

ATMECS - Media & Entertainment, Innovation Lab 2020

Evolving Fan Engagement from In-Person to Remote

Re-Imagining Music Fan Experiences

CONFIDENTIAL



ATMECS™
Passionate Minds



MEET YOUR HOSTS



Beth Adamo -Lenhoff
SVP; Media & Entertainment
Booth/Q&A



Jeff Caldwell
VP Digital Integration
Presenter



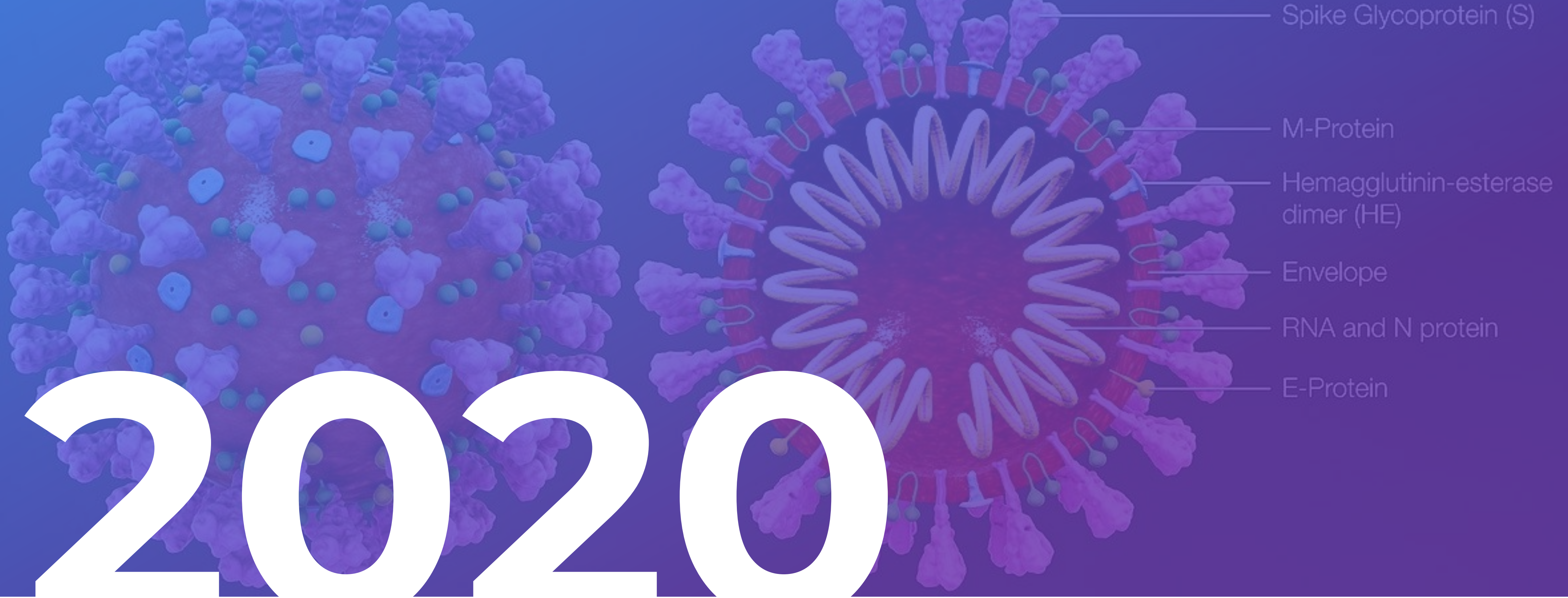
Eli Young
Director of Innovation
Presenter



Mike Grant
Former Div. CIO ViacomCBS
Booth/Q&A

Today's key discussion areas

- 2020 has been the foundation for change
- With everything going on people still crave release via entertainment
- There has been a shift in entertainment both for the fan / guest / listener / viewer and also for the entertainment business
- Fans still want enjoyment and business still want profit
- New ways to bridge this gap between the fan and the business are evolving
- Technology is at the heart of this change
- Let's see how the fan technology and the music / concert business are addressing this change



COVID-19 changed
everything the music
industry was built on..
THE LIVE EXPERIENCE

This global pandemic systematically halted fan based industries & experiences and their attached economies like food & beverage, marketing & advertising, merchandise, endorsements & ticketing just to name a few. In relation to revenues in media & entertainment,, that's most of the market.

