



**LIVE NATION** + 

**ORIGINAL CONCEPTS**

# WHY LIVE NATION?

## **BEST-IN-CLASS CONTENT**

Live Nation is currently producing a variety of best-in-class content, from Lady Gaga at last year's Grammys, to two original series on Spotify, to the recent Bad Boy documentary.

## **ACCESS TO TALENT**

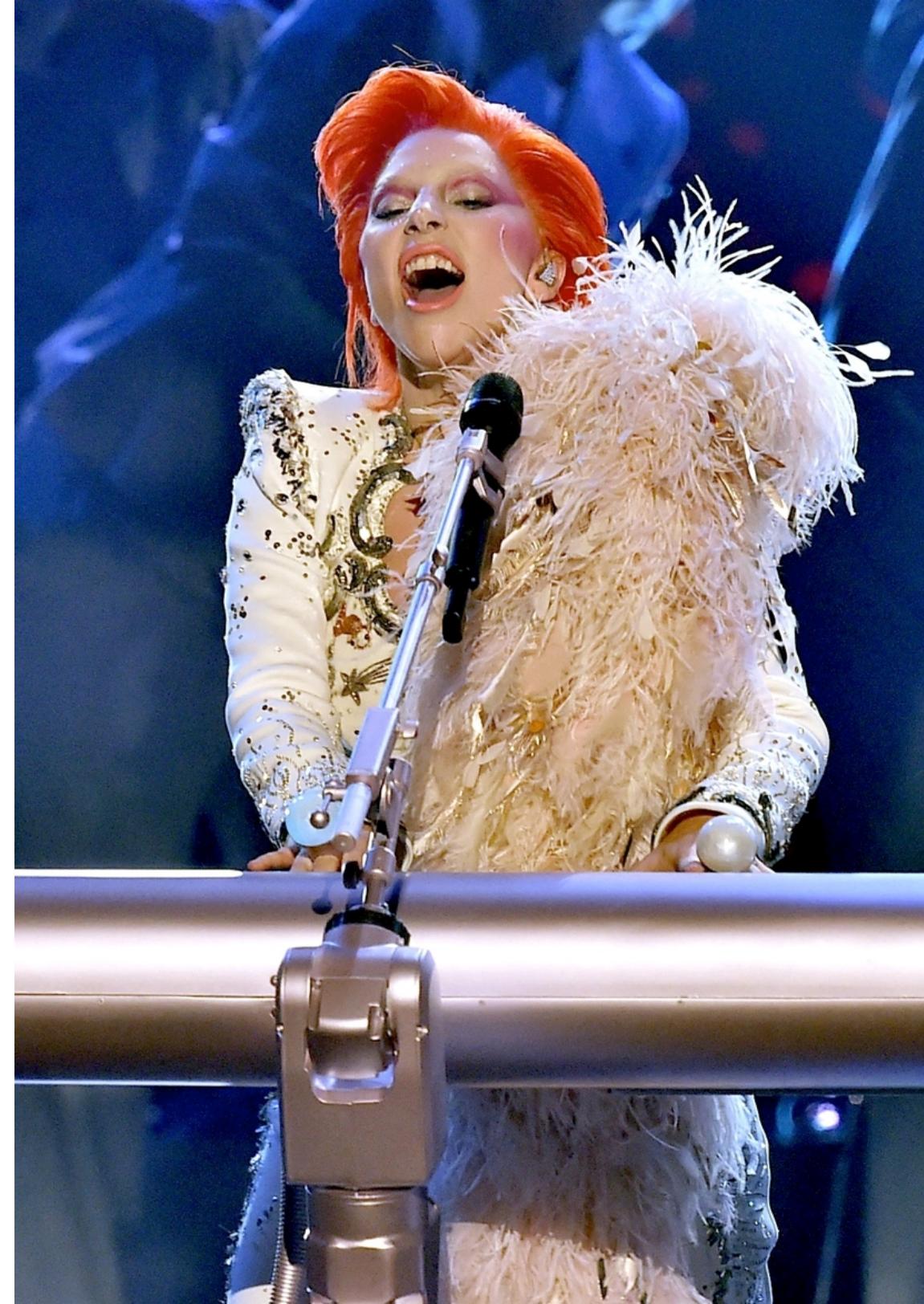
Live Nation has unprecedented access to the artist and live community, including 750 managed artists, 26K concerts and over 70 festivals per year.

