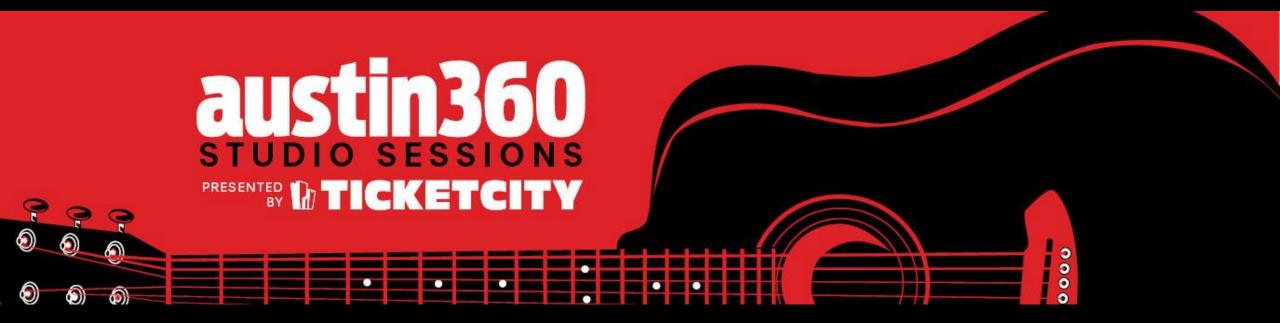
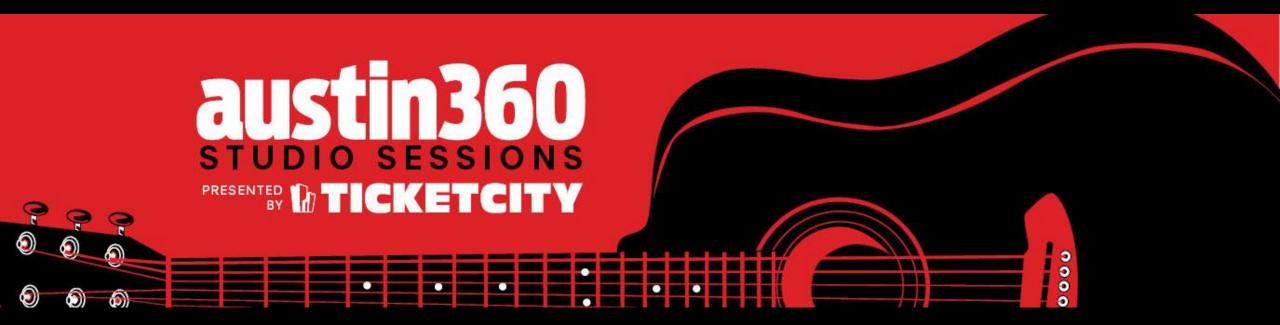


# Project: Austi360 Studio Sessions A LIVE video concert series!

http://www.austin360.com/StudioSessions



In the summer of 2016, Austin360 (the entertainment brand of Statesman Media) launched a live video concert series – STUDIO SESSIONS. The goal was to combine the skills of our video staff (editorial and commercial working together), put out renovated in-house video studio to use, bring audiences together around music (we are the Live Music Capital of the World, after all) and sell sponsorship. We have done all of that, and we're just getting warmed up...



One thing we can all agree on? Good music. The Austin360 Studio Sessions launched a halfhour live music concert series (simultaneously broadcast on our Austin360.com page and via Facebook Live) in July of 2016. Nine episodes later we have a \$60k annualized sponsor and expect to sign another \$90k annualized sponsorship shortly. Our last episode, featuring country rock crooner Koe Wetzel, has over 21k Facebook views, 299 shares, 467 likes and a ton of viewer engagement in the comments section. Per viewer request we even created a Studio Sessions "playlist" on our Facebook page so people can quickly access the episodes. We plan to launch a podcast of our previously recorded and future episodes next.

### Live from Austin!



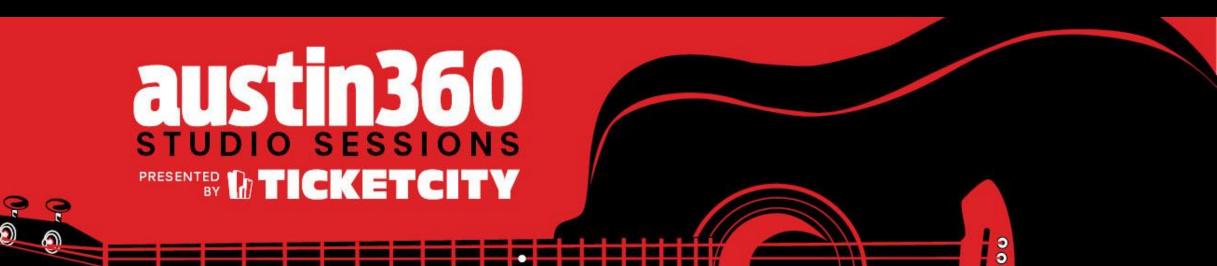




studio audience

dynamic set

beautifully shot footage



# Austin360 Studio Sessions

You're invited to headline an episode of the Austin360 Studio Sessions presented by TicketCity – a brand-new music series with an intimate feel, a 20-seat studio audience... and you! Studio Sessions are streamed from the live music capital of the world to viewers everywhere.

