



## **PVIPE MUSIC OVERVIEW**

**PVIPE Music** provides the global music community with world-class digital distribution and marketing.

### **ONLINE & MOBILE DISTRIBUTION**

PVIPE Music provides digital distribution to over 400 online and mobile destinations worldwide in more than 100 territories.

Our end-to-end digital asset management platform automates many distribution and administrative functions. Our platform is a content hub that connects directly to all leading online and mobile stores worldwide. We utilize our client console to have total visibility to the status of your releases- how, when and where they have been distributed, and the ability to opt in and out of retail deals and review and export monthly sales reports for all retailers. PVIPE Music is a true digital distribution company, not just an aggregator of services.

### **MOBILE DISTRIBUTION**

Mobile distribution is key to expanding your reach in the digital space. Ringtones, Ringbacks, Wallpapers, Fulltrack downloads and Video Ringers are being offered by carriers such as Verizon, AT&T, Sprint and T-Mobile. PVIPE Music understands the market potential and can discuss opportunities to create visibility for your catalog within the mobile space.

## **TARGETED MARKETING**

In addition to providing our clients with the best digital distribution service available, PVIPE Music has an expansive promotional network that enables you to market your content to the digital world and increase sales and long-term awareness. The design, implementation and execution of our campaigns are based on an analysis of your overall marketing strategy and how best to enhance this in the digital world. Digital marketing is about consumer impressions; PVIPE Music makes this happen.

Through our network, we manage excellent relationships with all major digital music retail services providing guaranteed worldwide exposure for your releases. PVIPE Music also has access to large-scale promotional partnerships with companies such as AOL Music, Spinner, Topspin Media, Clear Channel, Pandora, iLike, Facebook, and more.

## **SELECT PARTNERS**

Beatport	THUMBPLAY
iTunes	AOLMUSIC
Amazon	AT&A
iLike	MYSPEACE
realRhapsody	0-2
7digital	FNAC
emusic	NOKIA
napster	Spotify
Alltel	VIRGINMEGA.FR
Vidzone	we7
3	Zune
Orange	

## **MOBILE MARKETING**

PVIPE Mobile can offer placement on major distribution channels

such as:

• Verizon Wireless • AT&T • Sprint/Nextel • T-Mobile •  
Vodafone • Orange • O2 • Telus • Bell Mobility • Telcel •  
Movistar • Telefonica • NTT DoCoMo • KDDI

## **RINGTONE APPLICATIONS:**

• Ringtone Jukebox • FunMo • Musica Real • mSpot

## **WEBSITES:**

• [www.thumbplay.com](http://www.thumbplay.com) • [www.jamster.com](http://www.jamster.com) •  
[www.ringtonejukebox.com](http://www.ringtonejukebox.com) • [www.myxer.com](http://www.myxer.com) • [www.ringtones.com](http://www.ringtones.com)

## **“ON DECK” LAUNCH OF MOBILE CONTENT**

PVIPE Music has solidified key partnerships in the mobile space that allows us to launch content directly “on deck” via each carrier’s white label tone stores worldwide. Not only can we launch your content “on deck”, but we have nurtured relationships that allow us to land additional prime real estate on the carrier deck.

## **LAUNCH OF MOBILE CONTENT ON “DIRECT TO CONSUMER” SITES**

Direct to consumer sites such as [www.Jamster.com](http://www.Jamster.com) and [www.Thumbplay.com](http://www.Thumbplay.com) enable mobile content to be available for fans to download directly from their websites instead of having to search through the carrier “deck” for content. PVIPE Music has solidified partnerships directly with these companies as well as a vast number of others and is able to distribute your content via these services worldwide. We work with their marketing and merchandizing teams to implement campaigns that will assist in the sales and visibility of your content in the mobile space.

