

A large crowd of people is seen from behind, looking towards a stage. The stage is illuminated with bright yellow and orange lights. A sign with a right-pointing arrow is visible on the stage. The text is overlaid on the image.

You have the release.
We have the plan.
Let's tell the world.

We **Connect** our Clients to **Consumers**

25 years of music and entertainment marketing experience combined with the latest media management services.

Concrete/TEC Direct Media is committed to servicing the music and entertainment industry with new ideas, better strategy, accountability and results.



- **Media Planning and Buying**
- **Research**
- **Media and Results Tracking**
- **Direct Response Media**
- **Creative**
- **Trafficking**

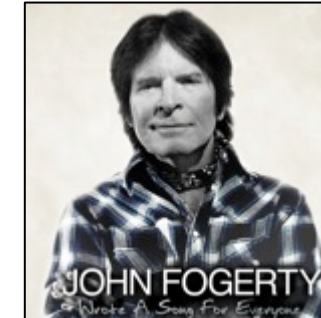
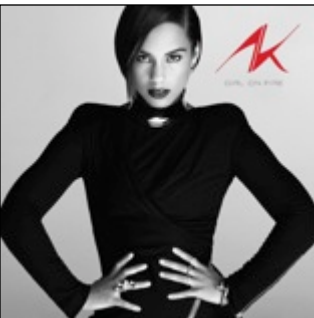
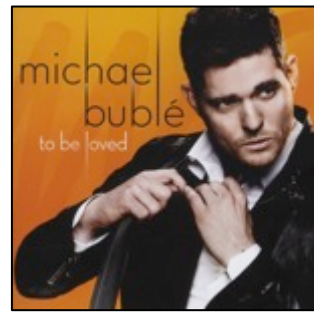
Offices in New York, Chicago and Nashville - team of 13.



Our Music & Entertainment Clients



Music Campaigns

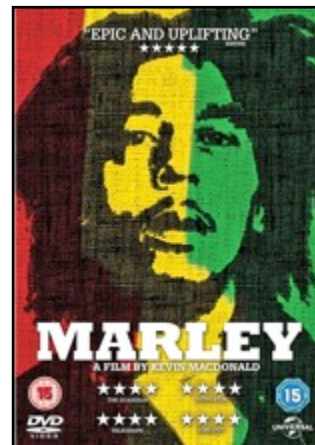
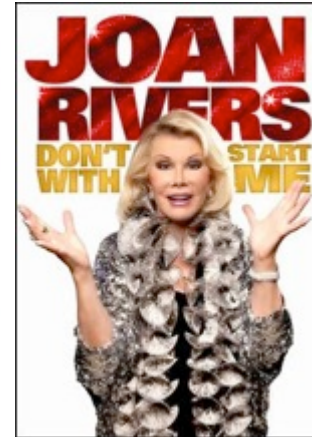
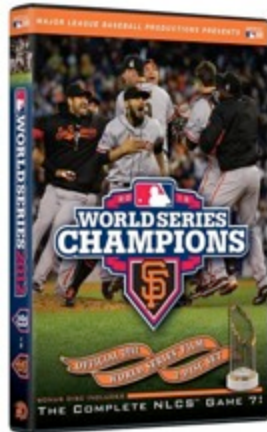


Our Tour Campaigns



- Country Throwdown
- Vans Warped Tour '11,'12
- Linkin Park/Projekt Revolution
- Evanescence/Finger 11
- Every Time I Die
- McDonald's Inspiration Celebration Gospel Tour
- No Fear Tour
- Sevendust
- The Black Dahlia Murder
- Throwdown/Zao
- Sounds of the Underground
- Terror Tour
- Ozzfest
- Trans-Siberian Orchestra
- Stimulate This! Tour

Home Entertainment Campaigns



How Are We Different?



- ✓ We are **leaders** in designing campaigns across all media channels, for the music and entertainment industries
- ✓ We create effective media campaigns that break through the clutter and deliver results, all at ***BELOW MARKET PRICE!***
- ✓ Our proprietary system, **M3D**, allows our planner/buyers to leverage vendor information to provide clients with a **strategic advantage protecting their media investments** across all media platforms



We Hold Ourselves **Accountable**

Stewardship of the media campaign is our forte. We provide clients with meaningful reports, analysis and perspective.

For example: our post report provides a critical comparison of your campaign deliverables and goals. *When we exceed the goal, enjoy the **added value***



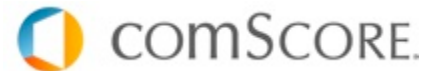


It all starts with Research

- We invest \$\$\$ in research
- Competitive media data
- Radio air play
- Analysis and insights
- And most of all..."results" data

"We're smarter so you're smarter"

Research Resources



GfK MRI





Our TV Buying Rocks & Saves You \$

- Spot TV, Spot Cable, Broadcast Network, Cable Network, Syndication, Satellite and Digital Networks
- Extensive category experience in Home Entertainment and Music
- Comprehensive database of pricing and performance
- Substantial research capabilities
- Alternative buying tactics to lower your cost of media





Our TV Buying Tactic: **Direct Effect**

“Direct Effect” is purchasing media at the cost of remnant but with the precision placement of general ad buys.

Its the best of both worlds (DR and General).

It provides savings of 30%-70% off general ad rates.

Actual Comparison

TV Buy Proposed by Other Agency

Their Cost: \$197,822

Media: BET, MTV, VH1, M2, MTVJams, MTVHits
197 (:15) units

44,243,000 HH IMPS // CPM \$4.47

23,005,000 A18-34 IMPS // CPM \$8.60

24,879,000 P12-24 IMPS // CPM \$7.95

Our TV Buy using Direct Effect

Our Cost: \$143,930

Media: BET, MTV, VH1, M2, MTVJams, MTVHits
197 (:15) units

44,243,000 HH IMPS // CPM \$3.25

23,005,000 A18-34 IMPS // CPM \$6.26

24,879,000 P12-24 IMPS // CPM \$5.79

**Our plan saved the client 27% (\$53,892)
on the SAME EXACT plan.**



Engaging Consumers via TV & Mobile

Warped Tour is a summer music tour targeted toward music fans ages 13-18 featuring over 40 bands at various venues across U.S.

