



INGrooves

MUSIC DELIVERED. MUSIC MARKETING.

INGROOVES MARKETING PROPOSAL

JANUARY 2012



INGrooves

MUSIC DELIVERED. MUSIC MARKETING.

INTERNATIONAL RETAILERS

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



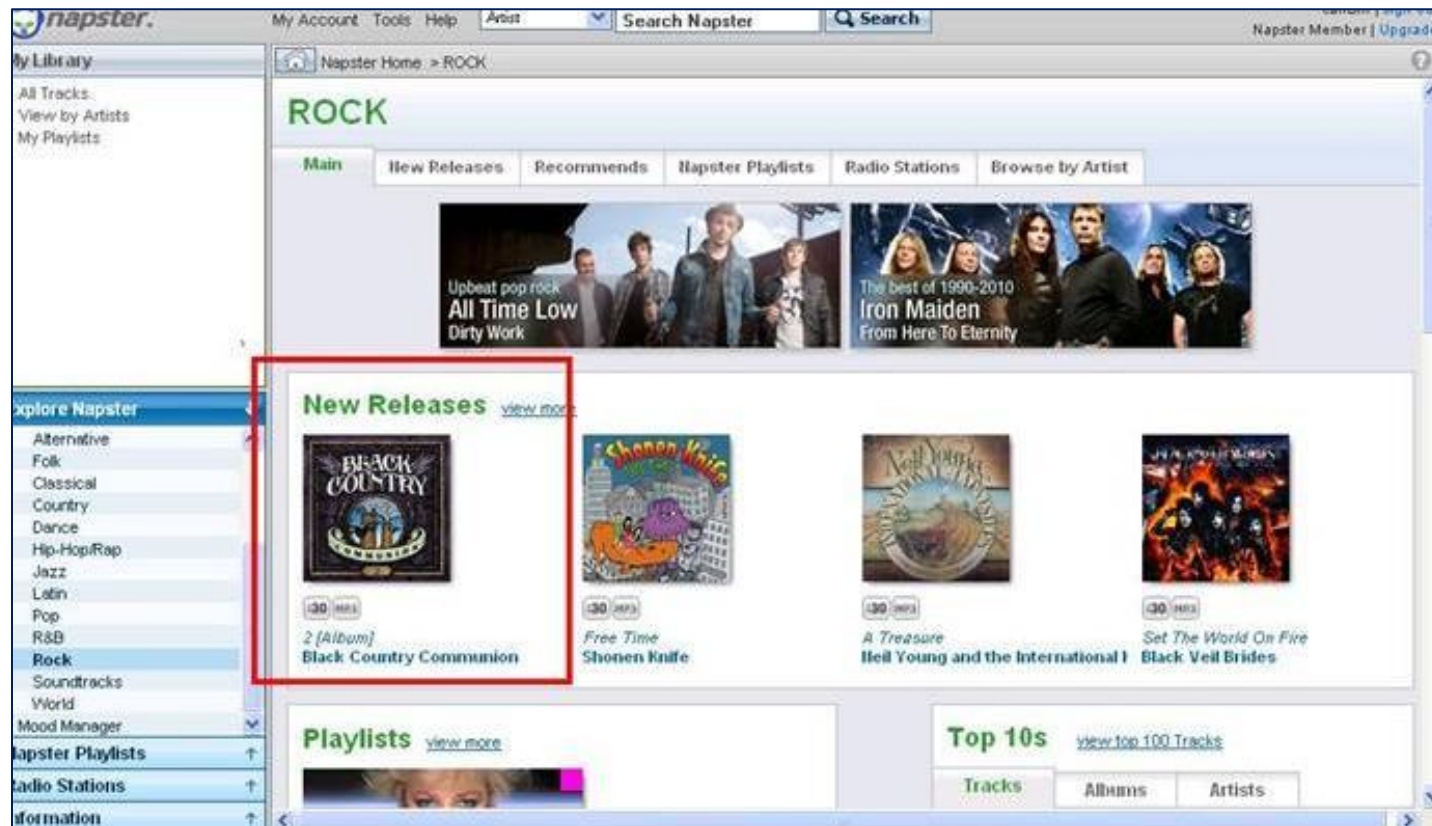
🎧 New and Notable feature placement

🎧 Free MP3 feature placement– FR/UK




The screenshot shows the Amazon.co.uk homepage with a focus on the MP3 Downloads section. The header includes the Amazon logo, navigation links, and a search bar. The main content area features a 'Special MP3 Deals and Free Songs' banner, a 'New to MP3? Find out more' link, and a 'Top Free Music' section. The 'Top Free Music' section highlights several albums, including 'The Outsider' by Joe Bonamassa and 'You Could Know As Much About A Stranger' by Gene Watson and Rhonda Vincent. The 'More in MP3' section lists various MP3 players and accessories. The 'amazonMP3' logo is prominently displayed at the bottom left.

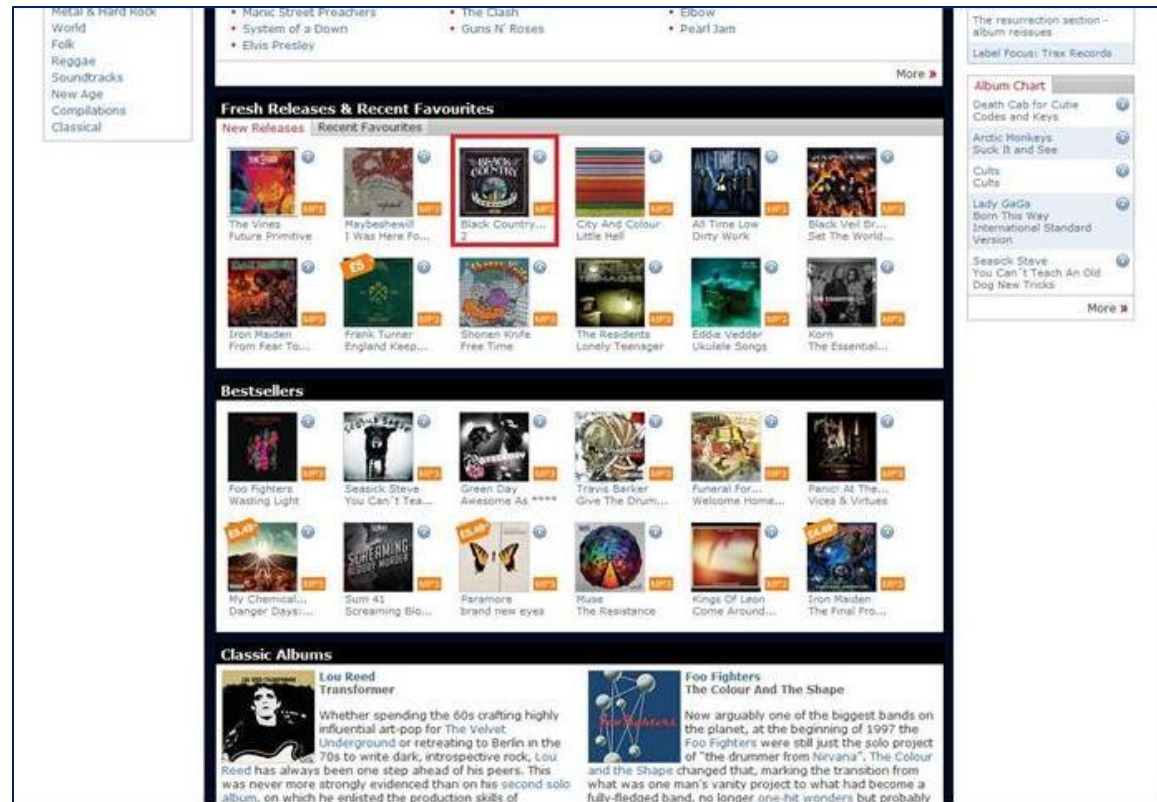
The screenshot shows the Amazon.co.uk MP3 Downloads section. The top navigation bar includes links for 'MP3-Downloads', 'Erweiterte Suche', 'Charts', 'Neuerheiten', 'Amazon MP3-Hilfe', 'Sonderangebote', 'Eingetragener', 'Fehl-Song', and 'Mein-LCD'. The main content area features a 'Sommer-Sonderangebote bis zu -60%' banner. Below this, the 'Rock MP3-Downloads' section is highlighted, showing a grid of album covers and titles. The 'Rock MP3-Bestseller' section is also visible, featuring a grid of album covers and titles. The 'Bestseller' section on the right lists the top 10 MP3 Downloads for Rock Songs, including 'The Outsider' by Joe Bonamassa and 'You Could Know As Much About A Stranger' by Gene Watson and Rhonda Vincent.

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



7 Digital UK/GAS/AUS

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

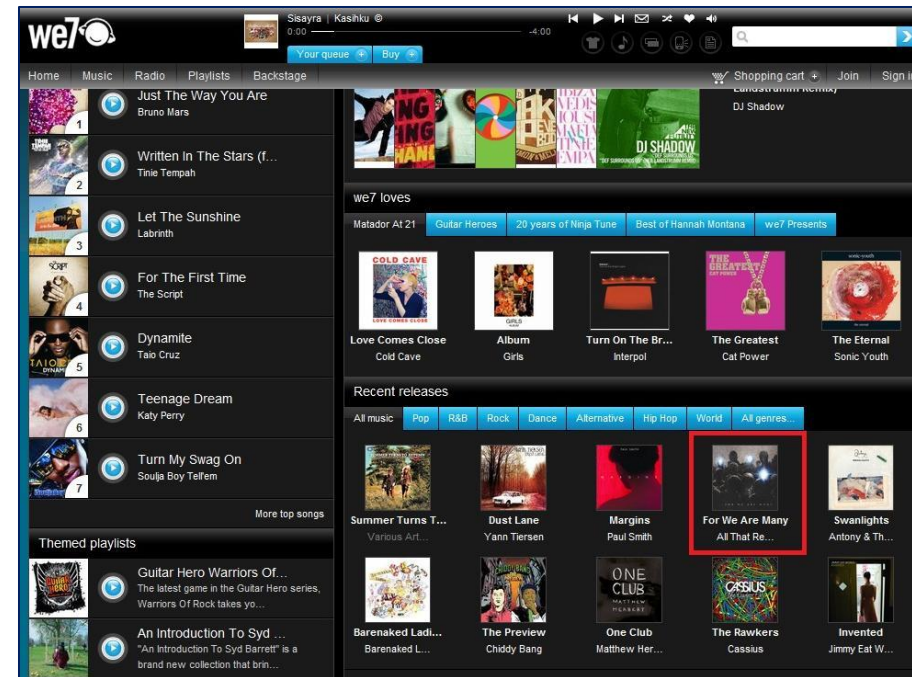
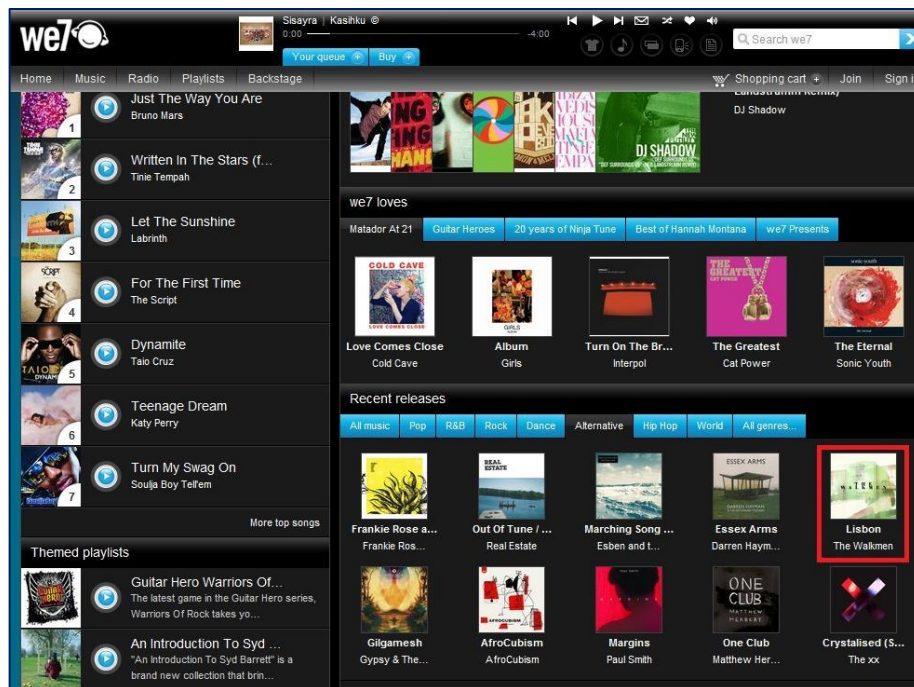


- Genre page feature placement
- Editor's Choice feature placement

The screenshot displays the HMV Digital UK website interface, highlighting several key features:

- audiobooks** section at the top.
- album chart** on the left, listing artists like Adele, Lady Gaga, and Arctic Monkeys.
- single chart** on the left, listing songs like 'We Me Everything' and 'Pitbull feat. Ne-Yo, Afrojack & ...'.
- rock** genre page feature placement, highlighted with a red box, showing 'albums out now' with a red box around the 'Black Country Communion' album.
- my downloads basket** on the right, showing 'Your basket is currently empty'.
- checkout** and **gift this** buttons on the right.
- recently browsed...** section on the right, showing items like 'In Your Dreams' by Stevie Nicks.
- preorders** section on the right, showing items like 'Bon Iver' and 'Revolutions/Live at Wembley'.
- tracks out now** section in the middle, showing various album covers and artists like Morrissey, The Wombats, and Foals.
- classic albums you must own** section, showing album covers like 'The Stone Roses' and 'Screamadelica'.
- most popular** section at the bottom, showing album covers like 'It's Blitz!' by Yeah Yeah Yeahs and 'This is Noise' by Rise Against.
- this week** section on the right, showing album covers and prices like £6.00 and £5.00.
- hot offer** section on the right, showing album covers and the text 'great titles you can't afford to miss'.
- artists of the month** section at the bottom right, showing album covers and artists like Morrissey.

