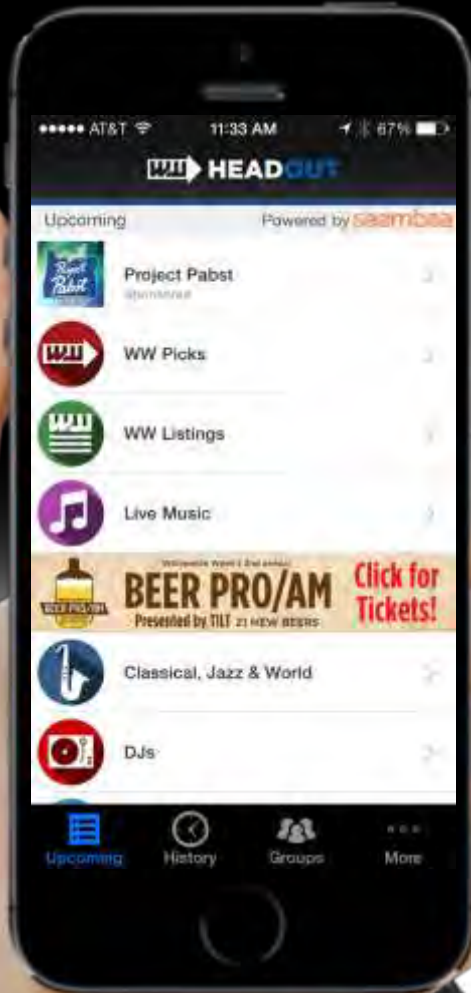


# saambaa

## Changing How You Deliver Local Entertainment



**Matt Voigt**  
Co-Founder & CEO  
matt@saambaa.com  
415.935.0009

# 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

[Home](#) [Local](#) [US & World](#) [Business](#) [Sports](#) [Food](#) [Entertainment](#) [Lifestyle](#) [Opinion](#) [Cars](#) [Jobs](#) [Homes](#) [FIND&SAVE](#)

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](#)

[Home](#) | [Register](#) | [Log In](#)

**refine results**

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)

Displaying 10 events out of 345 in the Music category within 50 miles of San Antonio, TX  
Sort by:  10 results per page within 50 miles  
[Print this Page](#)  
[Save as RSS](#)  
[Save as iCal](#)

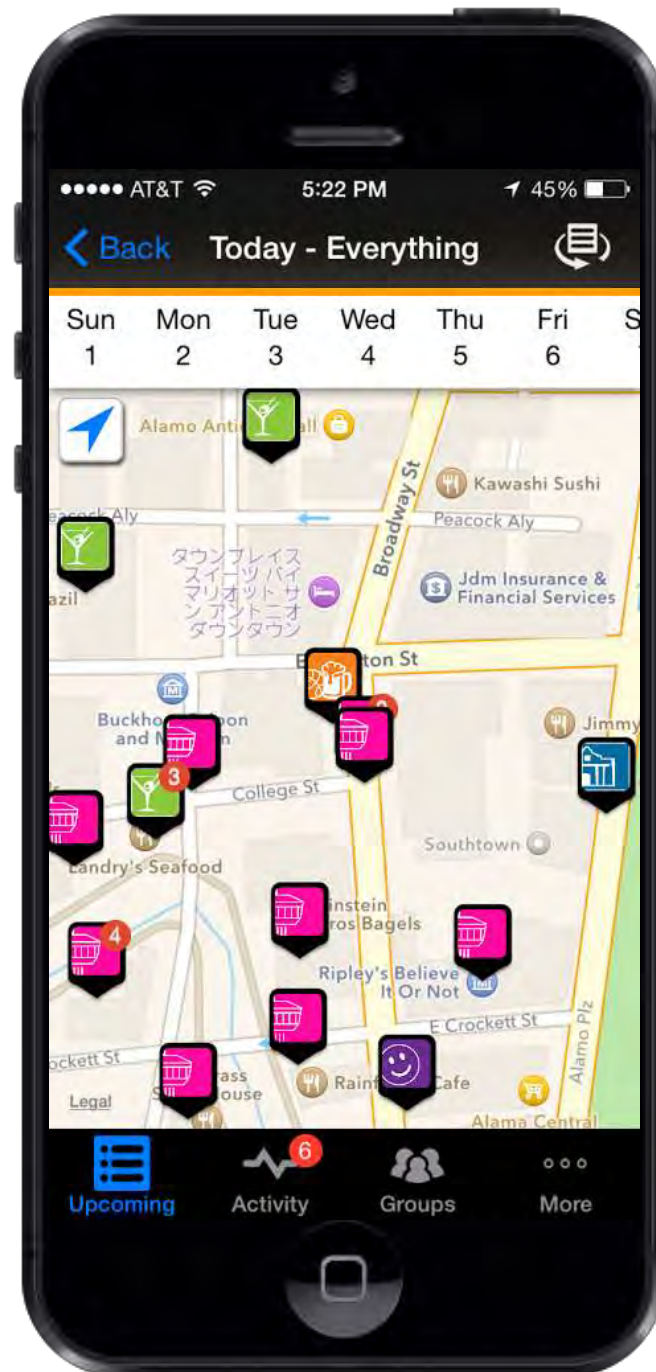
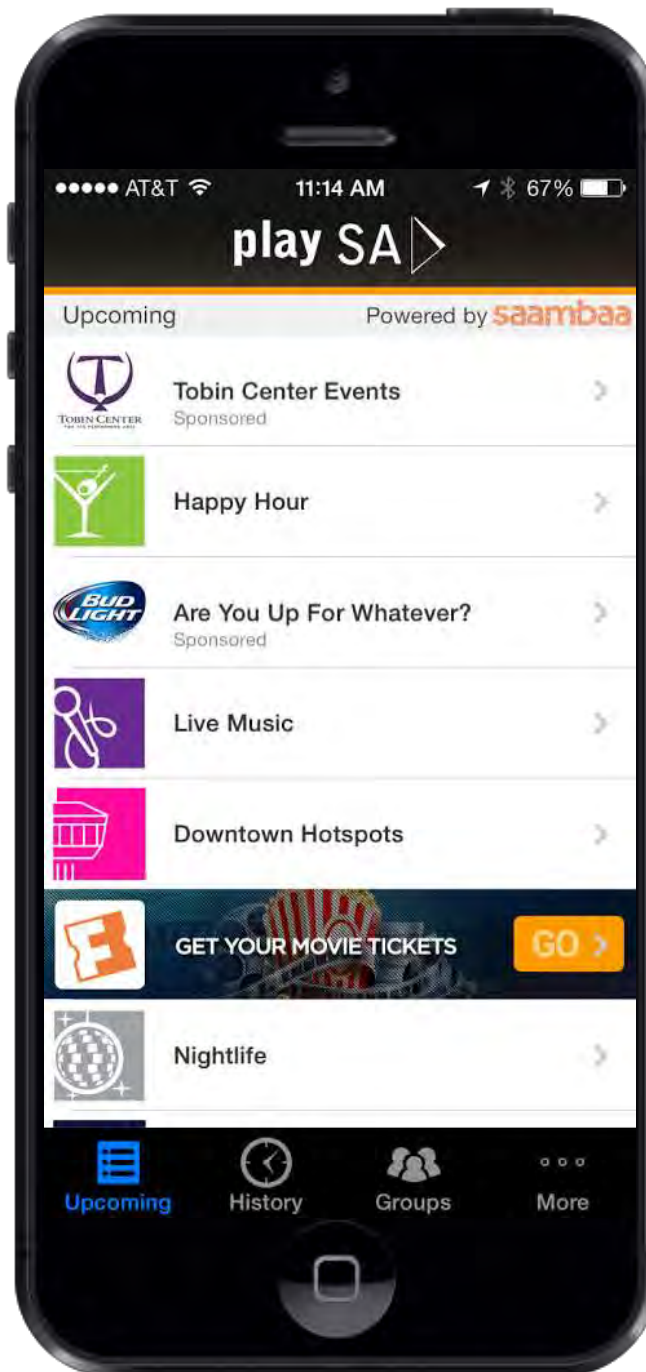
**Color Splash (Paint Rave)**  
[First 500 Tickets Sold Out!San Antonio, TX - April 26th,color Splash GLOW RAVE ...  
04/26 Saturday 9:00 pm  
Backstage Live , San Antonio TX