Goal: promote tour, increase ticket sales, strengthen event branding and engage fans.

Results:

- Achieved: 50% opt-in
- Database established for future use





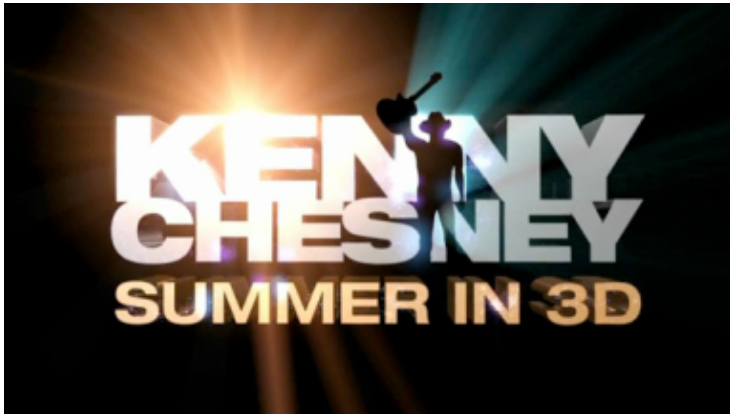
TV Sponsorship & Integration

- Billboards to Sponsorships
- Integration / product placement
- Live mentions by hosts
- Music incorporation in-program

Kenny Chesney: Summer in 3D



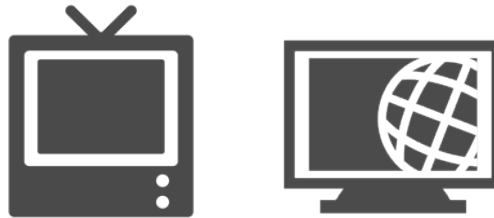
Eric Church: Chief





Media **Insight**

*Online ads do **best** when heavy TV buys are running at the same time (late night).*