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



Retailers Continued

Play.com (UK)

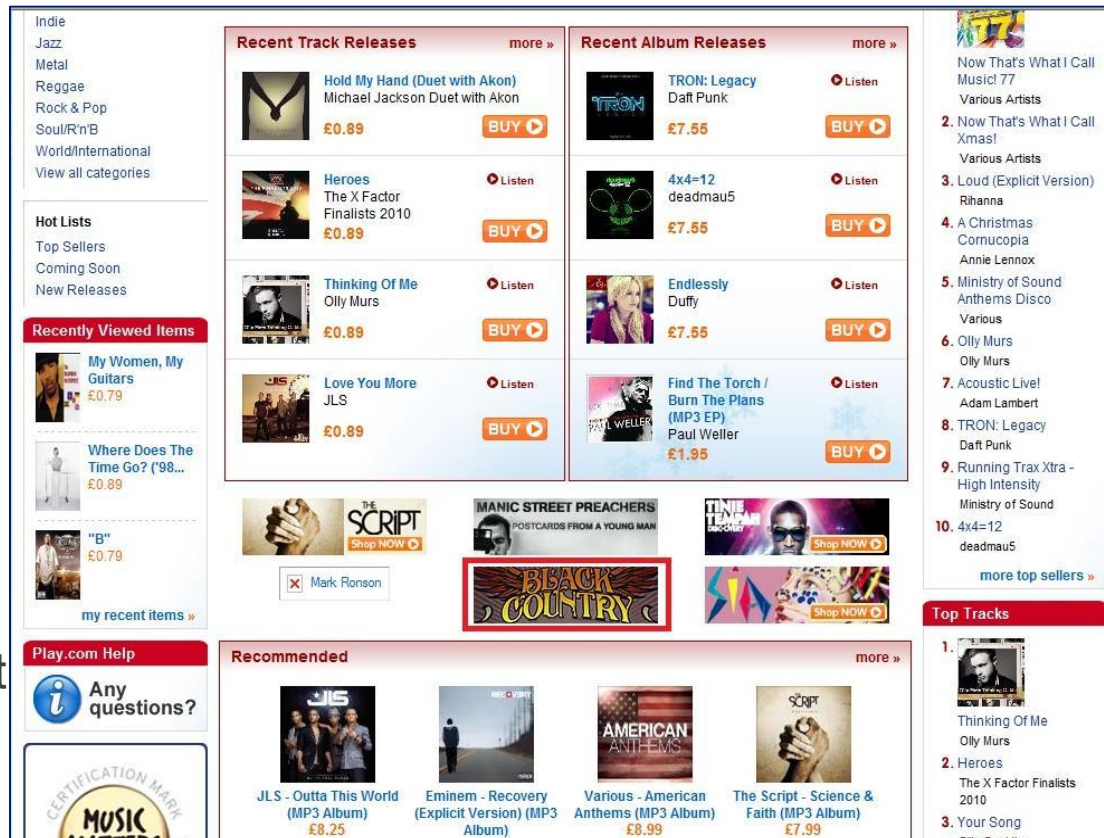
- Genre page feature placement – **“Editor’s Pick”**

Starzik (FR)

- Main page feature placement
- Genre page feature placement

FNAC (FR)

- **Selections** feature placement

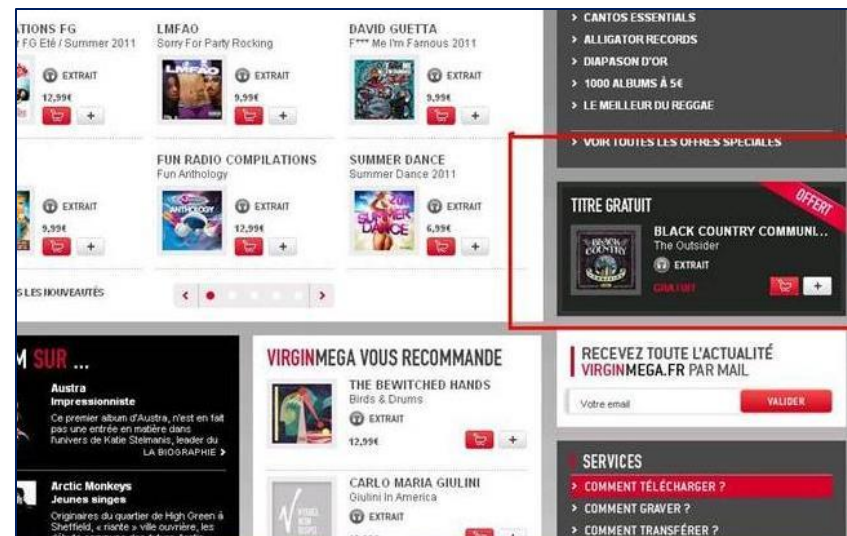


The screenshot displays the iNgrooves website interface, which is organized into several sections:

- Genre Navigation:** A sidebar on the left lists genres: Indie, Jazz, Metal, Reggae, Rock & Pop, Soul/R'n'B, and World/International, with a link to 'View all categories'.
- Hot Lists:** A section below the genres featuring 'Top Sellers', 'Coming Soon', and 'New Releases'.
- Recently Viewed Items:** A section showing items like 'My Women, My Guitars' (£0.79) and 'Where Does The Time Go? ('98...)' (£0.89).
- Recent Track Releases:** A grid of tracks including 'Hold My Hand (Duet with Akon)' by Michael Jackson, 'Heroes' by The X Factor Finalists 2010, 'Thinking Of Me' by Olly Murs, and 'Love You More' by JLS.
- Recent Album Releases:** A grid of albums including 'TRON: Legacy' by Daft Punk, '4x4=12' by deadmau5, 'Endlessly' by Duffy, and 'Find The Torch / Burn The Plans (MP3 EP)' by Paul Weller.
- Featured Artists/Albums:** A row of featured items including 'The Script', 'Manic Street Preachers', and 'Black Country'.
- Recommended:** A section at the bottom recommending albums like 'JLS - Outta This World (MP3 Album)', 'Eminem - Recovery (Explicit Version) (MP3 Album)', 'Various - American Anthems (MP3 Album)', and 'The Script - Science & Faith (MP3 Album)'.
- Top Tracks:** A list of top tracks on the right side, including 'Now That's What I Call Music! 77' and 'Thinking Of Me' by Olly Murs.
- Play.com Help:** A section on the bottom left with a link to 'Any questions?' and a 'CERTIFICATION MARK MUSIC MATTERS' logo.

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 MARKETING.

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



China - R2G / Wa3.cn (wawawa)

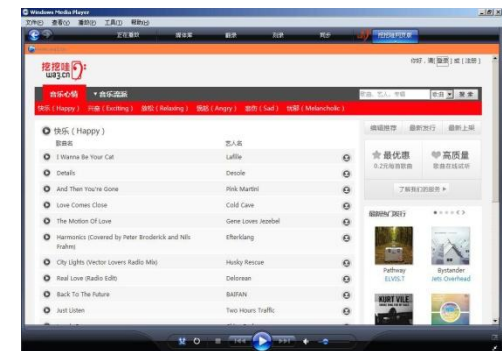
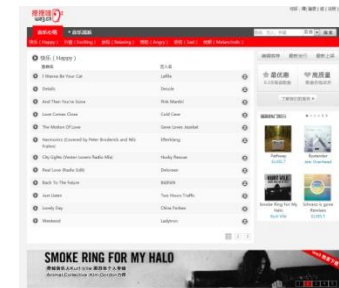


Services provided to INgrooves clients

- 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)

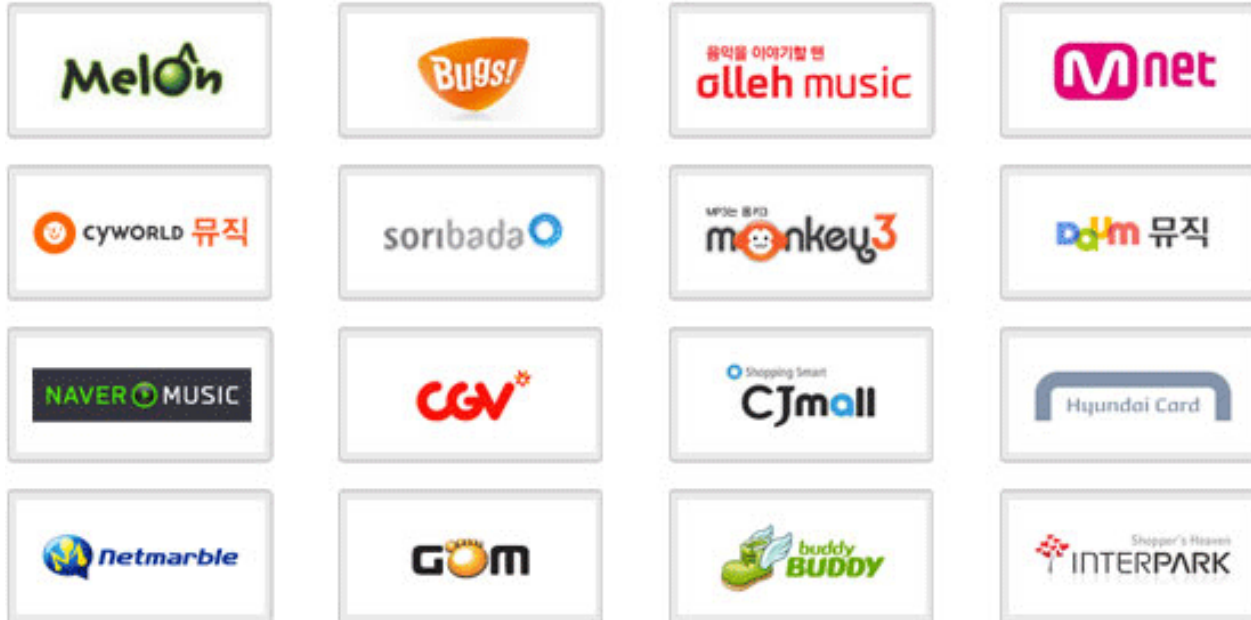
- Pop. 48.6M / 39.4M internet users
- 16.8M broadband households / 6.5M mobile
- 55% of music sales now digital
- Digital success – 4 years
- Two significant government contributions
 - Technology infrastructure investment
 - Intellectual property copyright protection



Hellojunenet

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**

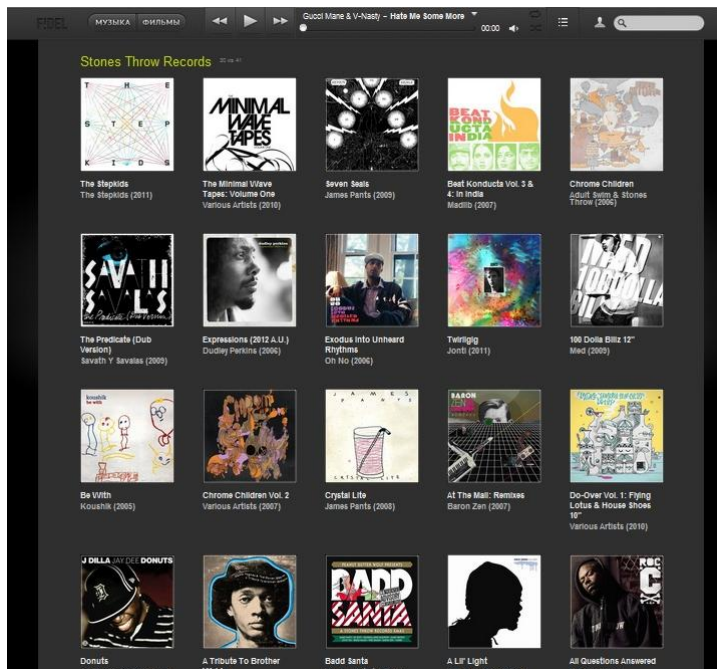


About the service

- 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

Yandex

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

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 **Лéди Гáга** (англ. **Lady Gaga**) — американская певица, танцовщица, ди-джей, композитор.