**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 Rave 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**

the  
**Memphis Flyer**

**STYLE**  
WPZZ

**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**

**LITTLE VILLAGE**  
IOWA CITY'S NEWS & CULTURE MAGAZINE

**Hartford Courant.**

**SPY  
ON  
VEGAS**  
.com

WILLAMETTE WEEK  
**WJW**

PITTSBURGH  
**CityPaper**

# Venture Funding From



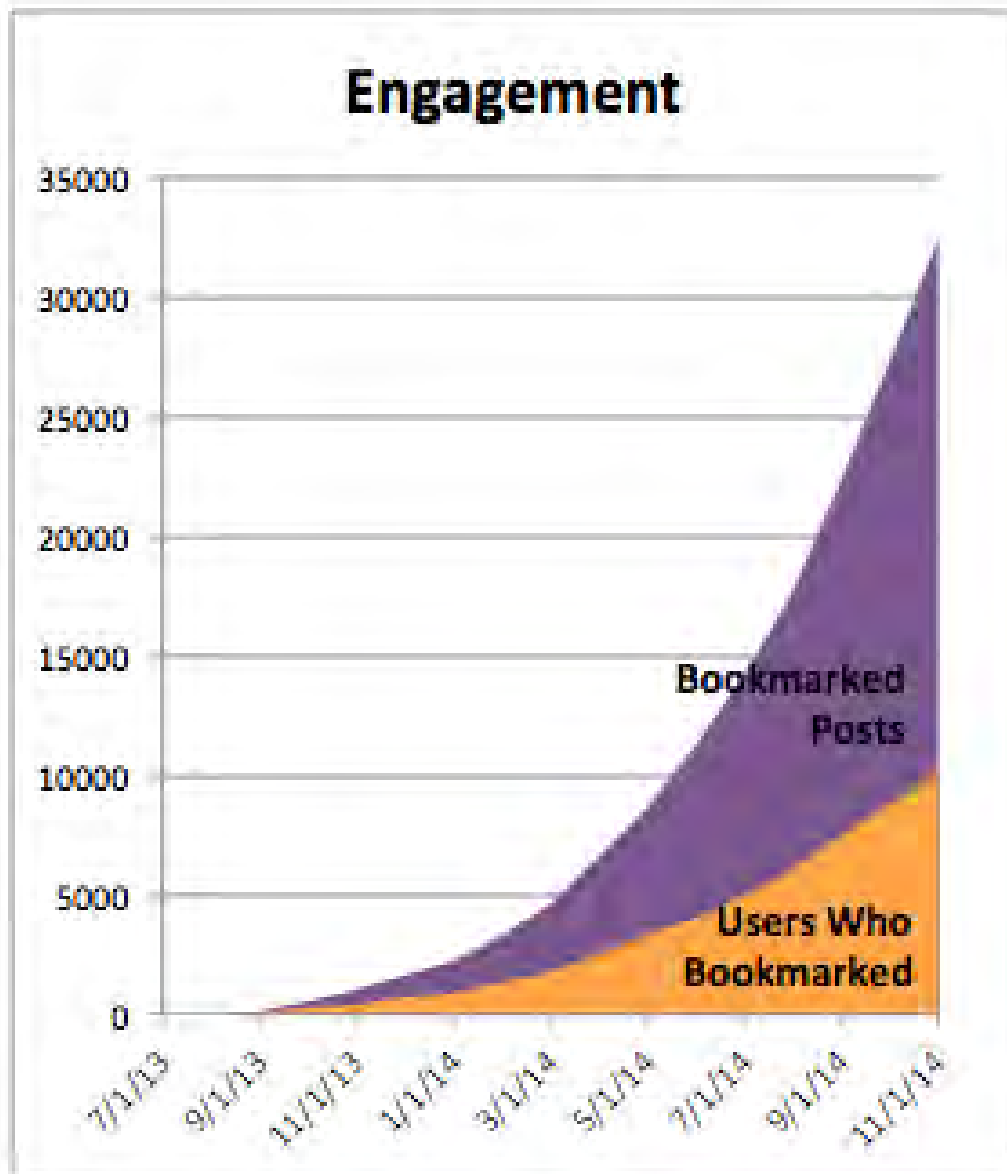
**Knight Foundation**

*Informed & Engaged Communities*



# OVERALL PLATFORM

saambaa



**Avg MAU = 50%**

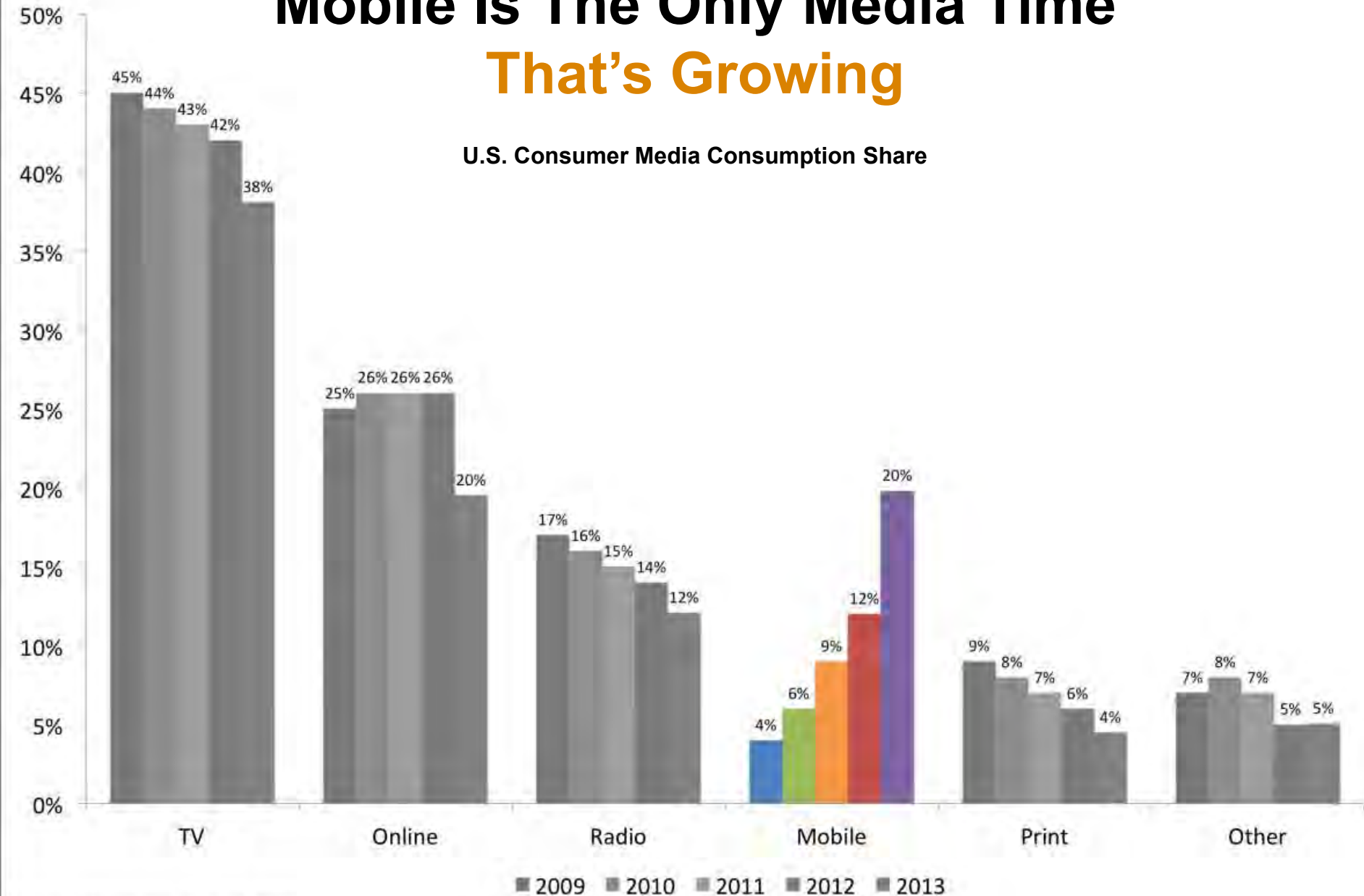
