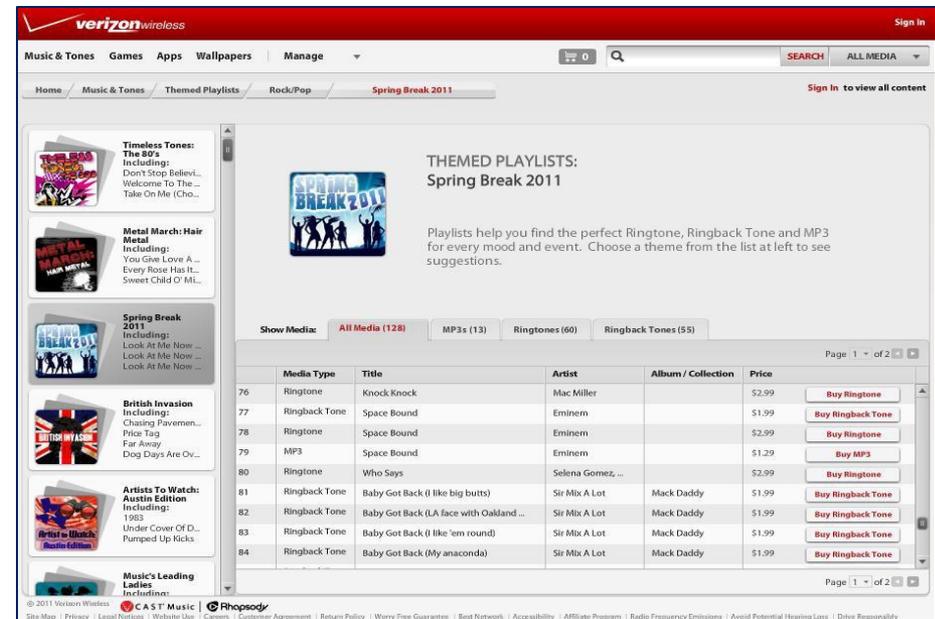
MOBILE DISTRIBUTION AND MARKETING

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 a search bar 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 with 'BUY' buttons. 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 promotional banner for '\$1.99 TONES'.



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 'SEARCH' button. The main content area is titled 'THEMED PLAYLISTS: Spring Break 2011'. It features several promotional cards for 'Timeless Tones: The 80s', 'Metal March: Hair Metal', 'Spring Break 2011', 'British Invasion', and 'Artists To Watch: Austin Edition'. Below these cards 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', 'Space Bound', 'Who Says', and 'Baby Got Back (I like big butts)'. At the bottom, there's a footer with copyright information and links to 'Site Map', 'Privacy', 'Legal Notices', 'Website Use', 'Content', 'Editorial Agreement', 'Return Policy', 'Warranty Guarantees', 'Best Network', 'Accessibility', 'iMStore Program', 'Radio Frequency Emissions', 'Avoid Potential Hearing Loss', and 'Device Responsibility'.

