



2023 MUSIC OPPORTUNITIES

# ***Own* the Mobile Experience**

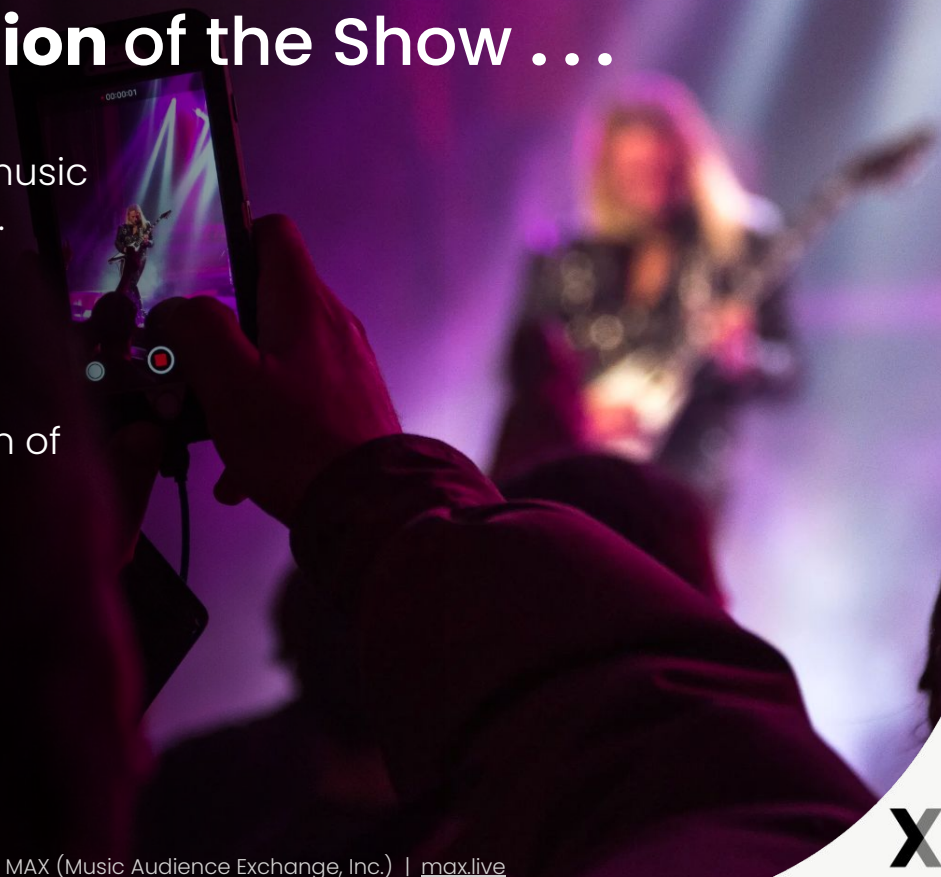
# Turn *Fans' Screens* Into an **Interactive Extension** of the Show ...

With MAX's latest tech innovations, every live music experience has a brandable mobile extension.

## 100% Ownable On Mobile

Turn fans' screens into an interactive extension of the show, brought to you by your brand.

- ✓ Brandable & Ownable
- ✓ Interactive Music Experiences
- ✓ Browser-based, no app to download
- ✓ Proprietary to MAX



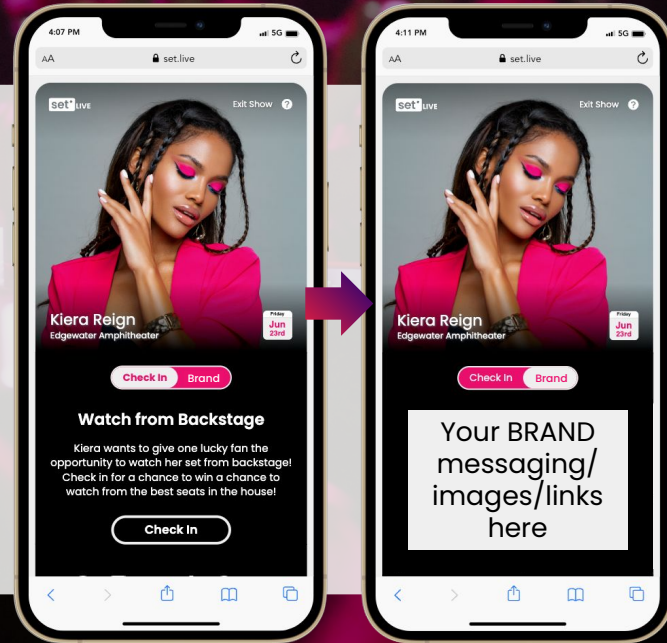
# Artists Own the Stage ... Now, Your Brand Can Own the Mobile Experience