**Avg visits: 3x Per Month**

**2.8 Min Per Session**

# Why?

## Mobile Is The Only Media Time That's Growing

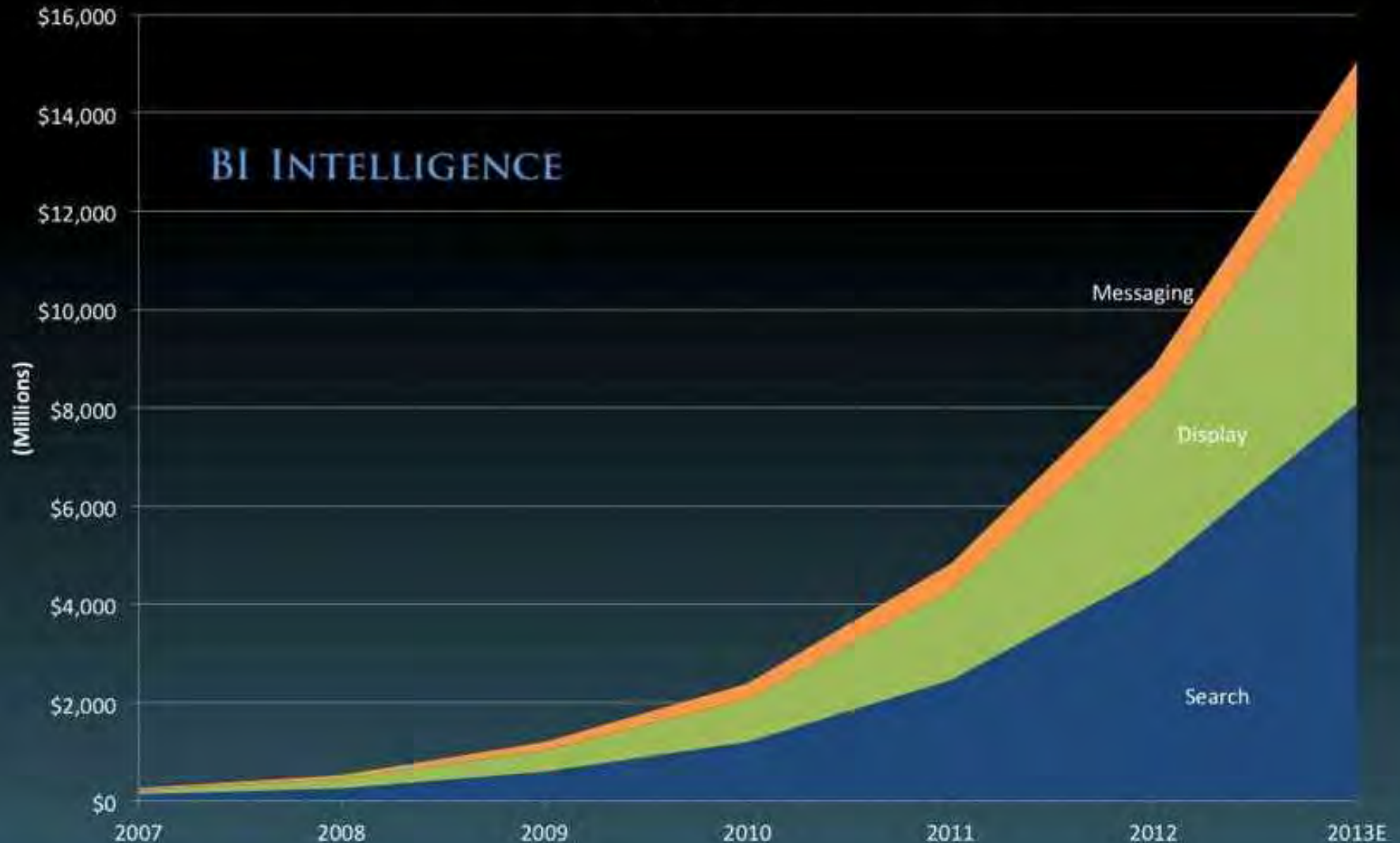
U.S. Consumer Media Consumption Share



# Global Mobile Advertising Revenue

*By Format*

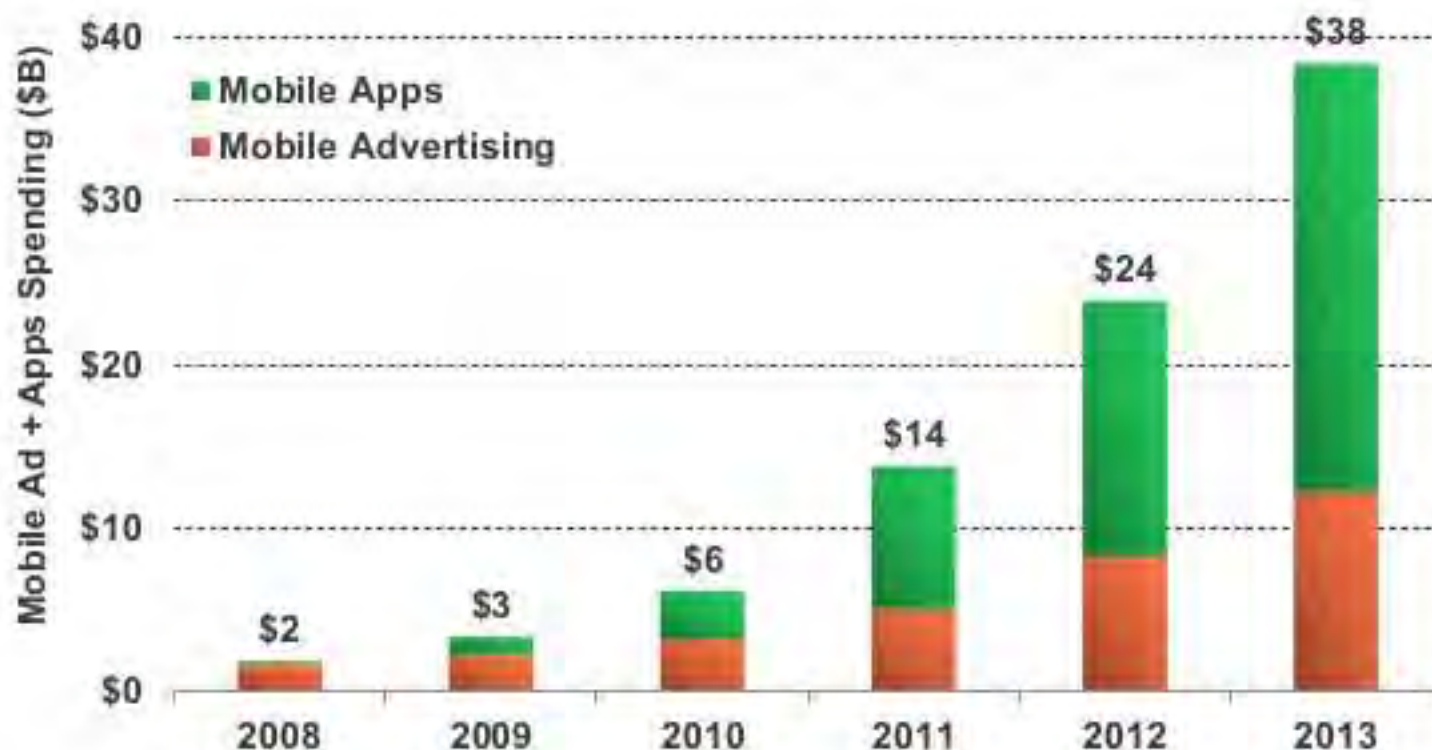
BI INTELLIGENCE



Source: IAB, BI Intelligence Estimates

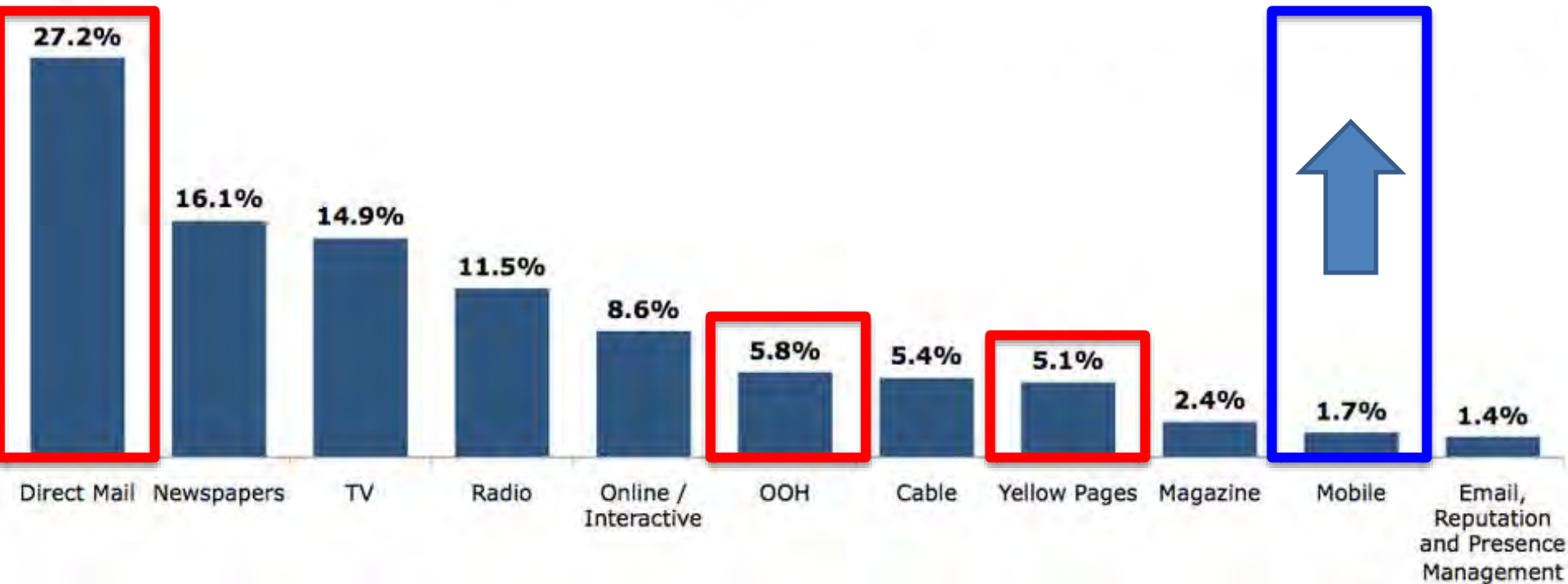
# Mobile App Revenue = Still Trumps Mobile Ad Revenue... @ 68% of Mobile Monetization

Global Mobile App + Advertising Revenue, 2008 – 2013



## Local Media Advertising Shares

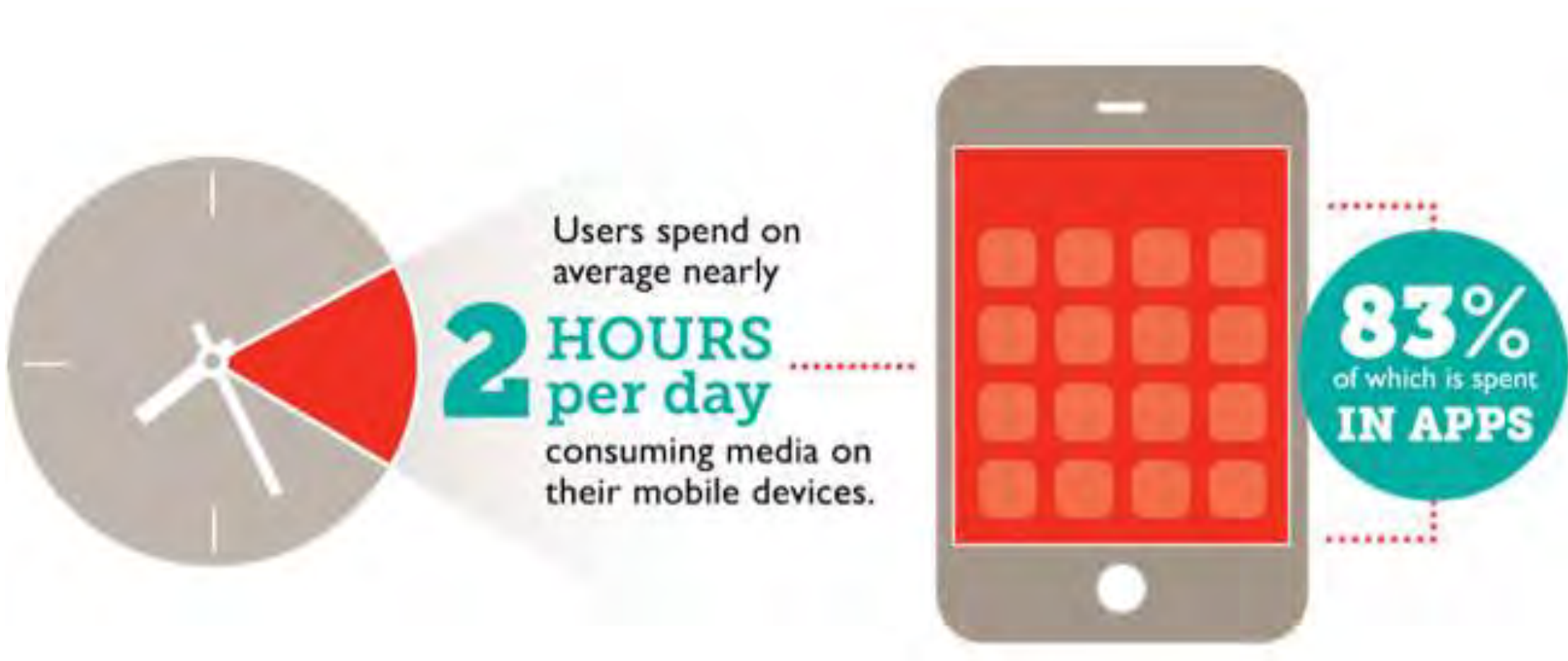
% share of total local media advertising dollars  
in 2013