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

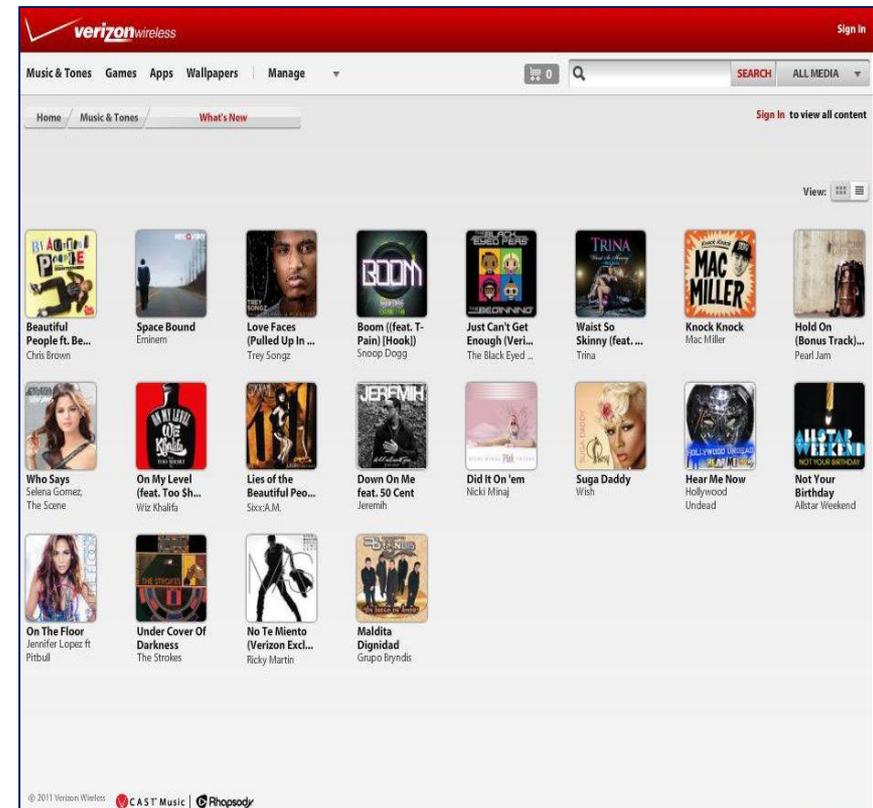
- Jamster
- Thumbplay

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

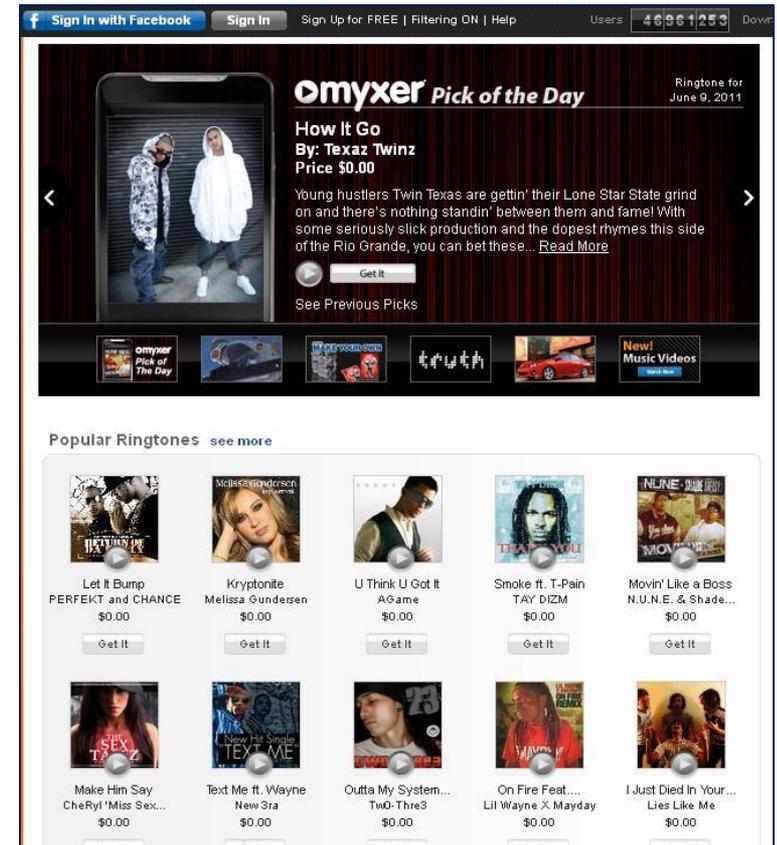


thumbplay music

- 🎧 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

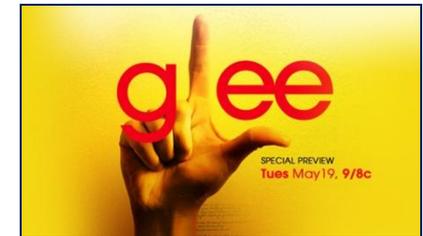
- Typical synch deals with iNgrooves labels are now 75/25
- iNgrooves is non-exclusive on synch deals