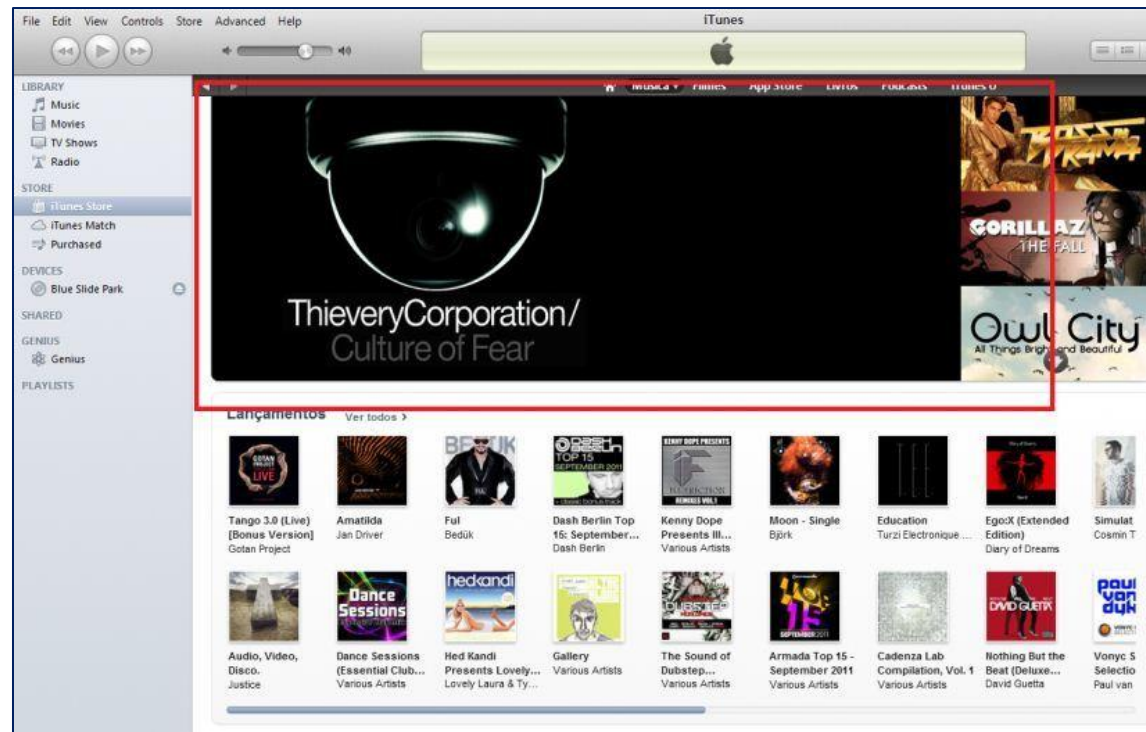
[ru.wikipedia.org/wiki/Леди_Гага](#) [копия](#) [ещё](#)

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





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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...**)

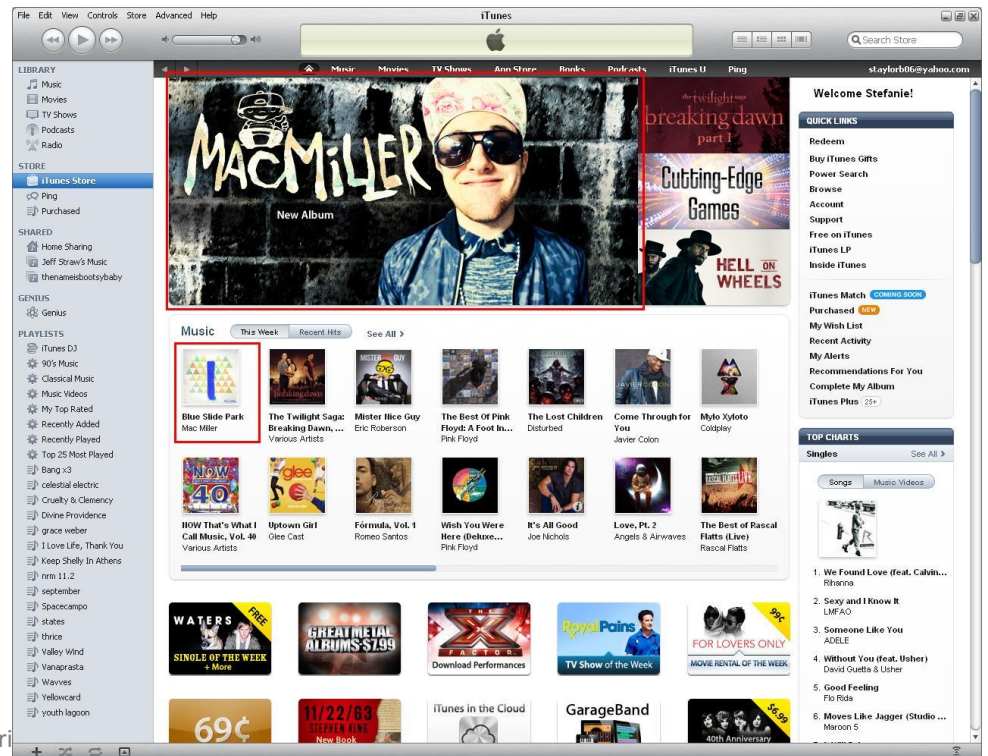


- Celebrity Playlist Podcast**
 - Featured artist talks about his favorite songs and posts a podcast




- 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

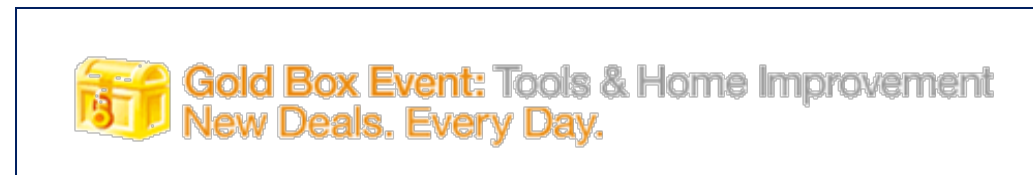
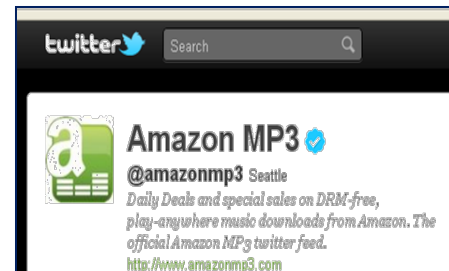
 **Starbucks Pick of the Week**



UO Music - LSTN



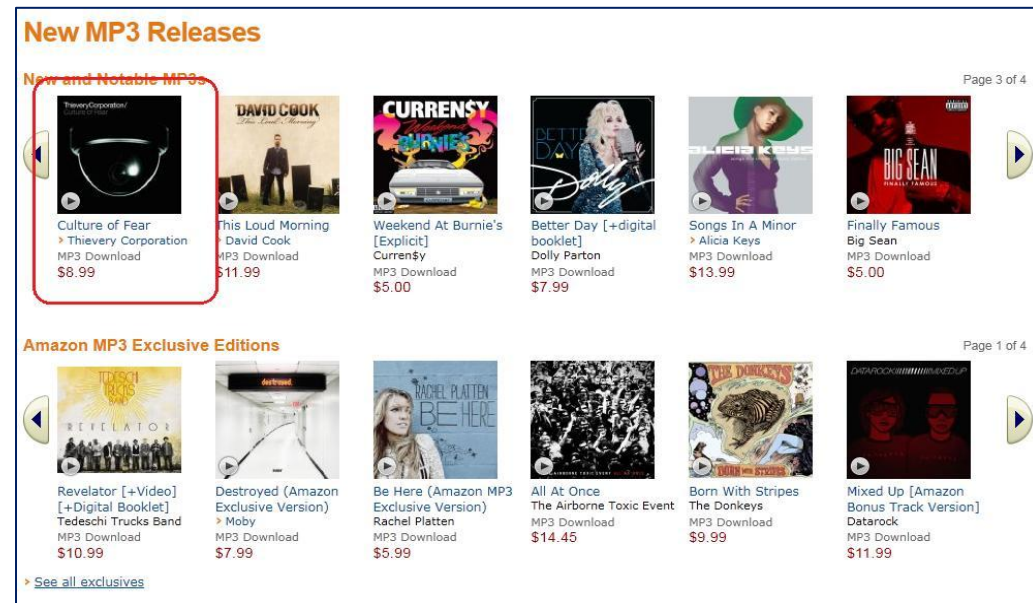
- 🎧 **Song of the Day**
 - Discounted song featured prominently on MP3 home page, MP3 newsletter, and **Gold Box Deals** featured on Amazon home page



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

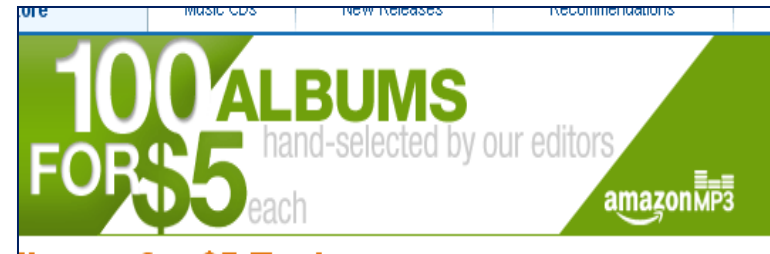
- 🎧 Past buyer email blast

- 🎧 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

A screenshot of an Amazon MP3 "Daily Deal" for John Denver. It features a photo of John Denver playing a guitar. The text reads: "MP3 Daily Deal", "Today's special: The John Denver Collection, Vol. 1: Take Me Home Country Roads.", and "> Today's price: \$3.99".

MP3 Daily Deal

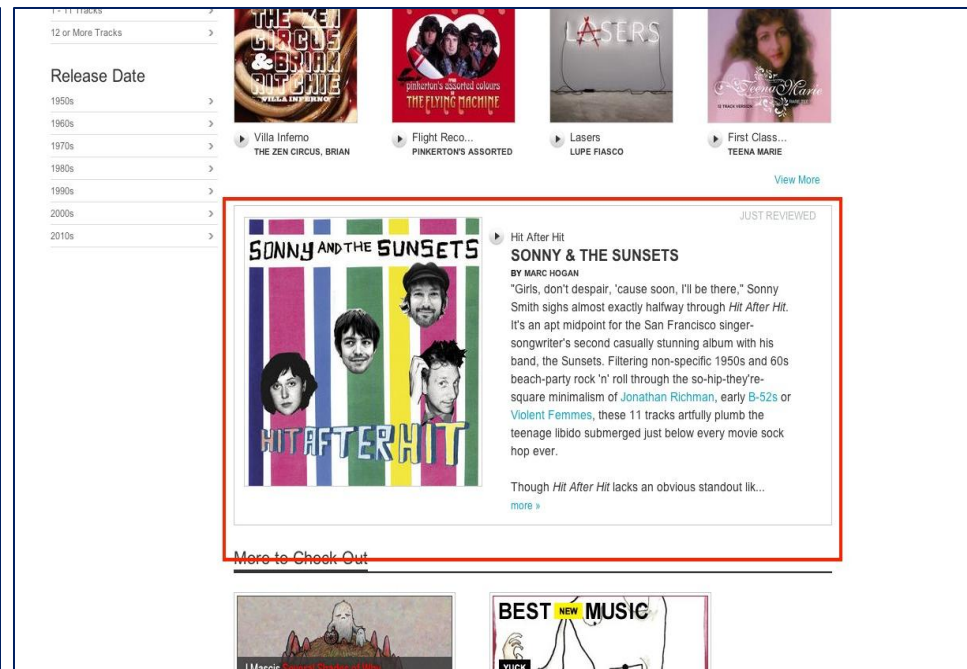
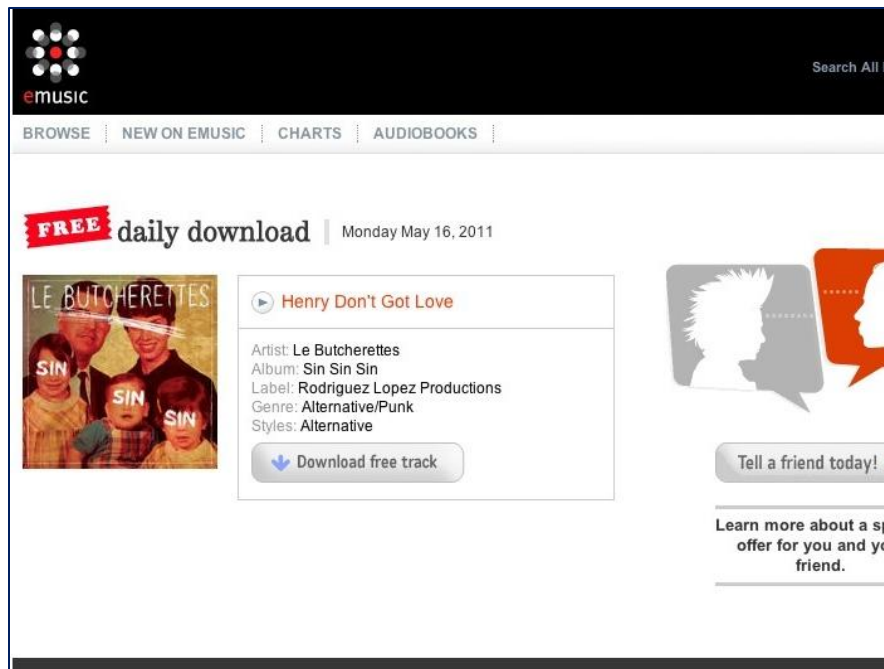
Today's special:
The John Denver Collection,
Vol. 1: Take Me Home Country Roads.