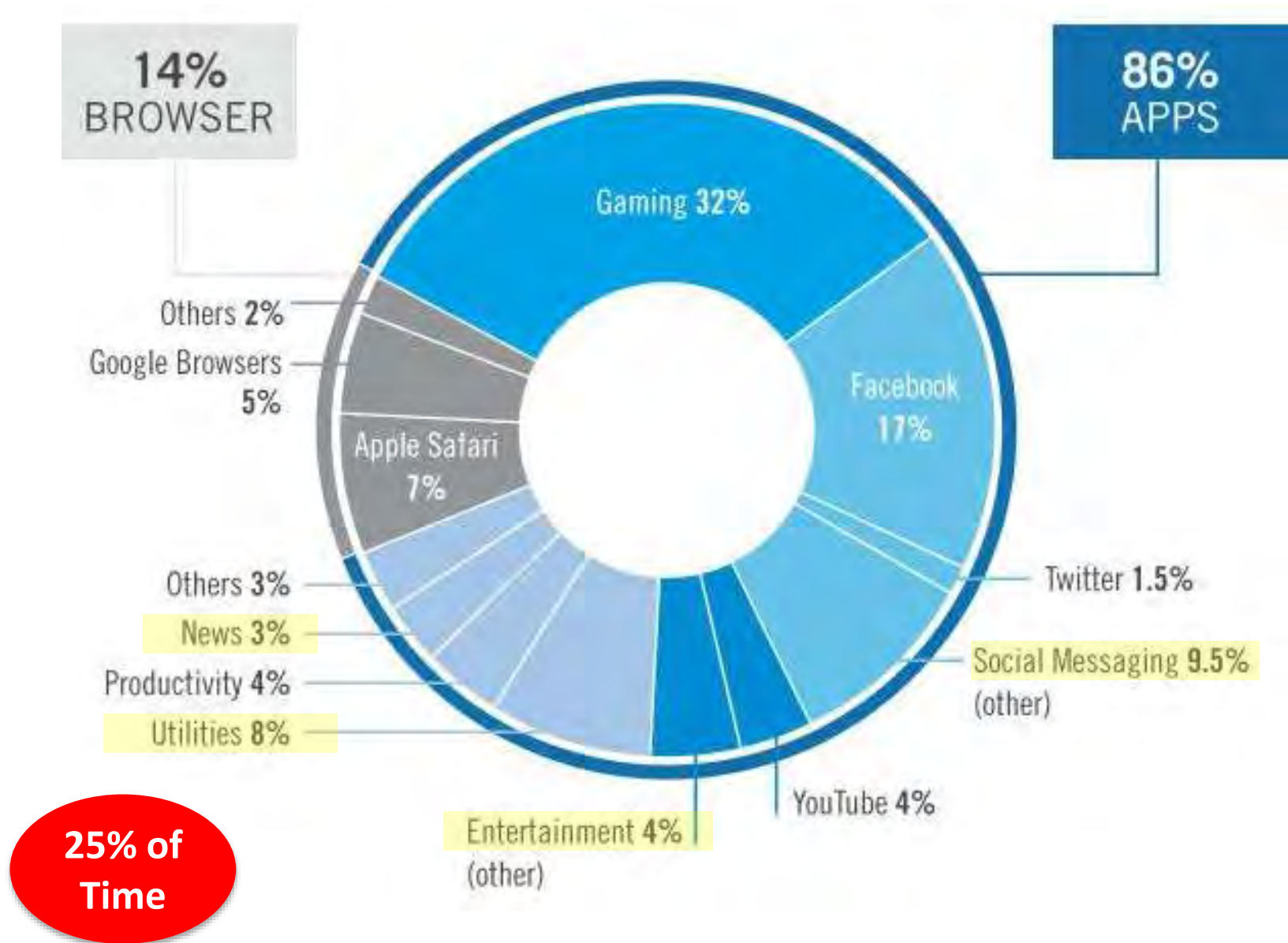
Source: BIA/Kelsey



# APPS ARE THE DOMINANT MEDIA



# Time Spent on iOS & Android Devices



CLASSIFIEDS

SPORTS

RESTAURANT REVIEWS

MOVIES

REAL ESTATE

EVENTS & LOCAL ENT.

HEADLINES &  
REPORTING



CLASSIFIEDS

SPORTS

RESTAURANT REVIEWS

MOVIES

REAL ESTATE

EVENTS & LOCAL ENT.

HEADLINES &  
REPORTING



SPORTS

RESTAURANT REVIEWS

MOVIES

REAL ESTATE

EVENTS & LOCAL ENT.

HEADLINES &  
REPORTING





RESTAURANT REVIEWS

MOVIES

REAL ESTATE

EVENTS & LOCAL ENT.

HEADLINES &  
REPORTING



MOVIES

REAL ESTATE

EVENTS & LOCAL ENT.

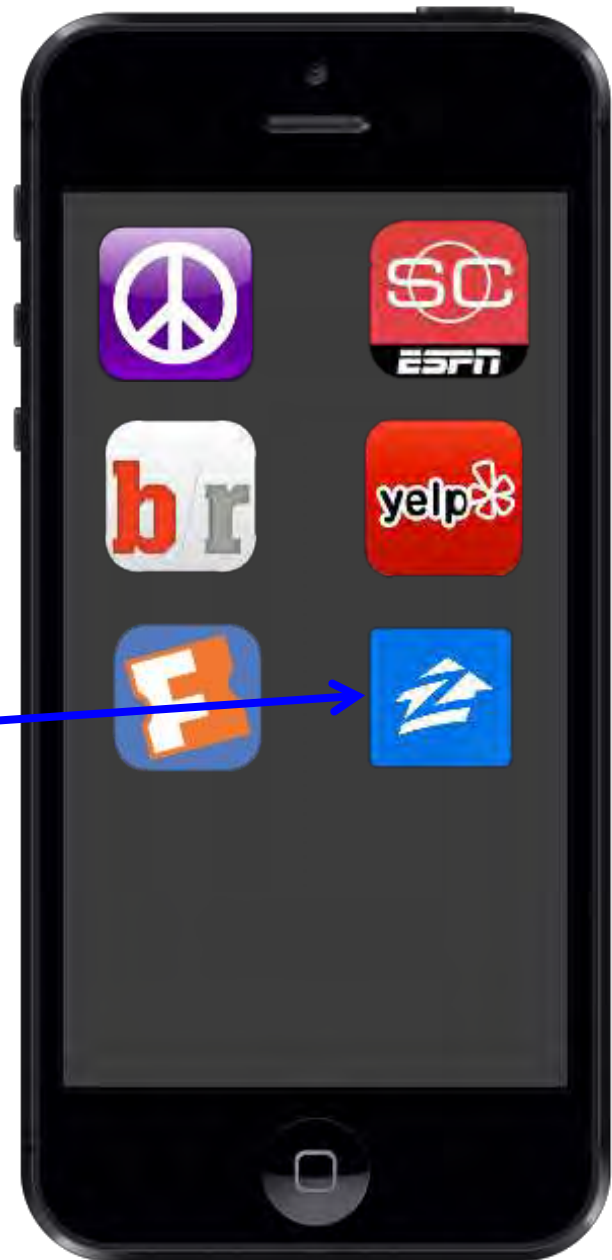
HEADLINES &  
REPORTING



REAL ESTATE

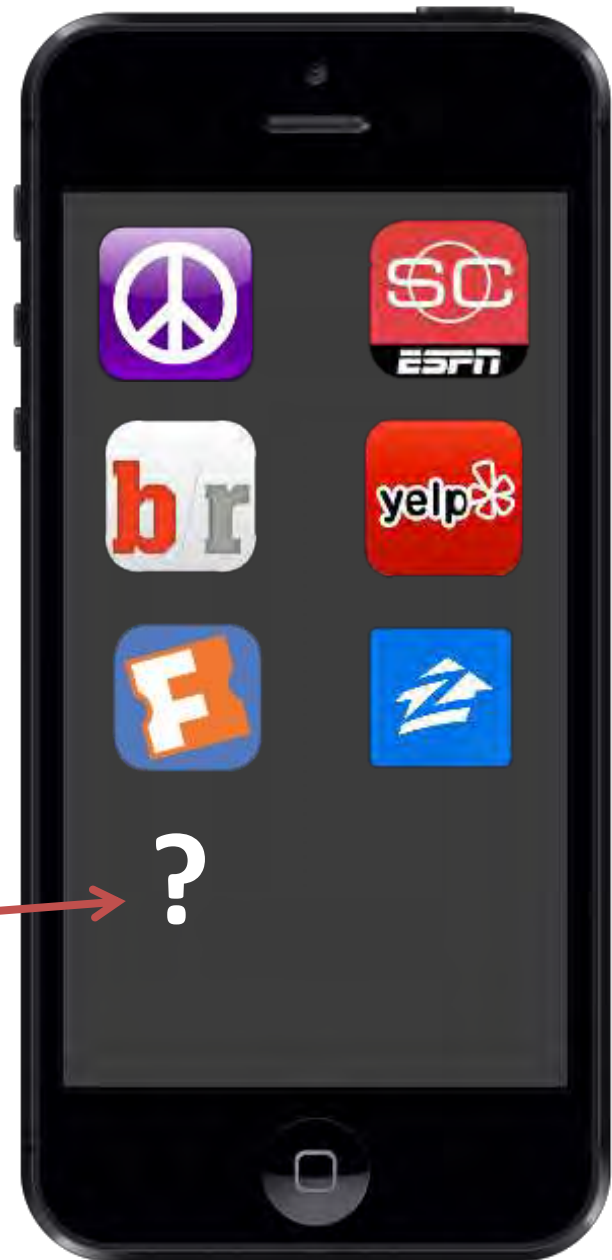
EVENTS & LOCAL ENT.