Recent Synchs - TV

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



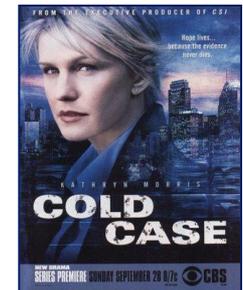
-  **Fox – Glee**
 - Ain't That A Kick In The Head (Karaoke Dean Martin)
 - By My Baby (Ronettes Karaoke)



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



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



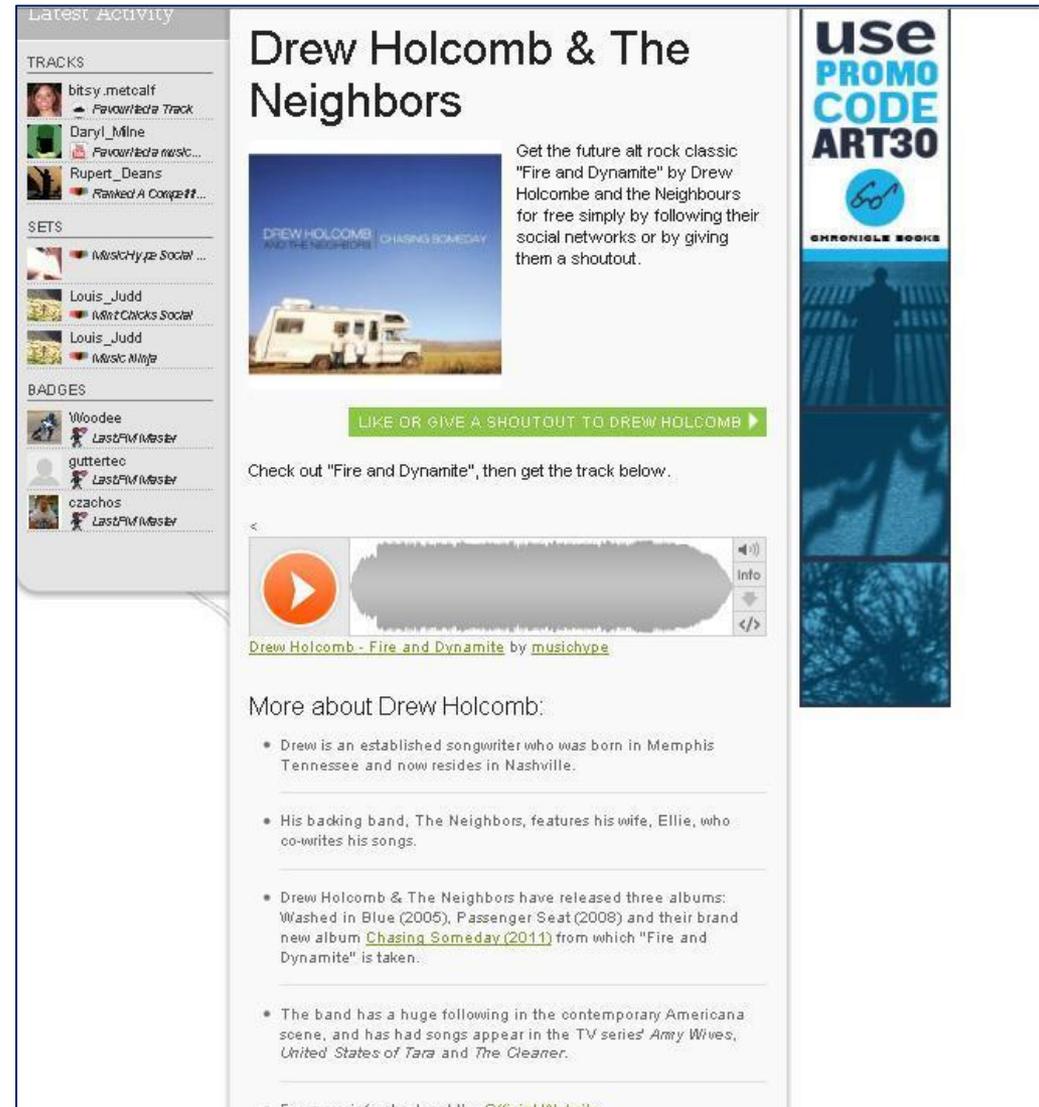
-  **HBO – Eastbound and Down**
 - Paul Brooks – More Than A Feeling