> 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



🎧 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

quickplay collection marketplace social
PICKS MUSIC VIDEOS PODCASTS CHANNELS APPS

rock

subgenres
CLASSIC ROCK
INDIE / MODERN ROCK
METAL
NEW WAVE
PUNK / SEA
ROCK & ROLL

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

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 - Asking Alexandria
The King Of Limbs - Radiohead
Screaming Bloody Murder - Sum 41
The Unforgiveness - 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

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

LMFAO
THE ELECTRO-HOP DUO'S NEW ALBUM - SORRY FOR PARTY ROCKING

SBTRKT
DEBUT ALBUM

DIRTY VEGAS
6 NEW REMIXES

FREE TRACK
THEIVERY CORPORATION

SKRILLEX
MORE MONSTERS & SPROUTS

new releases

rocket. empire
see me speak in color
The Bay
Metronomy
THE JAPANESE POPSTARS
THE JAPANESE POPSTARS
CONTROLLING YOUR ALLSOUND
SPECIAL AFFECTIONS
Diamond Rings
KONKYLIE
When Saints Go Machine

11-15/30

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

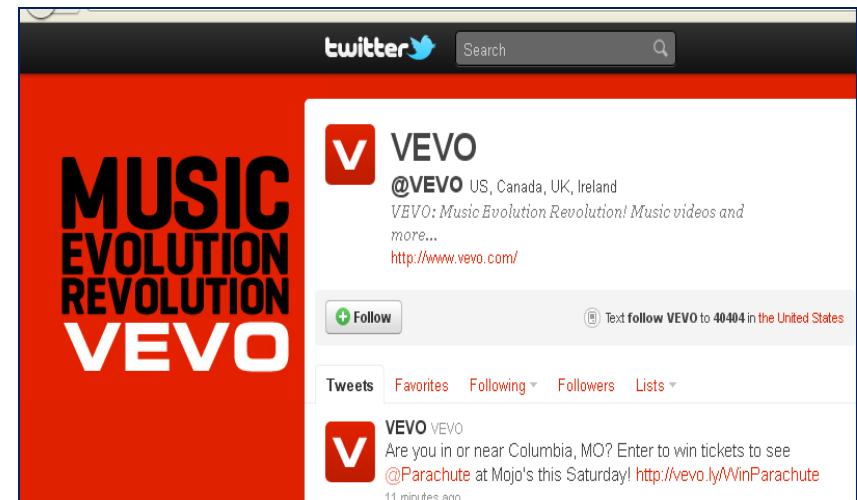
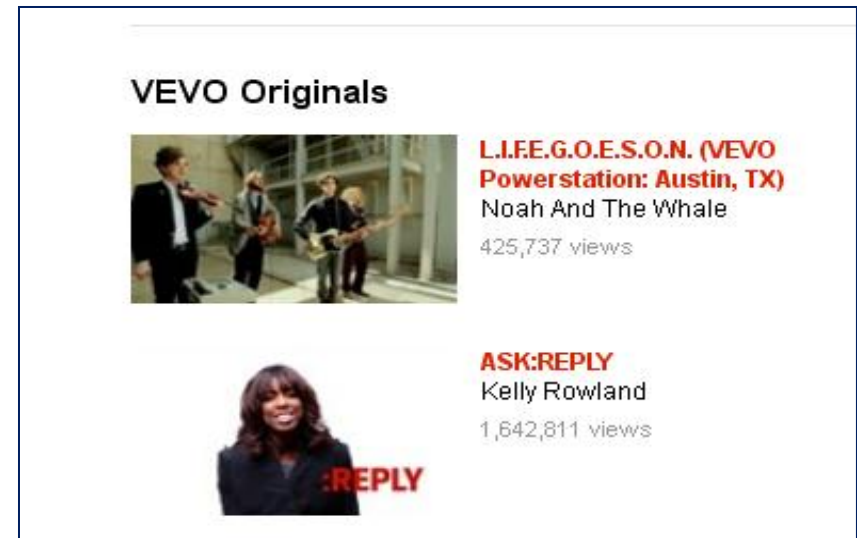
Pitch Vevo.com home page music video premiere or feature placement

YouTube Playlist

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

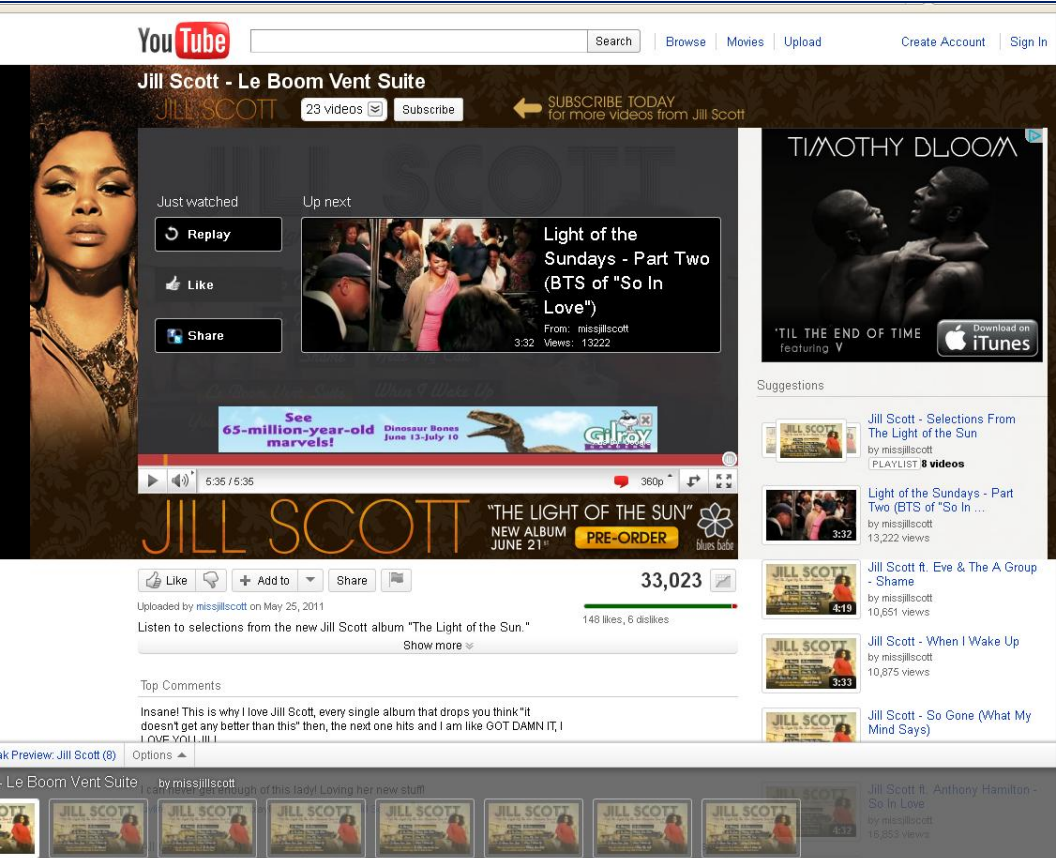
Pitch ticket giveaway on Vevo's Facebook page

Music video mention on Vevo's Twitter page



Sneak Preview

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



The screenshot shows a YouTube video player interface. The main video is titled "Jill Scott - Le Boom Vent Suite" and has 23 videos in the series. The video player shows a scene from the movie "The Light of the Sun" with the text "Light of the Sundays - Part Two (BTS of 'So In Love')". The video has 3:32 duration and 13,222 views. Below the video player, there are social media sharing options (Like, Add to, Share) and a like/dislike bar showing 148 likes and 6 dislikes. 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.'". The comments section shows a top comment from "Insane!" praising the album. The right sidebar features suggestions for other videos, 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

The screenshot shows the Rhapsody US newsflash interface. At the top, the Rhapsody logo and 'newsflash' text are displayed. Below this is a large image of the Foo Fighters band. To the right of the image, there is a text block titled 'Paul Simon, Foo Fighters, Bob Dylan and The Latest in Rock' with a paragraph of text. Below the text, there are social media links for 'Forward to a friend', 'Like' (Facebook), and 'Follow' (Twitter). A date indicator '04 13 11' is also present.

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**
- 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 @thesteptids tonight @MercuryLoungeNY! Get your dancing shoes going with this playlist of their fav songs:
bit.ly/nlYqQp
 20 hours ago

stepkids




stepkids by jeffgit

10 tracks, 48 minutes

2 subscribers

Share

Subscribe



longscrub • ricardellano

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



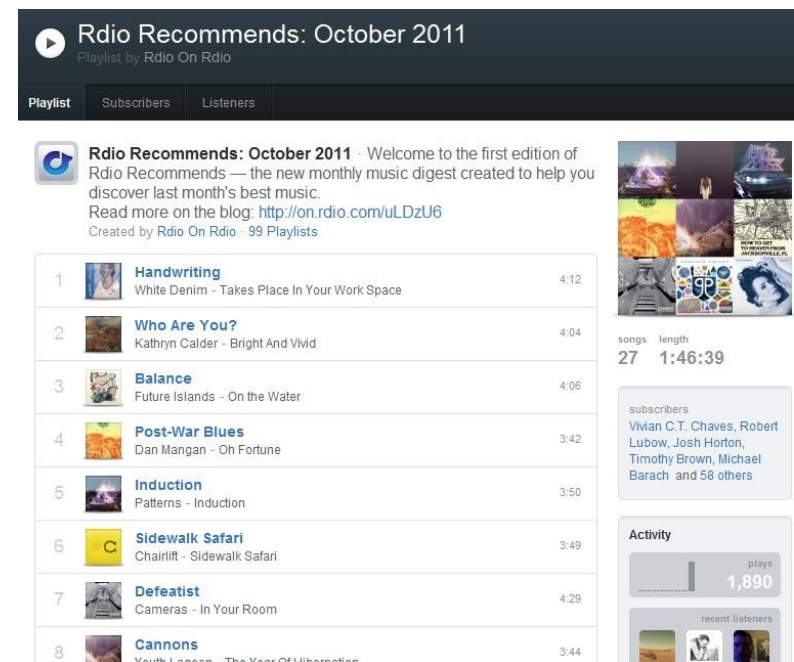
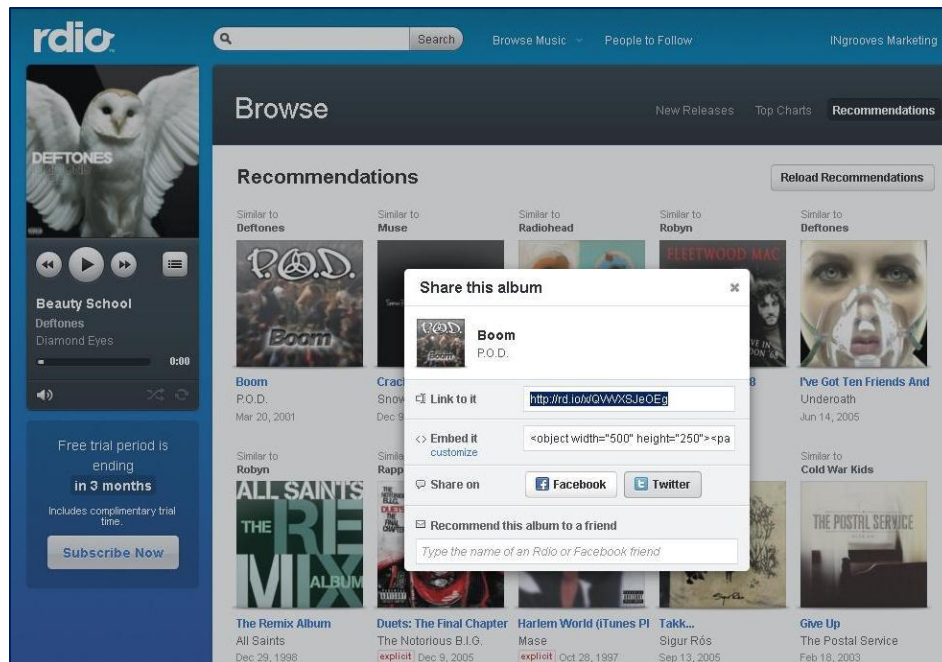
Portamento (Commentary Version)

