



**Lolapalooza** + **LIVE X LIVE**

# HUGE ECOSYSTEM FOR LIVE MUSIC

LiveXLive is the **only** platform dedicated to delivering a **high volume** of streamed live music and music-related content, engaging the music fan like never before:

- **OVER 27** live music festivals per year - and growing - from all over the globe, more than any other streaming platform.
- **ACROSS ALL** platforms & screens, including O&O networks of players in browsers, mobile OS, OTT apps, plus the Slacker Radio digital audio platform.



# THE OPPORTUNITY

Build a Lollapalooza Channel on LiveXLive and grow it into the **authentic** voice for the global Lollapalooza phenomenon, featuring:

- Archived Performances & Interviews
- Live Streams of All Future Festivals
- Co-Produced Original Video and Audio Series
- State-of-the-art Social Features & Tools
- Robust eCommerce Store



# THE CONTENT ECOSYSTEM

The 24/7 “always on” Lollapalooza Channel will be available on **any** platform, connecting users **worldwide** wherever and however they consume content.

Desktop



Mobile



OTT & Set-Top Box



# WEB DESTINATION

## Video Player

- Supporting both live streams and VOD content
- Responsive design with custom overlays
- Robust beaconing and player analytics

## Curated Playlists

- Curated VOD playlists for lean-back viewing
- Full archive of VOD from past years

## Social Features

- Lollapalooza socials integrated into channel
- Group chat during live streams
- Links to Lollapalooza-affiliated causes



Lollapalooza is a 4-Day music festival happening Aug. 2-5, 2018 at historic Grant Park in Chicago, Illinois, USA.

### FESTIVALS



LOLLAPALOOZA CHICAGO  
AUG. 1-4, 2019



LOLLAPALOOZA ARGENTINA  
MARCH 29-31, 2019



LOLLAPALOOZA BRAZIL  
APR. 5-7, 2019

### VIDEO



BEST OF LOLLAPALOOZA CHICAGO 2018 -  
DAY ONE



BEST OF LOLLAPALOOZA CHICAGO 2018 -  
DAY TWO



BEST PERFORMANCES

# WHY PARTNER WITH US?

## The Attention You Deserve

We'll give the Lollapalooza channel more attention than any other media company, activating a staff to build and maintain it.

## Best-in-Class Design

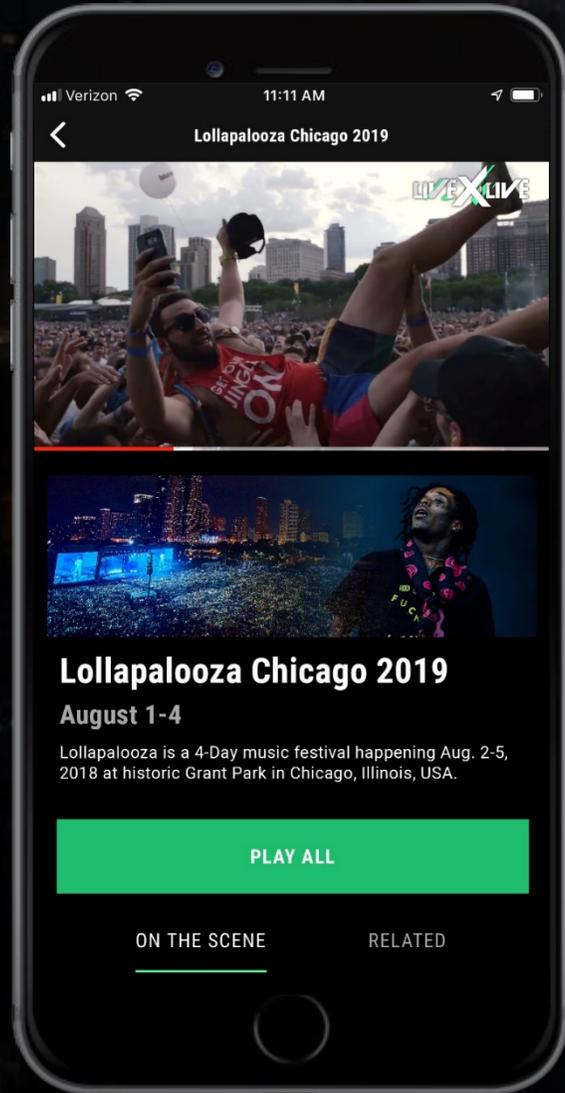
Our apps and content platform will be built using next generation technology, and industry-leading front and backend features.