## **IN-HOUSE PRODUCTION**

We have in-house production capabilities that we can bring to bear for a lot of these formats, producing them more efficiently & effectively than many third parties could.

## **EVOLUTION OF OUR RELATIONSHIP**

Original programming is the next logical evolution of the successful relationship between Snapchat and Live Nation.



# DEVELOPMENT METHODOLOGY

## **BIG IDEAS THAT CAN (ACTUALLY) BE PULLED OFF**

For these concepts, we sought to cut through the clutter of the content industry with fun, unexpected and “noisy” concept which can actually be executed.

## **ANCHORED AROUND LIVE MUSIC MOMENTS**

These ideas tap into our live music DNA, and leverage the unique insights, access, and talent that Live Nation can bring to the table.

## **AN UNEXPECTED TAKE ON LIVE**

The marketplace is crowded with generic, EPK-style tour content. With these concepts we sought to identify funny, exciting, unexpected and relatable ideas which shine a new light on the fan / artist connection.

## **NATIVE TO THE SNAPCHAT PLATFORM**

These concepts are designed specifically for the Snapchat platform, leveraging vertical video, fast-paced 10-20” beats, and creative use of graphics and animation.





# CONCEPTS

# CRUNCH TIME

A SPORTY SPIN ON THE EXPRESSION "PUMP UP THE VOLUME"

**ARTISTS PSYCH UP  
THE HOME TEAM  
THROUGH SONG.**

In this hidden camera series, we'll place top artists in the stands at one of their favorite pro team's games. During a crunch time moment in the contest, the artist will rise and lead the entire crowd through a rousing sing-along to pump up the home team.

# EPISODE BEATS

Each episode will be divided into 10 to 20 second **Story Beats**, which could include:

## THE ARRIVAL

“Hidden Cameras” (iPhone, lipstick cam, etc.) capture the artist’s excitement as they take their seats in the stands of their favorite team.

## HEAT OF THE GAME

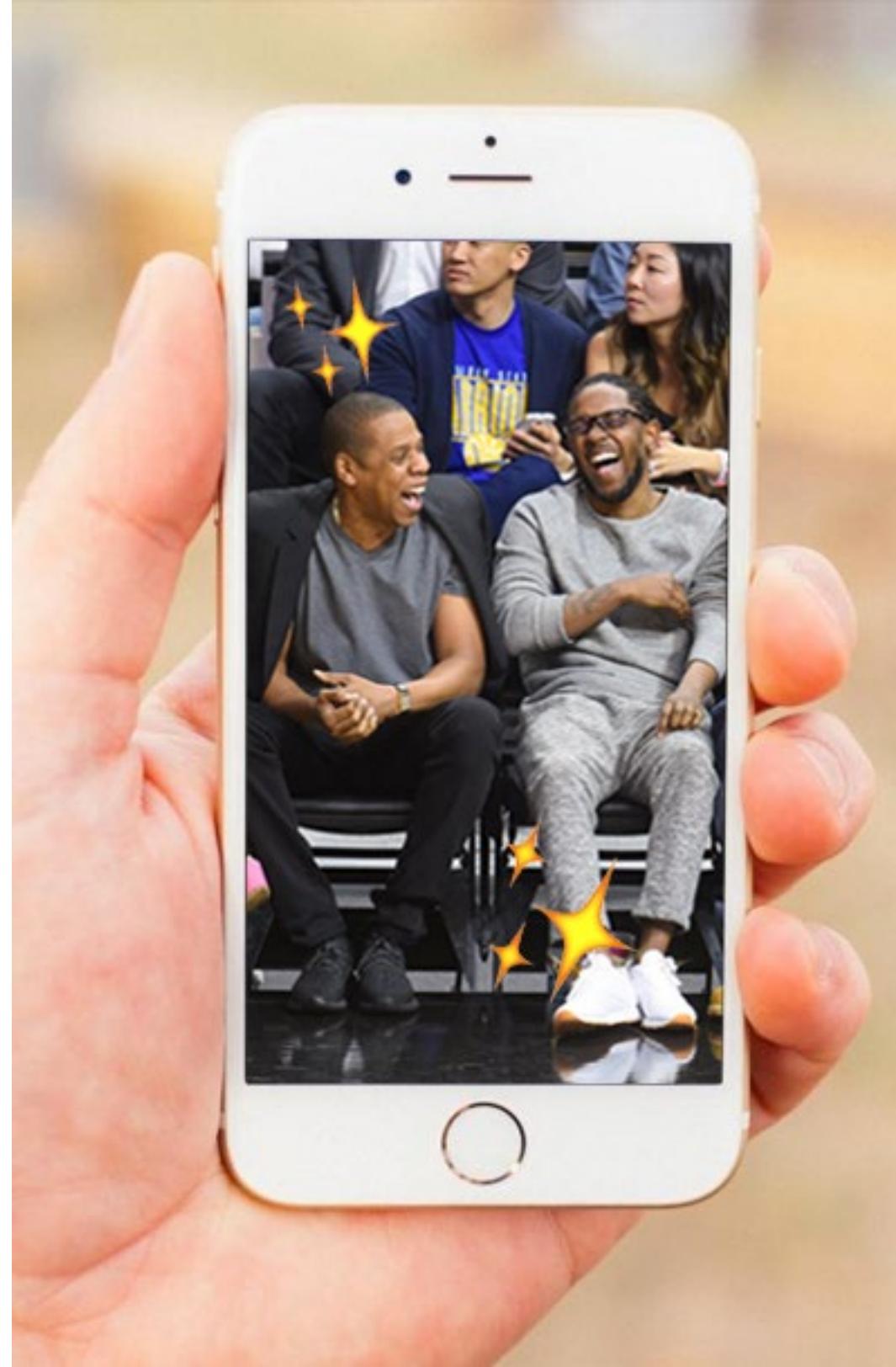
Multiple story beats capture each quarter or inning of the game, which is seen from the artist’s perspective via **Snap Spectacles**.

