

hiVolume Media Company, Inc.

karao ®

Mission

To create and deliver disruptive technology that creates unique experiences in the entertainment industry, while focusing on creating strong value proposition for all channel partners and relationships.

Vision

We strive to remain agile, focused, and supportive of our company, our team, our relationships, and our partners – driving to value proposition while executing our Mission with creativity and respect. We aim to disrupt everything we touch and never compromise our Core Values to get there.

Founded

hiVolume Media Company, Inc. was founded in July 2014 by Michael Amburgey and Randy Hall in Nashville, Tennessee as an Incorporation with the desire to create disruptive technology mixed with a flare of creativity and passion for music and entertainment.

Flagship Product

karaoQ is our flagship product – developed first in a line of multiple apps designed to disrupt and engage entertainment consumers in a very unique and modern way. The karaoke industry is an estimated \$15B globally and has done so with “stone wheel” methods of paper, pen, and cash tip jars. karaoQ is modernizing the process from start-to-finish while creating new revenue streams for the music industry and focusing on transparency and data analytics in the back-end platform.

What We Offer

karaoQ is looking forward to working with you to reach new costumers and spread brand awareness. We are able to help you reach our more than ten thousand users and counting, through in-app advertisement, call-to-action, activations, and consumer-experiences as well spread your brand awareness through live events and community festivals.

Consumer Engagement

The karaoQ platform enhances the karaoke experience by combining the venue's songbook with an interactive rotation of performers, tightly integrated with a social music experience, all into one convenient experience. Our base of 10,000 users can be reached en masse or contextually targeted by various means such as proximity, user location, digital persona (such as musical tastes, performance history, beverage preferences, and

more), behavioral data-points (what triggers the user to engage with the highest conversion) and demographics (age and gender, etc.). Your brand will be able to reach our users through both in app banners and video advertisements. Impressions and interactions can be encouraged by offering in-app incentives to your consumers - our users.

karaoQ Demographics

- 10,000+ users (mobile and kiosk)
- 60% male (24-44 years old / avg is 39)
- 40% female (22-38 years old / avg is 34)
- 37 y/o median age range

Top-Down demographics targeting

In our top-down approach, your brand can not only utilize data for targeted marketing such as push notifications and in-app engagements, but also to target via demographics such as: Geo-Location, Age, Gender, Other...

Ground-Up digital persona/behavior targeting

Brands use our data for "determining" target audience from their in-app activity. This is accomplished by utilizing app-driven behavioral data to discover your consumer demographics. We do this through capturing multiple data-points such as: Artist preferences, musical genre preferences, song selection, in-app engagements (song/artist likes, playlists, advertising click-thru, etc.), repeat patronage, number of in-venue check-ins within time period, and patron dwell-time.

Sponsorship/Advertising Opportunities

1. In-App advertisements (graphic, video)
2. In-App Push Notifications (using targeted audiences, or global app reach)
3. In-App Product Purchases (tickets, merchandise, food/beverage, iTunes, in-app credits)
4. In-Venue Video/Audio Broadcasts (artist shout outs, brand activation, call-to-action)
5. In-Venue sponsored nights (banners, promotional giveaways)
6. White-Labeling the In-Venue/In-App experience for specific brand, artist, venue, event, festival

7. Contextual Targeting (engaging audience based on time of day, music being played, number in attendance, geo-aware, time and location-based relevant events and experiences, regional targeting) *Example could be engaging patrons in-app and on-screen when a specific song, artist, or genre comes on and/or when the in-venue attendance reaches a certain threshold or demographic (predominantly male, etc.)
8. Geo-fencing using beacon technology (based on proximity to beacons and the user's mobile phone)
9. In-Venue sponsored kiosk (for users without the app, no mobile phone, dead battery, etc.) - promoting an artist, brand, or product - tightly integrated into the kiosk as part of the experience
10. Targeted SMS/Email marketing campaign to karaoQ users, newsletter members
11. "Rewind" of last night's karaoke experience which can recap the prior night in video, photo, metadata tagging, social sharing, custom-curated A/V content from artist,brand,sponsor.
12. In-App/In-Venue gamification (dare, challenge to do a song, artist, genre) rewarding user with virtual in-app currency (Qoins) or transferable real-world purchases or giveaways for artist,brand,product.
13. Integration with street-teams for brand experiences tied into the karaoke experience (in-venue, pop-up event at a concert or festival, trade show, etc.)
14. Live Streaming (to Facebook, in-app) with brand shout-outs, visual sponsorship, in-venue/at-home engagements and calls to action for the viewing audience.
15. Weekly or Monthly reporting, data-cubes to provide campaign insight, updated patron/engagement data, etc.
16. Charted data, combined with music consumer data (Sound-Scan, Billboard, Nielsen, Labels, Artist Mgmt. Companies, Publishers, PROs, etc.)

Event Sponsorship

In addition to the mobile platform, karaoQ also runs live Karaoke Stages at public events and festivals. karaoQ stages have successfully participated in Nashville-area street festivals including the Germantown Oktoberfest, Italian Lights Festival and Hot Wings Festival since 2015 reaching more than 600,000 Attendees. The karaoQ stages draws huge captive audiences for hours at a time. Sponsorship partners can receive marquee sponsorship, white labeling of the mobile experience as well as in app adds and on stage shutouts. karaoQ can also become the entertainment at your event through our unique social music experience.

For more information on getting in the "Q" with karaoQ, please reach:

Name: _____

Phone: _____

Email: _____