

saambaa

Changing How You Deliver Local Entertainment



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We Take Local Entertainment Content Like This

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April 21, 2014 **mySA** San Antonio's Home Page 71°F Overcast mySA.com Local Directory

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Need help searching or browsing our calendar, or adding an event? [Click here.](#)

what when

Examples: Miley Cyrus or country music or Spurs Examples: Tonight or Saturday or February 1 or 2/1/14

events [movies](#) [venues](#) [restaurants](#) [performers](#) [add to our listings](#)

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refine results

Displaying 10 events out of 345 in the Music category within 50 miles of San Antonio, TX

Sort by:

results per page within miles

-
-
-

Category:

All Categories

Music

- Alternative (12)
- Bluegrass (2)
- Blues (2)
- Cajun & Zydeco (1)
- Celtic (1)
- Children's (1)
- Christian (2)
- Classical (15)
- Country (56)
- Electronic (2)
- Folk & Traditional (13)
- Funk (1)
- Hip-Hop (5)
- Indie (2)
- Jazz (13)
- Karaoke / Open Mic (3)
- Latin (4)
- Marching Band (1)



Color Splash (Paint Rave)

["First 500 Tickets Sold Out!"] San Antonio, TX - April 26th, color Splash GLOW RAVE ...

04/26 Saturday 9:00 pm
Backstage Live , San Antonio TX



Justin Timberlake - 20/20 Experience World Tour

Justin Timberlake is bringing The 20/20 Experience World Tour to the New Orleans ...

08/05 Tuesday 8:00 pm
AT&T Center , San Antonio TX
Featuring: Justin Timberlake



The Voice Tour

Fans of the hit NBC show, "The Voice", can finally see their favorite contestants ...

Tickets on sale: 04/17
Event Date 06/21 Saturday 7:30 pm
Majestic Theatre , San Antonio TX
Featuring: The Voice Tour

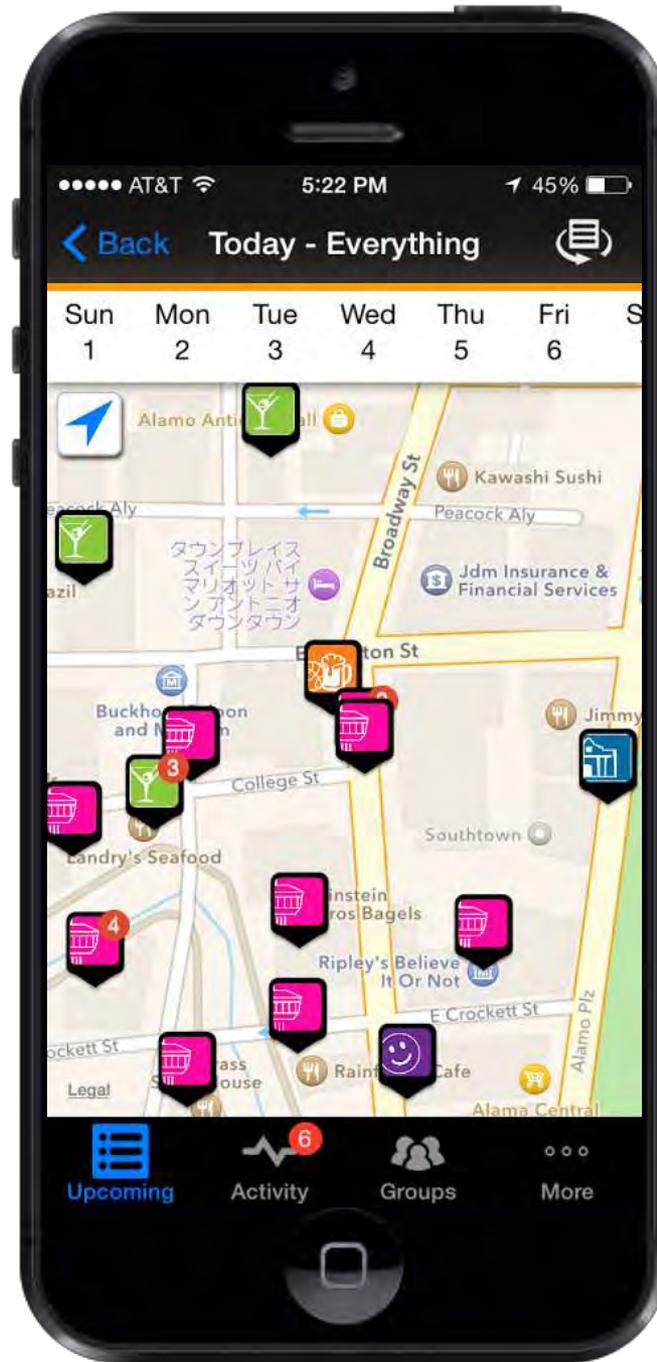
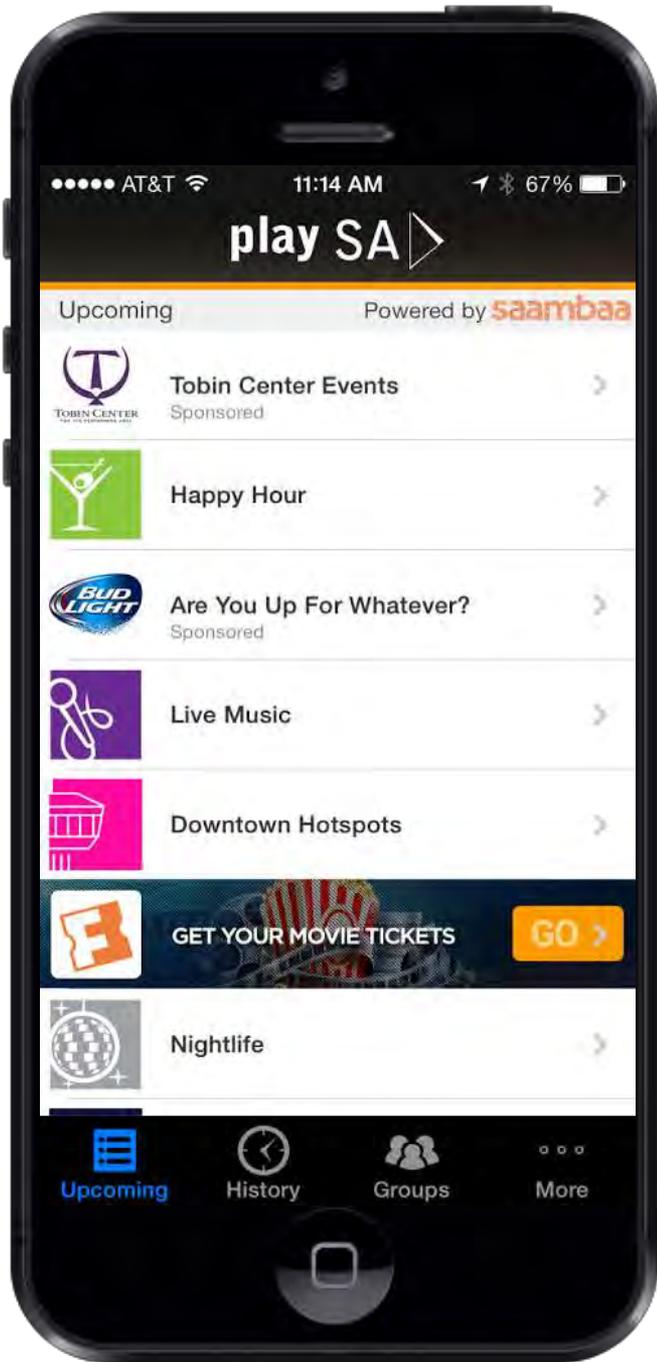


ColorGLOW (Free Event)

["Free Rays In San Antonio, TX - April 26TH ...

04/26 Saturday 9:00 pm

And
Transform It
Into Branded,
Revenue-
Producing
Apps Like This



YOUR PARTNER



NO FEES
ONLY REVENUE SHARE

Sales
Marketing
Technology

We work with big brands

40+ partners and counting

South Florida
Sun-Sentinel

Chicago Tribune

The Columbus
Dispatch
dispatch.com

THE AUSTIN
CHRONICLE

JACKSON
FREE PRESS

encore
STYLE
the
Memphis Flyer

TRIBUNE

HEARST

 **SCRIPPS**

San Antonio Express-News

Orlando Sentinel

Connect
SAVANNAH
News, Arts & Entertainment
for the Coastal Empire

THE TAMPA
TRIBUNE

THE
ADVOCATE

AKRON
BEACON
JOURNAL
Ohio.com

LITTLEVILLE
IOWA CITY'S NEWS & CULTURE MAGAZINE

Hartford Courant.