## A True Transmedia Solution

We're the only partner who will build a content experience that unifies mobile, web, OTT, audio, video, social and more.



# MOBILE DESTINATION



## Content Features

Personalized Content, VOD Playlists & Live Events

Live Audio Streams Powered by Slacker

360 VR and AR Experiences

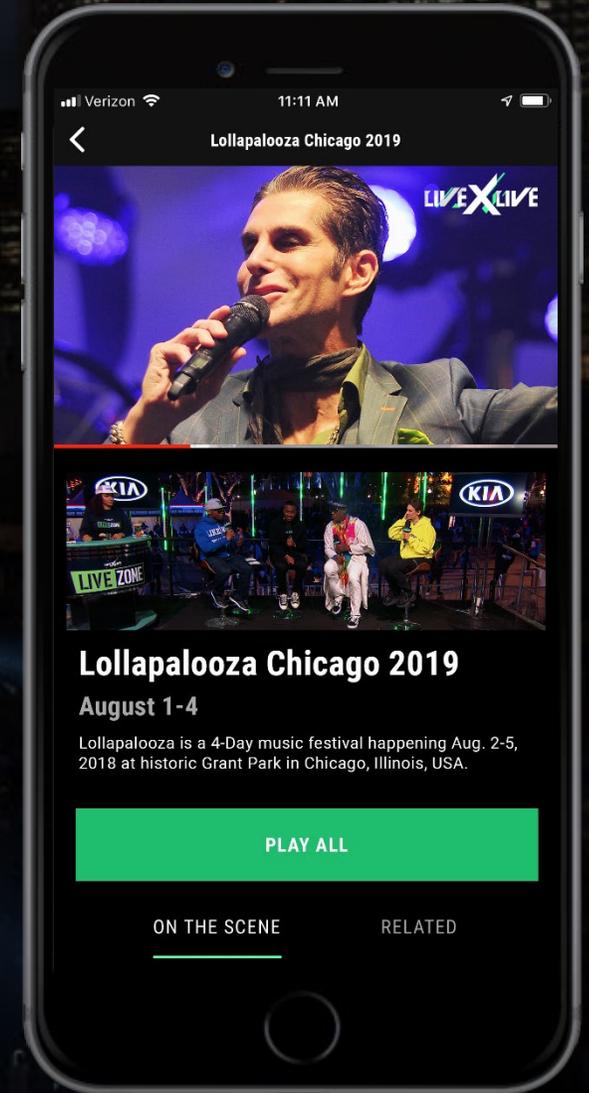
Original Podcasts and Audio Series

## Social & Commerce Features

Group Chat During Live Streams

Merch Store Access and Ticketing Capability

Targeted Push Notifications to Users



# OTT / TV APPS

LollaPalooza  
PARIS

- A High-Fidelity, 4K Compatible Player Experience
- Auto-Playback of VOD Content for Endless Viewing
- Custom Overlays & Chat/Social Feeds (users can interact with mobile app)
- Simplified User Interface for an Easy Lean-Back Viewing experience