*There's a **strong link** between TV investment and online **performance**.*



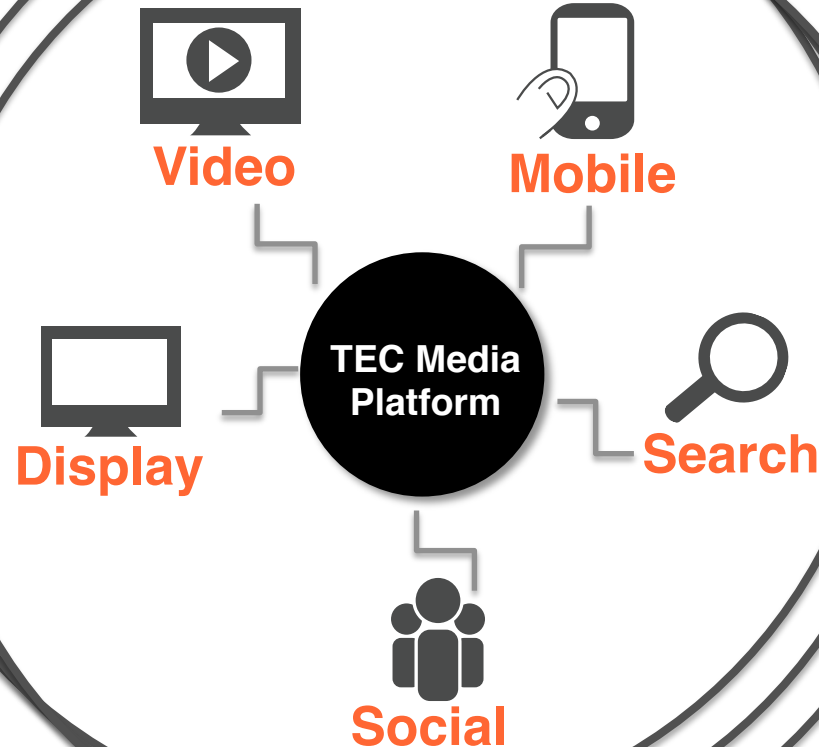
Digital Media

RTB insures the
Lowest \$
available
\$CPM

Retargeting

Technology

Data

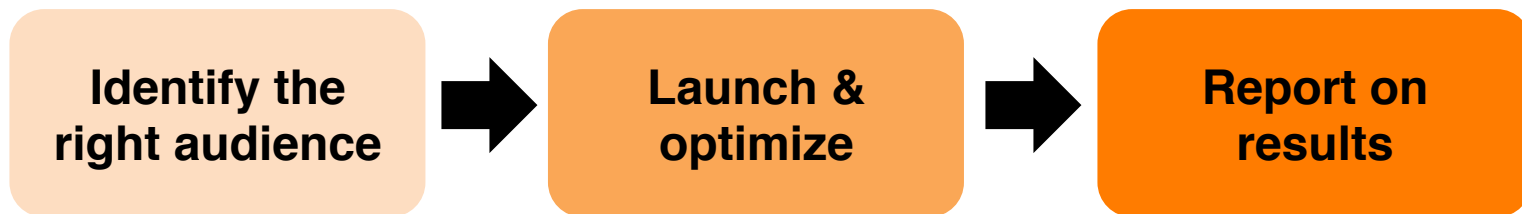




Our Buying Platform

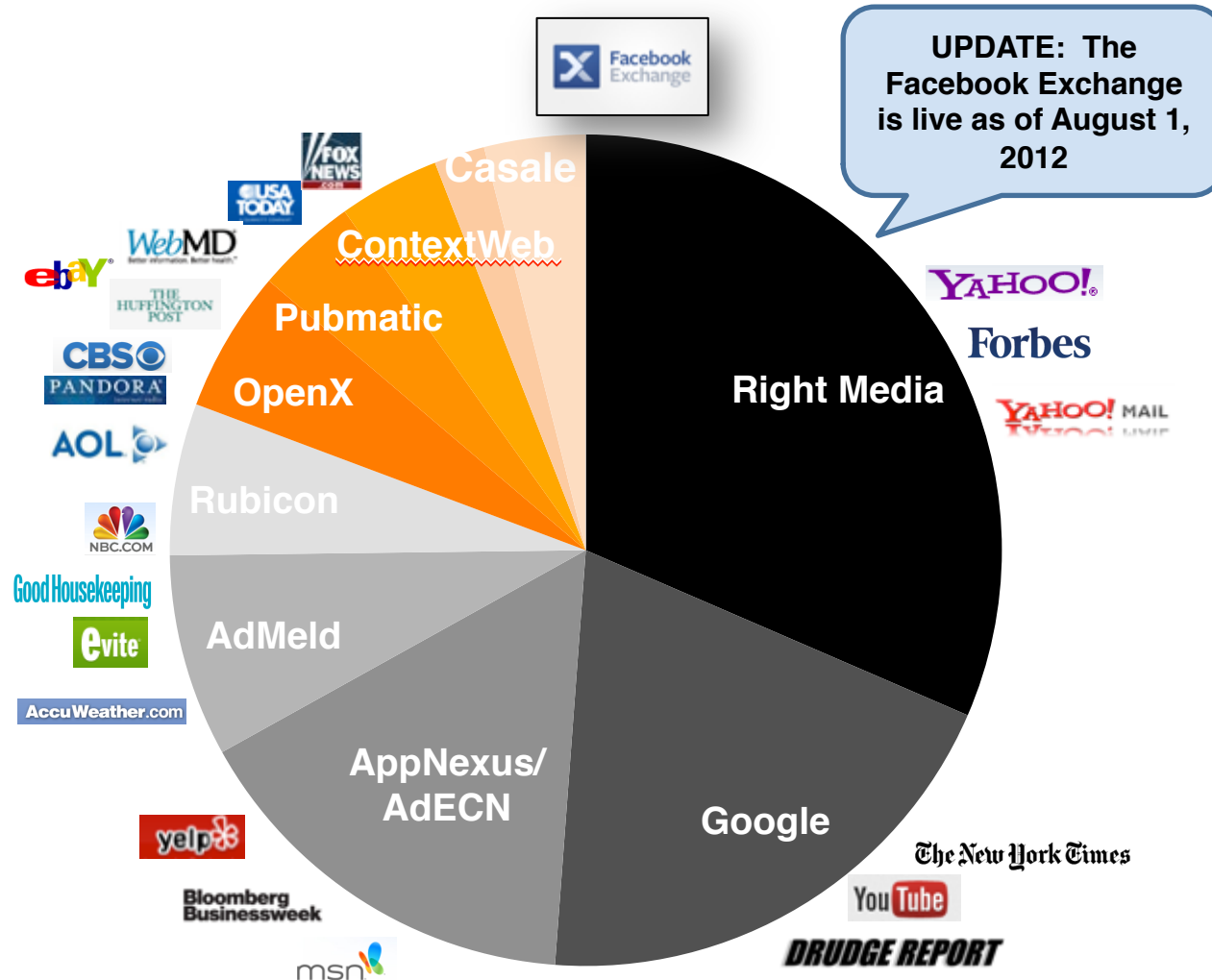
Transparent – Accountable - Impactful

- Demand-side platform with 100% proprietary technology
- All-in-one media buying platform
- Tools to buy display, video, social and mobile
- Attribution and reporting across all channels
- Ad serving, tracking and analytics (use our server or yours)
- Access 3rd party data providers to offer additional direction in finding the right audience





We Get the Sites You Want & Identify the Sites You Need! *Through every inventory source



- Campaigns in N. America, Europe and APAC
- **88%** of U.S. and European users are cooked for targeting
- **4 million** publishers available
- This reach is **not available with any ad network**



Our Platform Partners

Inventory partners



Data partners



Video partners



Exclusive partners



Other partners



**If We Can't Save You at Least 25%
and Improve Results by 20%...
Don't Hire Us.**



Digital Video

First of its kind partnership allowing clients to do something never before possible with online video:

- **Target specific content (at video URL level) that drives intended outcomes:** Traffic to iTunes, trailer views, clicks to fan page, Fandango, conversion to purchases, etc.)



		
FLIGHT PLAN	DESTINATION	RUNWAY
Above The Fold Auto-Play Standard Player	"ROB ZOMBIE FAN ZONE" 19,495 Videos	Direct 2.6 Million Impressions/Day