-  **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

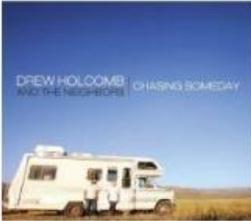
- Musichype Social ...
- Louis_Judd *Mini Clucks Social*
- Louis_Judd *Musichype*

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.



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*.

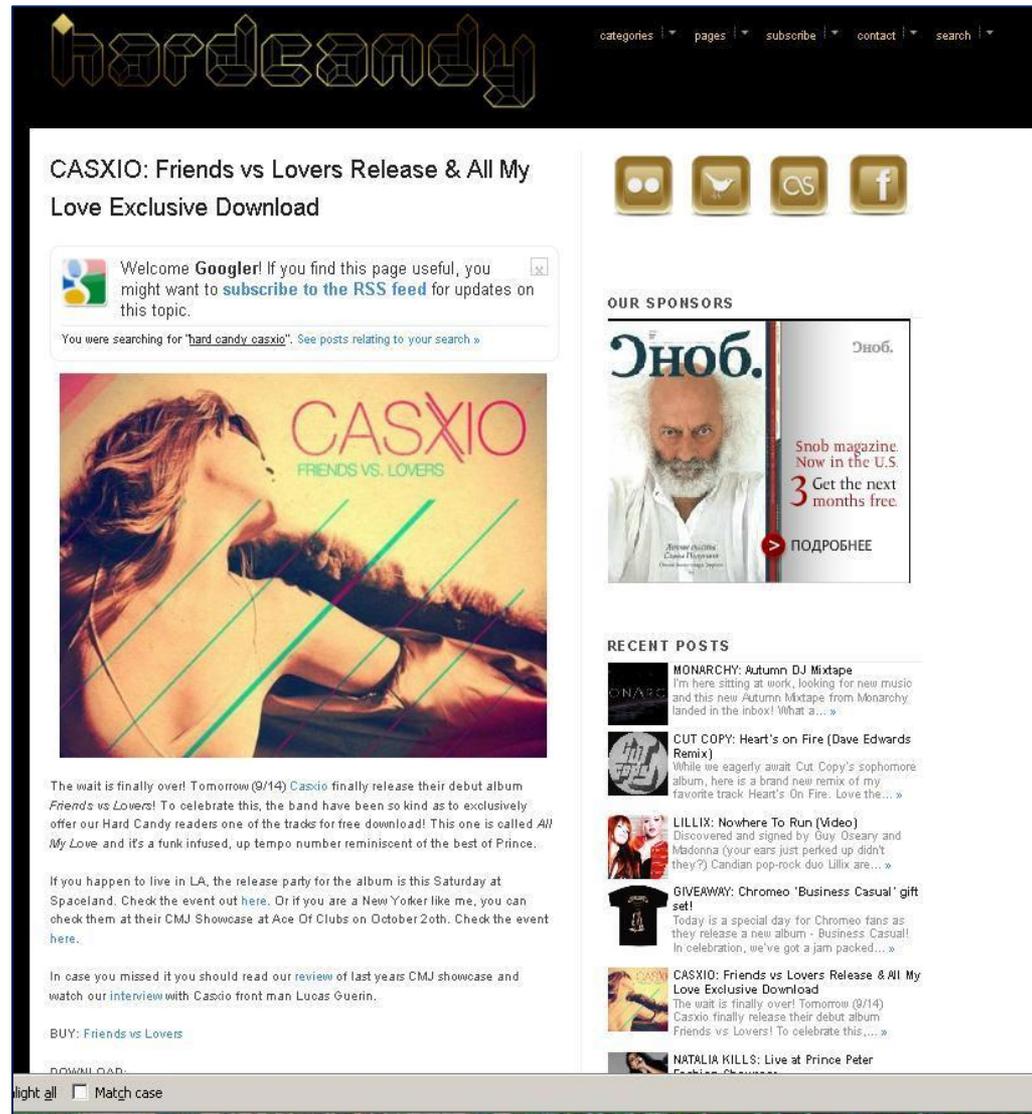
For more info check out the [Official Website](#).