(2011)

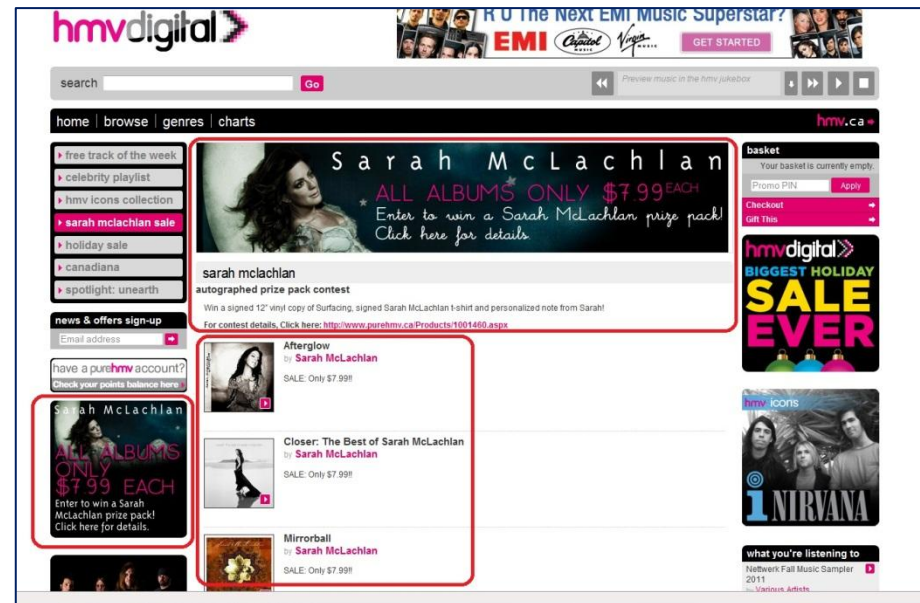
☆ Star

▶◀	⏮	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



- 🎧 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

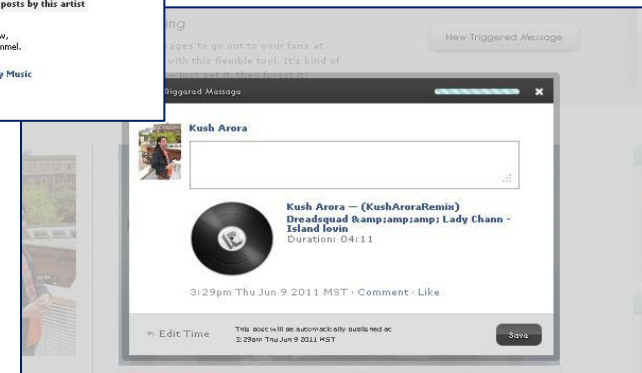
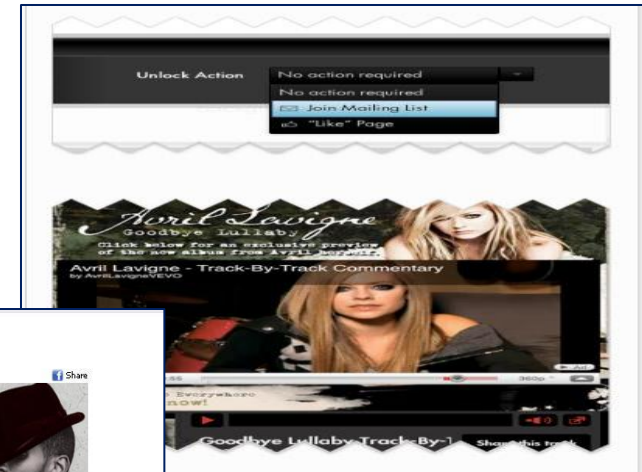
MUSIC DELIVERED. MUSIC MARKETING.

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 Stubbs 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 Stubbs 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	Kakaako Waterfront Park	Honolulu, HI	Buy Ticket	T-Shirt offer not available
06/12/11	Maui Arts & Cultural Center	Maui, 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
06/30/11	House of Blues	Cleveland, OH	Buy Ticket	Buy Ticket+

Pitchfork

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

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

departments

- Rising
- Interviews
- Photos
- 5-10-15-20
- Echo Chamber
- Director's Cut
- Take Cover

top tags

- New Releases
- Yours
- Audio
- Video
- Festivals
- WTF

best new tracks

- The Weeknd: "What You Need"
- Gang Gang Dance: "Close"
- Yuck: "The Wall"
- Radiohead: "Give Up the Ghost"
- Brand: "Absolutely"
- Frank Ocean: "Sings For Women"
- Kurt Vile: "Ghost Town"
- Björk: "The Words That March Murder"
- Wink: "yArDs: 'Business'"

Thursday, March 30

New TV on the Radio: "Caffeinated Consciousness"

Hear 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 *Interloper*, 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 "Will Do",

TV on the Radio

New track: Caffeinated Consciousness

[DOWNLOAD NOW](#)

Primary

TV on the Radio

03-17-10 Austin, TX - SXSW
04-08 Philadelphia, PA - Electric Factory
04-09 Charlottesville, VA - Jefferson Theatre
04-10 Baltimore, MD - Royal Farms Arena

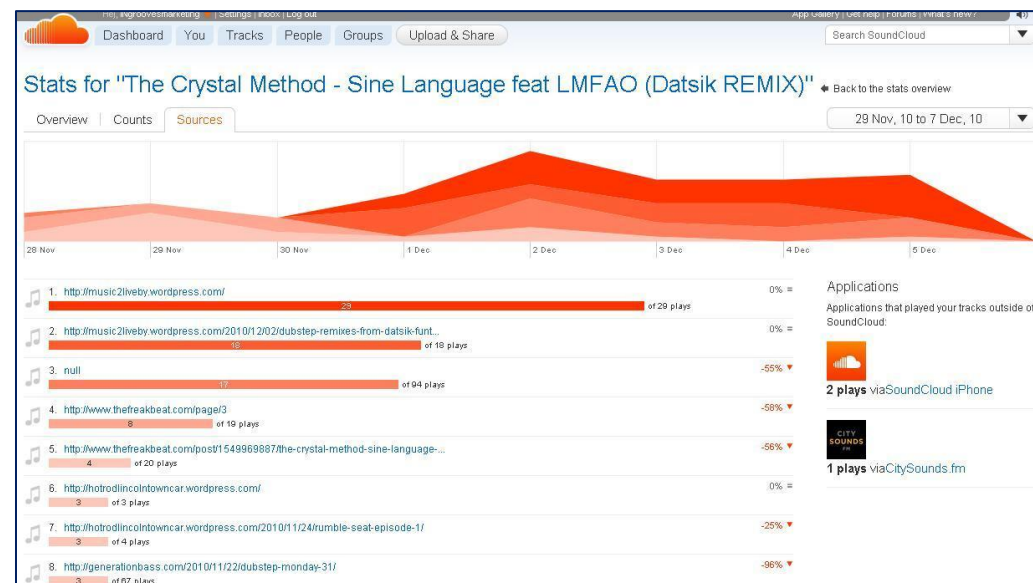
top story

Hear the New Strokes

Watch: The Strokes on "5. Listen: Fleet Foxes/Circle The National Snag "Mid 1. New Explorations in the 54. 5. Thom Yorke Does Surpr. 6. Flaming Lips to Release L. 7. Current Indie Stars Becom

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 MARKETING.

ONLINE PARTNERSHIPS





Genre-based features:

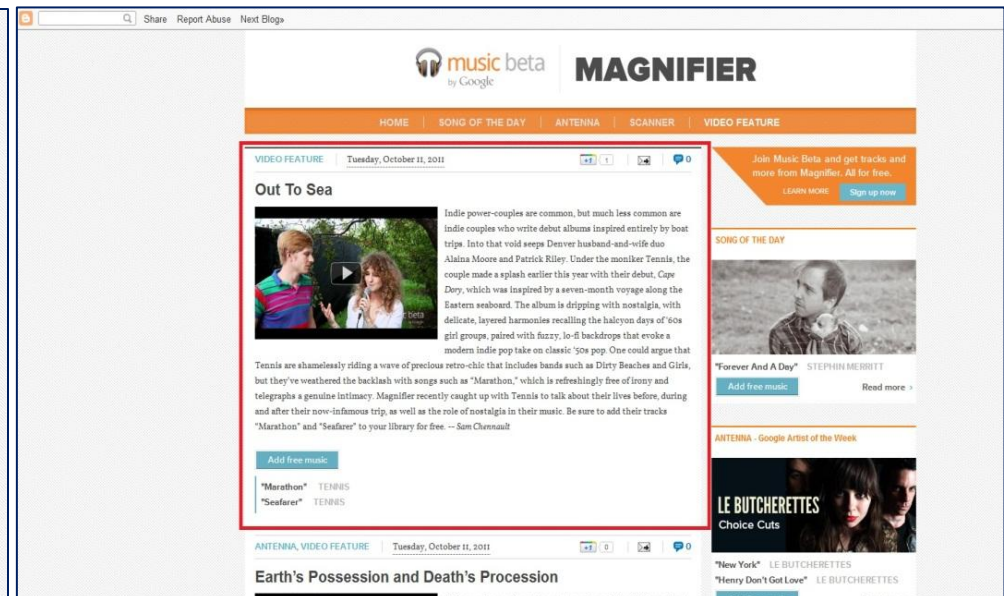
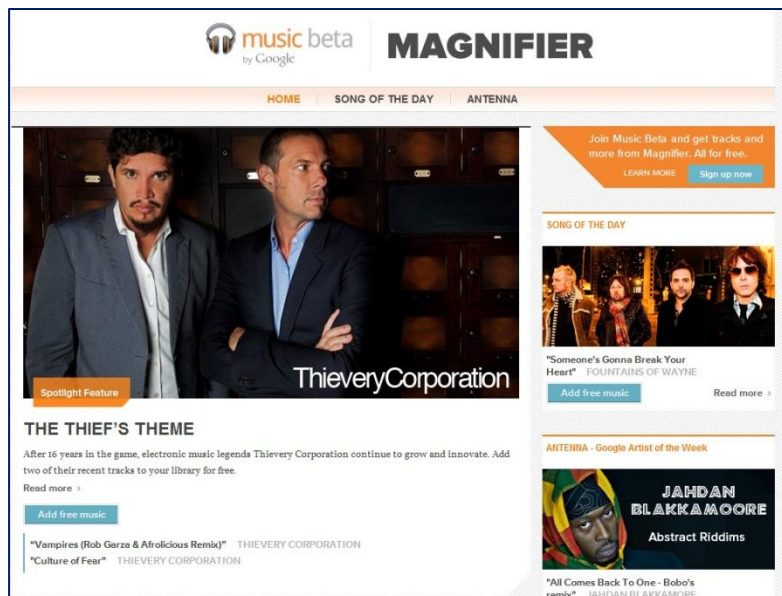
- 🎧 iNgrooves works with clients over a variety of genres from all over the world. We are constantly adding new marketing opportunities to keep abreast of these highly competitive genres