## THE STORM BEFORE THE SONG

We see the last-minute scramble of the stadium/arena staff as they prep for the big reveal. The crowd senses something’s up!

## SING IT LIKE YOU MEAN IT

Multiple story beats capture the artist as he or she hypes the home team with a 20,000 – 70,000 fan sing-a-long.



## POTENTIAL ARTIST & SONG PAIRINGS

The series will feature artists performing their OWN beloved stadium anthem. If the artist isn't available (or impossible to book) we'll tap one of today's most compelling singers to perform the song in their stead.

**JACK WHITE / "SEVEN NATION ARMY"**

**ADAM LAMBERT (QUEEN) / "WE WILL ROCK YOU"**

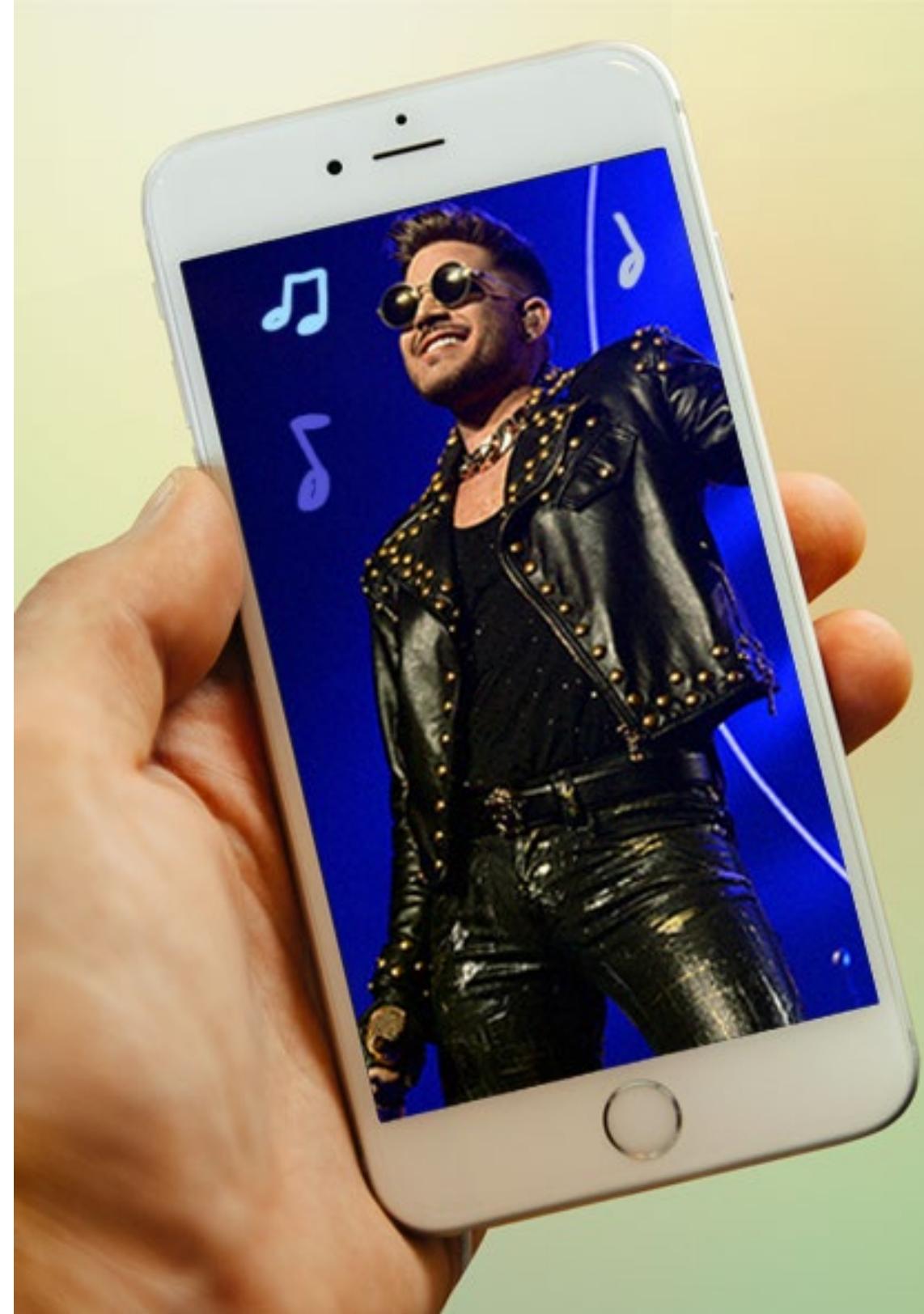
**ED SHEERAN / "SWEET CAROLINE"**  
(\*in place of Neil Diamond)

**SURVIVOR / "EYE OF THE TIGER"**

**EVERLAST / "JUMP AROUND"**

**BAHA MEN / "WHO LET THE DOGS OUT"**

**RAE SREMMURD / "LOSE YOURSELF"**  
(\*in place of Eminem)





# STRAIGHT SHOT

A SIDE OF RANT WITH THAT CUP OF JOE?

**A SHOT OF ESPRESSO  
AND EMOTIONAL  
RANTS FROM YOUR  
FAVORITE ARTISTS**

In this series two artists (with wildly different world views) are given a soapbox to rant on the same range of topics -- over a shot of espresso, of course. We'll build a café set backstage at a Live Nation festival and each pair of artists will have a max of 20 seconds to rant on the same 6-10 topics, which will range from politics to their personal lives. A countdown clock on set will tick off the time to make sure each set stays true to the allotted 20 seconds time limit!

## SERIES DETAILS

Episodes feature two artists who we **think** will have gloriously contrasting opinions ...

### EPISODE STRUCTURE

Episodes begin with the artist taking a shot of espresso. The second the cup touches the counter, the timer begins. Talent will have 20 seconds to frantically say their piece before moving on to the next topic.

### COMPETITION FACTOR

Depending on the festival, some episodes could feature two artists having a competing rant off about the same set of topics. Artist #1 rants for up to 20 seconds. Artist #2 then has 10-20 seconds to counter their argument. Then on to the next topic!

### SHOOT ENVIRONMENT

We'll create a live Snap-set that resembles a coffee shop, and set it up backstage at a **Live Nation** festival. This will allow us to capture as many artists as possible in a short amount of time.



