

yourname.music

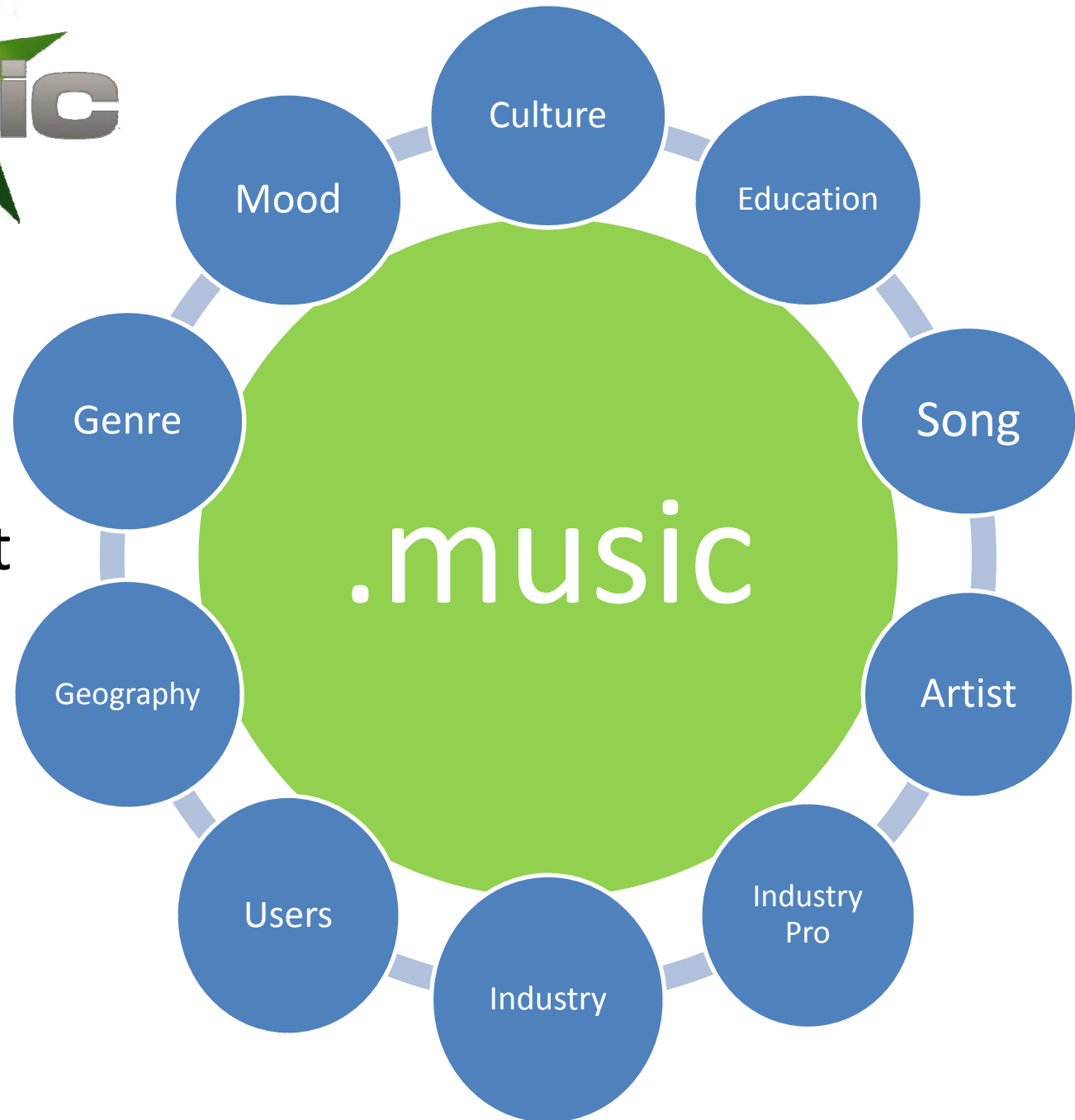


www.music.us





- Search
- Discovery
- Direct Request
  
- Exposure
- Interaction
- Collaboration





## Powered by Music.us/Music.mobi Platform

- Downloads / Mobile
- Merchandising
- Ticketing
- Booking / Hiring
- Live Broadcasting
- Ad Sharing
- Sponsorships
- Service Providers
- Digital Products
- Bundling

# **.music Market Strategy**

- **Increase value of music to consumers**
  - **Promote new artist discovery**
  - **Offer exclusive rich content, media & goods**
  - **Bring together an interactive global community**
  - **Empower fans to personally connect with their favorite artists & music**
  
- **Introduce innovative business models to enlarge market size of music through the sale of goods & services enabling:**
  - **Cross-selling**
  - **Up-selling**
  
- **Create jobs & employment opportunities**
- **Foster a global, vibrant, legitimate marketplace**
- **Facilitate digital m-commerce**



## **.music 23-point Initiative**

- **Enriching society with artistic & cultural diversity**
- **Educate about the:**
  - **Benefits of legal music & dangers of illegal sites**
- **Protect music rights holders & creative works**
- **Support fair compensation to musicians & writers**
- **Mission:**
  - **Fight global theft of music**
  - **Introduce innovative models to grow music industry**
  - **Combat phishing, cybercrime & identity theft**
  - **Help improve internet security & stability**
  - **Support music education in school curriculum**



# **.music Milestones**

- **Raised public awareness & support**
  - **.music initiative petition: 1,250,000+ signatures**
  - **Top 10 Myspace Music Profile: 1,500,000 artist friends**
  - **Hundreds of thousands of followers on Twitter/Facebook**
  - **Global music conferences, events & sponsorships**
- **Patent-Pending Classification System & Discovery Method**
- **Music.us One-Stop Marketplace + Anti-Piracy Technology**
- **Release of .music theme song: Over 1 million plays**
- **Top business plan selection.: Presented at Harvard Business School**
- **.music™ trademarked in 20+ countries & used in commerce**



# Community Rotating Board