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

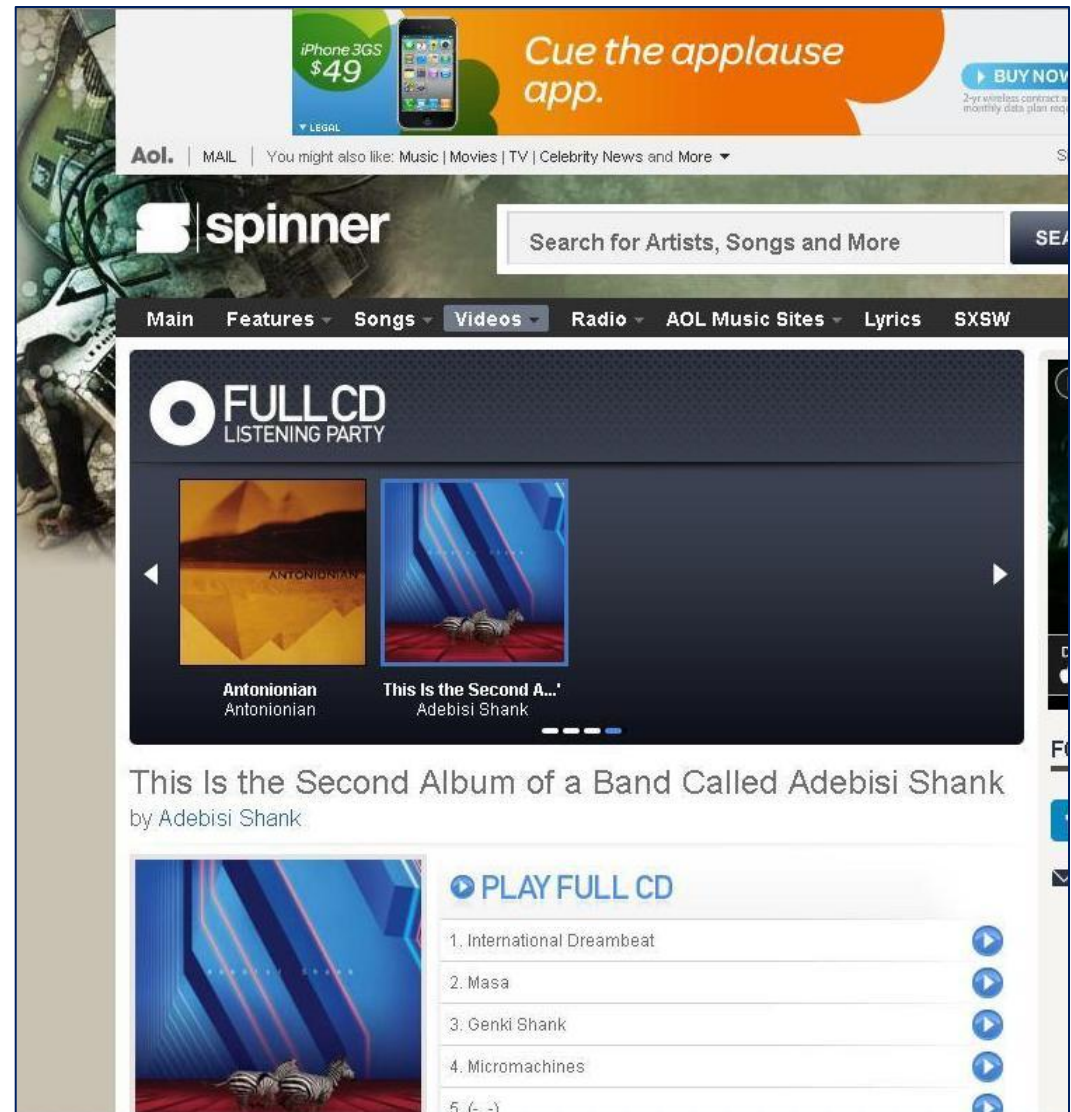
-  **Song Of The Day:** New free track featured on blog each day, with accompanying artwork and write-up
-  **Antenna:** Weekly feature highlighting developing artist, with numerous free tracks
-  **Scanner:** Focusing on a different genre each day, Scanner rounds up the week's news in that genre, and 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




AOL Music and AOL Spinner


- 🎧 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



Clear Channel

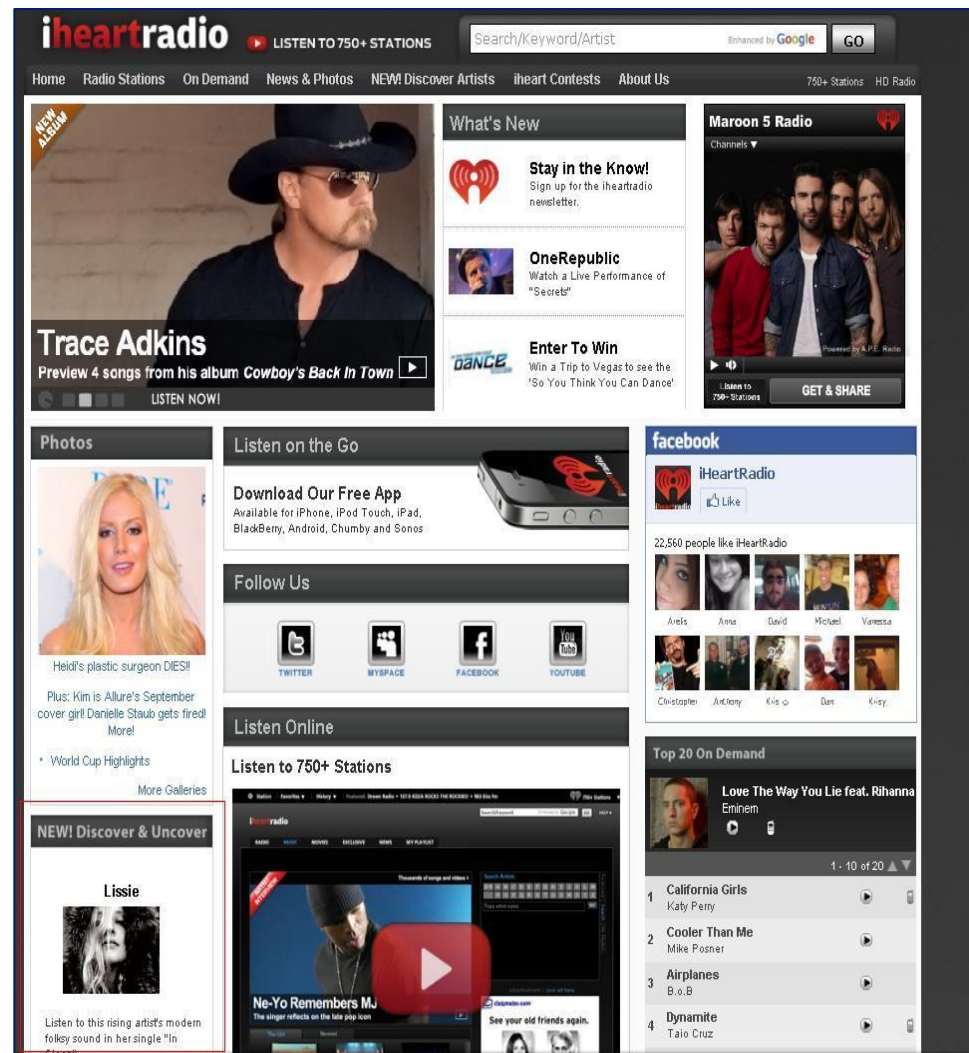
 Clear Channel and iheartradio.com have a variety of opportunities for large scale mainstream exposure with 22 million unique visitors a month to their site

 **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





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



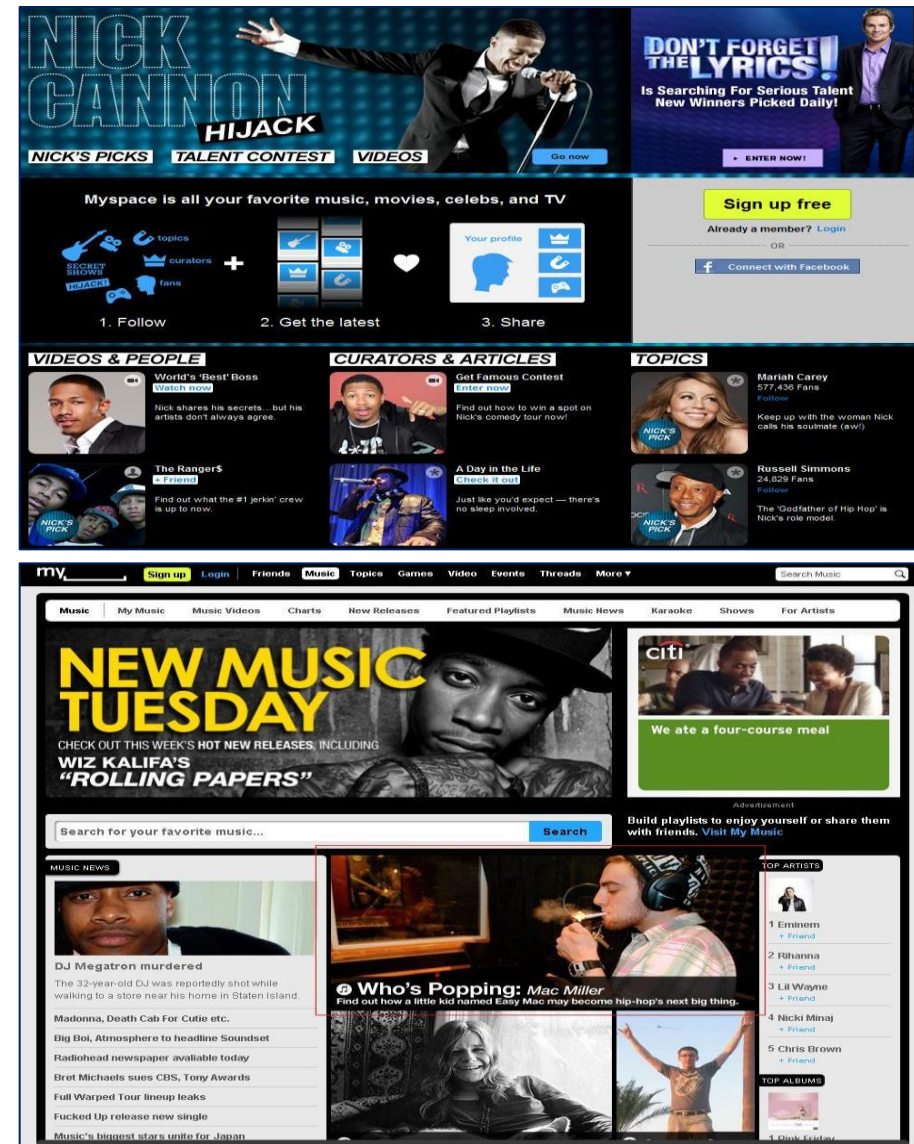
Hijacks

- 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



🎧 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 displays 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 area features the text "Show the world what you're doing right now! Live stream video from your computer or phone!" with a "BROADCAST NOW" button, and "Follow friends, celebrities, shows, bands, and people of interest LIVE. Join the interaction!" with a "WATCH LIVE" button. Below this, the "Featured Live" section highlights a live stream by Drew Seeley, showing his current, session, and all-time viewer counts, along with a "Subscribe" and "Enter Live Chat" button. To the right, a list of "32,888 Online Members" is shown, including Drew Seeley, Sheena Melwani, davidchoimusic, and DFizzy, each with their live viewer count and a link to their live stream. At the bottom, there are two promotional banners: one for "+Add STICKAM on facebook" with instructions to add live video and chat to a Facebook profile, and another for "Live Backstage Camera!" with the text "MUSIC TELEVISION" and "Join the chat for your chance to".