Better Pre-Buy Intelligence via Pre-Bid Data



updated	video_url	video_author	categories	video_desc	view_coun	mobile_url	avg_perday_vie	num_likes	channel_url	video_title	page_url
2013-03-27T	https://www.Starzmediavod		Movies	In 1979, a group of college students who, during a weekend getaw		https://m.youtube.com/details?		8	http://www.yout	The Evil Dead	https://www.youtube
2013-04-01T	https://www.EvilDeadMovie		Film & Anim	Go to daretoshareyourscre.com & record your react	3690689	https://m.yo	42421.71264	22616	http://www.yout	EVIL DEAD - Full Re	https://www.youtube
2013-04-01T	https://www.CleonMovies		Film & Anim	Evil Dead Trailer 2013 - Official movie trailer in HD - it	819462	https://m.yo	12050.91176	1703	http://www.yout	Evil Dead Trailer 20	https://www.youtube
2013-04-01T	https://www.SonyPictures		Film & Anim	Join the official Evil Dead Facebook page at http://Fa	5020136	https://m.yo	31573.18239	24250	http://www.yout	EVIL DEAD - Official	https://www.youtube
2013-03-30T	https://www.UniversalMovie		Movies	In the third hilarious epic from director Sam Raimi's http://iizil		https://m.youtube.com/details?v=li_O7k-3Z			http://www.yout	Army of Darkness	https://www.youtube
2013-04-01T	https://www.horrornymphs		Film & Anim	"Evil Dead 2013" is here and it's time to remember th	2247327	https://m.yo	2984.498008	2226	http://www.yout	The Evil Dead (1983	https://www.youtube
2013-03-31T	https://www.Indy Mogul		Film & Anim	EVIL DEAD Review: http://www.youtube.com/watch	16969	https://m.yo	737.7826087	200	http://www.yout	Full EVIL DEAD Q&A	https://www.youtube
2013-03-31T	https://www.NearInfinityLLC		Entertainme	Bruce Campbell answers questions and relates storie	10954	https://m.yo	312.9714286	101	http://www.yout	Q&A: Bruce Campb	https://www.youtube
2013-04-01T	https://www.HipHopTeamTV		Music	Evil Dead -- Exclusive Clip with Jessica Lucas In Theat	18659	https://m.yo	4664.75	91	http://www.yout	Evil Dead - Exclusiv	https://www.youtube
2013-03-31T	https://www.IGN		Shows	Click here for the raw trailer http://bit.ly/R3O6OU Tw	52849	https://m.yo	336.6178344	511	http://www.yout	Evil Dead Red Band	https://www.youtube
2013-03-31T	https://www.AngryJoeShow		Film & Anim	Go to http://www.daretoshareyourscre.com to Rec	326076	https://m.yo	4795.235294	6648	http://www.yout	Why Evil Dead Will	https://www.youtube
2013-04-01T	https://www.JeremyJahns		Entertainme	"Evil Dead" gets a remake and the 2nd trailer hits the	140560	https://m.yo	5020	3207	http://www.yout	Evil Dead trailer 2 n	https://www.youtube
2013-03-31T	https://www.joblomovienetv		Entertainme	http://www.joblo.com - "Evil Dead" - New York Comi	28246	https://m.yo	168.1309524	221	http://www.yout	Evil Dead - New Yor	https://www.youtube
2013-03-31T	https://www.AinItCoolTV		Entertainme	Ain't It Cool News caught up with Bruce Campbell and	7780	https://m.yo	338.2608696	44	http://www.yout	Evil Dead Premiere	https://www.youtube
2013-03-13T	https://www.wizardworld		Entertainme	The entire cast of the original Evil Dead all in the sam	8016	https://m.yo	13.63265306	62	http://www.yout	Chicago Comic Con	https://www.youtube
2013-04-01T	https://www.BeyondTheTrail		Shows	Evil Dead 2013 puts out its first official trailer, and yo	147626	https://m.yo	934.3417722	686	http://www.yout	Evil Dead 2013 Offi	https://www.youtube
2013-03-31T	https://www.joblomovienetv		Entertainme	http://www.joblo.com - "Evil Dead" - Trailer Preview	432607	https://m.yo	2703.79375	412	http://www.yout	Evil Dead (2013) - T	https://www.youtube
2013-03-31T	https://www.Indy Mogul		Film & Anim	Hear Griffin & Russell's review of the world premiere	34156	https://m.yo	1485.043478	428	http://www.yout	Evil Deadâ€œWorld	https://www.youtube
2013-03-31T	https://www.leehardcastle		Comedy	Sam Raimi's goofy horror masterpiece retold with cla	262799	https://m.yo	1006.89272	3150	http://www.yout	Claycat's EVIL DEAC	https://www.youtube
2013-03-31T	https://www.ChrisStuckmanr		Entertainme	Chris Stuckmann reviews Evil Dead, starring Jane Lev	22624	https://m.yo	1330.823529	997	http://www.yout	Evil Dead - Movie R	https://www.youtube
2013-04-01T	https://www.MachinimaETC		Entertainme	http://www.youtube.com/watch?v=y9QC7s03Jk0 Cli	5928	https://m.yo	329.3333333	183	http://www.yout	EVIL DEAD w/ Bruci	https://www.youtube
2013-03-31T	https://www.PrettyMuchIt		Entertainment		9354	https://m.yo	1870.8	428	http://www.yout	Evil Dead - Movie R	https://www.youtube
2013-04-01T	https://www.IGN		Shows	Telltale Games' Poker Night 2 is real, and it has one h	301	https://m.youtube.com/details?		74	http://www.yout	IGN News - Evil Dea	https://www.youtube
2013-03-31T	https://www.KinoCheck		Entertainme	Evil Dead Offizieller Trailer 2 Deutsch (OT: Evil Dead)	32597	https://m.yo	776.1190476	174	http://www.yout	EVIL DEAD Trailer 2	https://www.youtube
2013-03-31T	https://www.leehardcastle		Film & Anim	Not for children, clay animation version of The Evil De	916308	https://m.yo	796.0973067	3194	http://www.yout	THE EVIL DEAD in 6	https://www.youtube
2013-03-31T	https://www.IGN		Shows	Watch IGN's review of the stunning remake of Evil De	50670	https://m.yo	2412.857143	933	http://www.yout	IGN Reviews - Evil C	https://www.youtube

Sample Pre-Bid Data

Included in Report:

- Most views
- Most likes
- Who posted content
- How old is content



Our Digital Video Platform in Action

YouTube

THE LORDS OF SALEM

0:00 / 2:05

Evil Dead Trailer 2013 Movie - Official [HD]

THE LORDS OF SALEM a rob zombie film RISING 4.19.13

Fast and Furious 6 Trailer C Movie [HD]
by CleonMovies
3,058,904 views

After Earth Trailer #2 2013 V Movie - Official [HD]
by CleonMovies
516,899 views

World War Z Trailer Official
by CleonMovies
1,603,345 views

The Lone Ranger Trailer #2 2013 Movie - Official [HD]
by CleonMovies
1,245,418 views

Family Guy - Best moments
by BlazingPiggy

- Includes video and display to deliver good reach and frequency
- Run :15/:30 pre-roll video based on content and demographic targeting
- Includes re-targeting
- Optimize the campaign on performance in real-time

Delivering 30% - 40% lift in key metrics when purchasing YouTube video inventory!