**SPY
ON
VEGAS**
.COM

WILLAMETTE WEEK
WJW
PITTSBURGH
CityPaper

Venture Funding From

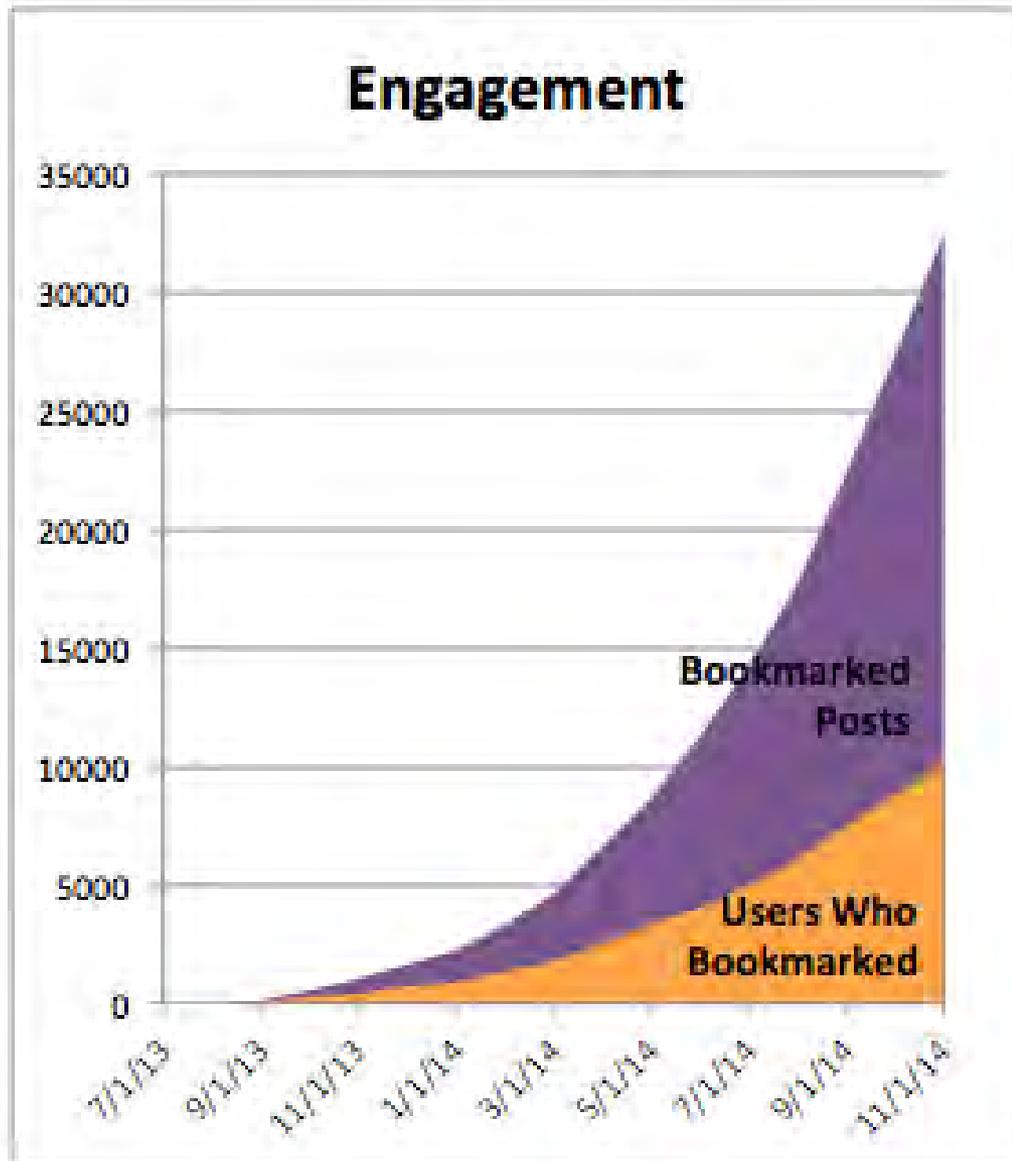


Knight Foundation

Informed & Engaged Communities

OVERALL PLATFORM

saambaa



Avg MAU = 50%

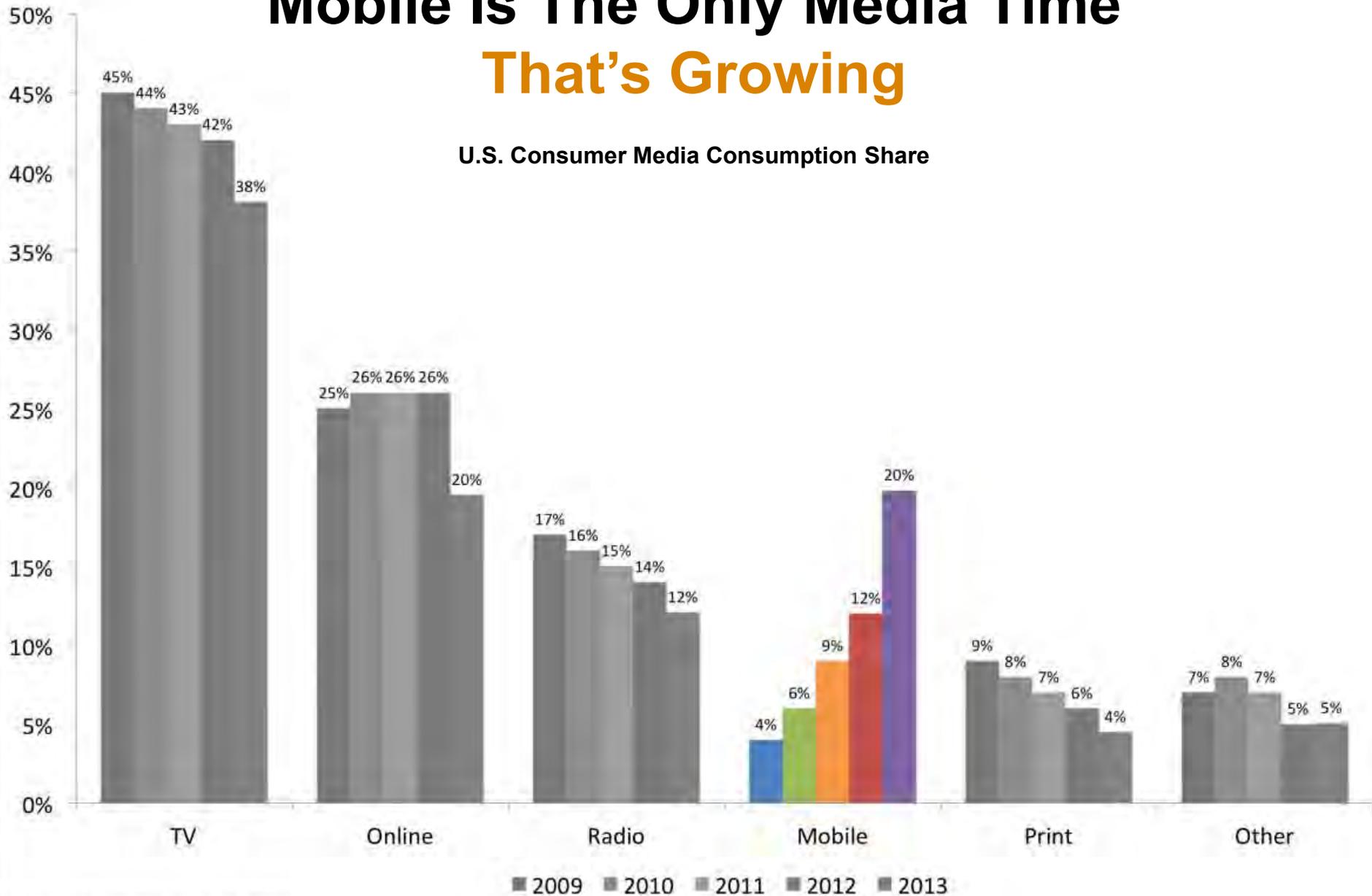
Avg visits: 3x Per Month

2.8 Min Per Session

Why?

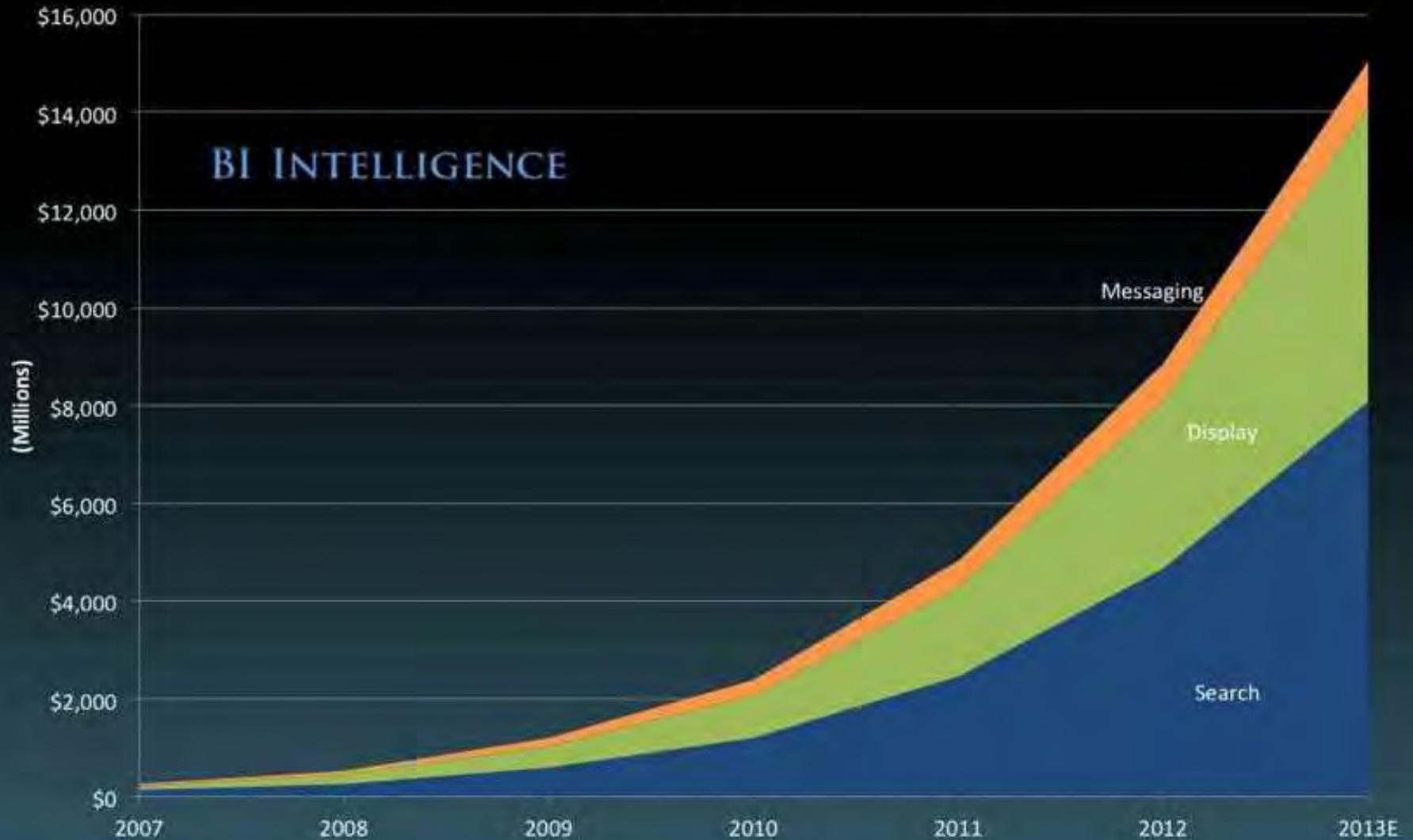
Mobile Is The Only Media Time That's Growing