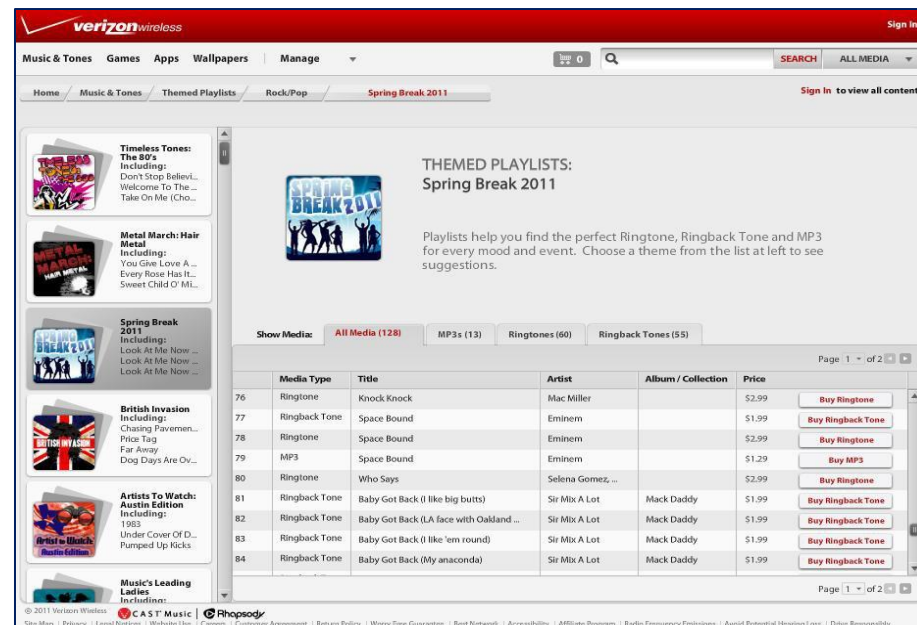
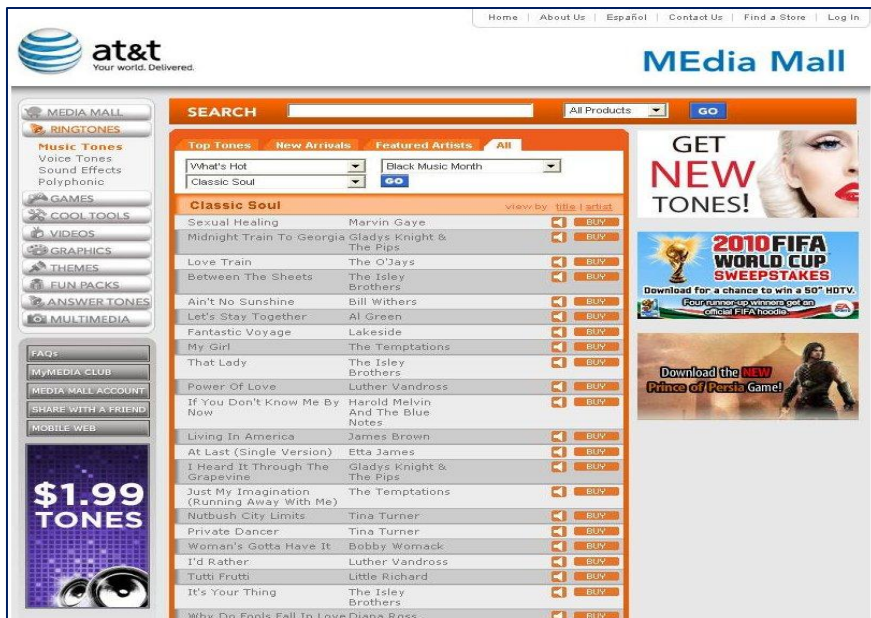
INGrooves

MUSIC DELIVERED. MUSIC MARKETING.

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





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

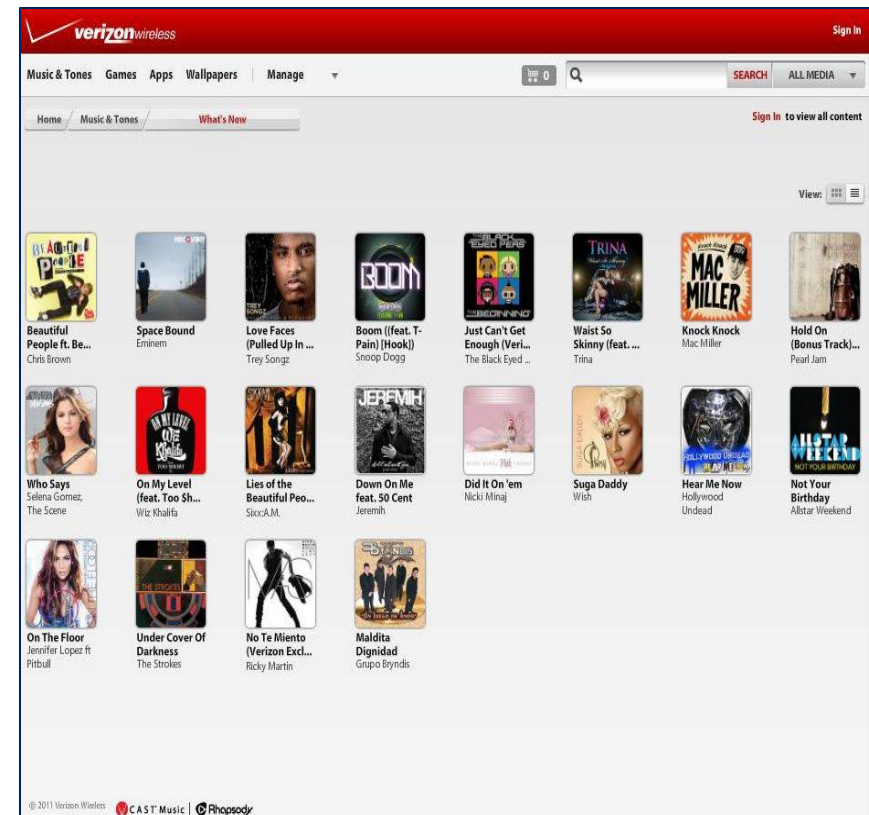


Ringtone Applications

- 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

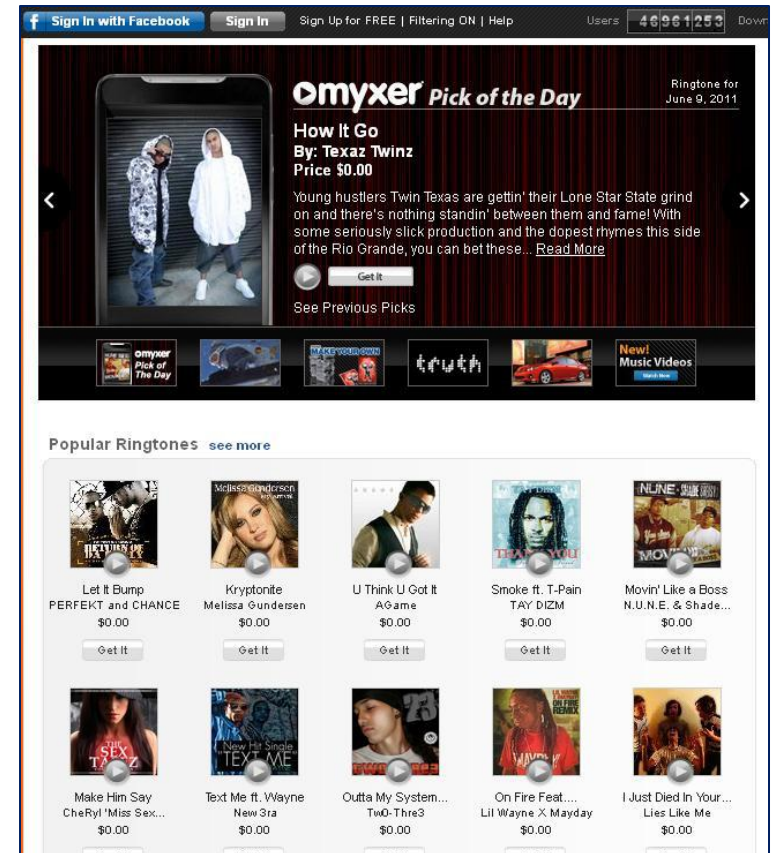
- 🎧 Generic widget created using web-based platform
- 🎧 Supported content
- 🎧 Ringtones
- 🎧 Immediate creation as long as content is live on Thumbplay



- 🎧 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



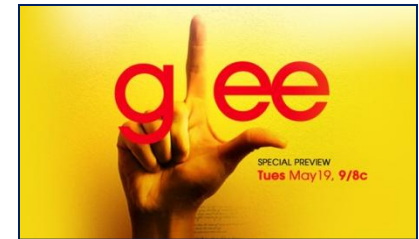
CBS – CSI: Miami

- 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)



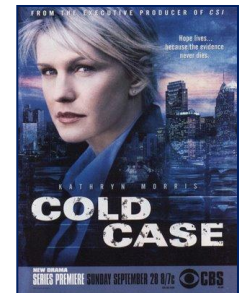
NBC – Royal Pains

- 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

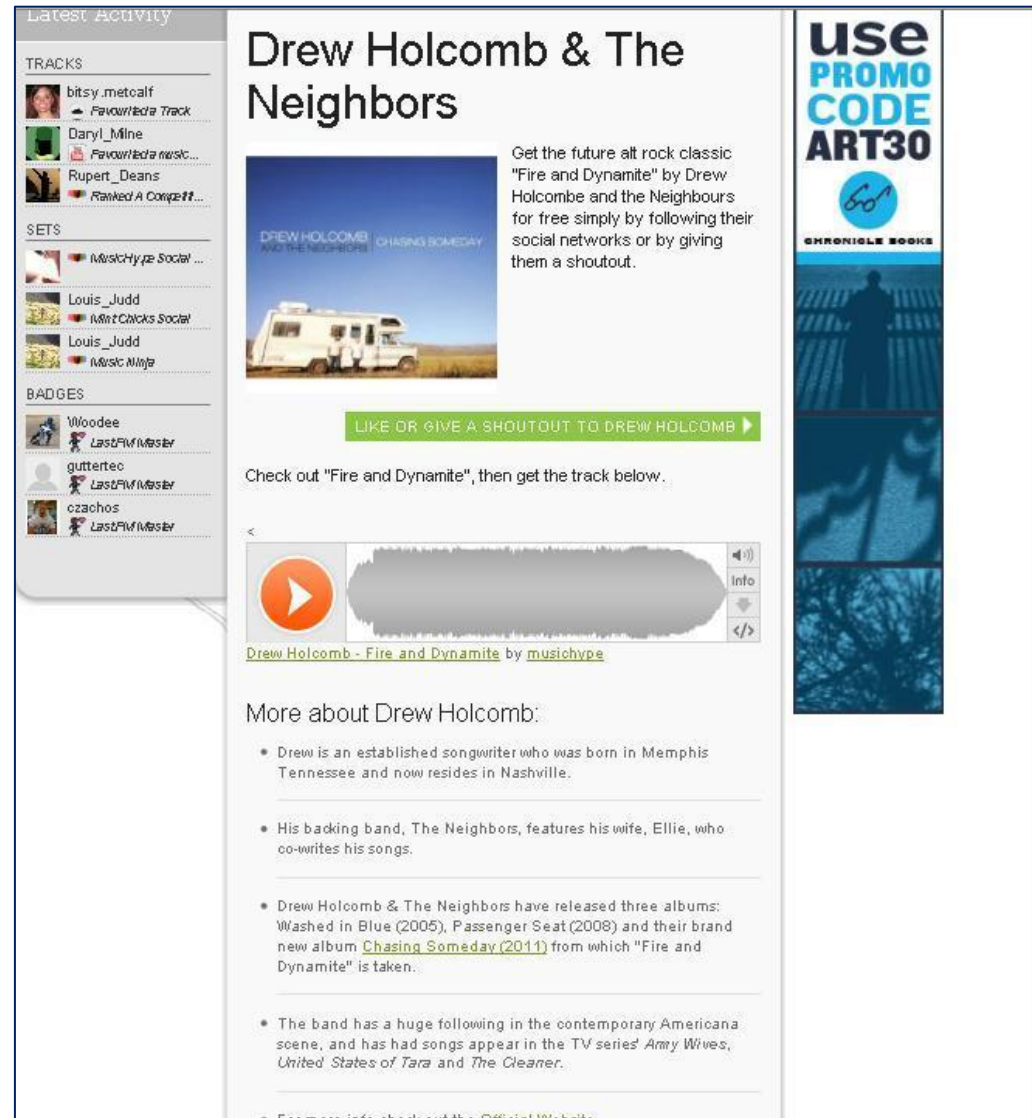
- Boyce Avenue – Hear Me Now
- The Days, The Nights – Her Name Is Alice



 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



The screenshot displays the INgrooves website interface. On the left, a sidebar titled 'Latest Activity' lists tracks and sets. The main content area features a profile for 'Drew Holcomb & The Neighbors' with a photo of a white van. Below the photo is a green button that says 'LIKE OR GIVE A SHOUTOUT TO DREW HOLCOMB'. A music player is embedded, showing a play button and a progress bar. To the right of the player, there is a section titled 'More about Drew Holcomb:' with a bulleted list of facts about the artist and his band. On the far right, there is a vertical banner for 'use PROMO CODE ART30' with a silhouette of a person.

Latest Activity

TRACKS

- bitsy_metcalf
Favourite Track
- Daryl_Mine
Favourite Track
- Rupert_Deans
Ranked A Competit...