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ART30



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

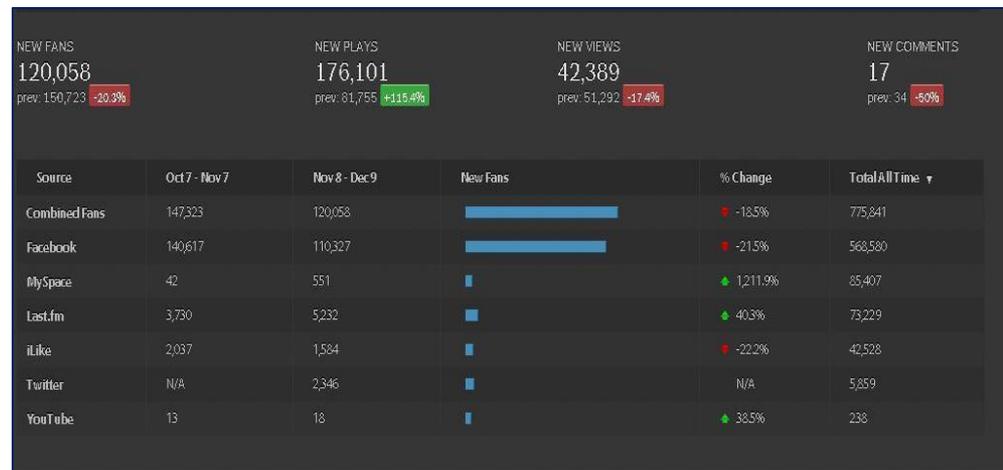
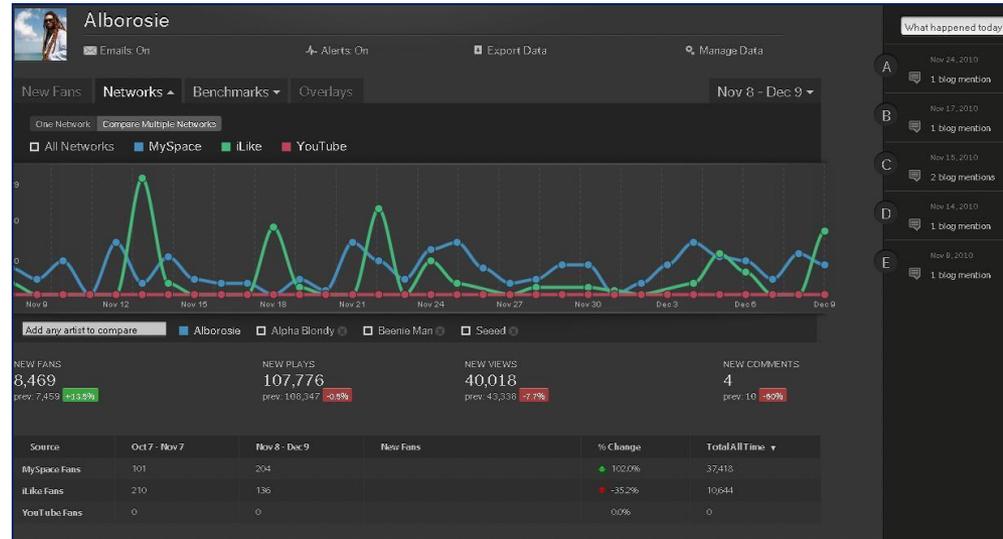