# EATS & BEATS

A DELICIOUS WAY TO GET TO KNOW YOUR FAVORITE FESTIVAL



**FESTIVALS BITE! IN  
THE BEST POSSIBLE  
WAY, OF COURSE :-)**

In each episode our host (a musician with epicurean ambitions) explores the food choices at a Live Nation festival. Through this unique lens viewers will gain key culinary recon including the best things to eat if you plan to dance all day to EDM, to choosing the least-messy finger foods if you're the type who tries to race around to see every act.

## EPISODE BEATS

10 to 20 second episode story beats could include:

### KEEP IT LIGHT

It can get hot as you-know-what at a festival. In this sequence of beats our intrepid host scours the venue to find salads and other lighter fare to keep you fueled up but not weighed down.

### HOW THE OTHER HALF LIVES

Our host rolls up on the exclusive backstage artist area to sample the performers' five-star food options.

### I LIKE MINE OFF-MENU

The host ropes a **festival performer** into his adventures, and they challenge one of the food vendors to create a dish inspired by the artist's music. Right there on the spot!

### CARBO LOAD

It's 8PM. You've burned a ton of calories. You need a boost to get you through the end of show. Our host samples carbo-loading options that'll power you across the festival finish line.



**POTENTIAL HOSTS**



**WACKA FLOCKA FLAME**



**LORDE**



**TYLER THE CREATOR**

# AMBUSH KAROAKE

CAN YOU SING BETTER THAN YOUR FAVORITE ARTIST?

**THE MOST  
UNEXPECTED  
DUETS YOU'LL  
EVER SEE.**

We'll set up a small karaoke stage at a Live Nation festival, and invite fans to belt out their own versions of songs by their favorite festival performers. But here's the fun part ... Several times per day, an actual festival artist will step on stage and join the fan who's karaoke-ing to their song!

## EPISODE BEATS

One episode can be produced for each festival day. Each will feature 2-3 surprise and delight fan/artist duets. Episodes will be broken into 10-20 second story beats, and a potential **ACL** episode could include:

### WARM UP THE PIPES

Our Carnival Barker entices fans to sing, dangling the carrot of backstage passes for the best karaoke performances.