SETS

- Musichype Social ...
- Louis_Judd
Mint Chicks Social
- Louis_Judd
Mint Chicks

BADGES


- Woodee
LastFM Master
- guttertec
LastFM Master
- czachos
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](#)

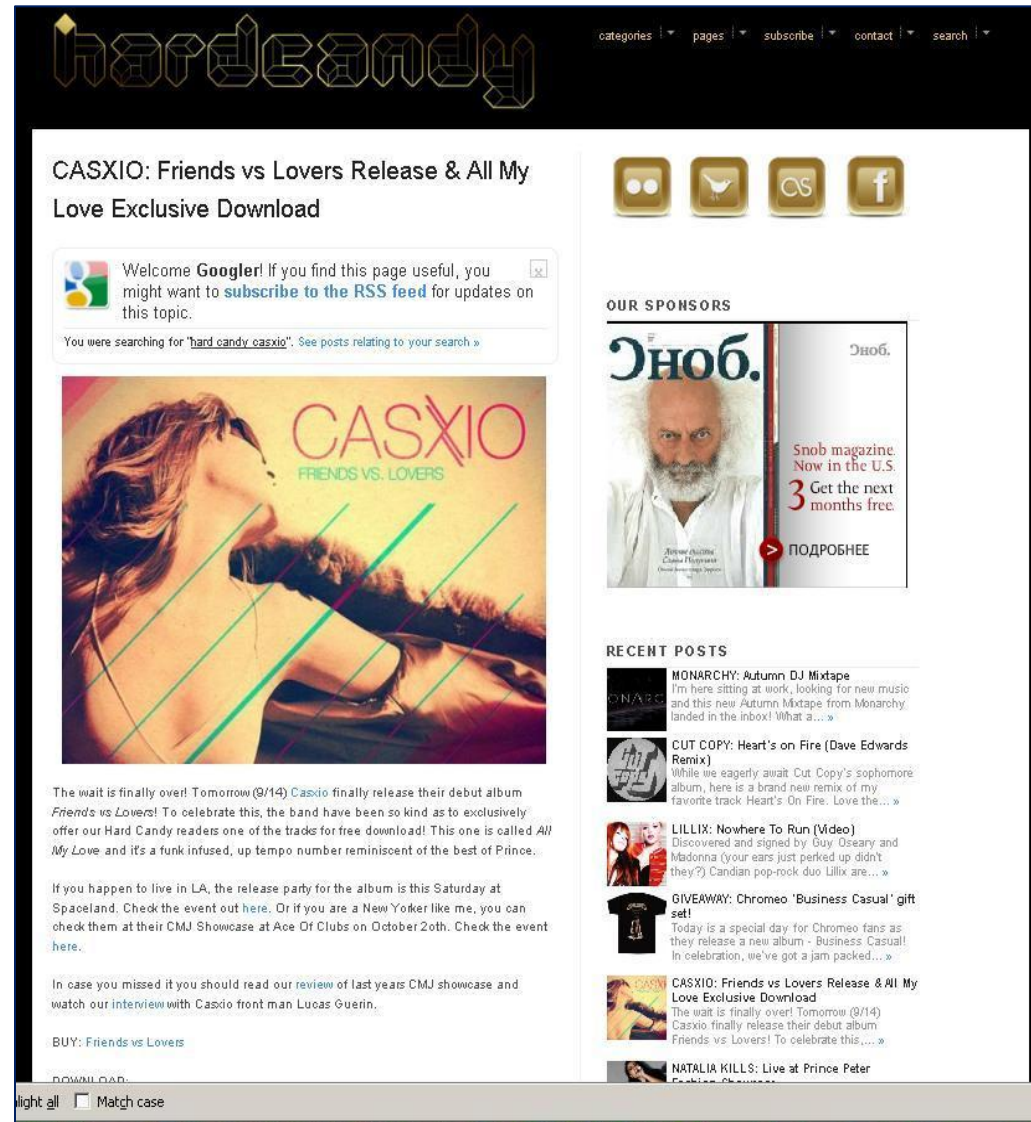
More about Drew Holcomb:

- 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](#).


use PROMO CODE ART30
CHRONICLE BOOKS

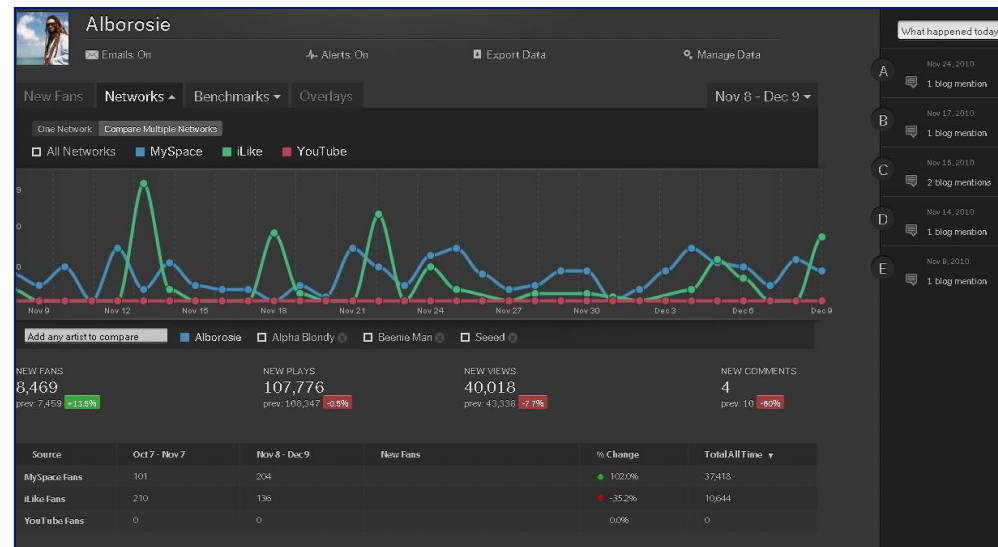
- 🎧 A key force in music discovery and marketing
- 🎧 Relationships with some of the most important sites that help shape the marketplace
- 🎧 Mailing list of over 500 sites around the world
- 🎧 INgrooves alerts blogs of new records, gives free downloads, and options to engage further with artists
- 🎧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



- 🎧 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)

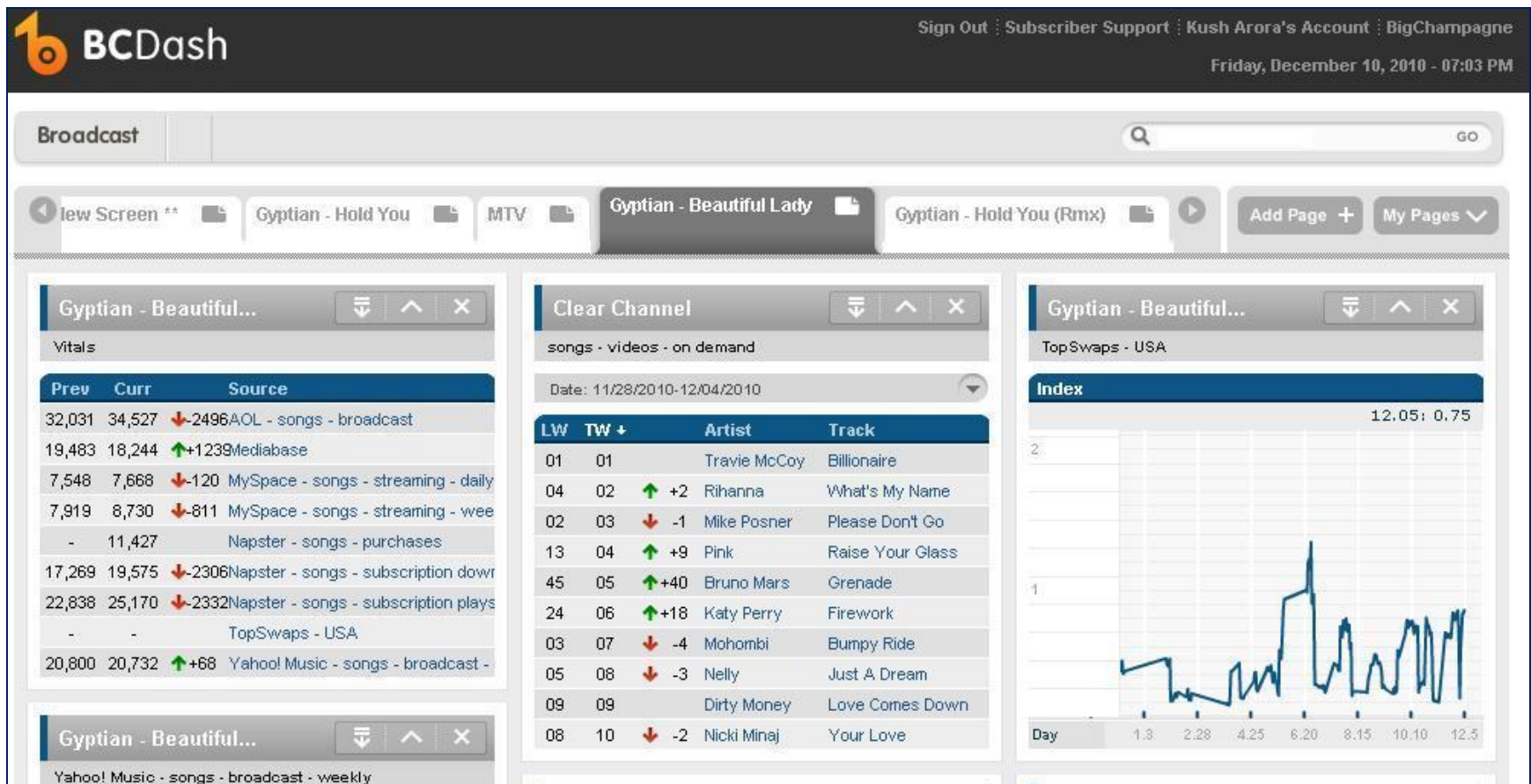
Metrics – Next Big Sound

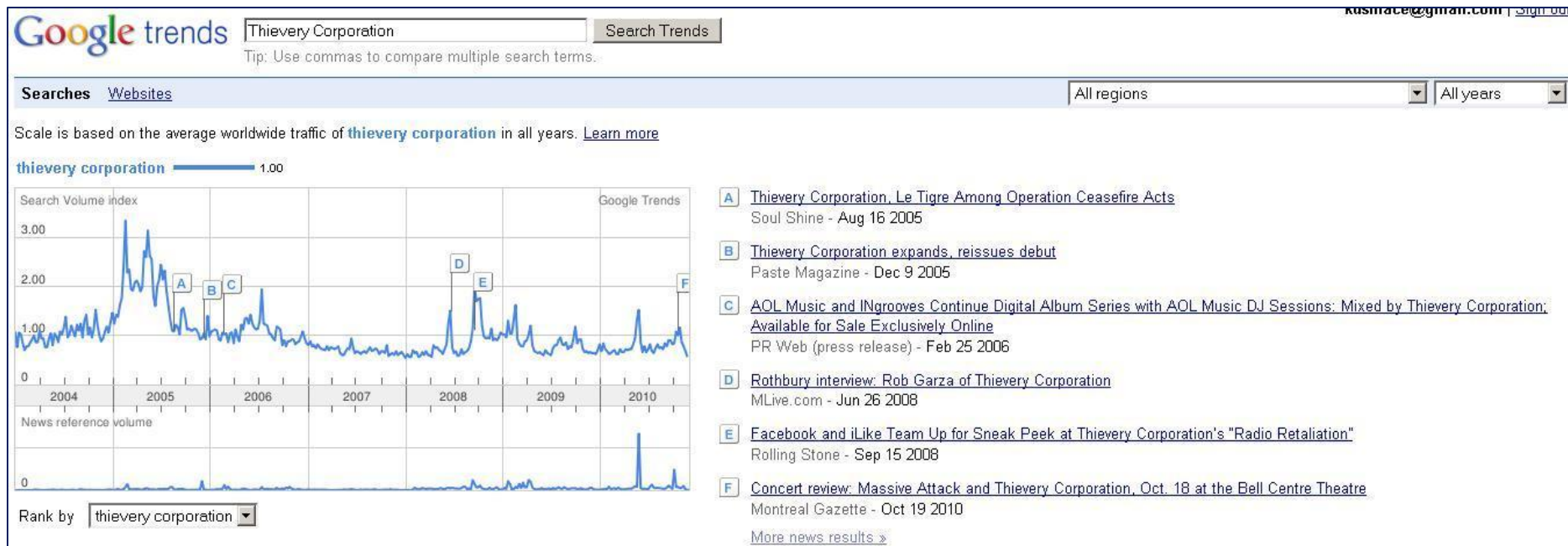
 Monitor web traffic of all major networks including Facebook and YouTube



Metrics – Big Champagne

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





🎧 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.