HEADLINES &  
REPORTING

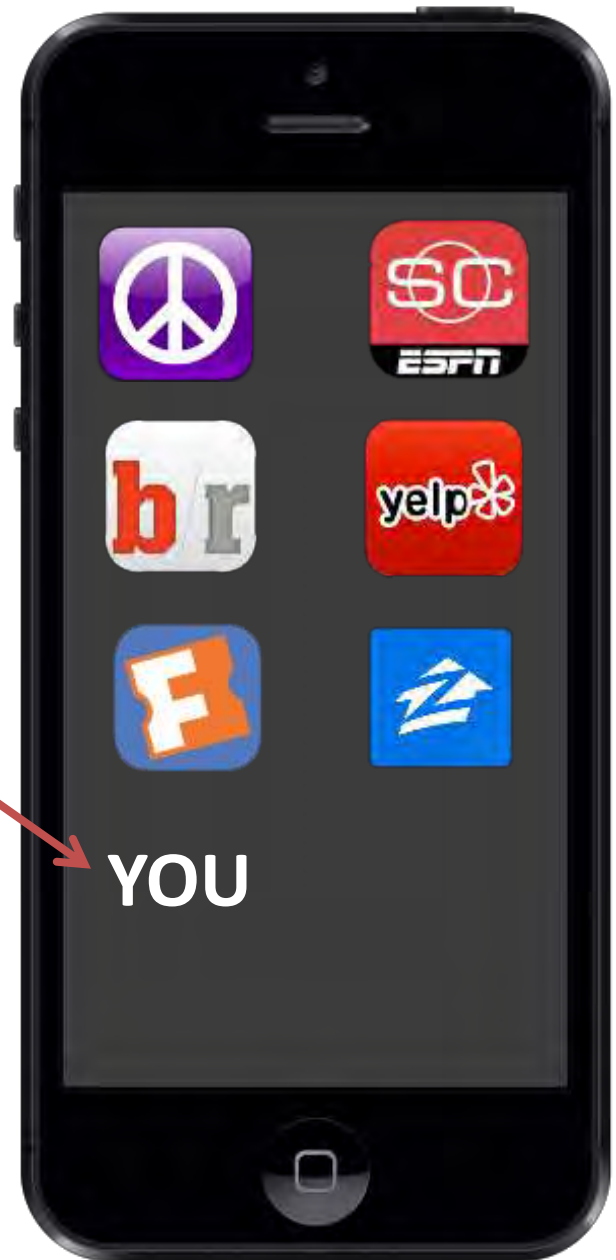


**EVENTS & LOCAL ENT.**

HEADLINES &  
REPORTING



**OPPORTUNITY!**

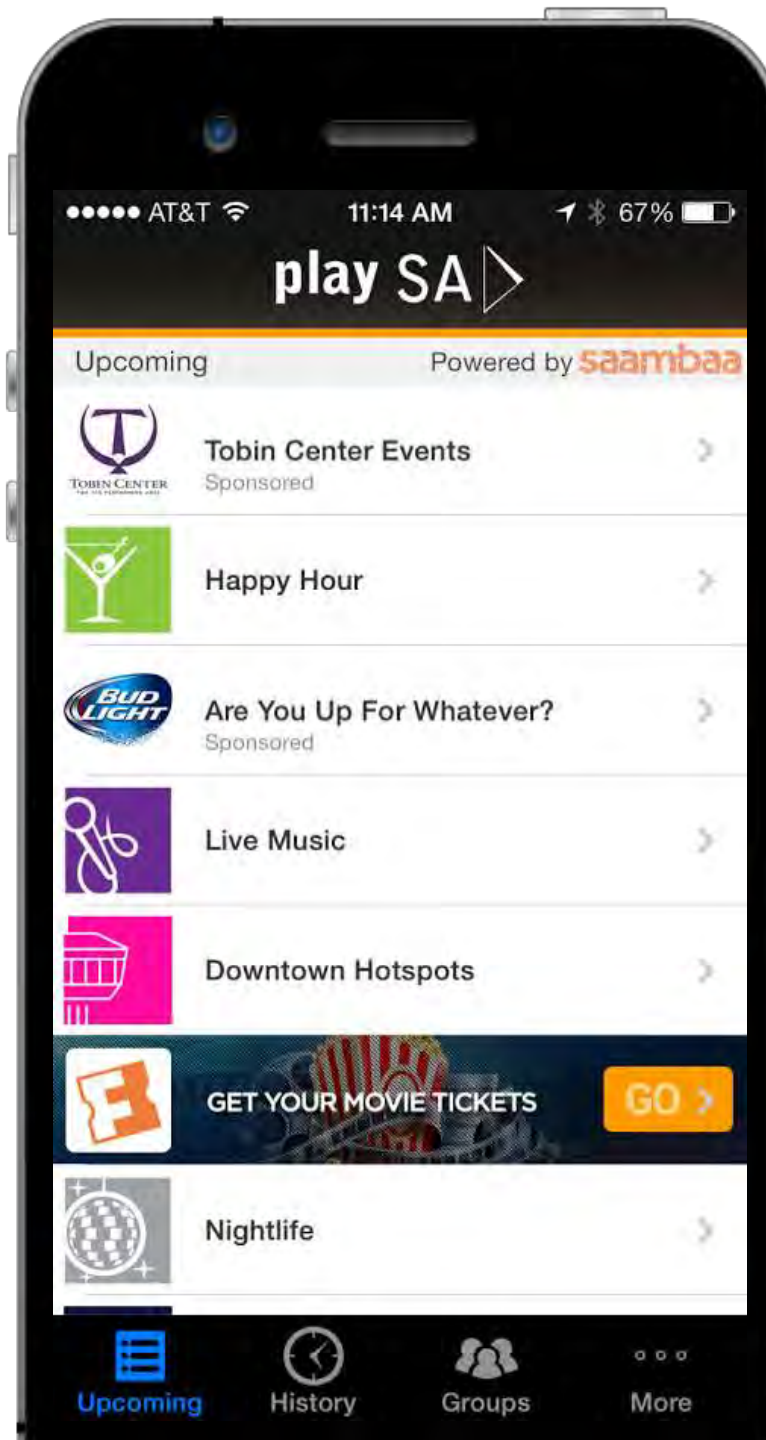
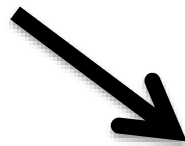


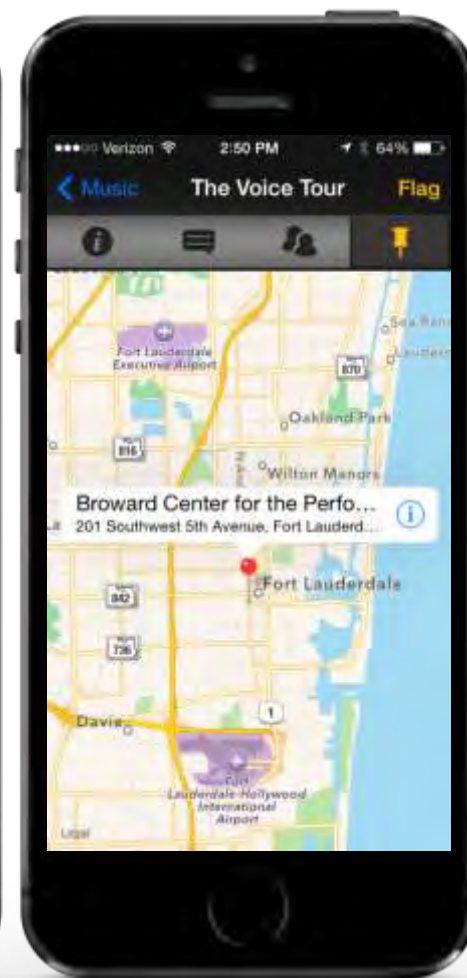
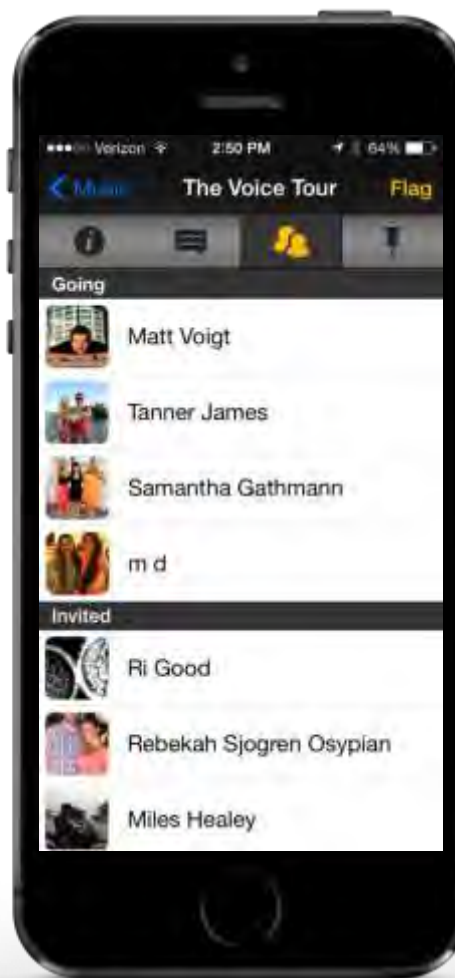
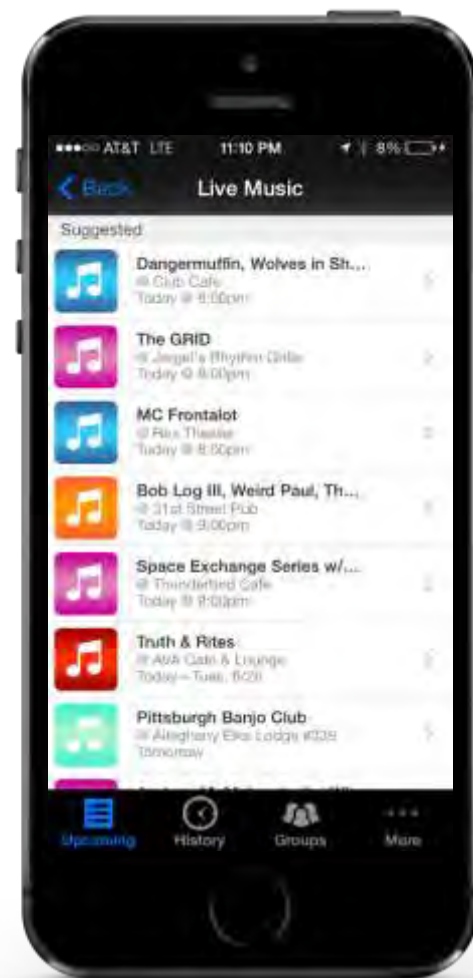