We Recommend Mobile Using 3 Tactics

1. Site specific with Rich Media Creative

- Targeting Contextually and behaviorally relevant sites
- Execute video and other rich media elements across those sites

2. Real Time Bidding Platform

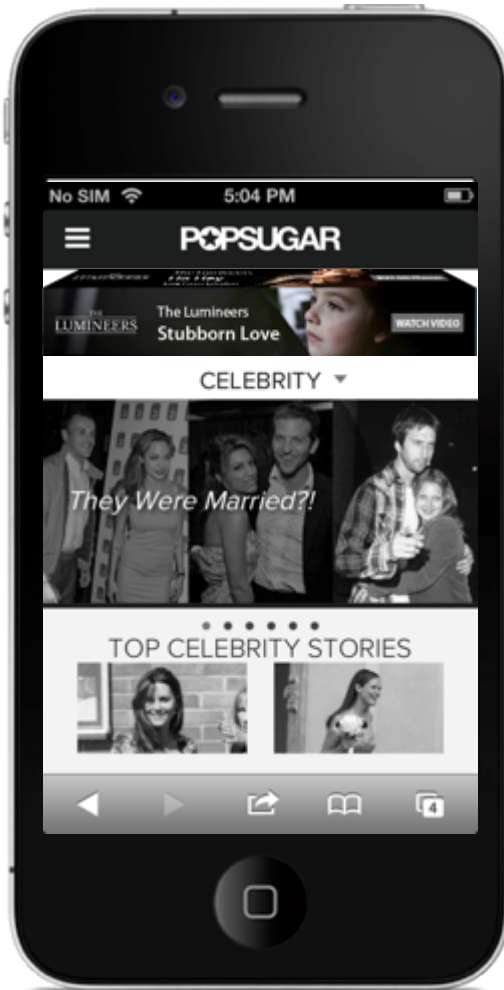
- Buying Impressions at the lowest CPM within mobile apps and sites
- Optimization of Media in Real Time

3. Performance Based

- Cost Per Install
- Cost Per Click
- Combination Buys based on objective

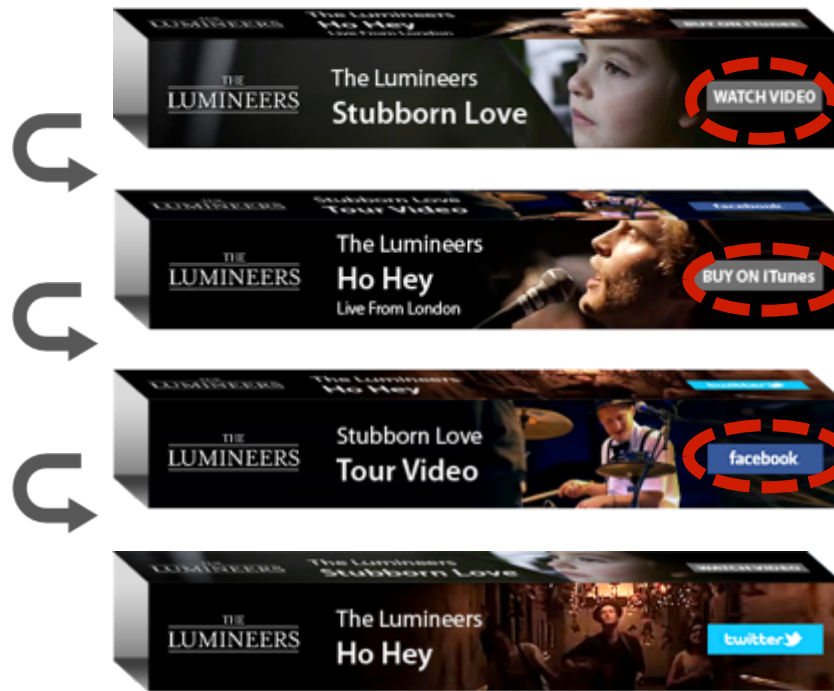


Mobile Creative We Develop For You



300x50 or 320x50

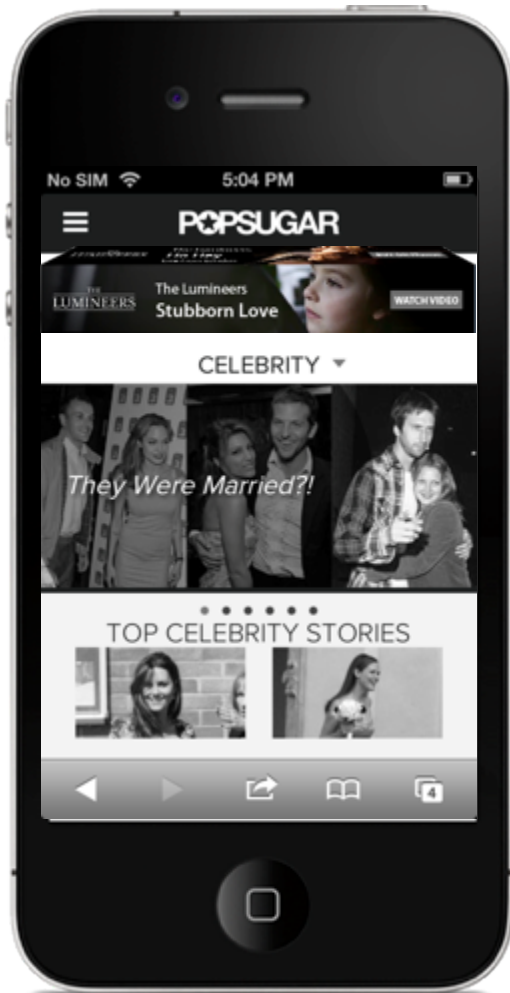
- Amplify banner space with multiple creatives
- **1 Impression = Multiple Banners =**
Low Cost per View
- Creative rotates 360 degrees in the banner space