U.S. Consumer Media Consumption Share



Global Mobile Advertising Revenue

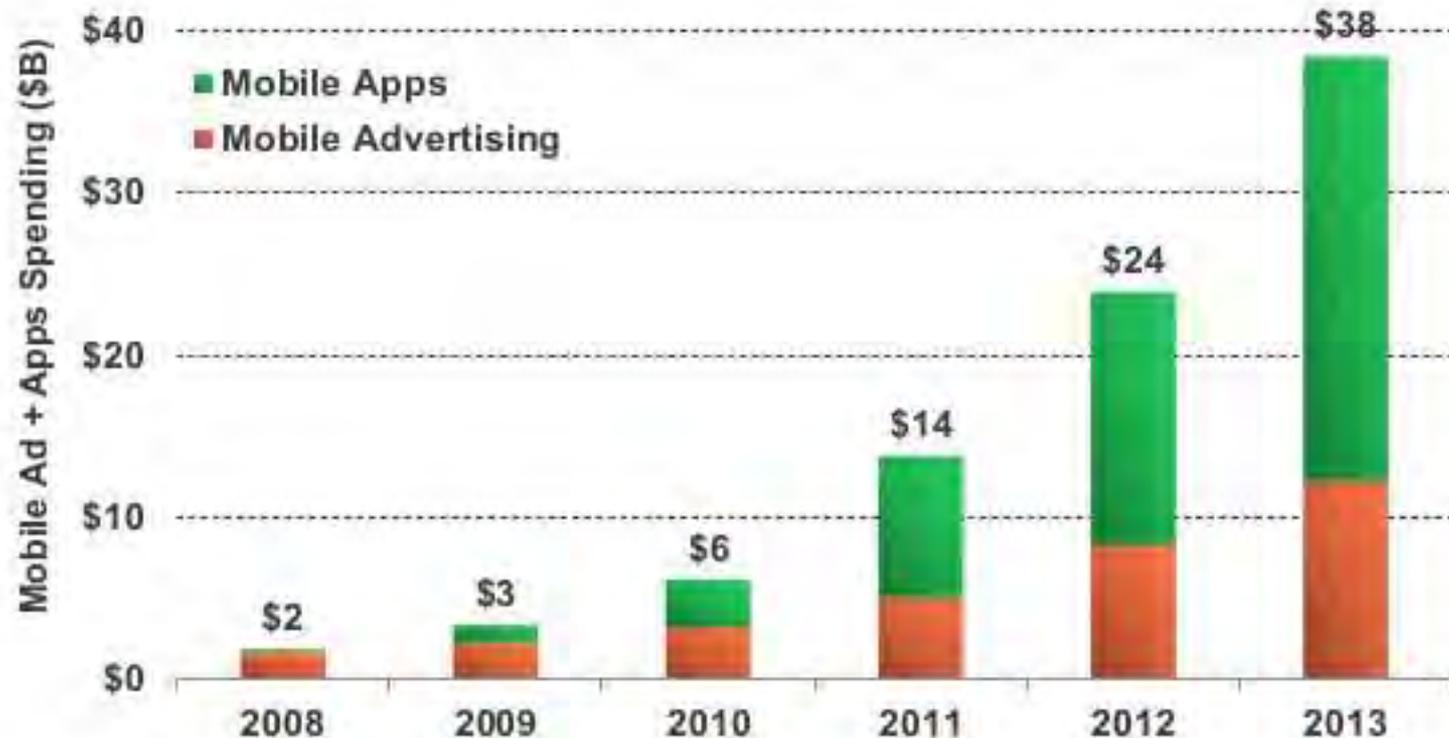
By Format



Source: IAB, BI Intelligence Estimates

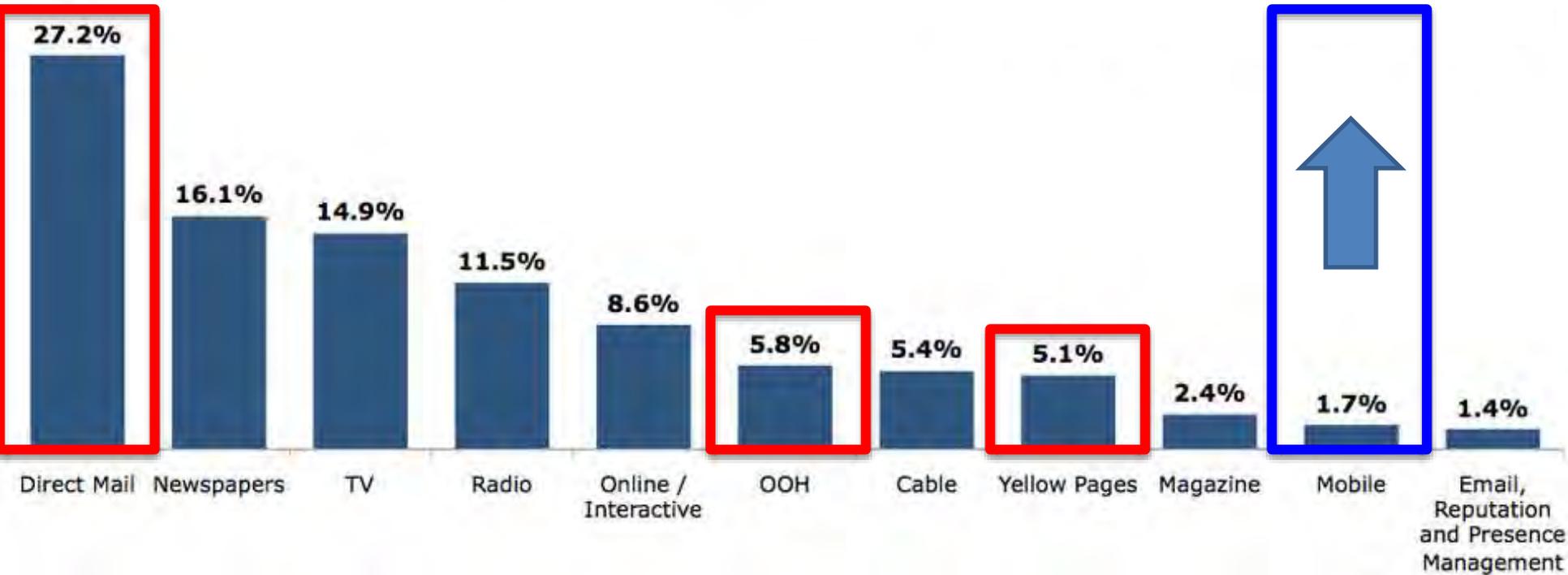
Mobile App Revenue = Still Trumps Mobile Ad Revenue... @ 68% of Mobile Monetization

Global Mobile App + Advertising Revenue, 2008 – 2013



Local Media Advertising Shares

% share of total local media advertising dollars
in 2013



Source: BIA/Kelsey

APPS ARE THE DOMINANT MEDIA

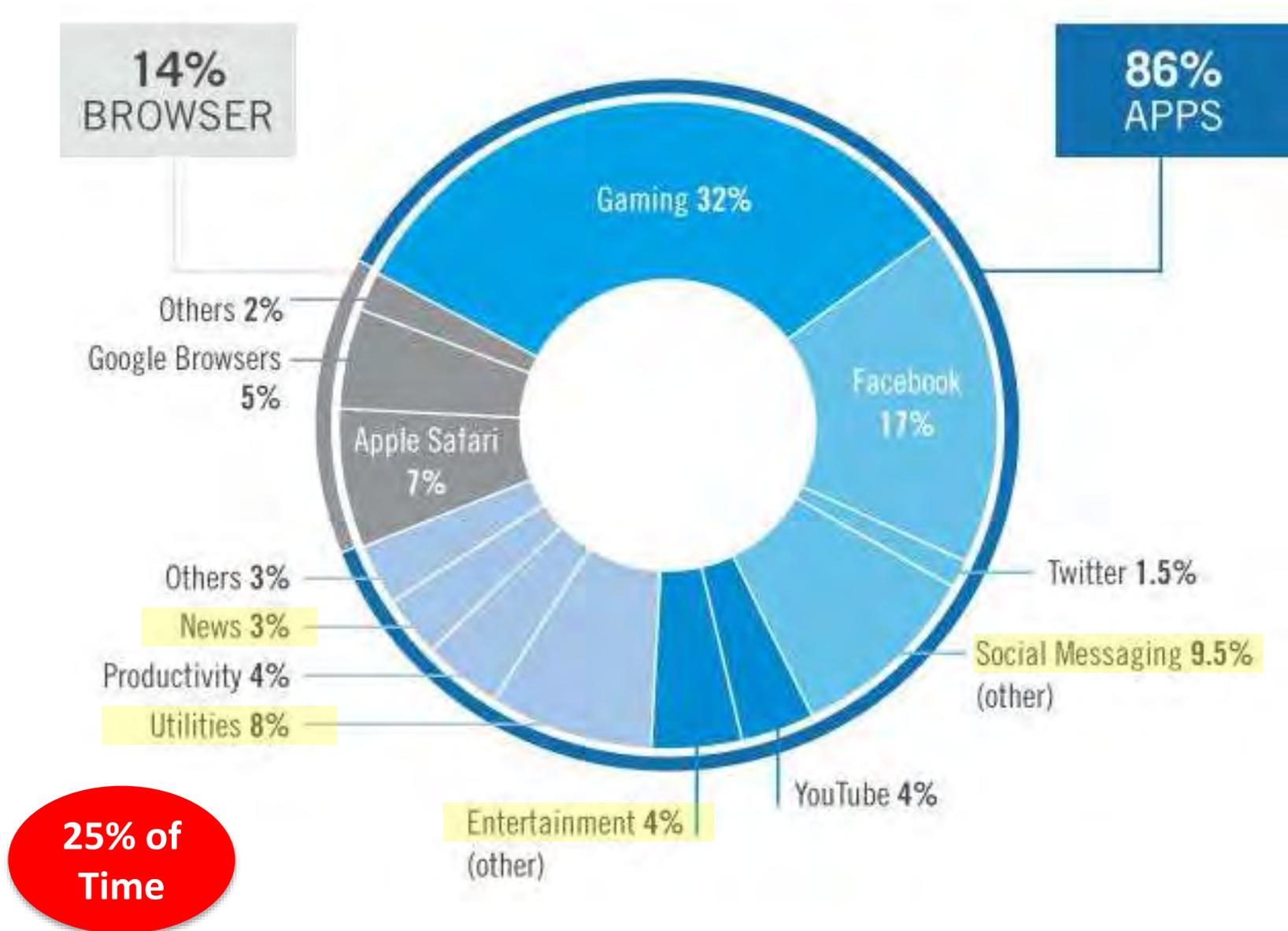


Users spend on average nearly
2 HOURS
per day
consuming media on
their mobile devices.



83%
of which is spent
IN APPS

Time Spent on iOS & Android Devices



CLASSIFIEDS

SPORTS

RESTAURANT REVIEWS

MOVIES

REAL ESTATE

EVENTS & LOCAL ENT.