Before your showcase we leverage **the largest reach in Austin** with *digital and print* ads to promote your Austin360 Studio Session *and* corresponding Austin performance. We livestream each Session to our followers (over 500k) and your fans! After you play 3 or 4 songs and are interviewed, footage is quickly edited into a set of high-quality music videos and posted on austin360.com (which is currently **averaging 1.3 million PVs per month)**.



#### austing studio sessions presented by Dicketcity

# **Previous & Booked Artists**

- Big Head Todd
- The English Beat
- Matt Wertz
- Thee Phantom & The III Harmonic Orchestra

- Vallejo
- Eric Hutchinson
- King Charles
- DOSSEY
- Koe Wetzel





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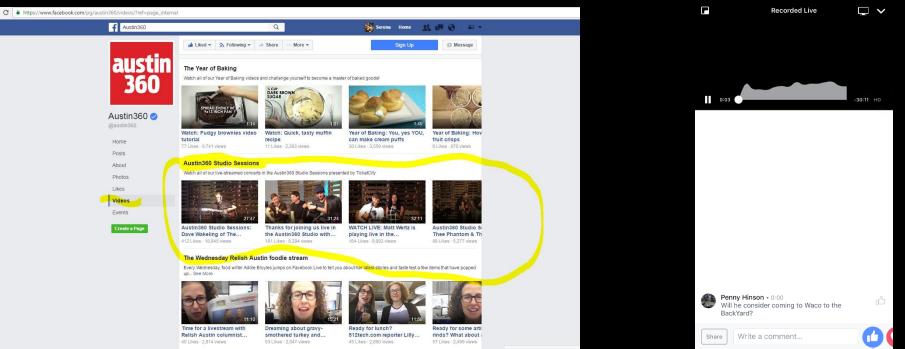




# **Facebook Live benefits**

- Big viewing numbers on Facebook (averaging 12k per episode, highest 21k, lowest 5k
- Featured in our @Austin360 video playlist
- Direct connection with your fan base and easy access to new fans via Facebook Live sharing

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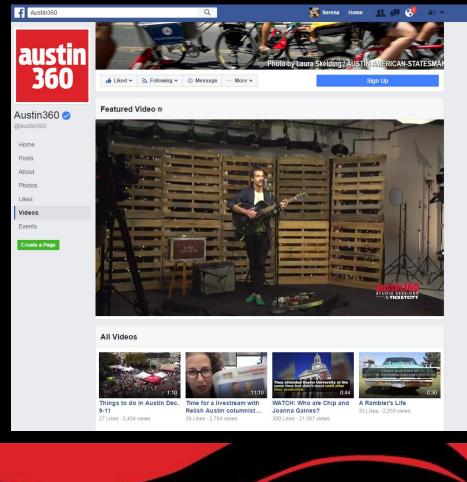
#### AUSTINAGO STUDIO SESSIONS PRESENTED BY DICKETCITY

# Facebook by the numbers:

106,036 views (98,552 unique viewers) 64,426 minutes (1,074 hours viewed) 855,732 people reached 5,849 likes

845 shares

1,116 comments





### Let's be Social



9 9

#### austing studio sessions presented by TICKETCITY

# What artists get

- One full-page ad in Austin360 with tune-in info for your Austin360 Studio Session and your upcoming Austin concert info
- Prime placement in the Austin360.com rotator (1 of 4 rotating images on home page) with write up promoting your upcoming Austin360 Music Session and their Austin concert info complete with links to their website and social media handles
- Band booking announcement with tune-in messaging sent to over 500k social media followers
- A one quarter page print ad in the Austin American-Statesman with tune-in info for your austin360 Music Session and your upcoming Austin concert info
- We blast a 2<sup>nd</sup> tune-in message to our social media community shortly before your Austin360 Music Session
- Afterwards, you'll be showcased again on the digital front page of Austin360.com for a 24-hour period directing viewers (1.3 million monthly) to the Austin360 Studio Sessions page dedicated to your specific Session. <u>http://www.austin360.com/StudioSessions</u>

austin 360	THINGS TO DO	MUSIC	• FOOD	MOVIES & TV	ARTS	HOME & LEISURE	• STATESMAN
I am interested in	an event	in	Austin	on	Anytime	🔹 or 🛗	FIND IT Q





### Let's do this



The new Austin360 Studio is the best small stage venue in the live music capital of the world.

Connect with Serena Hicks at Serena.Hicks@coxinc.com or at 512-445-3760 to accept this invitation.

http://www.austin360.com/StudioSessions