**Custom
interactive
CTAs on
each panel**

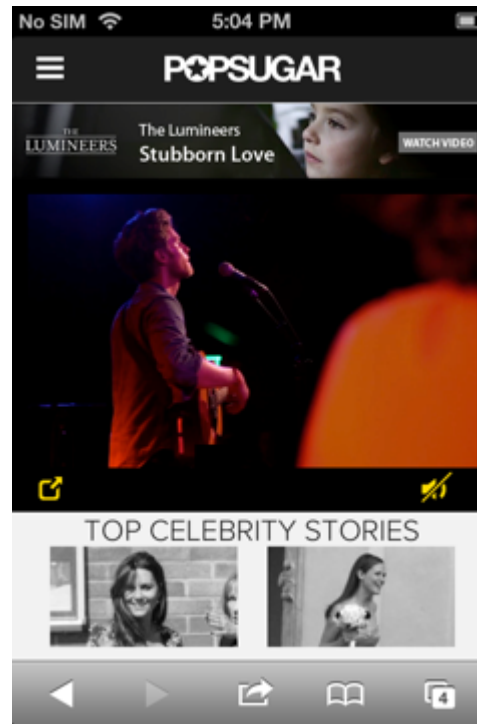


Mobile Video

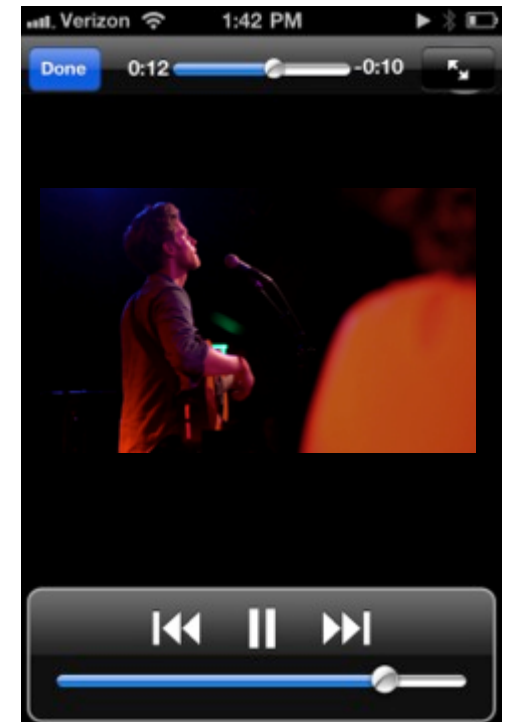


WiFi

**TAPLESS
VIDEO**



**TAP TO
VIDEO**



3G

INTELLI VIDEO – SMARTPHONE



Mobile Video

Full Banner Video :
In-banner video experience



Intelli-Video :
Serves Video only when detects WiFi



Mobile Video Tactics

Takeover :

Expands from banner to full-screen video



In-Stream Video :

Serves :15/:30 between video content



Display for In-Web or In-App

The screenshot shows the Ticketmaster website interface. An orange oval highlights the top navigation bar, which includes the Dawes band photo, the text "BUY NOW", and a small Dawes logo. Below this, the Ticketmaster logo is visible, along with a search bar and navigation links like "STORE", "Help", "Category", and "Ticket Deals". The main content area features a large banner for the band Marianas Trench, with a "Find Tickets" button. To the left, there are category lists for Music, Sports, and Arts & Theater. To the right, there are promotional banners for "myTICKETMASTER" and "AMERICAN EXPRESS CARDMEMBERS". A second orange oval highlights a "FROM TICKETMASTER" section at the bottom right, which features a Dawes band photo and the text "Dawes LIVE IN CHICAGO".



3 Ways to Buy Display

1



Publisher Direct

UPSIDE

- Know the exact site
- Custom units

DOWNSIDE

- No user targeting
- High CPMs from \$20 - \$80

2



Ad Network

UPSIDE

- More reach than a single publisher

DOWNSIDE

- CPMs from \$4 - \$15 with big markups
- No transparency about publisher/placement

3



Demand Side Platform

UPSIDE

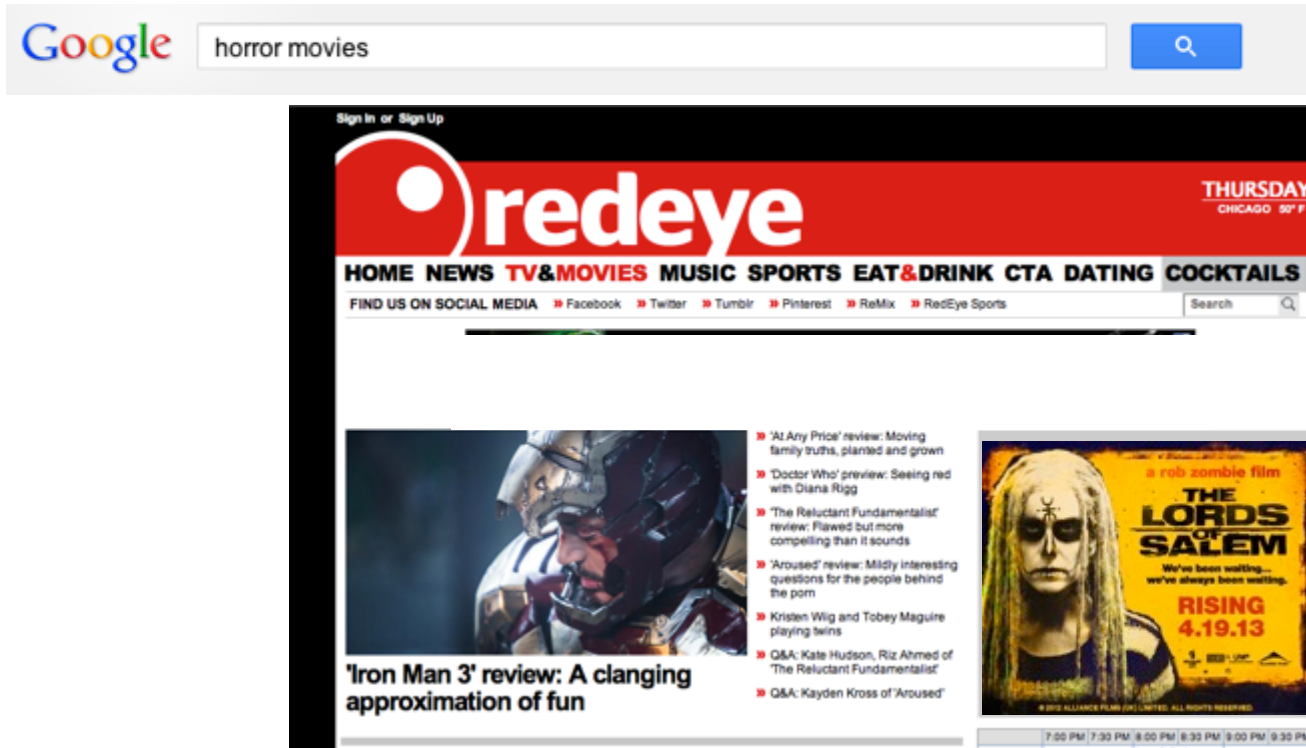
- Maximum reach, user targeting possible
- Transparent CPMs from \$0.50-\$4