HEADLINES &
REPORTING



CLASSIFIEDS

SPORTS

RESTAURANT REVIEWS

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RESTAURANT REVIEWS

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HEADLINES &
REPORTING

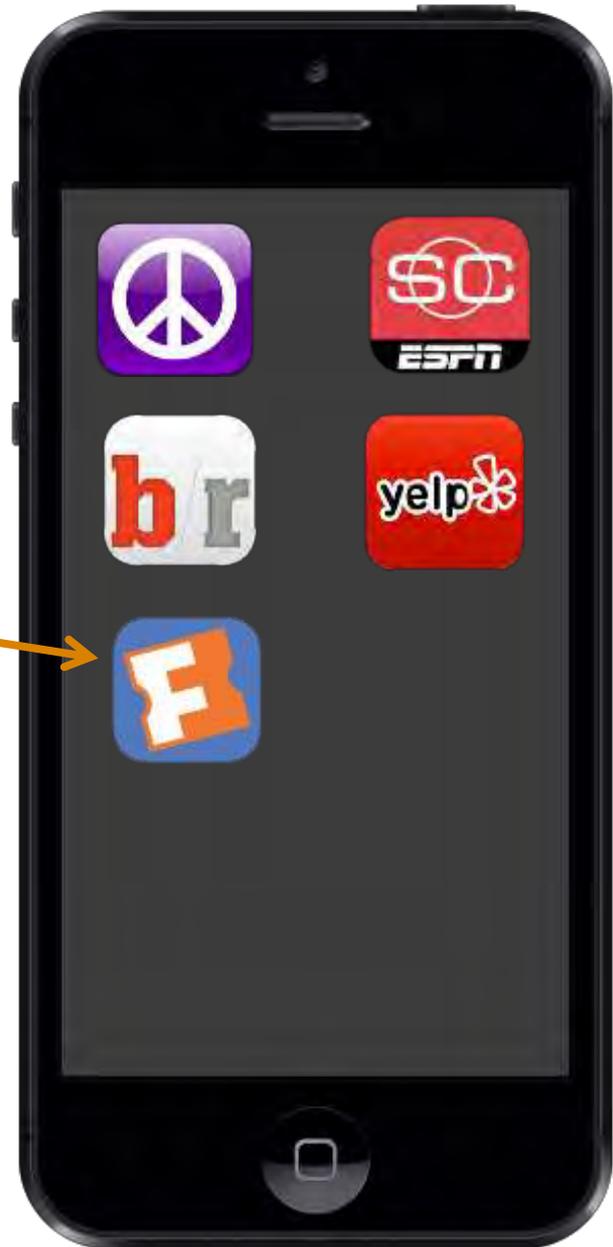


MOVIES

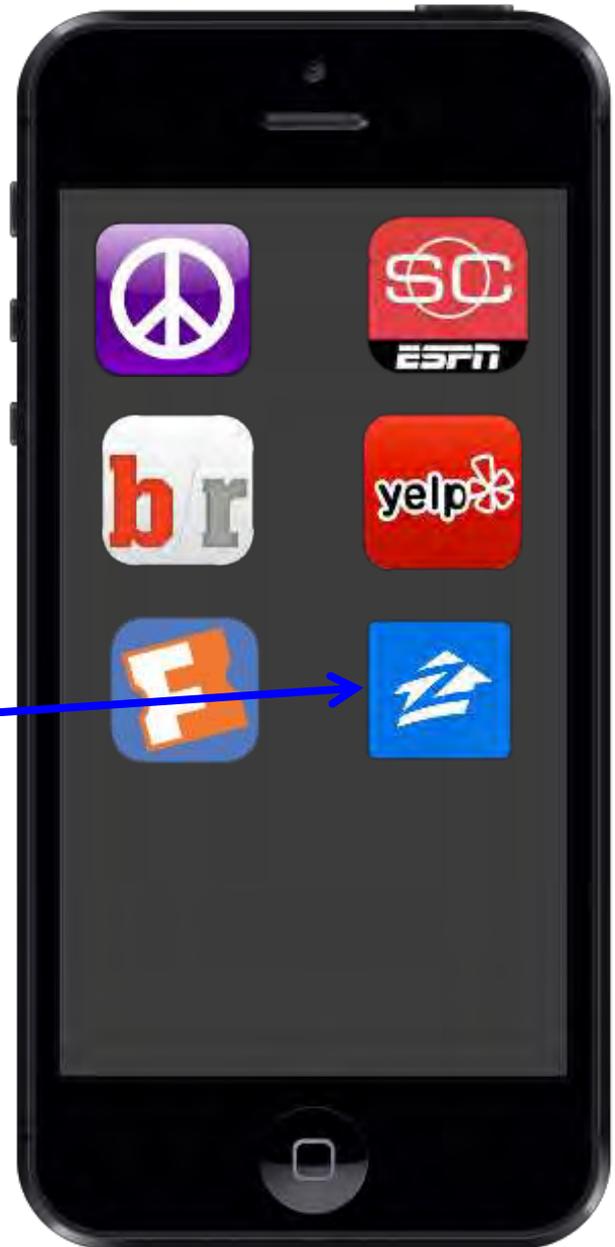
REAL ESTATE

EVENTS & LOCAL ENT.

HEADLINES &
REPORTING



REAL ESTATE



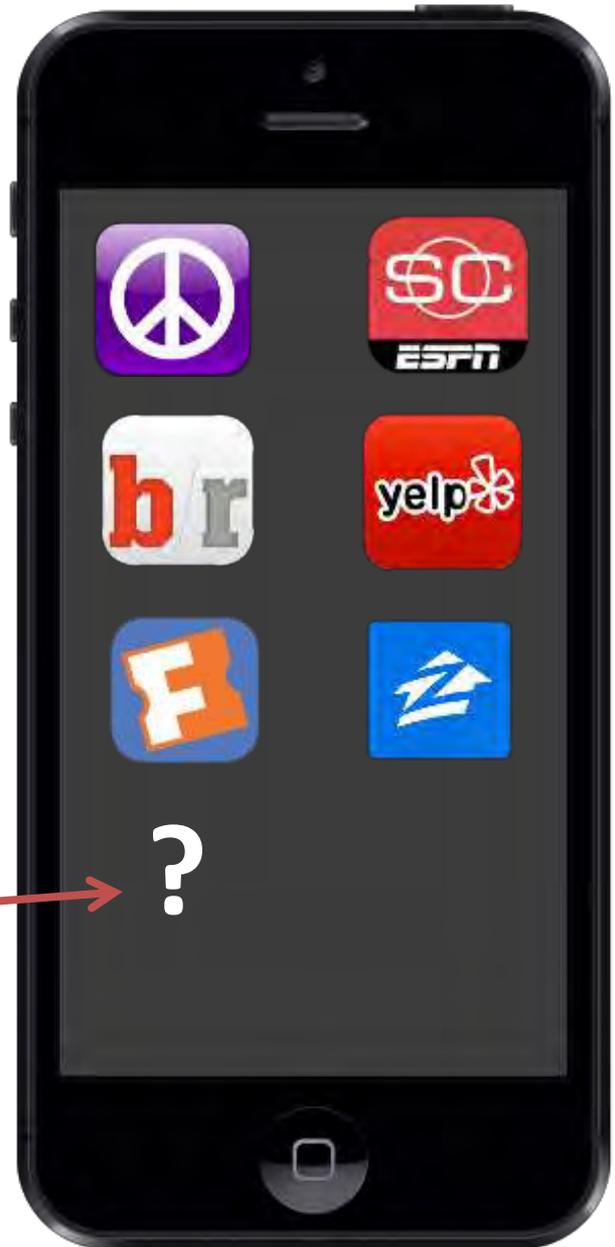
EVENTS & LOCAL ENT.

HEADLINES &
REPORTING

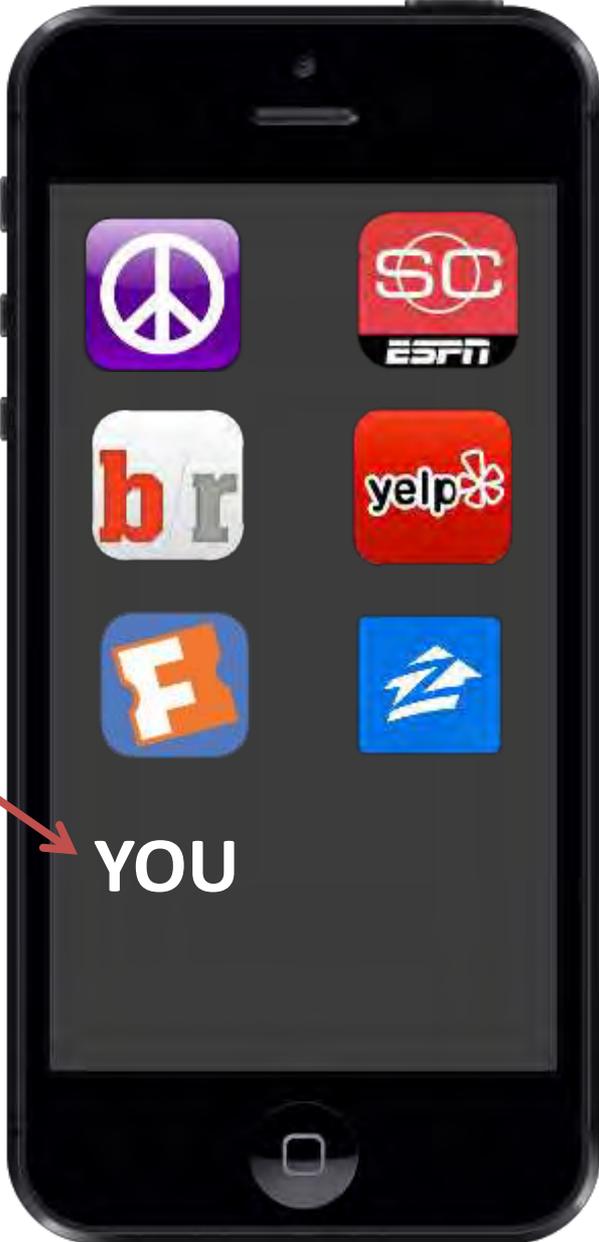
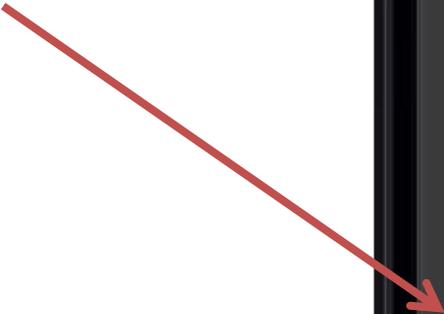
EVENTS & LOCAL ENT.



HEADLINES &
REPORTING



OPPORTUNITY!

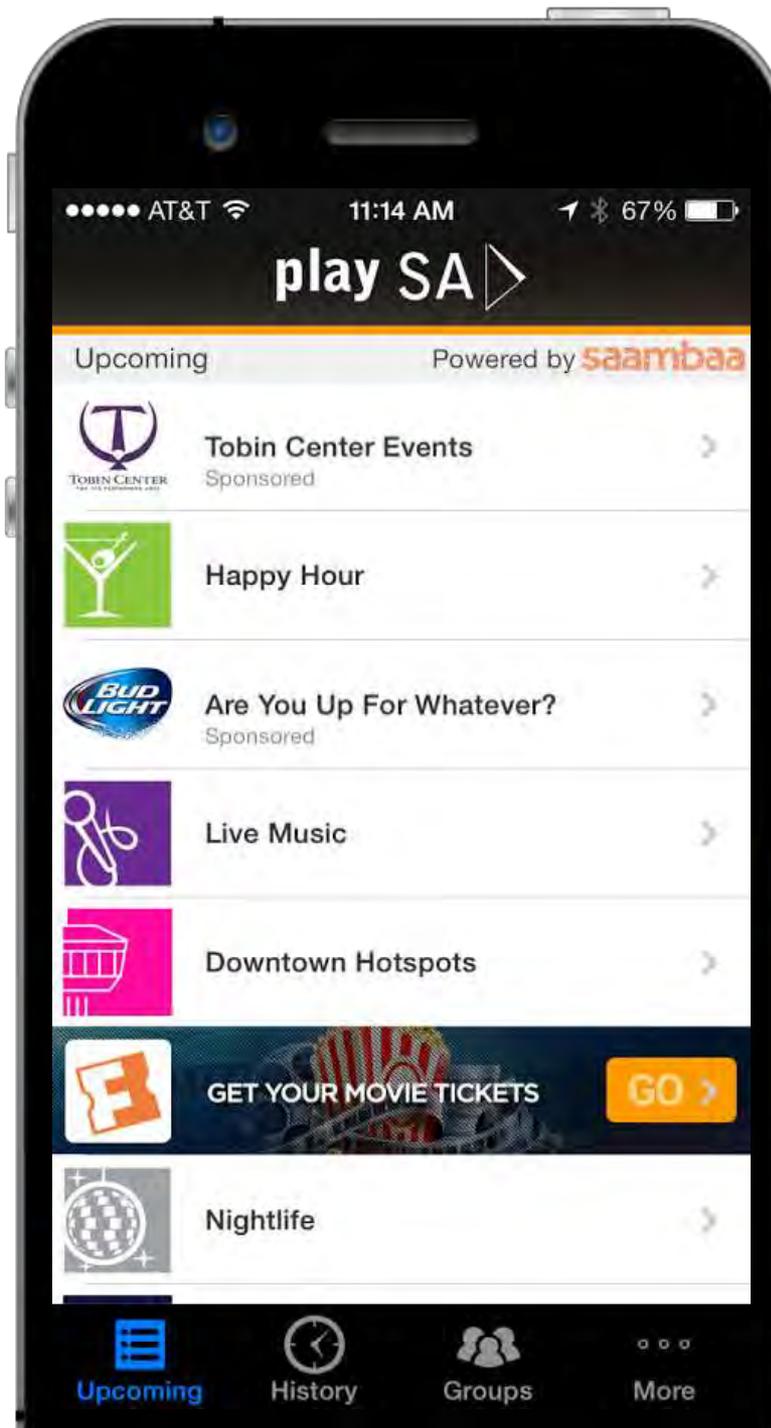
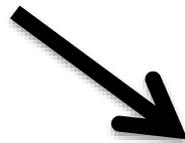