**HOW IT WORKS**

## PLUG-N-PLAY

We pull content from  
your database or 3<sup>rd</sup>  
party provider





1. Search

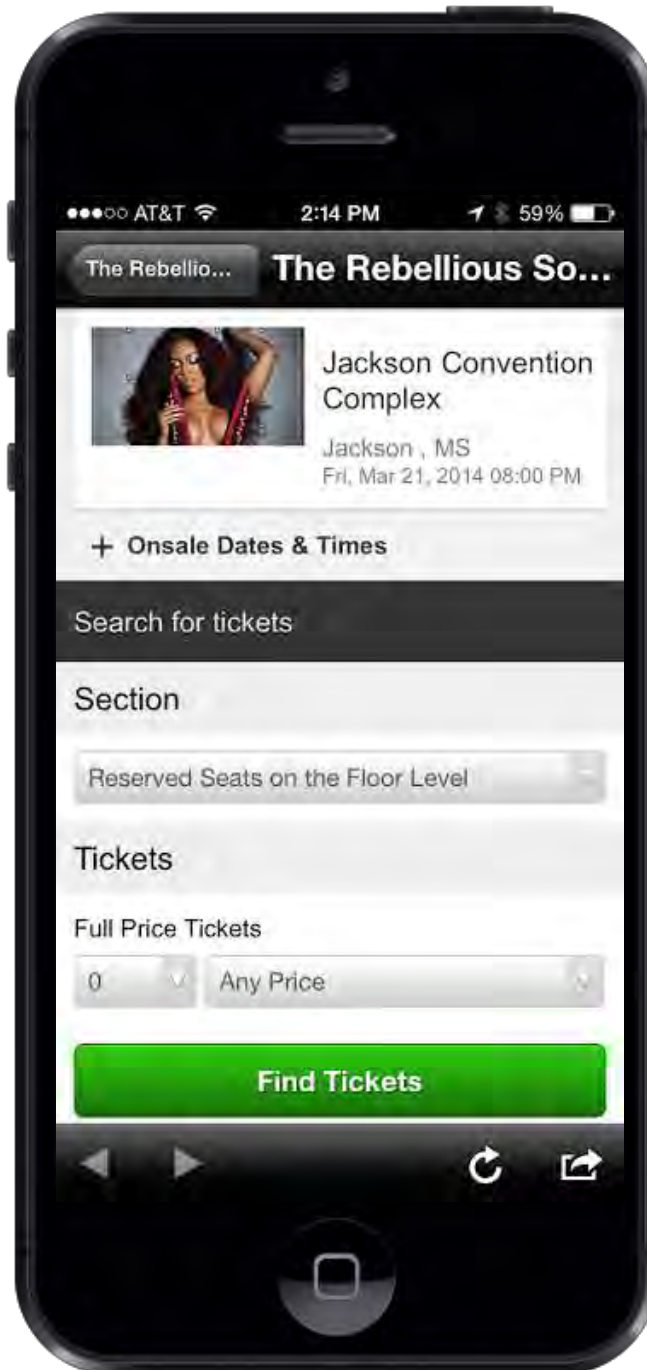
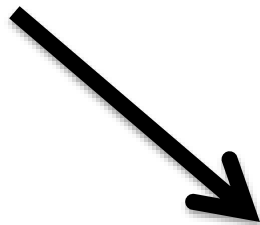
2. Find

3. Invite



4. Go

**EASILY  
SELL TICKETS  
FROM YOUR APP**



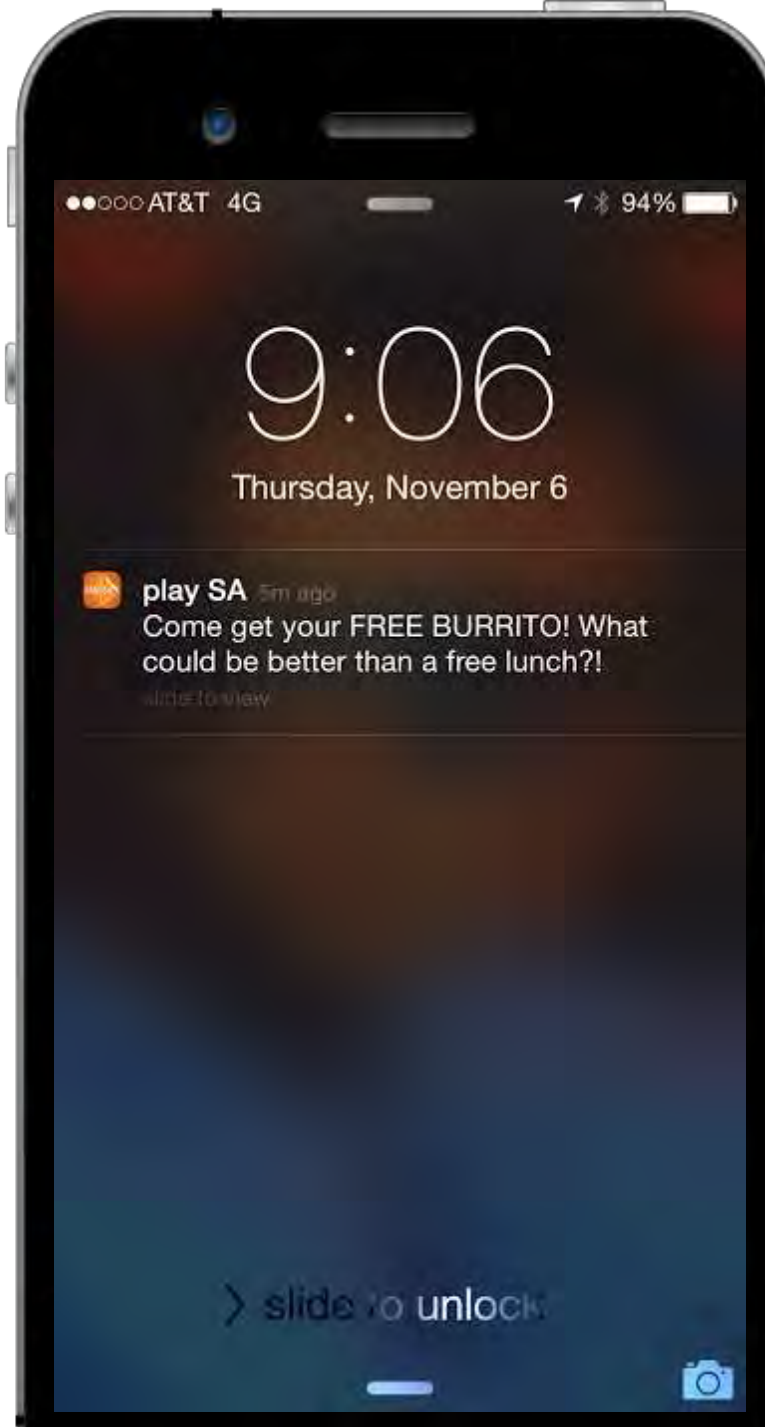
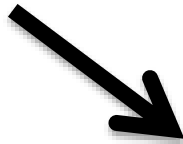
## Users Register = New Subscriber Acquisition Tool