-Eli Young, Dir of Innovation & Strategic Partnerships ATMECS, Inc.

WHAT'S MISSING?

The roar of the crowd, the sheer energy, the lights, the loud music, and being together, and singing our favorite songs together, are all part of this connective tissue between fans and the artists we love.

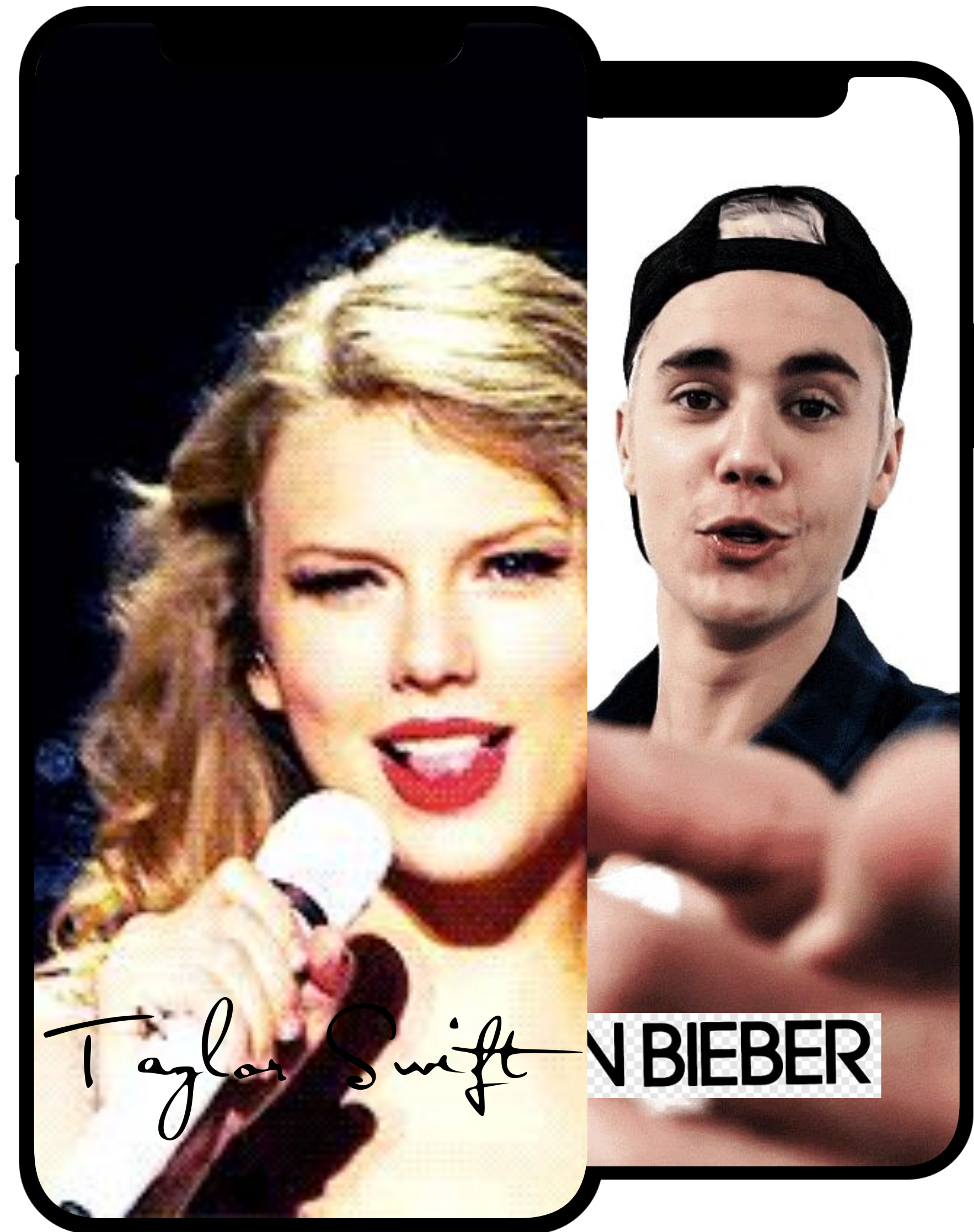


DEEPEN CONNECTION BETWEEN FANS/ARTISTS IN ONE PLACE

OWN THE FAN EXPERIENCE

Today, fans have to go to several platforms like YouTube, Spotify, Instagram, TikTok, Facebook, Virtual/Drive-In Concert platforms and individual artists websites to digitally “touch” and connect with artists they love. We believe this disjointed approach is a missed opportunity for entertainment brands that have deep & embedded relationships with artists and their content.