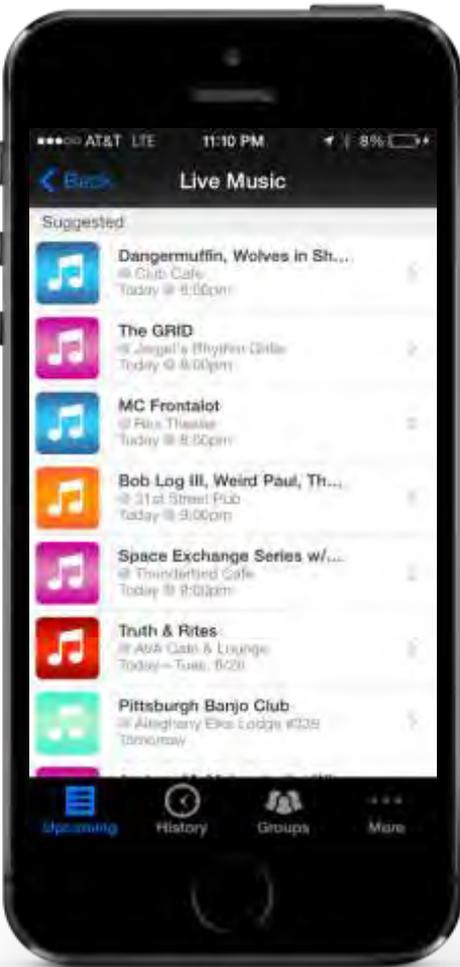
YOU

HOW IT WORKS

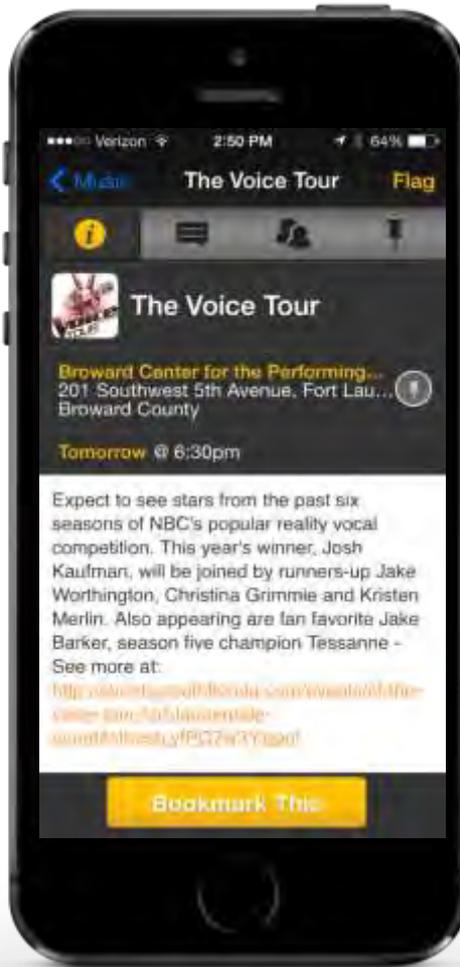
PLUG-N-PLAY

We pull content from
your database or 3rd
party provider

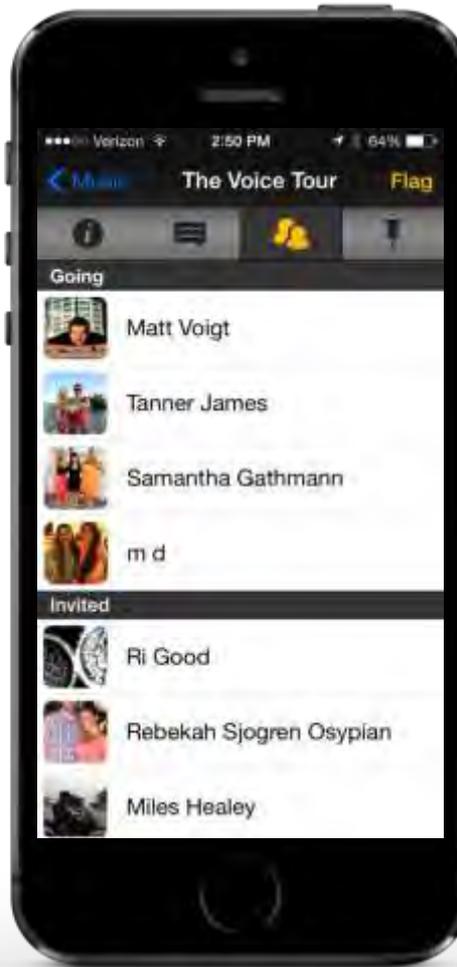




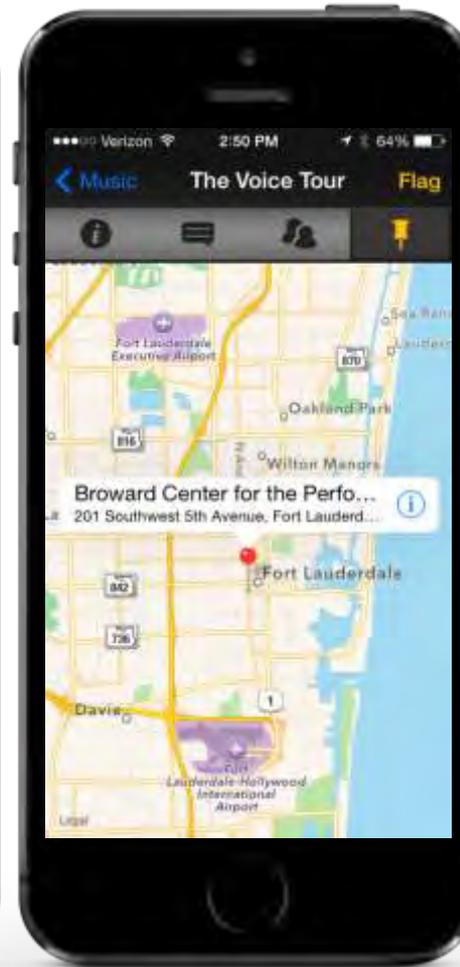
1. Search



2. Find

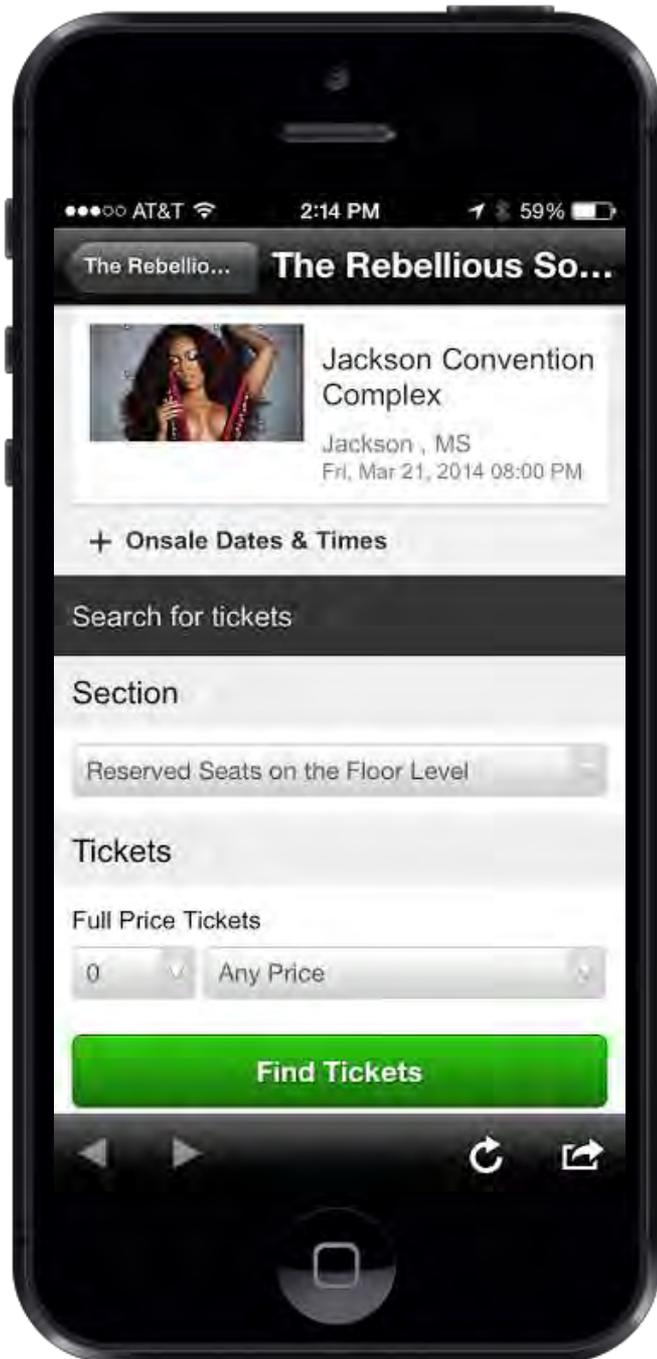
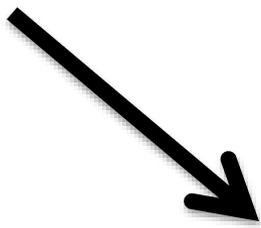