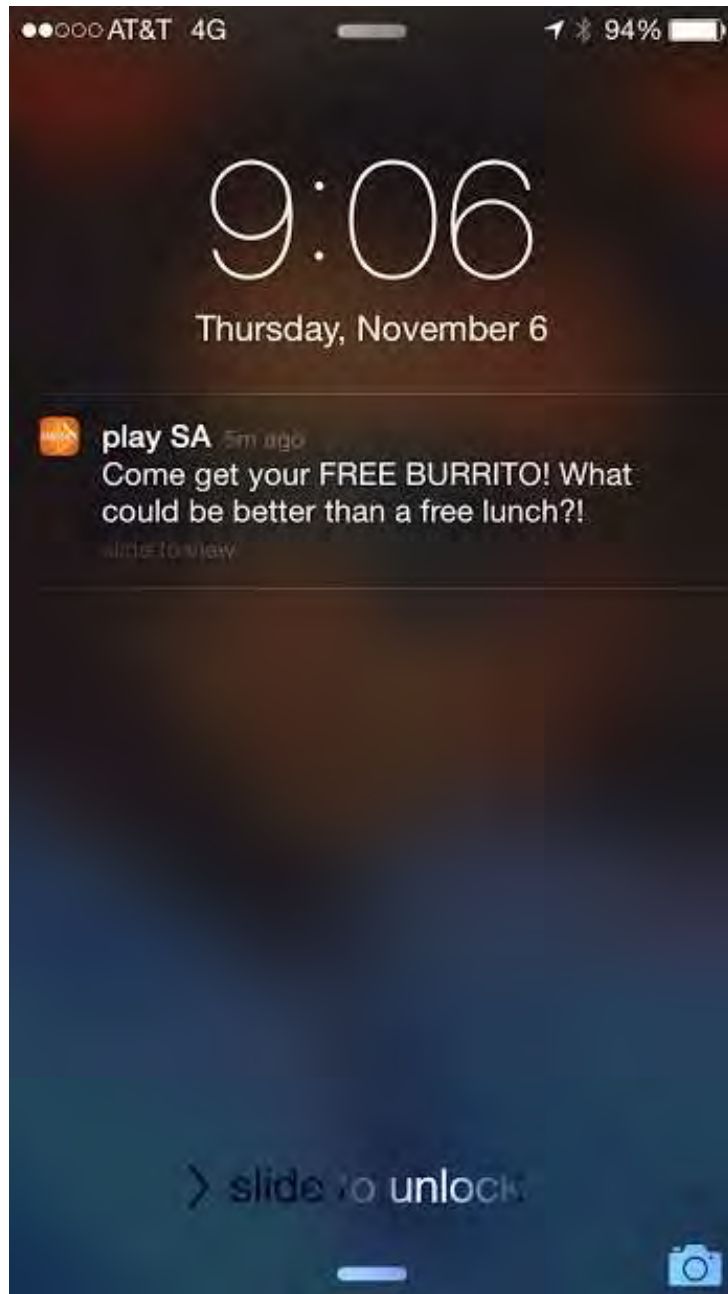




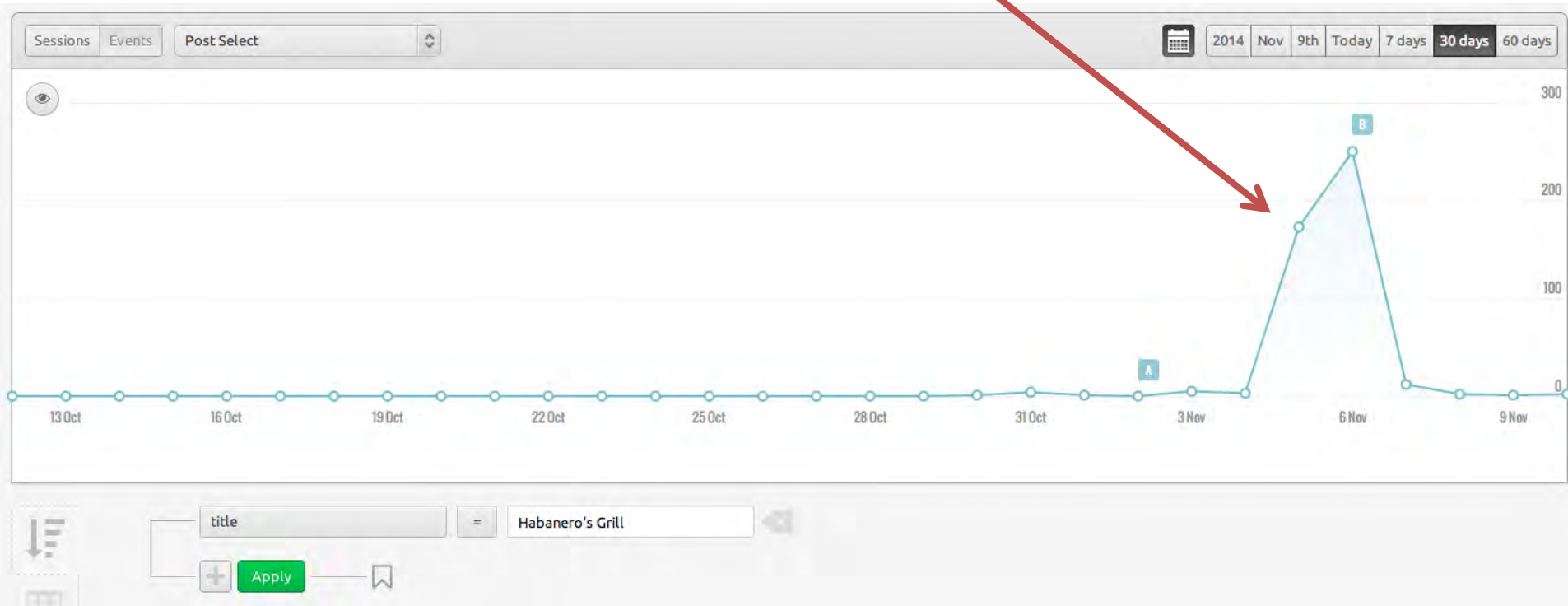
**WHAT TO SELL**

# 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**

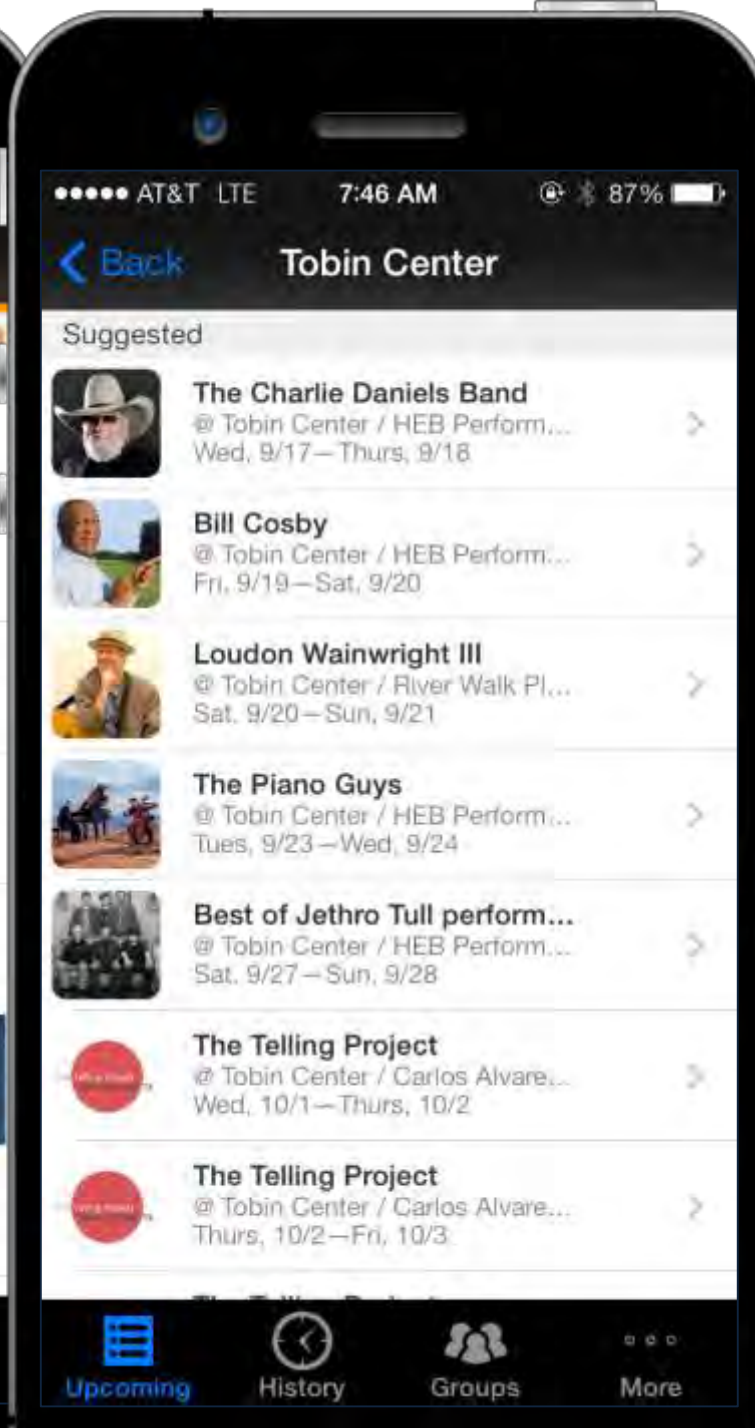
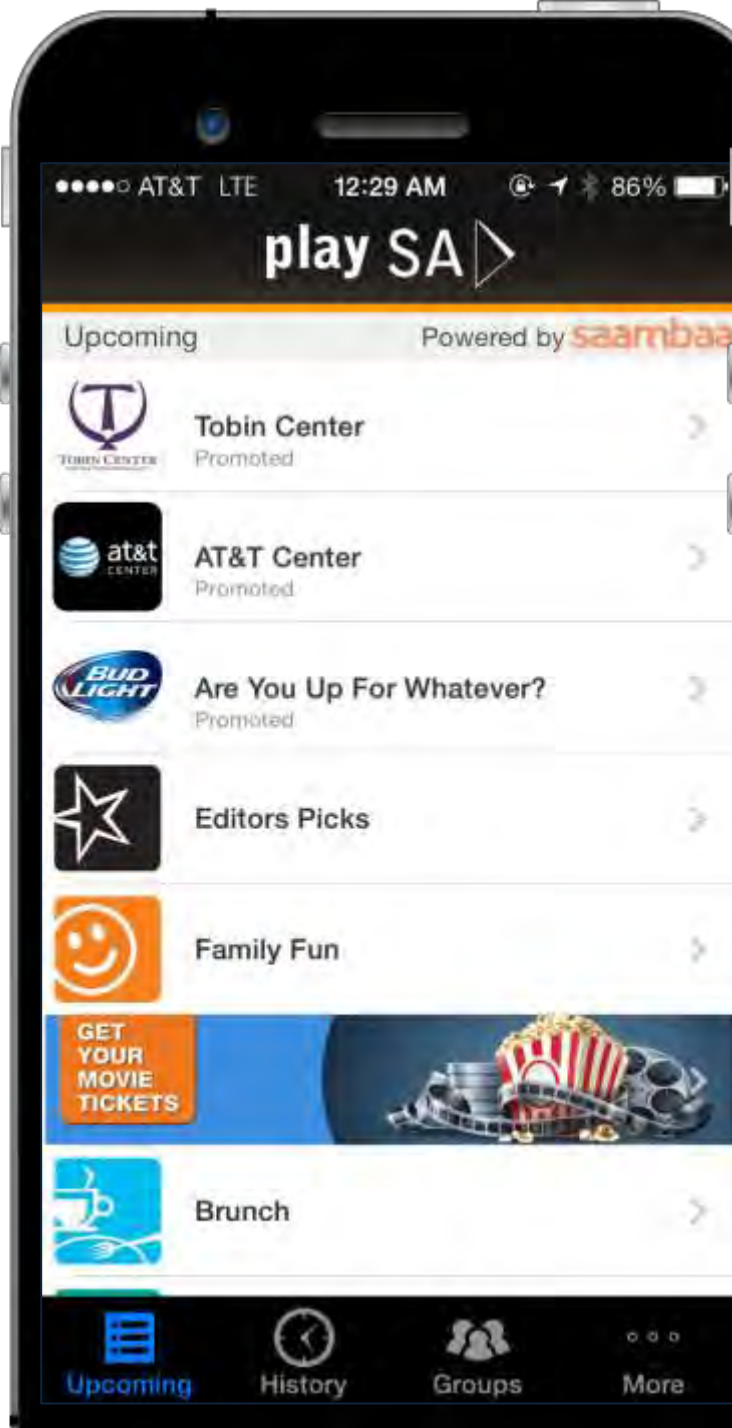
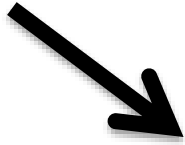
**X**