We believe this is ripe for disruption





Travis Scott,
Rapper/Entrepreneur
partners with the wildly
successful Fortnite to
produce the world's first
ever live music concert in
a video game experience.

FORTNITE

What Other Creative Business Opportunities
Exist for Music Fans to Engage Artists they Love?

US Music Fans

80% of American Music Revenue in 2019 came from streaming music services

-RIAA



SUPERGROUP BTS

Cashes in on the Virtual Concert experience with 756,000 fans in attendance for their Bang Bang Con concert representing \$20 million dollars in revenue

-Music Business Worldwide

BASED ON THE DATA, WE ENVISION...

FAN CENTRIC MUSIC APP

Smartphone app usage statistics show that in 2019 3.26 billion people used social media on mobile devices, representing a year-on-year increase of over 10%.

-We Are Social

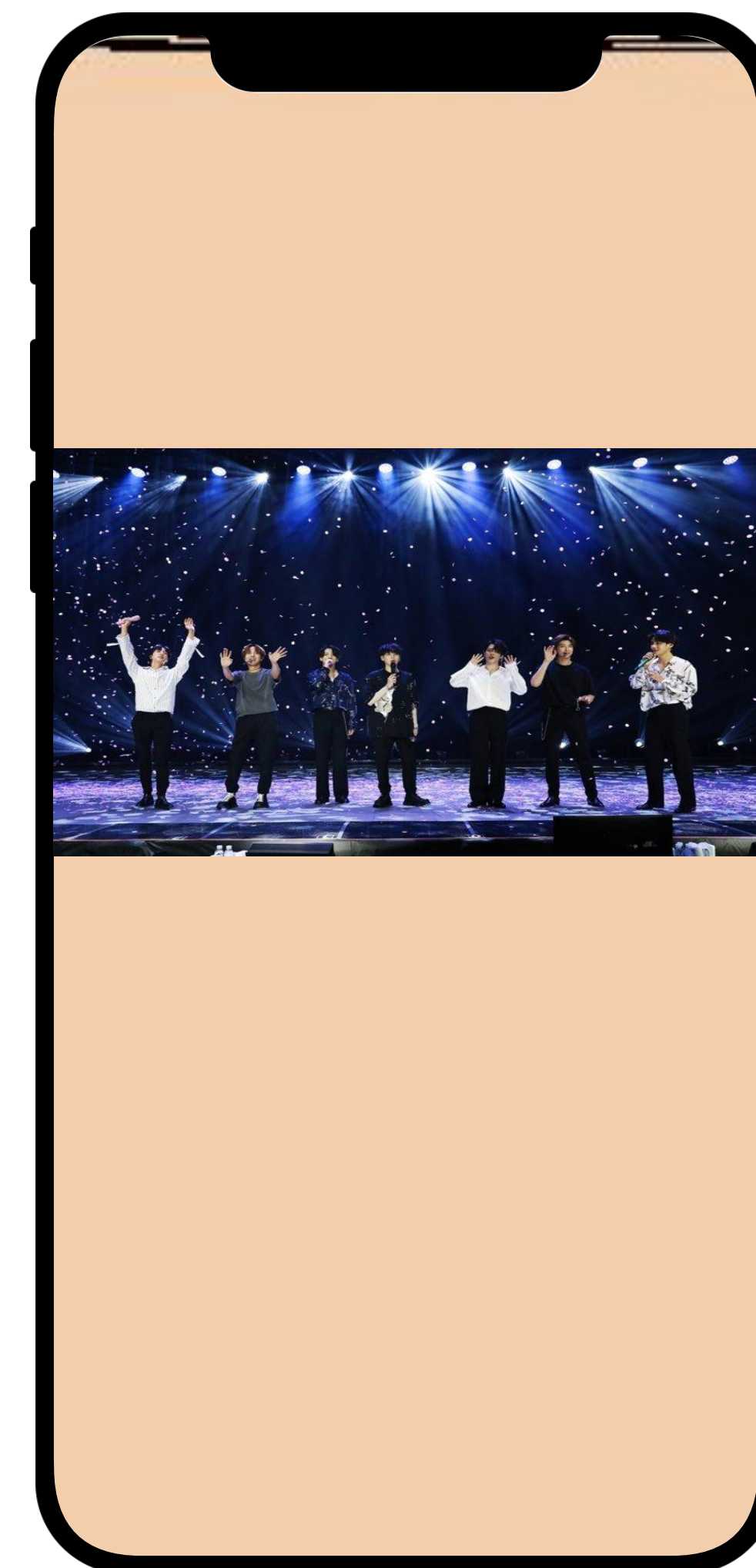
An Overview of smartphone application usage statistics reveals that 90% of smartphone time is devoted to apps.