3. Invite

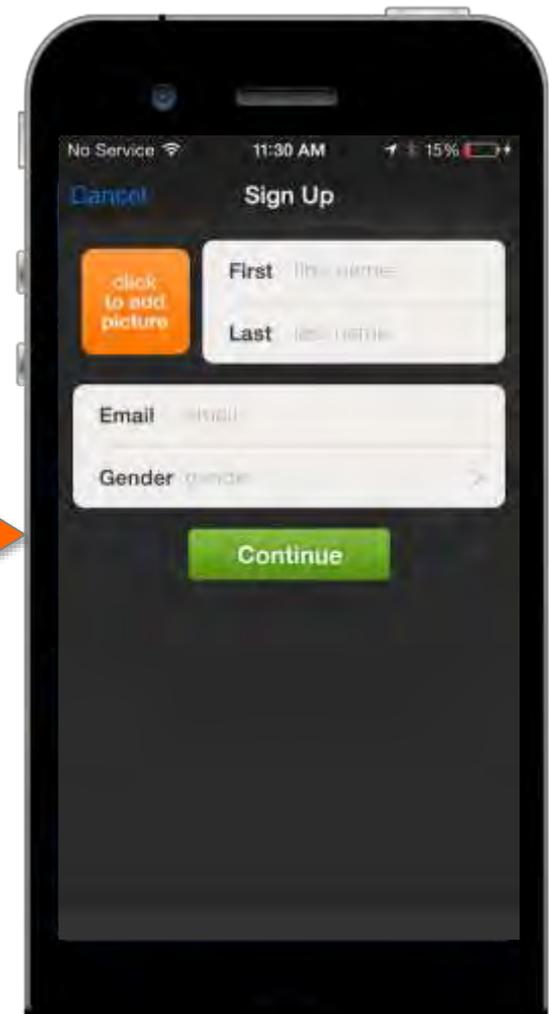
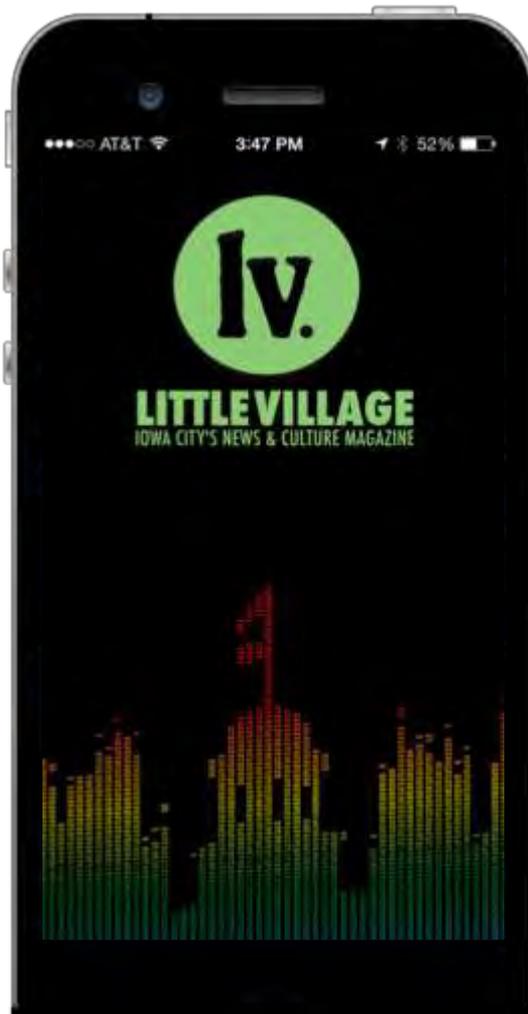


4. Go

**EASILY
SELL TICKETS
FROM YOUR APP**

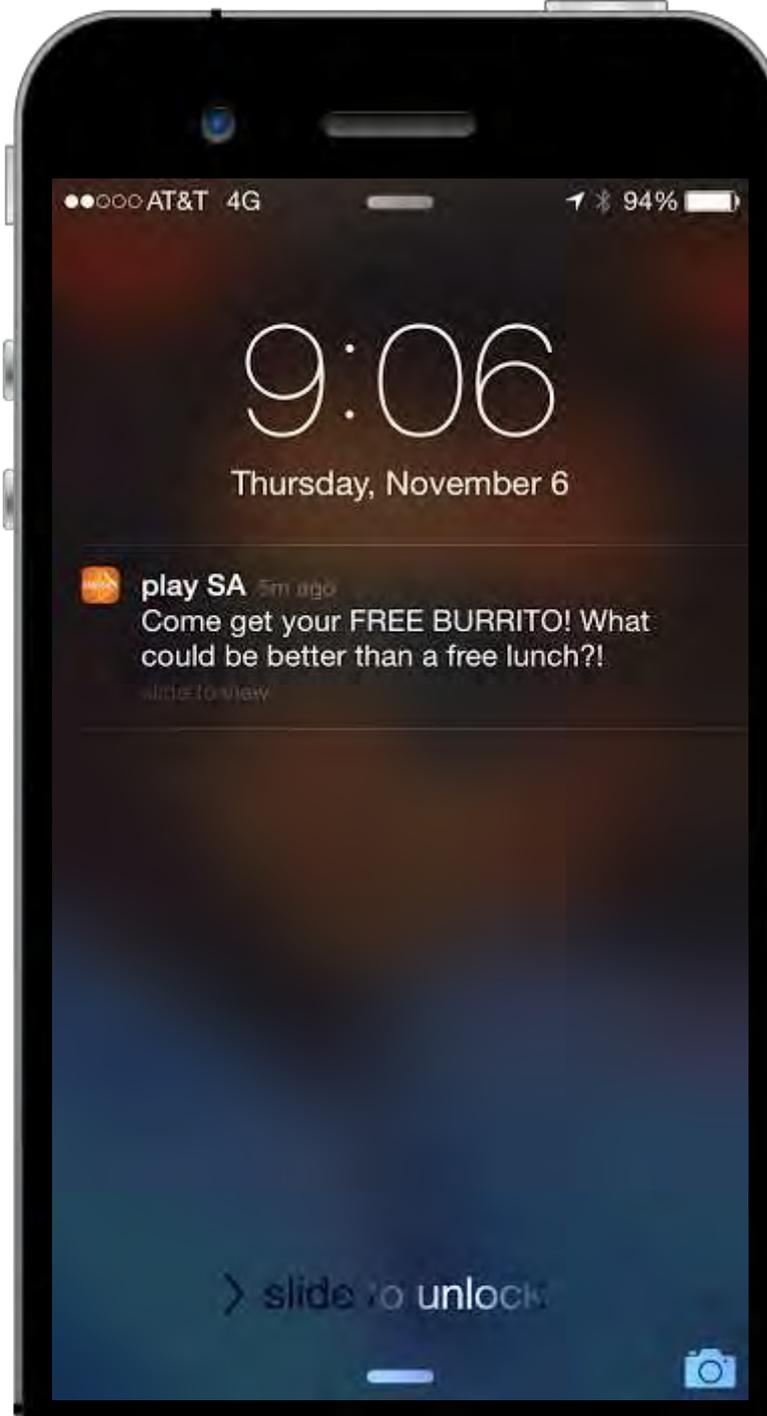
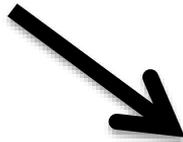


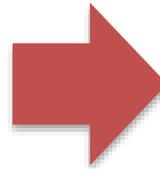
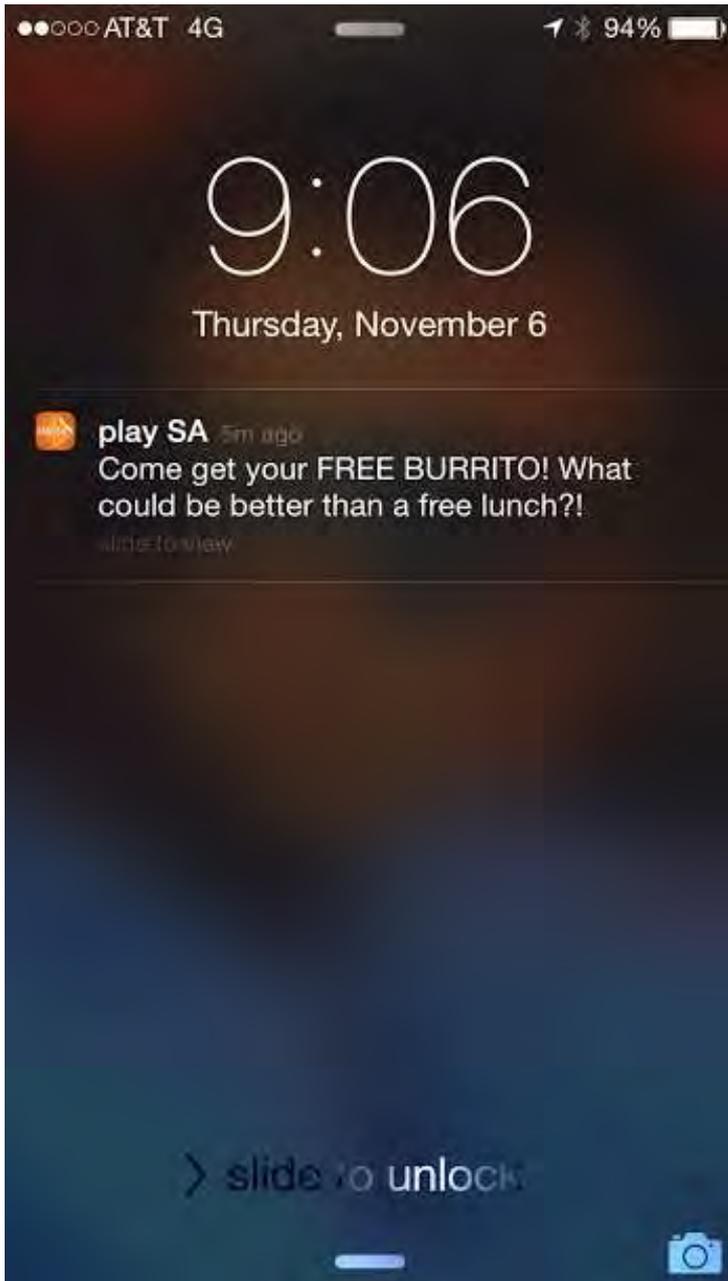
Users Register = New Subscriber Acquisition Tool