## YOUR BRAND GETS...

- ✓ **Brand integration** throughout mobile screens
- ✓ Pages **customized** with your brand colors & language
- ✓ Ownership of **branded tab** for custom CTAs
- ✓ Contact info shared as **leads for CRM**

## FANS CAN...

- ✓ **Enter to Win** (Backstage pass, VIP seats, signed merch, etc.)
- ✓ **Vote** for encore song
- ✓ **Donate** to artists' favorite charity
- ✓ **Opt-in** to Brand's CRM



(Artist announces on stage)

"Thanks to **[BRAND]** you can be a part of tonight's show. Scan the QR code or go to **[BRAND].Set.Live."**



Powered by **MAX SET.Live™** - app-less (browser-based) mobile live interaction platform, proprietary to MAX.

Artist & images for placement only

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## CASE STUDY

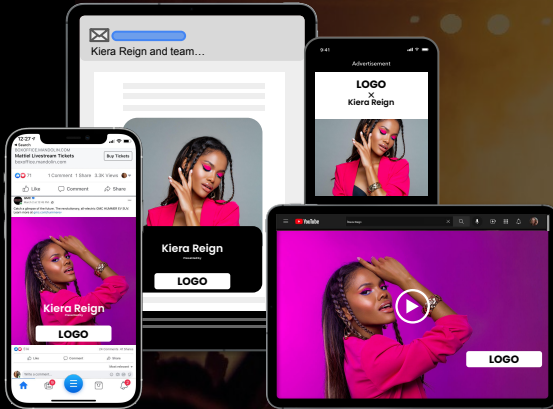
# Ford x Mike Ryan

See SET.Live in Action Live in Dallas in the Below Video



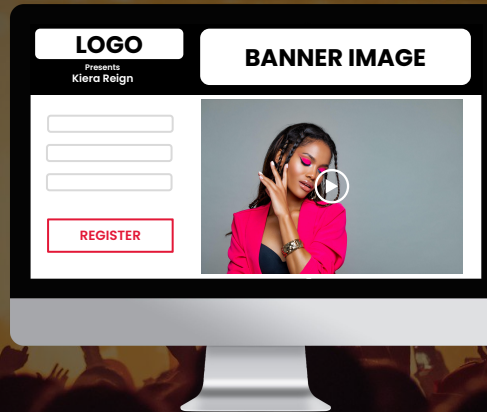
# Drive the **Consumer Journey** for Your Brand

with Interactive Music Experiences



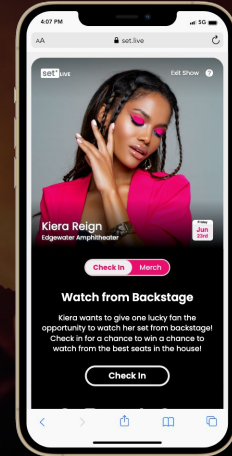
## **SOCIAL, AUDIO, VIDEO, & EMAIL MARKETING**

Artist announces brand partnership across owned channels, amplified to the target audience.



## **CONTENT HUB & LEAD GEN**

Showcasing branded video content with the featured artist, tour dates / markets, & sweeps entry form.