-eMarketer

App Usage 90%



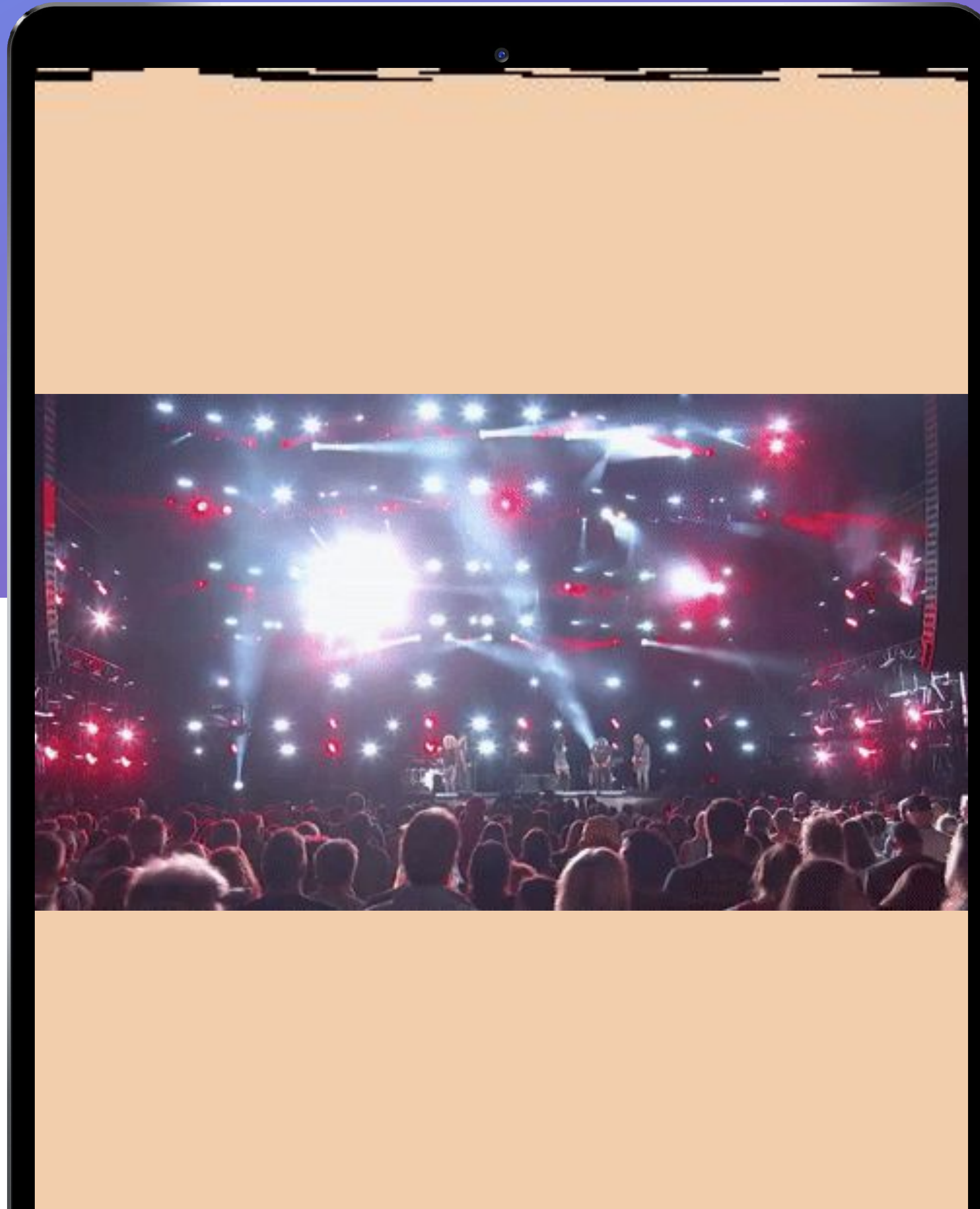
Owns Smartphone: Worldwide 42%



THE BIG OPPORTUNITY

VIRTUAL

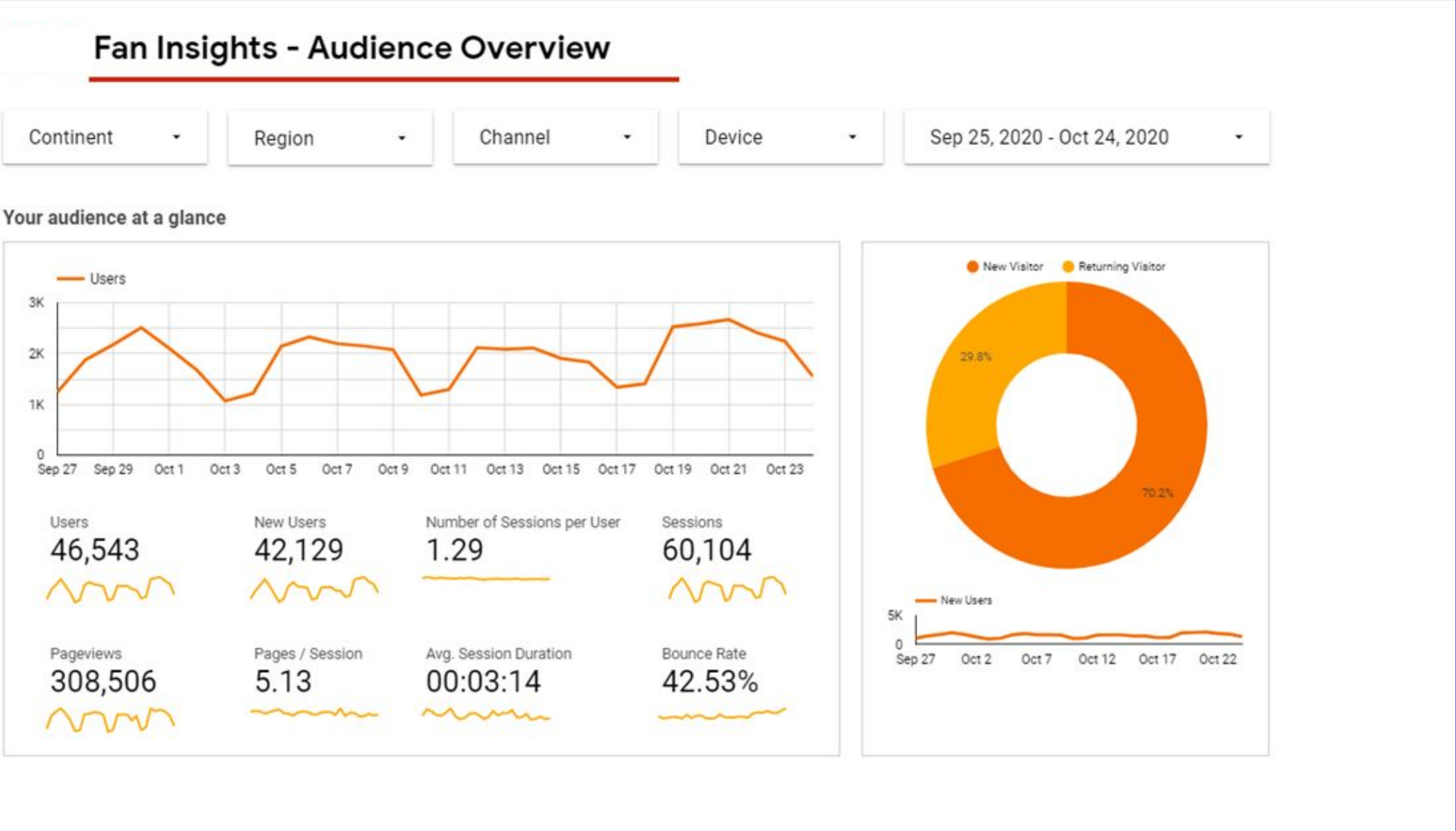
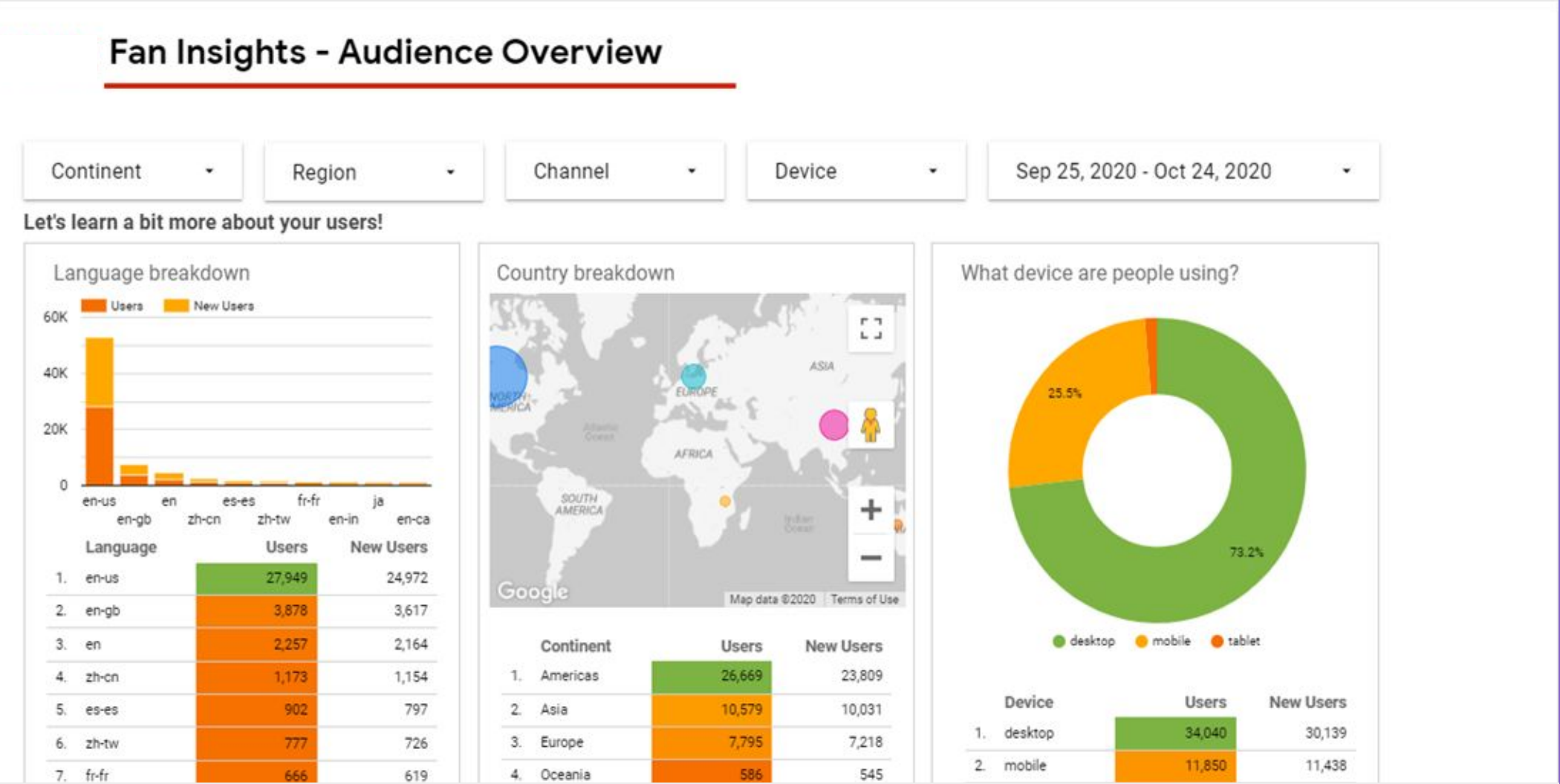
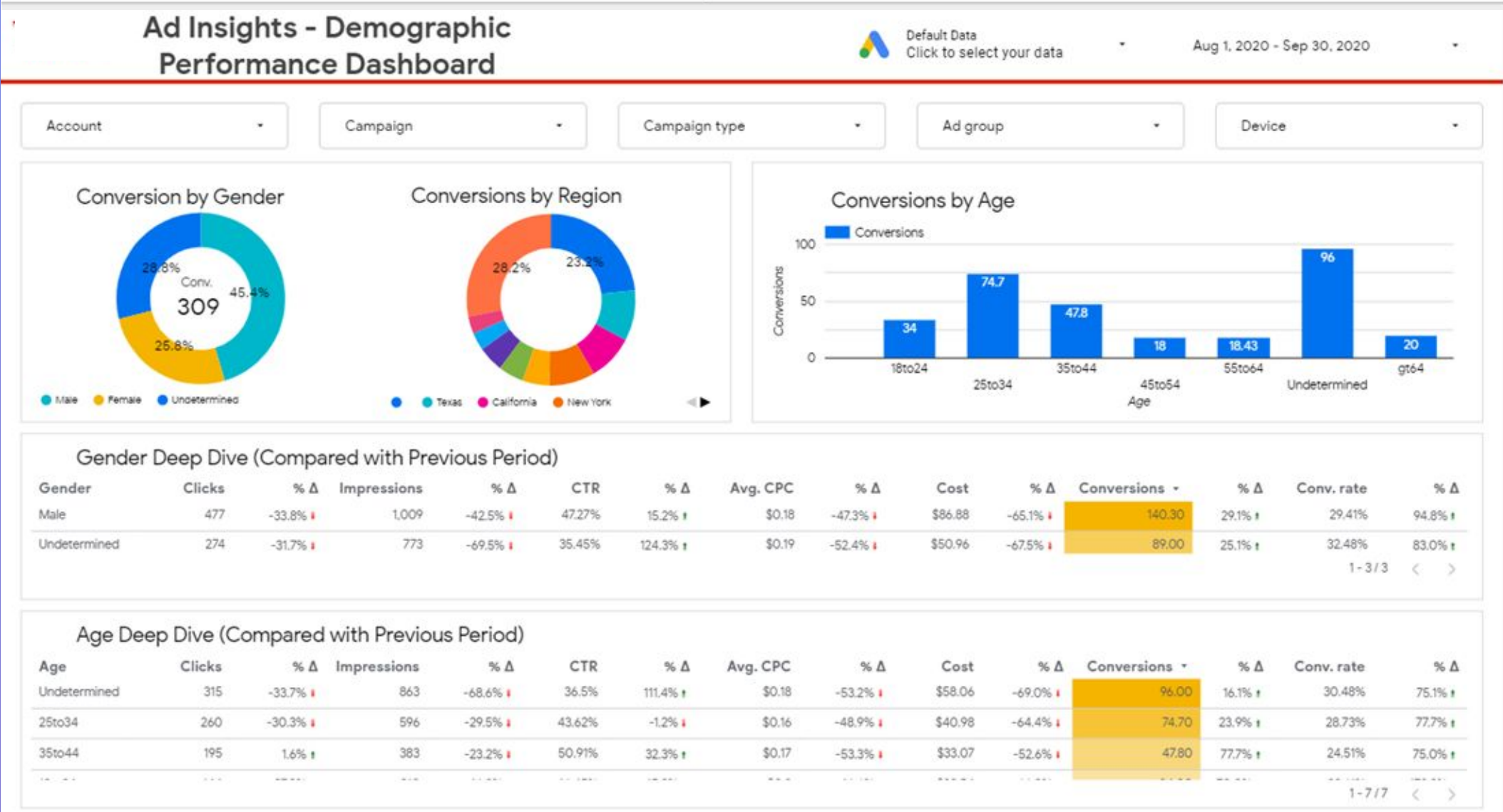
Virtual music experiences
with their respective
monetization ecosystems
can supplement venue
experiences



FAN CONTROLLED

We put fans in the driver seat by
allowing them to control their
experiences on the platform which
increases stickiness & revenues

ROBUST BACK-END ANALYTICS PLATFORM DRIVES REVENUE



What Next: The Road Ahead

- Embrace the change
- Think out of the box
- Use technology in new ways to satisfy the fan, the artist, the business – engagement and enjoyment
- Have passion and look forward to great things in 2021
- ATMECS is here to help with the passion, and change

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THANK YOU

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