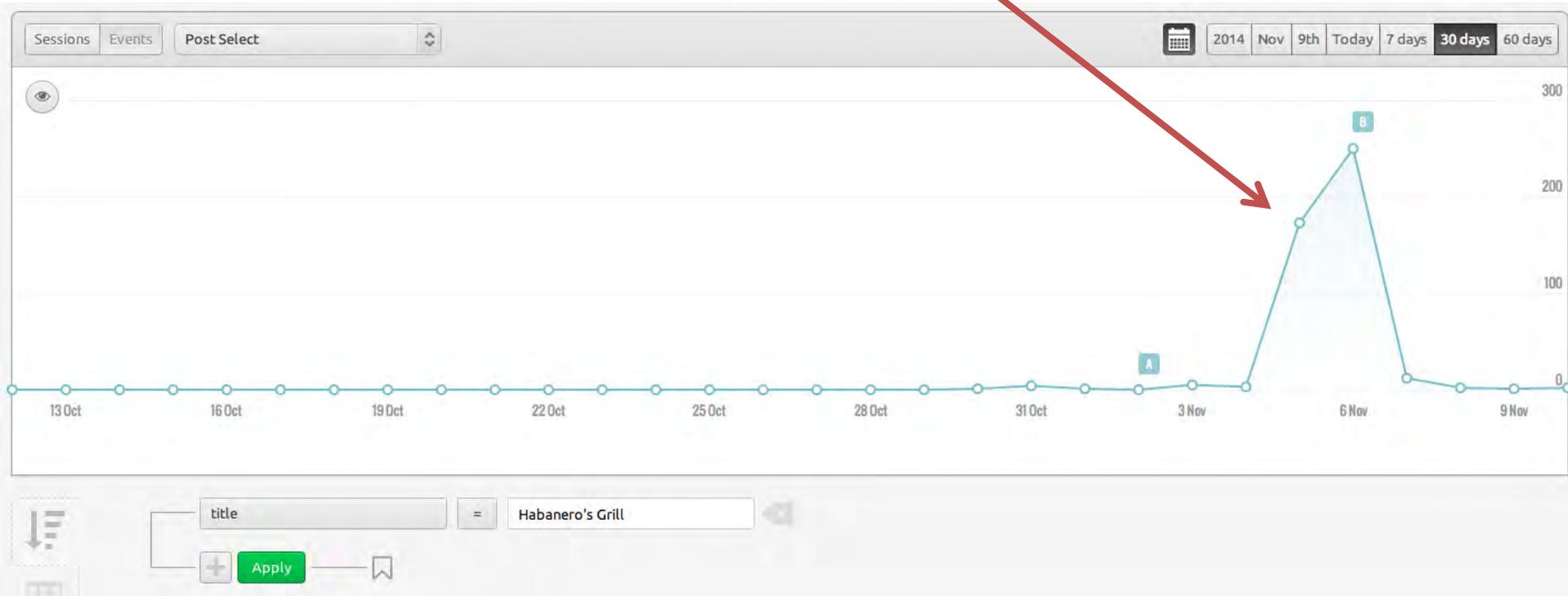
WHAT TO SELL

PUSH NOTIFICATIONS





430 Clicks



5,000 Users

X

2 Pushes Per Day = 10,000 pushes

X

30 days = 300,000 Pushes

X

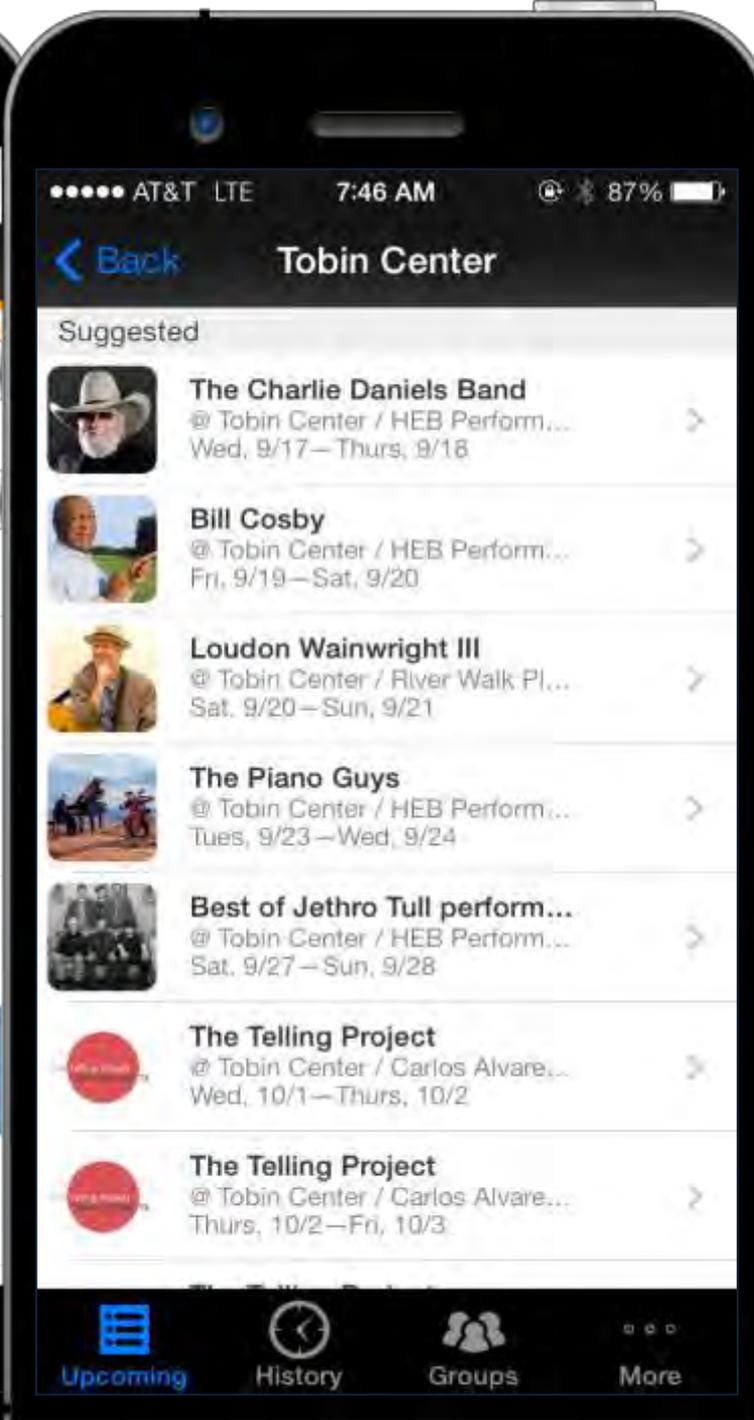
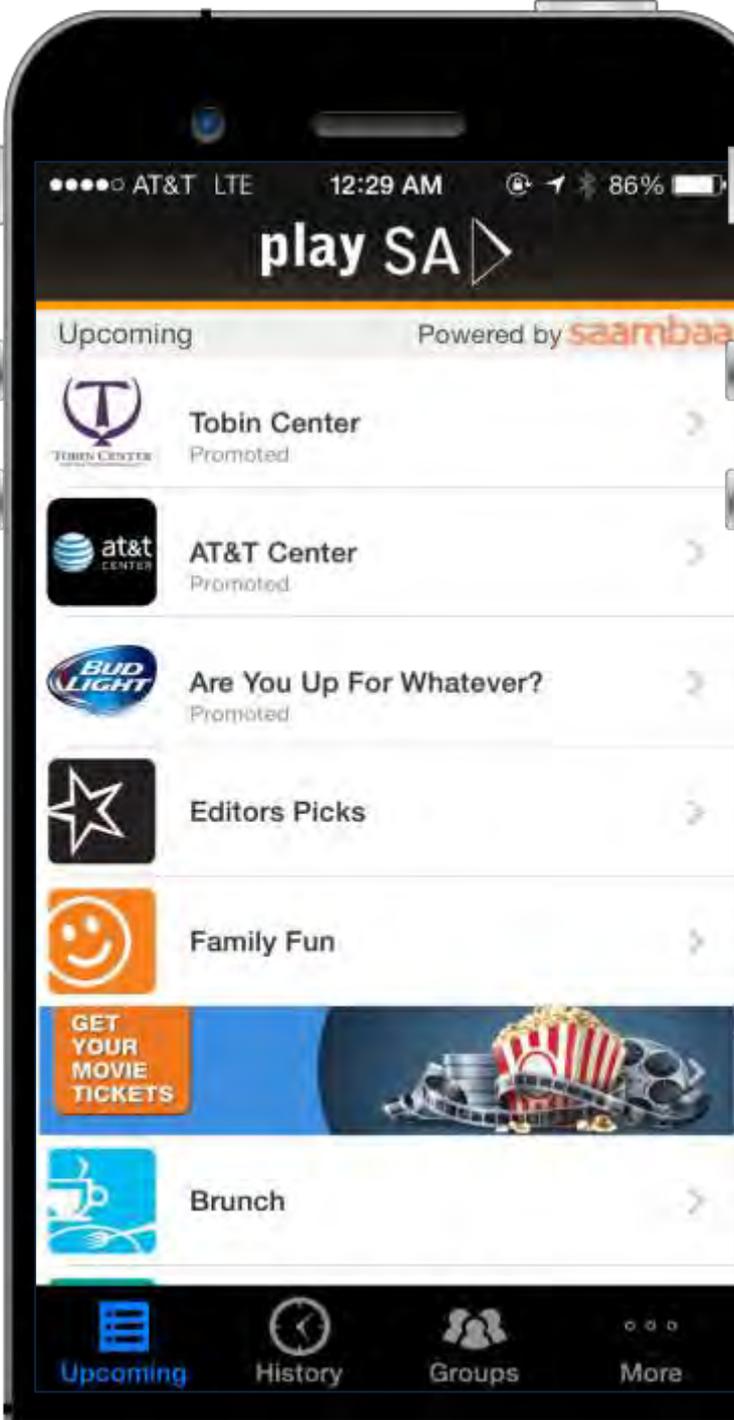
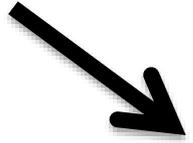
5% Open Rate = 15,000 Clicks/mo

X

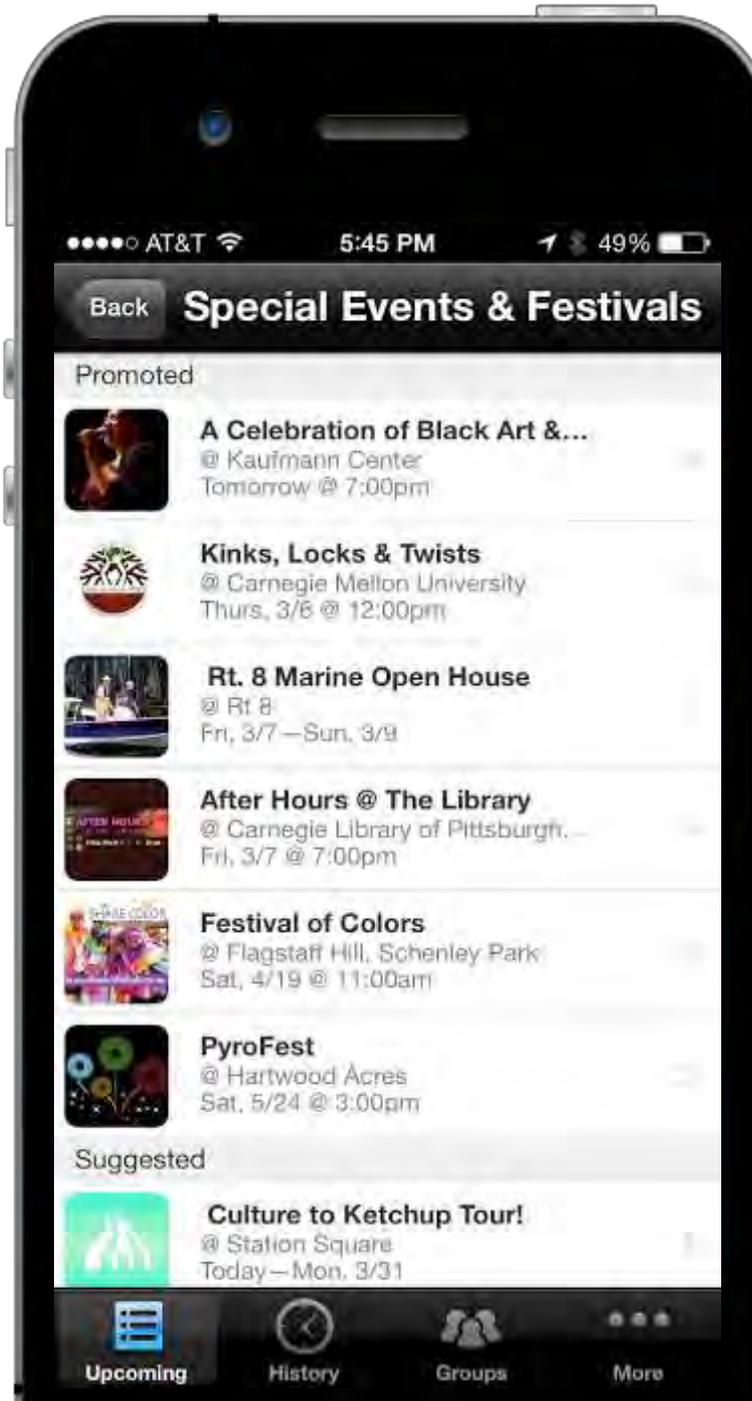
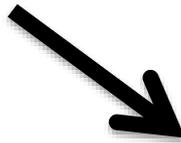
\$1 = \$15,000 PER MONTH