DOWNSIDE

- Newer concept for clients



Search Retargeting

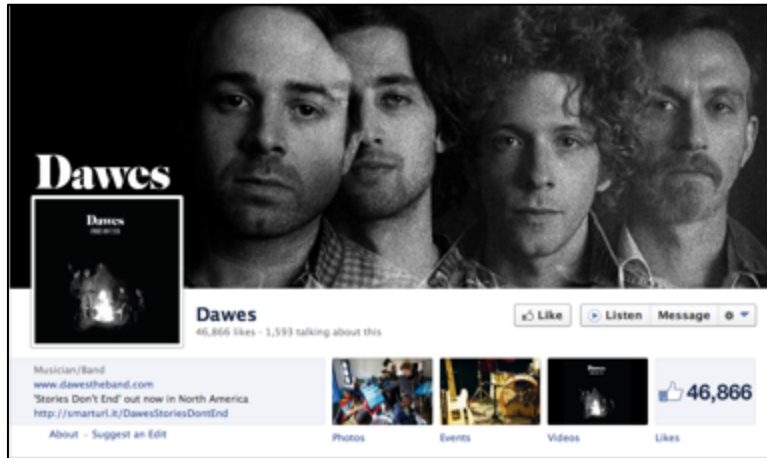


We Utilize a keyword list to retarget users that search for these keywords, serving the user display ads across the open web.

- Search term from designated keywords triggers pixel
- Directly target the desired audience by identifying handraisers.



Social (Facebook) – Connecting to Fans and Locating New Ones



Promoted
Newsfeed Posts

Right
Rail Ads

Targeting Fans:

Engage Dawes fans with promoted page posts in the fans newsfeeds and app ads in the rail right. Promote sales, new products, special events, and engagement with the brand.

Friends of Fans:

Reach users who are friends of fans with socially endorsed messaging. Extending the reach and fan base of the brand and promote engagements and fan acquisition.

Targeting New Fans:

Promote posts to develop a broader fan base, targeting new users who have similar characteristics to Dawes fans.



Our Menu of targeting strategies

Retargeting

- More efficient re-messaging

Search retargeting

- Use paid search data for targeting

IP targeting

- Target by employer, neighborhood or cable provider

Contextual and site targeting

- Focus on specific publishers or site categories

3rd party data + Audience Targeting

- Wide range of 3rd party data available

Geo-Zone Targeting

- Price impressions by a user's proximity to a certain location

Dynamic Creative Optimization

- Retarget a user with the same product they viewed

Lookalike Modeling

- Build audience models to target based on insights



We Provide Complete Transparency

Standard, Preformatted Reporting Includes Performance by:

- Frequency
- Ad Format
- Site Category
- Website
- Creative
- Day of Week
- Time of Day
- Position on Page
- Ad Exchange
- Geography
- Browser Type
- Device Type
- Operating System

Reporting Screenshot by Site for an Entertainment-focused Campaign:

Site	Impressions Bid On	Avg Bid (as CPM)	Base Bid (as CPM)	Impressions Won	Win Rate	CPM	Cost in USD	Clicks	Conv: Post Click	Conv: Post View
www.worldstarhiphop.com	114,642	\$0.00	\$9.82	2,973	2.593%	\$1.34	\$3.99	5	0	0
www.adbidcentral.com	96,409	\$0.00	\$8.38	6,434	6.674%	\$3.39	\$21.84	2	0	0
www.sidereel.com	54,285	\$0.00	\$5.81	7,806	14.380%	\$6.43	\$50.19	8	0	3
www.youtube.com	130,771	\$0.00	\$19.25	87,696	67.061%	\$1.84	\$161.79	73	3	4
www.pandora.com	319,391	\$0.00	\$9.66	28,477	8.916%	\$5.73	\$163.08	148	1	6
www.toofab.com	6,151	\$0.00	\$0.62	18	0.293%	\$0.00	\$0.00	0	0	0
www.tv-links.eu	29,440	\$0.00	\$16.97	11,086	37.656%	\$3.67	\$40.68	17	0	2
www.tagged.com	221,084	\$0.00	\$20.02	21,890	9.901%	\$3.22	\$70.38	55	1	4
bossip.com	10,954	\$0.00	\$9.22	4,180	38.160%	\$3.93	\$16.41	7	1	2
ad.doubleclick.net	196,504	\$0.00	\$12.75	2,549	1.297%	\$1.86	\$4.74	0	0	0
campbell.bookoo.com	7,633	\$0.00	\$12.15	128	1.677%	\$4.45	\$0.57	0	0	0

Frequency	Impressions Bid On	Base Bid (as CPM)	Impressions Won	Win Rate	CPM	Cost in USD	Clicks	Conv: Post Click	Conv: Post View	Convs: Total	eCPC	CTR
0	92,296,766	\$10.93	8,410,713	9.113%	\$5.05	\$42,449.25	19193	184	1040	1224	\$2.21	0.228%
1	8,114,102	\$11.22	2,301,309	28.362%	\$6.81	\$15,678.00	6590	73	294	367	\$2.38	0.286%
2	5,489,960	\$11.25	1,738,407	31.665%	\$6.24	\$10,849.86	4464	48	452	500	\$2.43	0.257%
Grand Total	105,900,828	\$11.09	12,450,429	11.757%	\$5.54	\$68,977.11	30247	305	1786	2091	\$2.28	0.243%

