

Mobile Artists Direct

Exclusive Content Packages from Xpressmo

► Monetize exclusive content with Xpressmo

Xpressmo's exclusive digital distribution agreements with today's hottest music artists, combined with cutting-edge interactive mobile content delivery creates a channel-based revenue opportunity for operators.

Monetize Premium Content: Xpressmo offers operators unique premium content delivered through a set of "channels". All Xpressmo-driven channels include an initial package of audio tracks, videos, wallpapers, and ringtones on an artist-by-artist basis.

Generate New Revenue: Xpressmo's Mobile Artists Direct Content Packages serve as an ongoing revenue-generation stream when Xpressmo provides operators special promotions, ticket sales, merchandise, and additional music artist content.

Decrease Churn and Increase Stickiness: Provide loyal mobile device users with content they seek. For example, fans of top artists such as 'BoBenton' and 'Down AKA Kilo' crave a new mobile content experience. Whether visiting the artists' Web site or sharing stories on social media sites, fans should always have mobile access to the hottest exclusive mobile content.

Deliver Demographic-Specific Content: Pre-load content packages with multiple artists that match target device demographics on an artist-by-artist basis or on a broader channel-by-channel basis.

Premium Content Channels



Key Revenue Opportunities

Pre-load exclusive mobile content from Xpressmo's signed artists and/or provide users with exclusive premium downloadable content through pre-populated channels.

Sample Channels

- Urban (Hip Hop, R&B, Dance)
- Pop (Top 40, Soft Rock)
- Rock (Classic, Alternative, Jam)
- Country (True, Classic)
- Jazz & Blues (Smooth, Jazz, Blues, Funk)
- Classical

► Content Package options

Xpressmo's exclusive Content Packages are available in two varieties: on a channel basis, or an artist basis. Since Xpressmo owns exclusive digital distribution rights to this content, you will be able to customize Content Packages based on demographic targets, premium service options and new artist content.

Channel-Based Content Packages

Available Content Genres

Tier 1: Urban

Includes Tier 2: Hip Hop, R&B, and Dance

Tier 1: Pop

Includes Tier 2: Top 40 and Soft Rock

Tier 1: Rock

Includes Tier 2: Classic, Alternative, and Jam

Tier 1: Country

Includes Tier 2: True and Classic

Tier 1: Jazz & Blues

Includes Tier 2: Jazz, Blues, Smooth, and Funk

Tier 1: Classical

Pre-Priced Content Bundles

- One Tier 1 Channel
- Three Tier 1 Channels
- Five Tier 1 Channels

A La Carte Content

- One Tier 2 Channel
- Three Tier 2 Channels

All Channel Content Packages include fresh artist content delivered on a monthly / quarterly schedule, with a revenue share for merchandise, tickets, and consumer content sold.

Artist-Based Content Packages

Available Artists



CLICK FOR
ARIST INFO

Artist 1: Bo Benton

Urban: Hip Hop / 50K+ digital downloads & 50K+ ringtones sold



CLICK FOR
ARIST INFO

Artist 2: Down AKA Kilo

Urban: Hip Hop / Multi-platinum Latin Hip Hop star



CLICK FOR
ARIST INFO

Artist 3: Lil Speedie

Urban: Hip Hop / 1M+ YouTube views & 2M+ MySpace views and plays



CLICK FOR
ARIST INFO

Artist 4: Forever The Sickest Kids

Rock: Alternative / 'Warped Tour' member; 3M+ MySpace plays



CLICK FOR
ARIST INFO

Artist 5: C-Side

Urban: Hip Hop / Pre-loaded on 3.7M Motorola phones; 3M+ MySpace plays



CLICK FOR
ARIST INFO

Artist 6: Cash Camp

Urban: Hip Hop / 4M+ YouTube views and 3M+ MySpace plays



CLICK FOR
ARIST INFO

Artist 7: Ordinary Peoples

Pop: Top 40 / 25K+ digital downloads & 25K+ ringtones sold



CLICK FOR
ARIST INFO

Artist 8: Playaz Circle

Urban: Hip Hop / 7.5M+ MySpace plays