**OTHER
ADVERTISING**

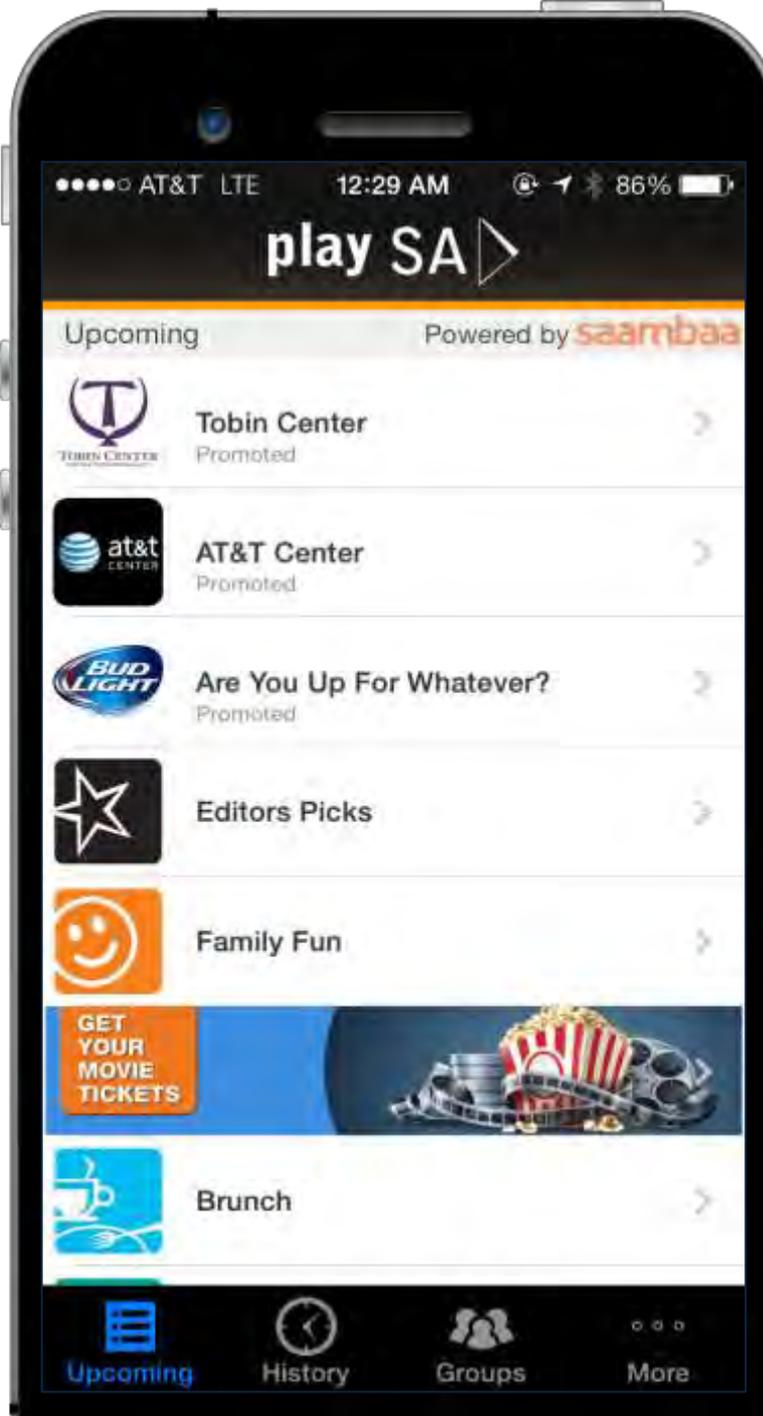
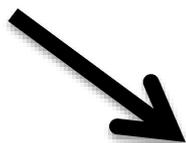
SPONSORED CHANNELS



**SPONSORED
EVENTS**



IN-STREAM DISPLAY ADS

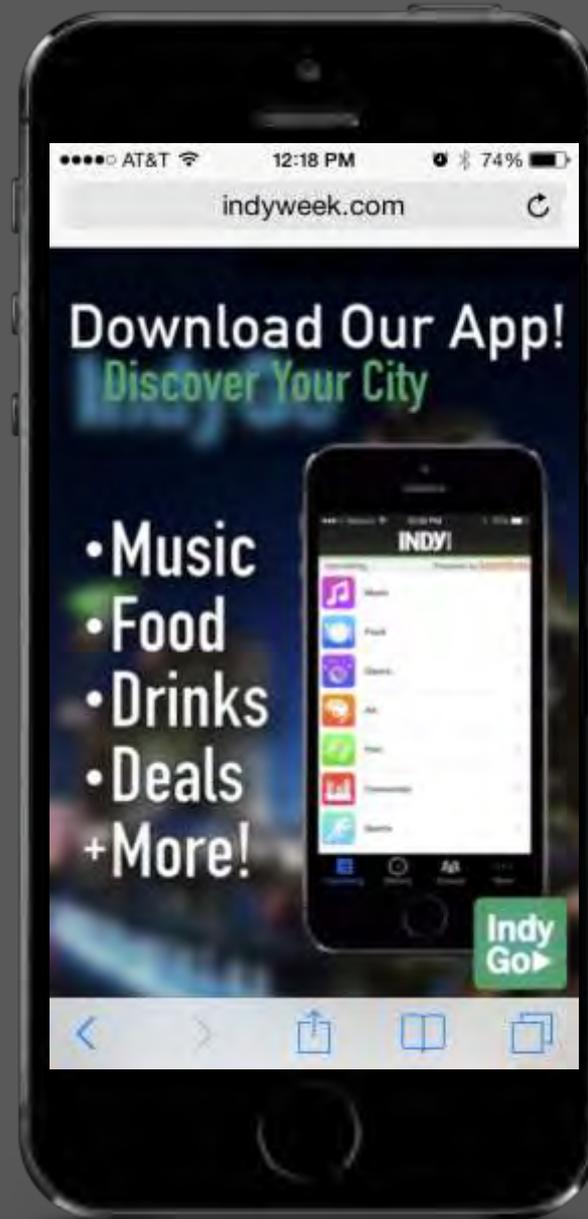


GETTING DOWNLOADS

WEB INTEGRATION



MOBILE WEB INTERSTITIAL



LANDING PAGE

Pitch Street - by The Pitch for the Kansas City area

saambaa.com/apps/the-pitch-kansas-city-events-app.html

How to Do... PCMag.com Apple Disney ESPN Yahoo! Formula 1@...F1@ Website Ferrari 288...O - YouTube

world! - Login Pitch Street... 97.1 ZHT -... Marketing... Ron Conwa... The Key To... MedXT's Pl... Brian Laka...

BACK **PITCH STREET** HOME ABOUT FAQ ADVERTISE

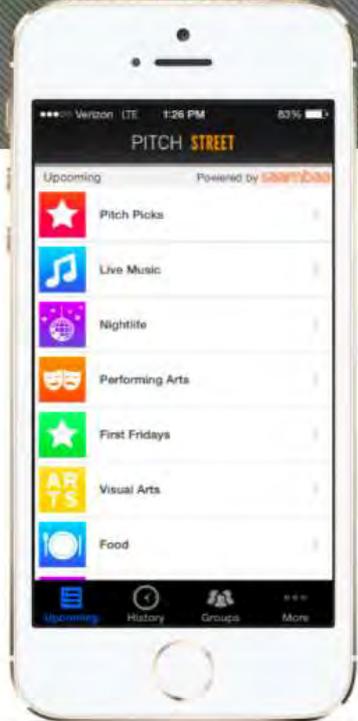
KANSAS CITY'S BEST EVENTS & DEALS AT YOUR FINGERTIPS

Get the free Pitch Street app here!

TEXT PITCH TO **77948**

Available on the **App Store**

ANDROID APP ON **Google play**



Watch the Video



Discover amazing local entertainment, events, happy hours, bars, restaurants, deals and more. Create plans with friends, buy tickets, share events and enter contests right from the Pitch Street app.

• • • •

WEB INTEGRATION

TBO SEEN
SEEN & HEARD DINING/DRINKS EVENTS FASHION SPORTS

Discover your city: Download the TBO Seen App

Connect with TBO SEEN:

SAN DIEGO
YOU BELONG HERE.
Book now from \$49/night.

Download the app!

Featured Story: 5 things to do this week to stay on track toward your New Year's resolutions

TAMPA BAY'S BEST EVENTS & DEALS AT YOUR FINGERTIPS

Download the TBOSeen app for the Tampa Bay area's hottest events, bars, and restaurants, exclusive giveaways, and more!

GET FREE APP

Red arrows point from a central point on the left to the app download button, the featured story, the San Diego ad, and the Tampa Bay ad.

member Gretchen will show you how to make a simple scarf or hat. The event is free, but pre-registration is required.

- Resolution: Get a better handle on wine.

Event: Educational Wine Tasting

The Ybor City Wine Society is offering a tasting on Wednesday at 7 p.m. for \$15. It includes wines, food pairings, and a casual environment where you can learn about vino. RSVPs aren't required, but they're appreciated. Email ybor@yborwinebar.com

TBO SEEN
Download the app!

Red arrows point from the top of this section to the featured story and the Tampa Bay ad in the screenshot above.

PROMOTION

Social
Media

Website

Print

Other

Come join us!

▶ **No Up-Front Costs**

Only revenue share

▶ **Plug-N-Play**

API, XML or CSV

▶ **New Revenue in 30 Days**