### A LO DOWN SURPRISE

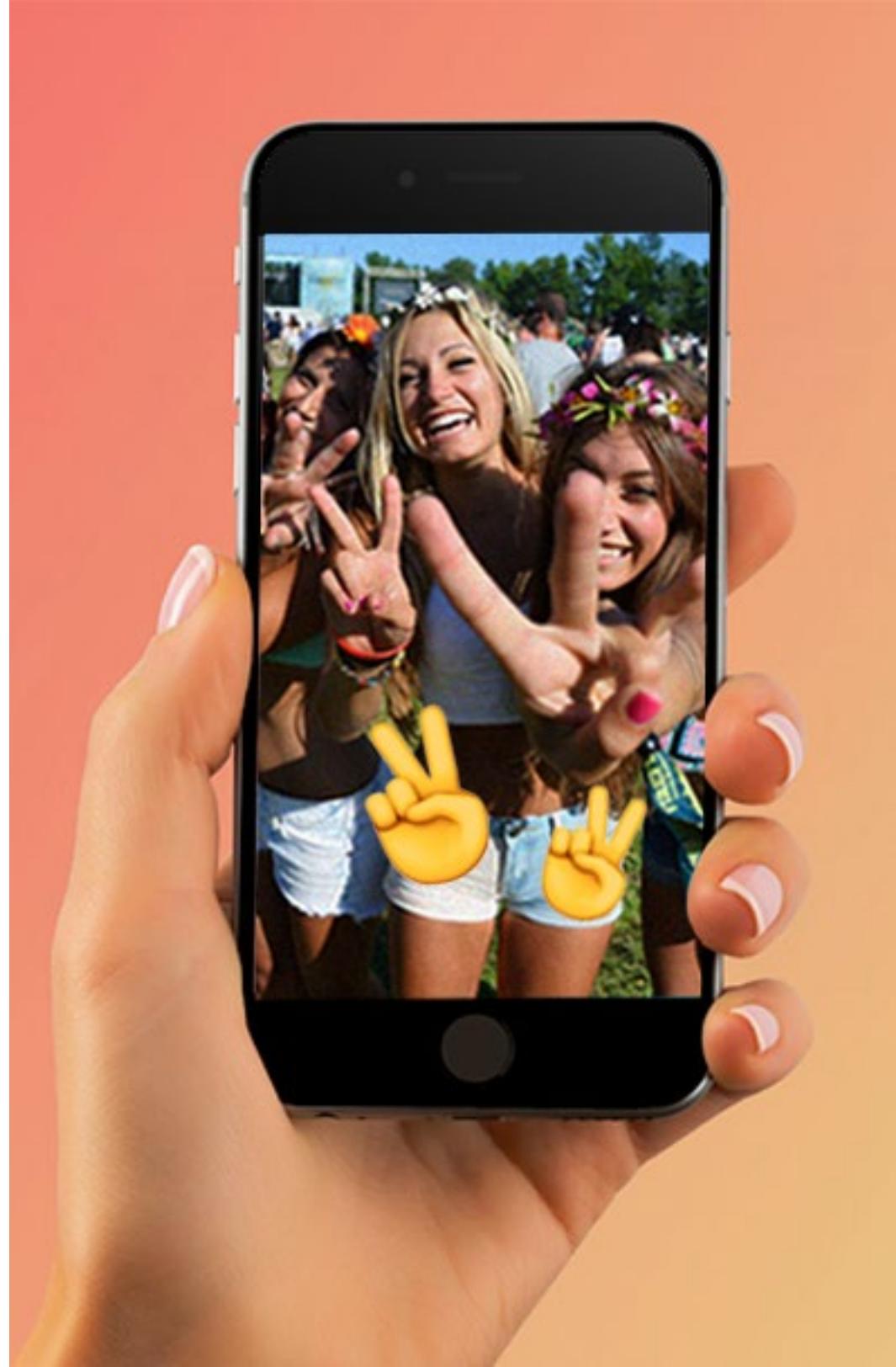
Multiple story beats show fans karaoke-ing to **Tove Lo**. The crowd goes wild as Tove Lo steps out and joins an awestruck fan for a duet.

### MO' DRAM-A

Fans do their take on *Broccoli*. One nearly loses their you-know-what when **DRAM** joins them on stage for the second half of the song.

### PUT SOME HEART INTO IT

Story beats show fans belting out **The HEAD & THE HEART**'s top songs, leading to a surprise duet with singer **Charity Rose Thielen** and a fan.



# AMPED-UP

MORE SHOCKING THAN DYLAN GOING ELECTRIC

**POPULAR CHILLED-  
OUT TUNES GET A  
DOSE OF ATTITUDE.**

In this twist on MTV's *Unplugged* we'll bring mellow singer-songwriters in studio and swap out their normal backing musicians with a hard-charging band to create amped-up versions of their beloved ballads (ED SHEEREN paired with TOOL, MAC DEMARCO backed by LINKIN PARK, etc.)