## **IN-PERSON SHOWS & FAN EXPERIENCE**

Fans at live shows will be able to have interactive engagement options with branded content via SET.Live™

# Program Opportunity

## ON-SITE CONTENT & EXPERIENCE

- ✓ **100% ownership** of SET.Live interactive mobile experience
- ✓ **Branded on-site signage** and QR codes pointing fans to SET.Live (banners, audio, or video - dependent on venue & artist)
- ✓ **Exclusive branded SET.Live experience** (sweepstakes, encore vote, charity donation, etc.)
- ✓ **Custom secondary tab** for brand images, messaging, links
- ✓ **Live shout outs from Artist** reminding fans to use SET.Live (subject to artist agreement)
- ✓ **Artist/tour** selected based on target audience match, key markets, brand affinity
- ✓ **Opt-in leads** collected and shared with the artist and brand





# Thank You

# max Capabilities & Deliverables

## Artist & Licensing

### Artist Selection

Use MAX Artist Matching Engine™ to identify artists

Qualify potential artists through interviews

### Payment of Fees and Licensing

Artists participation fees and/or travel costs as needed

Any applicable publishing fees or performance rights payments

### Legal

Negotiate and execute usage and likeness agreements

Lock up from competitive brands

Song clearance, both publishing and performance

### Artists On-Boarding and Management

Brand guideline training

Asset collection (song, b-roll)

Connecting to social accounts

Ongoing management of artists throughout campaign

End-of-campaign reporting

## Media

### Planning

Create media plan based on campaign objectives, assets, artist, and program structure

### Online Video

Target based on geo-, demo-, psychographic, and similar artists

Provision campaigns with video content

Optimize performance to meet objectives

### Social Media

Identify best fit social platforms

Provision social campaigns

Target based on geo-, demo-, psychographic, and MAX similar-artists targeting

Upload and schedule social content

Monitor performance and adjust to meet objectives

### Streaming Audio

Deliver streaming audio spots



# max Capabilities & Deliverables

## Content

### Audio Spots

Script generation

Record voice overs

Edit audio spots with licensed music

### Branded Photo Shoot

Photography concept

Coordinate and execute photo shoot with artists

Photo editing

### Branded Social Media Posts

Concept and produce video and image posts

Coordinate creation of social content with artists

Video production, photography, and editing

Script social posts and create content calendar

QA check against brand guidelines

### Storytelling Video

Develop video concept

Coordinate video production with artists and client

Coordinate video post-production

### Display Banners

Banner concept and design

Develop banner copy

Banner creative in needed sizes

### Content Hub / Landing Page

Build custom, mobile-responsive page with analytics

Site design and production

Host against secured URL and propagate to DNS servers

Set up analytics and widgets for reporting

Implementation of custom widgets and other integrations to drive conversion and data collection

# max Capabilities & Deliverables

## Activation

### Livestream

Produce virtual artist performance and stream on branded page (powered by MAX's SET Livestream) and/or artist's social channel(s)

Send confirmation, reminder, and thank you emails and/or reminder texts to registered attendees

Integrate brand through dynamic countdown, intro/outro cards, pre-roll, product placements, artist shoutouts, and/or other on-screen branding

Create Set the Set event page for fans to vote on the setlist

### Sweepstakes

Develop sweepstakes concept

Legal – develop rules and integrate into sweepstakes assets

Translation of rules (where applicable)

Establish method for collection of entries to sweepstakes

Select sweepstakes winner(s) and coordinate execution and/or delivery of prize(s)

Many creative options available such as backstage tour, artist

Q&A, exclusive signed artist merchandise, personal video/audio message

### Branded Meet & Greet

Coordinate the artist to meet with fans (in-person at an existing show or virtually using MAX's meet & greet technology)

Generate branded collateral for the meet and greet

### Private Event

Coordinate the artist to appear perform an intimate private event for a small audience

Includes any payment the artist may require to perform

Coordinate with a previously established venue or procure one

Covers any equipment needed for a small/intimate show

### SET.Live Mobile Experience

License SET.Live technology for use at live shows

Customize pages with brand logos, colors, images, messaging

Design and/or produce promotional assets (ex. Pop up banners, signs, static images for video screens, short artist videos)

Coordinate the interaction experience with the artist and brand (ex. Vote on songs, check in, enter to win, trivia, donate to charity, auction, etc.)

Develop sweepstakes rules

Coordinate winner selection and prize fulfillment