Reporting Screenshot by Frequency



Our Radio Services

- 4,000+ broadcast partnerships across all formats
- Local and national radio @ lowest pricing
- Extensive planning and research tools
- Promotional capabilities





Our Radio Buying Tactic: **It's Awesome**

Client's Request

Budget \$95,000

Media: 21 Markets

Units: 848/:30



Our Solution

Client's Cost: \$75,000

Media: 25 Markets (+4 markets)

Units: 1,200/:30 (+352 spots)

Our plan **saved** the client
\$20,000 delivered better reach
and 40% more units!



Our **Print Services**

- National and Local Newspapers, Magazines, B2B Publications and Inserts
- Discounted and Remnant Pricing (some at 90% off rate card)
- Extensive research capabilities and database



Los Angeles Times

MAXIM

Chicago Tribune

People weekly

Entertainment WEEKLY

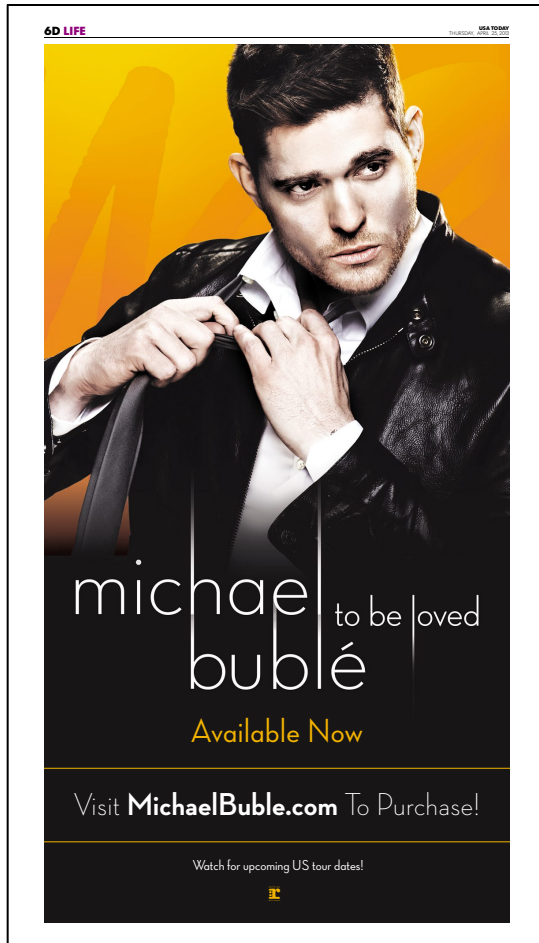
Rolling Stone



Low Cost Print Media



Full Page. Full Circ.
Life Section. Delivered
at **80% discount!**



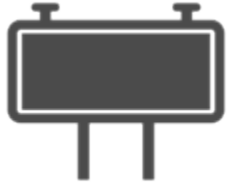
Half Page. Full Circ.
Sport Section Rt. Side
Delivered over **70% discount!**



Our Out of Home Services

- Experience with most National and Local Outdoor providers
- Discounted Pricing when/where available
- Local market data for deeper local strategy
- Sniping





Cinema Connects & Captivates

High recall = 55% (67% higher than TV)

- Larger than life screen
- Captive (engaged) audience
- Ideal environment for your creative!
- No remote controls or DVRs
- Nat'l or Geo target
- Integrate Mobile
- Superior target research



Source: Lieberman Research Group, 2009. 2010 Analysis based on Nielsen Data.

Our Hot Buys Program



- Access to the high profile and opportunistically priced broadcast and print media
- Matched with key demos exclusively for our current clients

15% to 75% off!





Hot Buy Success Story

Toby Keith: Clancy's Tavern

Release:

Toby Keith "Clancy's Tavern"

Opportunity:

High profile placement in ESPN's Monday Night Football

Delivered:

:30 Unit \$7k 2,683,000 HH Imps \$2.61 CPM

50% SAVINGS





Downcast

Reaches over **9,500** media outlets!

Goal

- Generate immediate awareness and buzz about your artists, album release, tour, music event, video premiere, and more
- Deliver broadcast-quality video content, press materials, digital photos and audio clips from your artist's campaign directly to all types of media outlets including radio, television, national and regional video programs, newspapers, trade publications, celebrity and entertainment shows, wire services, global outlets and online destinations

Benefits

- Provides several months of publicity efforts into one *large* comprehensive distribution effort
- Features quality outlets such as Entertainment Tonight, Late Show with David Letterman, People Magazine, In Touch Weekly, The New York Times, AOL Music/The Boot, ABC.com
- Cost efficient program to feature long form content (up to 5 minutes)
- Full post report delivered



The New York Times

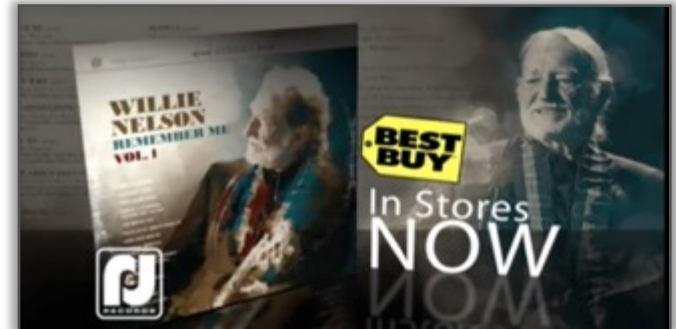
LATE SHOW
with David Letterman

People



Alternative Creative Services

- TV, Radio, Print, OOH and Digital
- Award winning music video producer
- In-house graphic design
- Served to you quickly with high quality at low cost



thank you

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