The screenshot shows the Hard Candy website with a blog post titled "CASXIO: Friends vs Lovers Release & All My Love Exclusive Download". The page features a navigation bar with "categories", "pages", "subscribe", "contact", and "search". Below the navigation are social media icons for RSS, Twitter, 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 Google welcome message, 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)

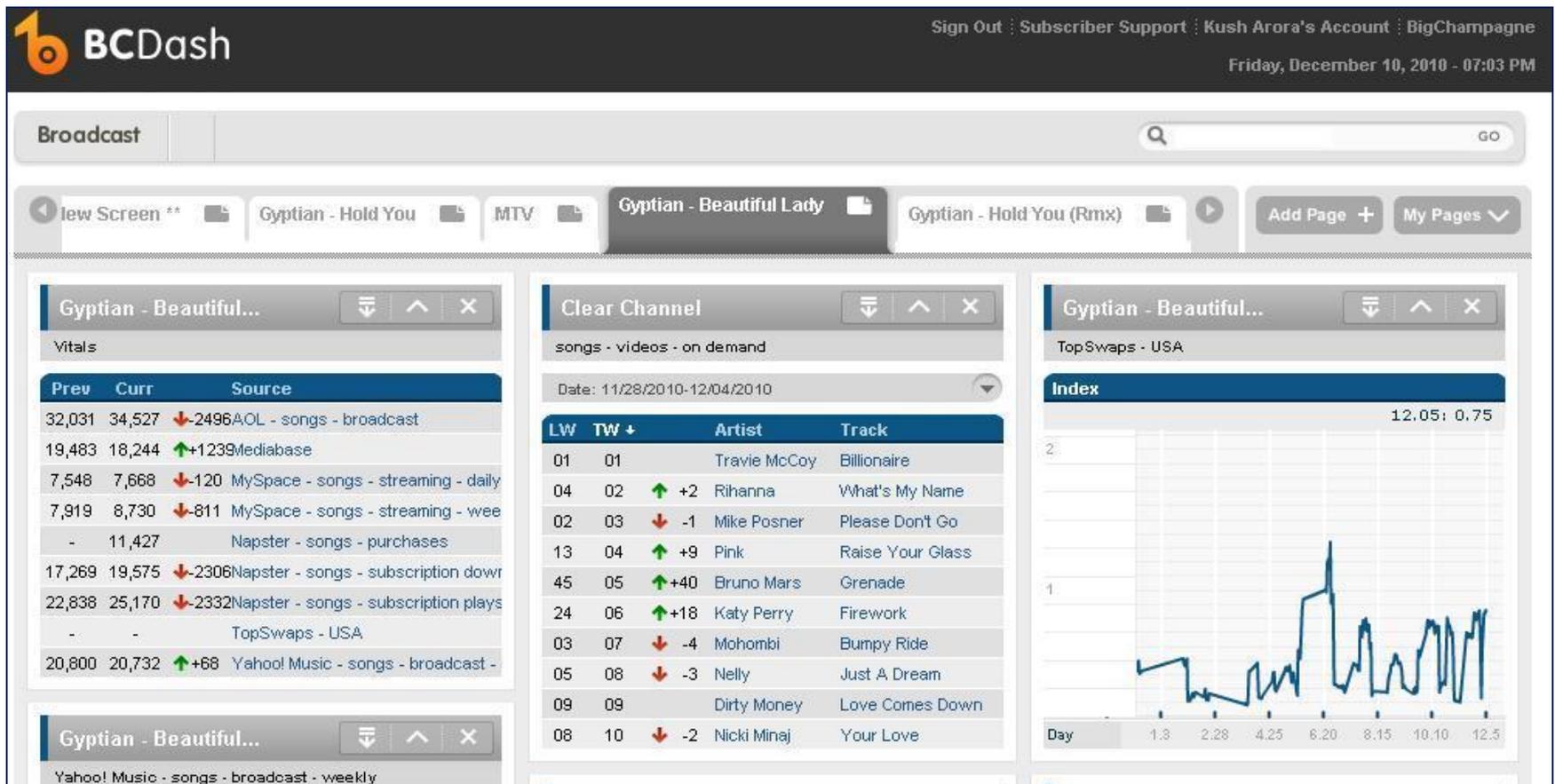
Metrics – Next Big Sound

 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

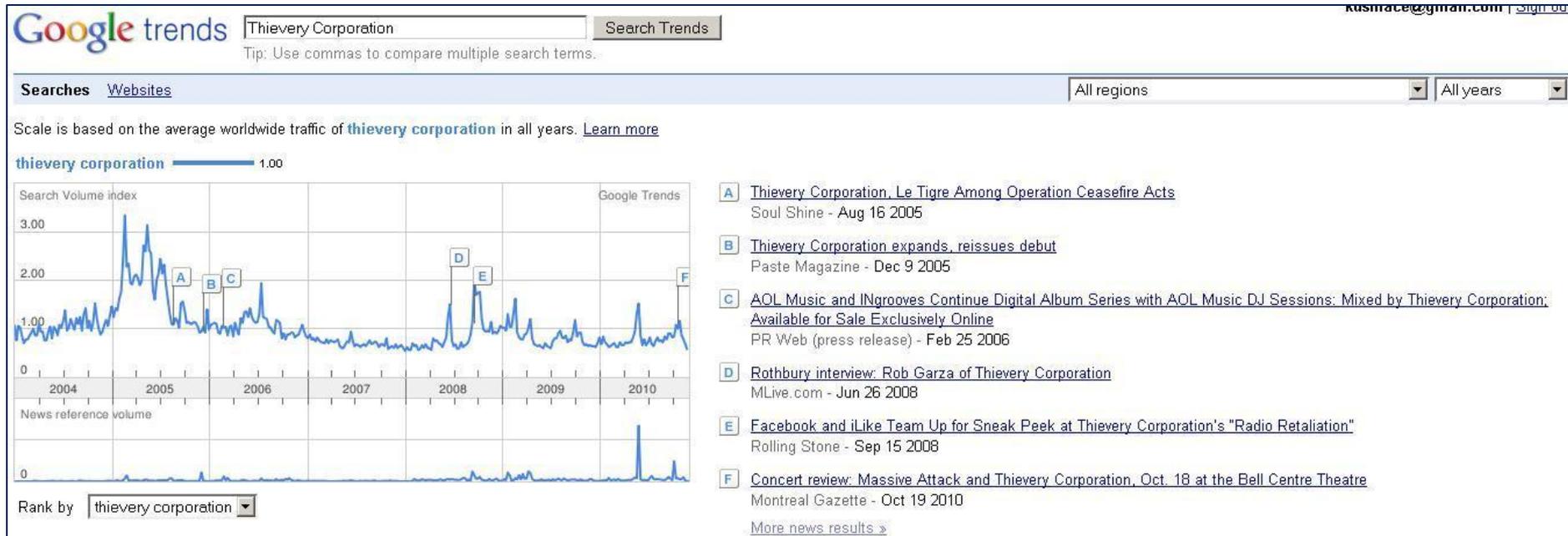


The screenshot shows the BCDash dashboard interface. At the top, there's a navigation bar with 'BCDash' logo, user account information ('Sign Out', 'Subscriber Support', 'Kush Arora's Account', 'BigChampagne'), and the date 'Friday, December 10, 2010 - 07:03 PM'. Below the navigation bar, there's a search bar and a list of tabs for different tracks: 'Gyptian - Hold You', 'MTV', 'Gyptian - Beautiful Latty' (selected), and 'Gyptian - Hold You (Rmx)'. The main content area is divided into three panels:

- Left Panel:** 'Gyptian - Beautiful...' Vitals table showing performance across various sources.
- Middle Panel:** 'Clear Channel' comparison table showing a list of tracks with their current and previous positions.
- Right Panel:** 'Gyptian - Beautiful...' TopSwaps - USA Index chart showing a line graph of performance over time.

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 -

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



🎧 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



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MUSIC DELIVERED. MUSIC MARKETED.