# SERIES DETAILS

## THE BIG TWIST

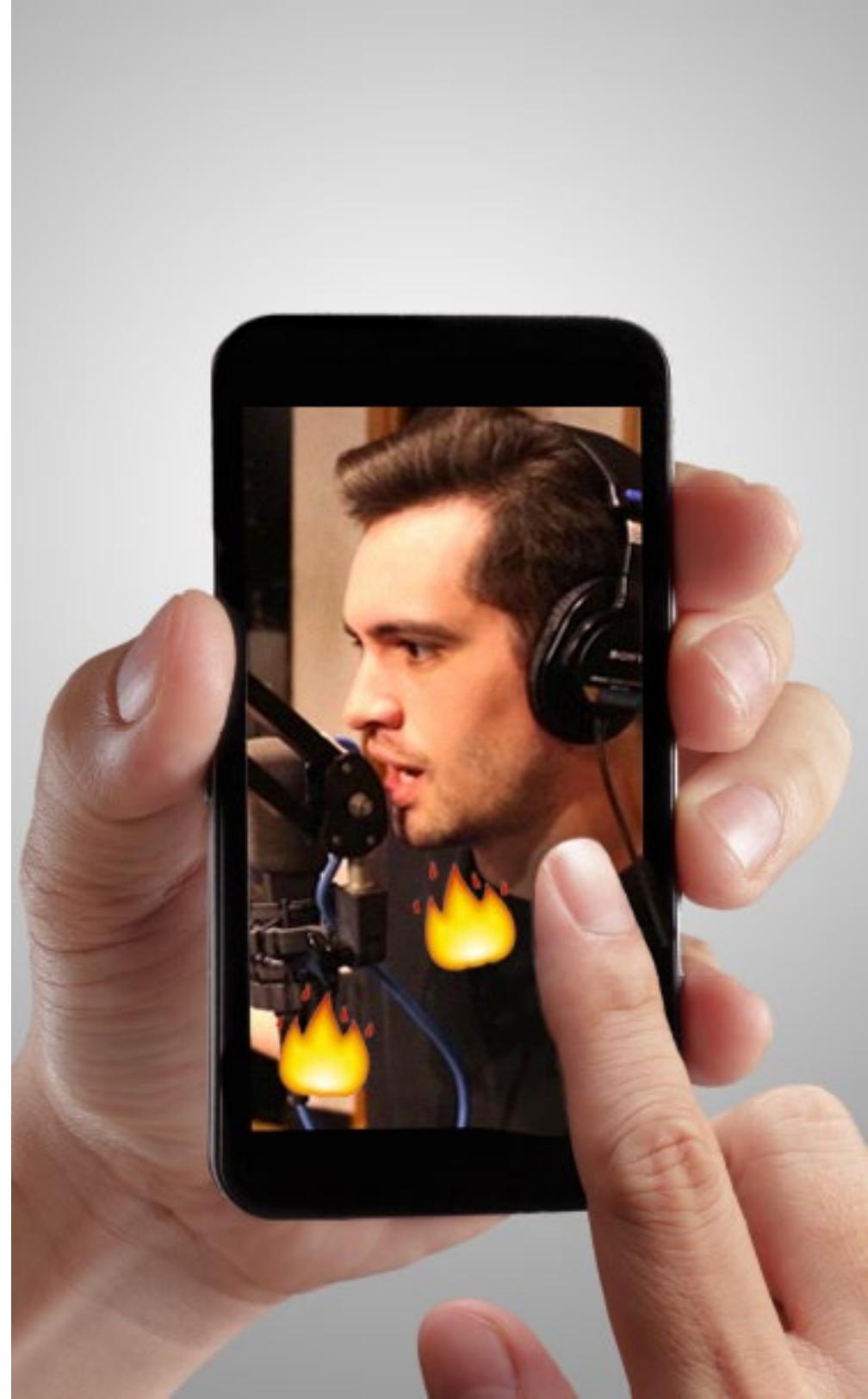
The hard-rocking “guest” backing band will be in on the last-minute switcheroo (including having rehearsed a couple of the artist’s songs in advance) but the singer-songwriter won’t know what’s up until they arrive in studio.

## CONTENT CAPTURE & SONGS

We’ll capture the artist’s surprise, and see the unlikely new musical cohorts rehearse a couple times together, with episodes culminating with a pulse-pounding rendition of a couple of the crooner’s hits.

## EPISODE STRUCTURE

Episodes will be released in 10-20 second story beats on Snap, with the ‘Amped Up’ track released on Spotify or other strategic music partner.



# SONG 'SPLAINING

WE'LL MAKE MAN 'SPLAINING LOOK LIKE CHILD'S PLAY

**THE SECRET STORIES  
BEHIND YOUR  
FAVORITE SONGS**

We can memorize lyrics and analyze the melody, but the truth is there's a lot we don't know about our favorite songs. In this fun, high-energy series artists share unexpected and unknown stories behind some of their biggest (and possibly most-misunderstood) songs, including how they came up with the melody, the tracks' true meaning, and crazy stories about the recording process.