**\$1 = \$15,000 PER MONTH**

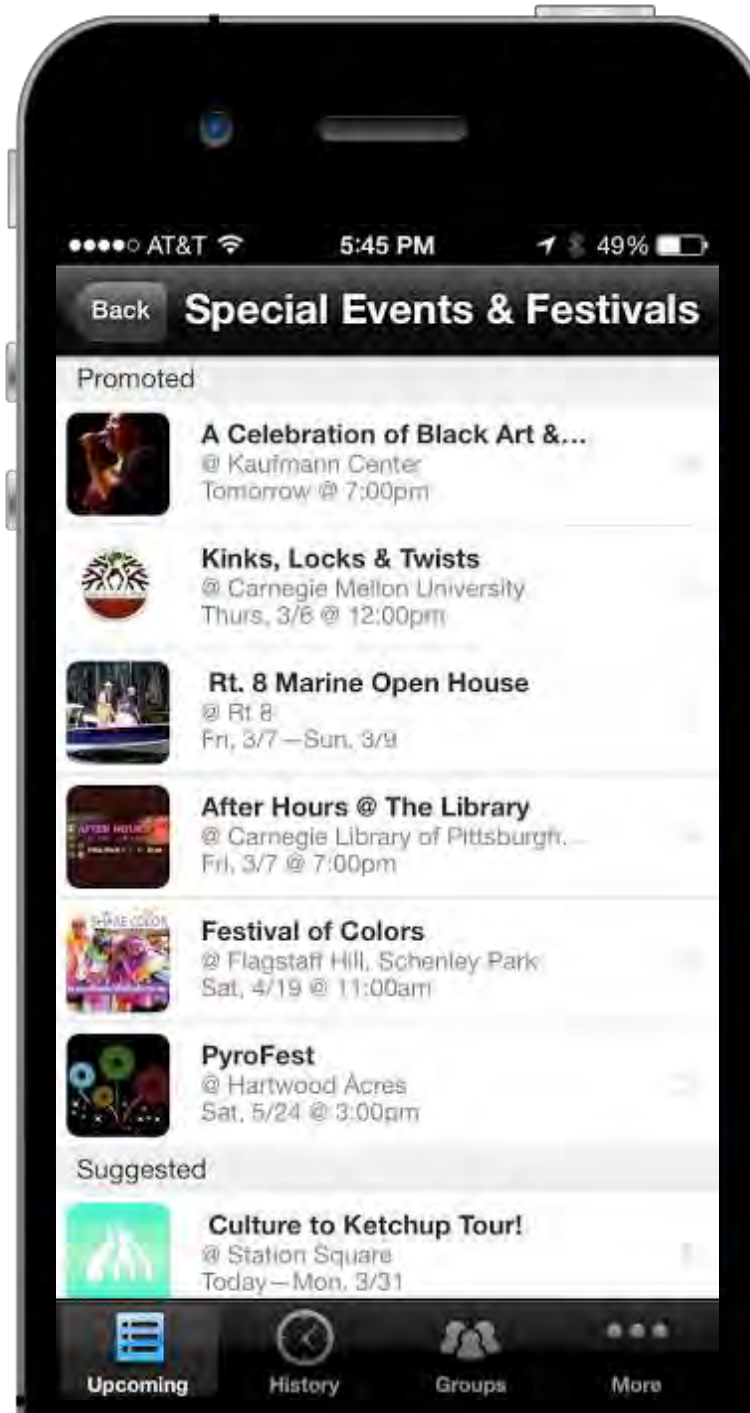
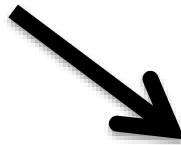
# **OTHER ADVERTISING**



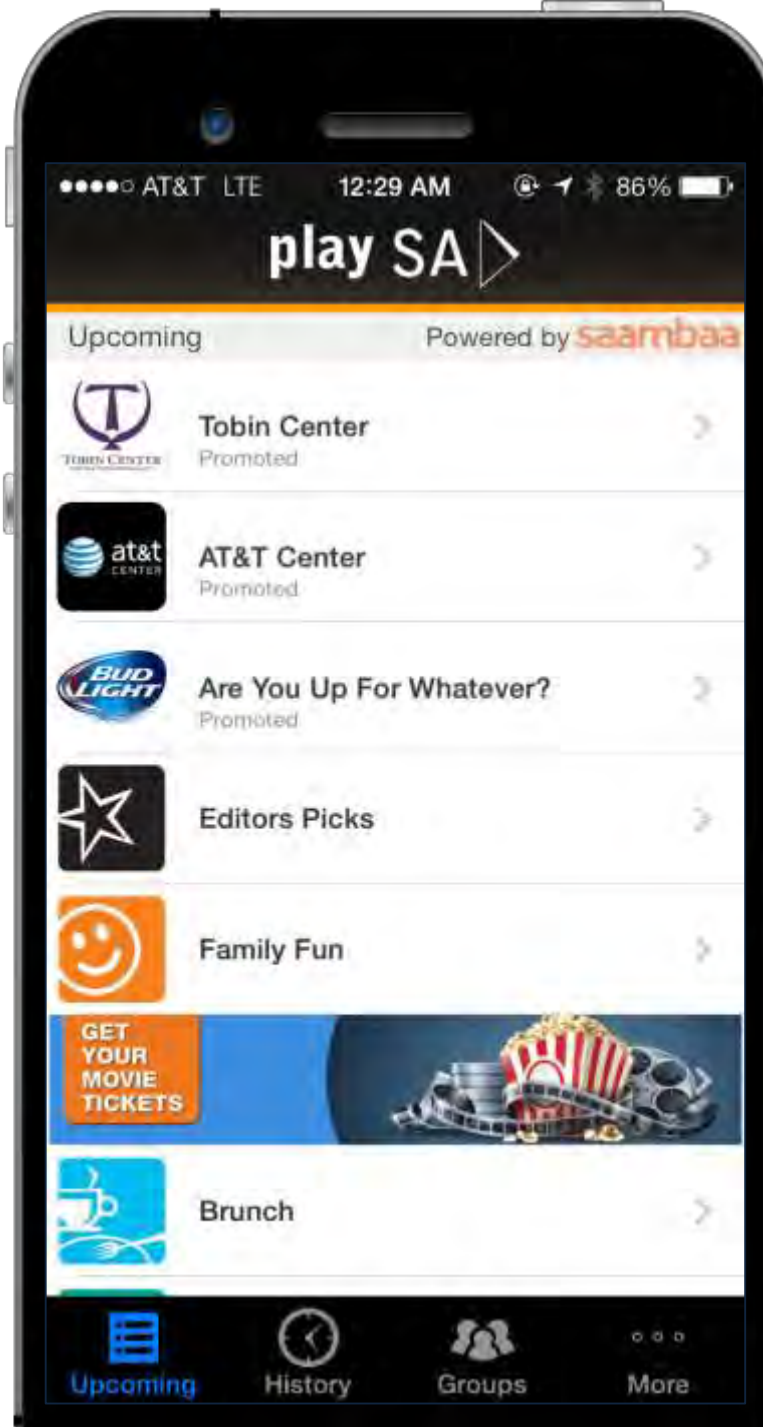
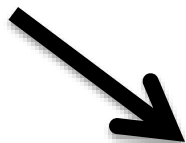
# SPONSORED CHANNELS



# SPONSORED EVENTS

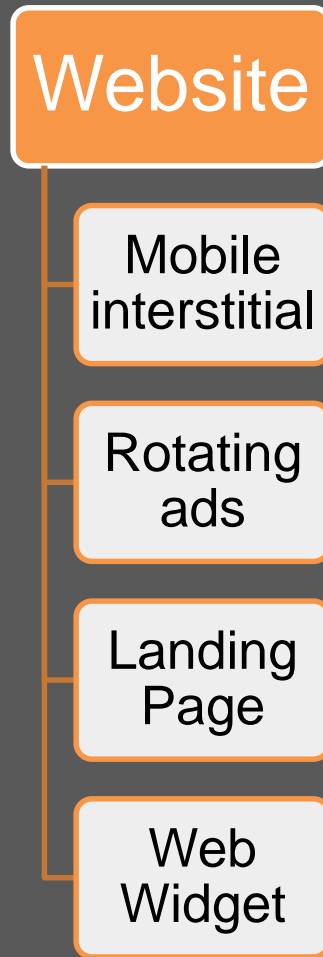


# IN-STREAM DISPLAY ADS



# **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

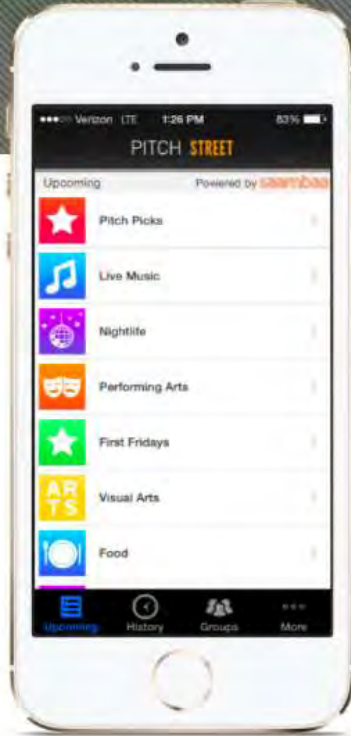
## KANSAS CITY'S BEST **EVENTS & DEALS** AT YOUR FINGERTIPS

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: [Facebook](#) [Twitter](#) [Instagram](#) [YouTube](#)

**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 to the app download button, the featured story, the San Diego ad, the Tampa Bay ad, and the social media links.

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 [yborcitywinesociety@gmail.com](mailto:yborcitywinesociety@gmail.com)

**TBO SEEN**  
**Download the app!**

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# 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**