## **KEYWORD TO SHORTCODE DISTRIBUTION**

Along with distribution via the carrier “deck” and Direct to Consumer websites, PVIPE Music can also provide you with keyword to

shortcode distribution. This will allow your fans to purchase their favorite ringtone and/or wallpaper by texting a keyword to a specific shortcode and the content will be sent directly to their handset. Keywords can be placed on an artist's websites, social networking pages as well as on event flyers and physical merchandise to sell mobile content directly to your fans.

## **MOBILE STOREFRONTS**

PVIPE Music has partnered with certain companies to develop mobile store-fronts or "widgets" that can sell your content (both domestic and international) directly off of your website, MySpace, Facebook etc. At the same time these "widgets" can also be shared across your fan's web pages as well, increasing visibility as well as sales

## **MOBILE FAN CLUBS & ARTIST APPS**

Mobile fan clubs are a great tool to reach your fans on the go, and a great opportunity to increase mobile revenues.

- Subscription based applications
- Ability to inform fans of concert dates and other events as well as "on the fly" updates from the artist
- Giveaway free mobile content as well as sell exclusive content to your "true fans" who have opted into receiving mobile updates
- Implement contests and other mobile marketing campaigns to strengthen your projects and maintain and grow your fan base via the mobile space

## **FILM & VIDEO DISTRIBUTION**

PVIPE provides digital film & video distribution to the widest variety of online and mobile services available in today's market. Whether you're a large entertainment conglomerate or a first time filmmaker,

PVIPE is your key to content monetization and global recognition. When you partner with PVIPE, our team processes and delivers your content to all major online stores and mobile outlets.

Film & Video Services Include:

- Worldwide digital distribution
- Consolidated monthly royalty and sales reports
- Storage and encoding for all your content
- Pre-negotiated deals with the leading online and mobile services.
- Promo only services available
- Video ringtone creation
- Strategic marketing packages geared towards the specific needs of your music, film or video content

PVIPE Music provides access to over 600 online and mobile retail stores. Clients are also offered preferred rates with our Marketplace partners, and they can access these deals via our Client Console.

## Online Retail Partners

24-7 Entertainment  
7 Digital Media  
Amazon  
ArtistXite  
AudioJelly/PsyMp3  
Beatport  
Big Pond (Telstra Media)  
Bleep.com  
Boomkat  
CreateSpace  
Dancefuel Records  
DanceTracks Digital  
Deezer  
DJ Download  
D. J. M. R.

DJTunes.com  
eMusic  
Fatbeats.com  
FNAC Direct  
F.Y.E.  
Guvera  
HMV  
iLike  
iTunes  
Juno Records  
Junketboy  
Last.FM  
Masterbeat  
MOD Systems  
MySpace Music  
Napster  
Othermusic.com  
Puretracks (Moontaxi)  
Rdio  
Reggae Addict.com  
Resonant Vibes  
Rhapsody/Real  
ShockHound (Hot Topic)  
Simfy  
Slacker  
Spotify  
Stompy  
TouchTunes  
Trackitdown.net  
Turntable Lab  
VidZone Digital Media  
Virgin Mega France  
Walmart.com (Liquid)  
Wasabeat  
Wax Poetic  
We7  
YouTube  
Zune

# Marketplace Partners

PVIPE Music CD Lounge  
SoundOut  
MobileRoadie  
ReverbNation  
Audiolife (Topspin Integration)  
Media2Radio  
MediaNet

# Mobile Retail Partners

9 Squared  
FunMobility  
Hudson Entertainment  
IEM Mobile  
Jamster/Jamba  
LiveWire Mobile  
Mobile Streams  
Moderati  
mSpot  
Pocket Group UK  
Taylor Creek Associates  
Telefonica  
Thumbplay  
Urbanworld Wireless  
Verisign  
WDA  
XLR8

## **Additional Mobile Carrier Channels**

AOL MO  
Bell Canada  
Cellular South  
CMT MO  
Cricket  
Dobson  
Embarq  
Ericsson  
JAVA MO  
Metro PCS  
MSNE MO  
nTelos  
PreferredVoice  
SouthernLINC  
Triton  
USACELL  
V-Enable  
Vindigo RingMaster  
Verizon Wireless – Puerto Rico