# EPISODE STRUCTURE

## LET'S GET INTO IT

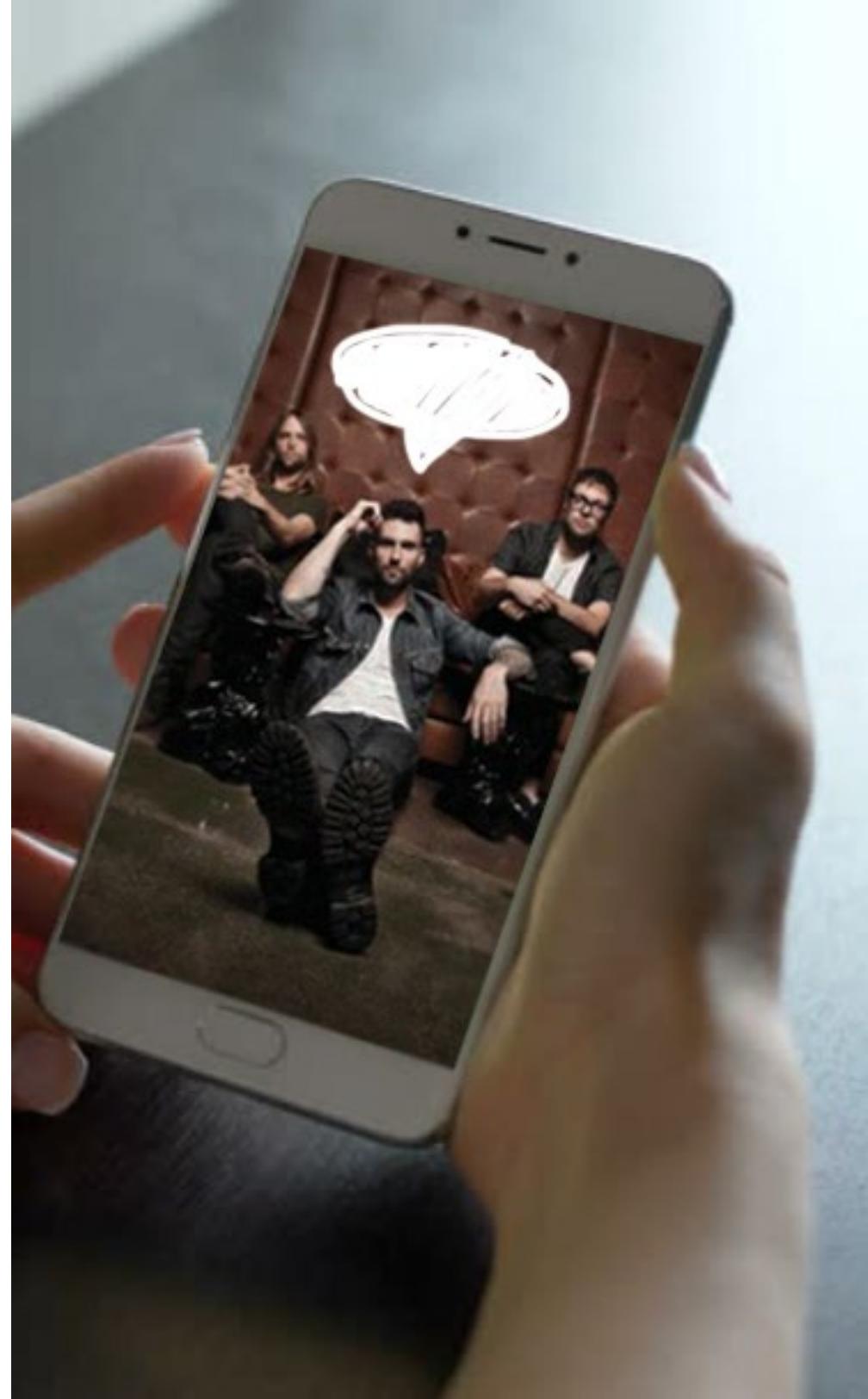
Once settled, the artist reveals the songs he or she will dissect. The artist will have 20 seconds to reveal one intriguing story (or piece of background information) about the song or songs.

## SINGLE SONG EPISODES

Depending on the artist, song and tale behind the tune we may dedicate an entire episode to a single song if the backstory is so strong / deserving.

## MOTION GRAPHICS / ANIMATIONS

Motion graphics, animation and other compelling visual tools will be employed to literally bring these stories to life and will serve as transitional devices to connect story beats and keep the pace and tone fun, fast and fascinating.





**THANK YOU!**