## UP NEXT

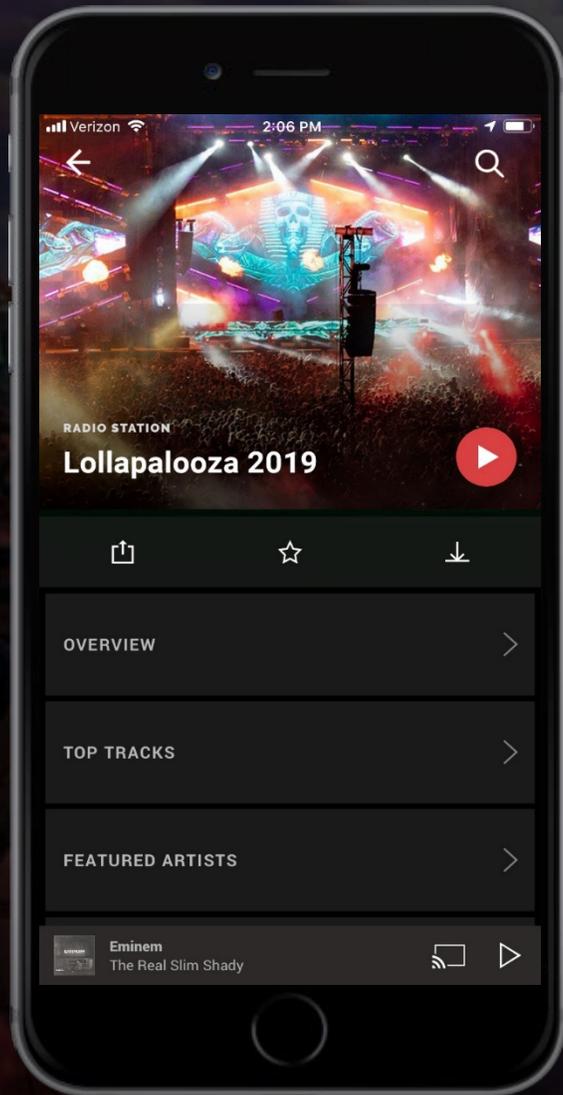
Dua Lipa Performs  
“New Rules” with  
a Surprise Guest



## UP NEXT

The Weeknd Closes  
out Day One of Lolla  
Paris in Style

# SLACKER-POWERED RADIO



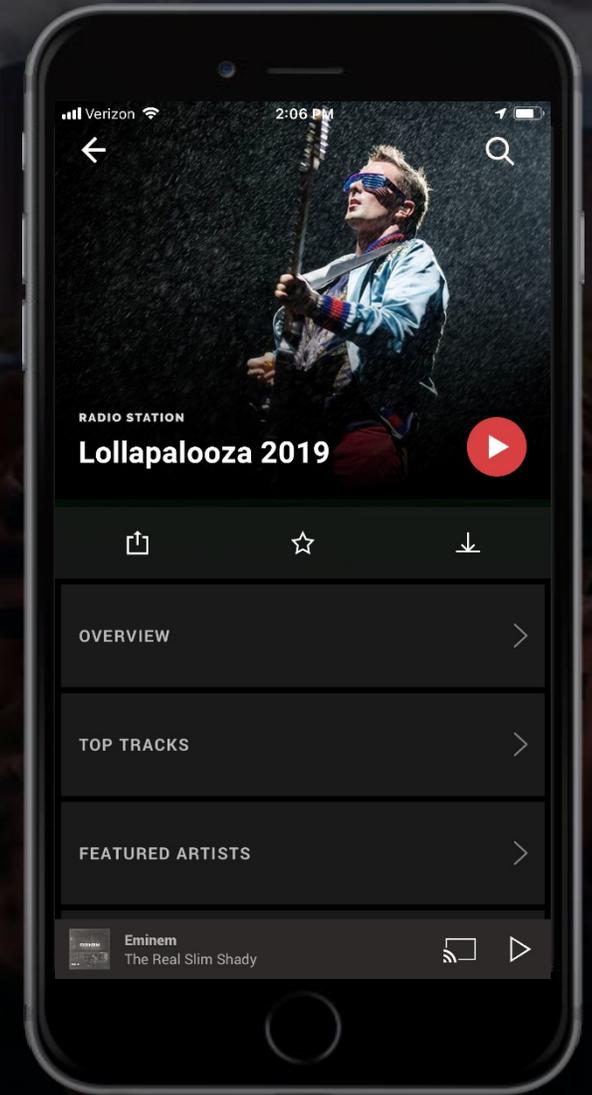
**Interactive streaming radio station  
curated by the Lollapalooza and Slacker**

**Station could be hosted by Perry as well  
as other artists, talent or Slacker DJs**

**Users can skip, heart, ban and  
personalize the station per their taste**

**Premium users can download the  
station for offline listening**

**All streaming audio rights and  
royalties included**



**THANK  
YOU**