## **Video**

### **Online Retail/Streaming**

Amazon Video On  
Demand  
DailyMotion  
iTunes  
YouTube  
Zune  
VEVO

### **Online Marketing**

GoTV  
Vidzone



## **Mobile Video**

GoTV (Verizon and ATT)  
Jamster  
Mobile Streams  
Moderati  
Thumbplay  
VidZone Digital Media  
Vringo

## **White Label Retailers**

3 Austria  
Buecher.de  
CDON  
DATZ Music Lounge  
El Giganten  
Elkjop Norway  
EMI / Mobilejukebox  
Eventim  
Ex Libris Music  
Filmax / YoDecido  
Freenet Musik  
Download  
Gigantti  
LIBRO Music  
Download  
Magix Music Shop  
Mediamarkt  
MedionMusic  
Meteli.net  
Motormusic  
MusicaOnline  
MyMusic  
Omnifone  
REGGAEinc.com

Saturn Download  
Soundmedia  
Sunrise / Musicworld  
TDC / Details  
TDC Music DK  
Telmore  
Musikdownload  
Weltbild Downloads

## **MediaNet**

Clearwire / ClearMedia  
HMV  
iMesh  
Jriver  
La Curacao  
Synacor  
Tesco Digital  
Zune

## **InProdicon**

Aftonbladet  
Ahrens  
Bengans  
Blip/TV4  
Box.dk  
Brightpoint  
Goteborgs Posten  
MTV  
Music Brigade  
Musicshop  
QXL  
Skivhugget  
The Phone House  
TV2  
ZooMobile

## **Nokia Music**

Finelco  
Leclerc  
Media World Compra  
Migros  
MSN  
MTV  
NTL  
OD2  
Onet Plejer  
Oxfam  
pt.com  
Tiscali  
Virgin Greece  
Wanadoo NL

## **FILM & TV LICENSING**

PVIPE Music provides non-exclusive sync licensing support to our label partners. Record labels signed to PVIPE Music benefit from the creative and well connected licensing team. The licensing department works with top music supervisors, ad agencies and game developers to synch songs from the catalog into innovative projects.

Licensing music through PVIPE Music is an easy cost effective way to get access to top-notch independent music from a wide variety of artist and labels.

- One-stop licensing for most of our content, over 500,00 songs in the catalog

- Over 10,000 pre-cleared songs available for instant licensing
- Quick and easy contract negotiations and execution
- End to end music supervision available
- Wide array of popular music styles and genres
- No production music, all commercially released music from independent artist and labels

### **Select Recent Synchs:**

#### **TV**

CBS - C.S.I Miami

FOX – Glee

NBC - Royal Pains

CBS – Cold Case

HBO – East Bound and Down

WWE – Friday Night Smackdown

HBO – Entourage

CBS – Cane

#### **Advertisements**

Verizon / Droid / Slacker App – “All Comers” Droid commercial featured Supertweaker song and album artwork – US 6 month campaign

Bud Light Lime – “Sphere of Summer Super Bowl Ad and year long campaign

Blackberry Global Campaign – “Connected to Life

## **Films/Trailers**

Weinstein – Zack and Miri Make a Porno

Lion’s Gate – Bangkok Dangerous trailer

Columbia Pitchers – Marie Antoinette trailer

Independent – The Narrows

## **Video Games**

Tapous – Tap Tap Revenge 3 – 100 songs licensed

Blackbean – SBK series from 2007-2010

Sega – Crazy Taxi PSP and X-Box Live Arcade versions

THQ – Soprano’s

Nexon – Audition

THQ – Dancing with the Stars

Valcon – Ski-Doo Snowmobile Challenge

## **CLIENT SERVICE TEAM**

Once you partner with PVIPE Music, our dedicated client service team will work with you to manage your content within our client console, understand your royalty statements, and access analytic tools & Marketplace partnerships.

Our client service team is the best in the industry. Our reps are knowledgeable in the digital space and available to assist you.