

RHAPSODY

2011 PROGRAMMING AND SPONSORSHIPS



OVERVIEW

Rhapsody is the premiere digital music subscription service in the United States. Combining a library of over 11 million songs, award-winning editorial, and a suite of applications across the PC, mobile, and home electronic spaces, Rhapsody gives its users unlimited access to music, and unlimited means to discover it.

As an advertising platform, Rhapsody offers turnkey solutions across multi-platform channels including integrated editorial, live events and more.

EDITORIAL CALENDAR AND TENT POLES

JANUARY – 2011

Rhapsody Crystal Ball – January 2011

- A detailed look at what's to come in 2011

FEBRUARY – 2011

Rhapsody's Movers & Shakers

- Exclusive feature on the year's most exciting emerging acts. Learn about today's artists who may soon quit their day jobs

MARCH – 2011

Rhapsody Label Spotlight:

An in-depth highlight of independent record labels thriving in a challenging environment

MARCH – 2011

Rhapsody's Heat Up

- Playlists and more of hottest bands heading into festival season

APRIL – MAY 2011

Rhapsody's International Spotlight

- What's happening in music across the globe

APRIL – AUGUST 2011

Rhapsody Summer Festival Guide

- Playlists, interviews, and interactive features come together to give fans a complete guide to musical summer fun – from the best in festivals and albums, right down to the singles sure to be bumping out of every convertible

JUNE 2011

Rhapsody's Sounds & Sports

- A breakdown of the dynamic yet underplayed connection between music and sports. Highlighting music that athletes listen to pre-game, interviews with sport crazed musicians, and more

JULY 2011

The Innovators Series

- Rhapsody identifies the 15 most innovative entities changing the music landscape today – from artists to bands, labels to cities. Combining interviews, playlists, radio stations and exclusive content, this feature is a one-stop shop for the future of music, today



EDITORIAL CALENDAR AND TENT POLES

SEPTEMBER 2011

The Rhapsody Travel Series

- Rhapsody hits the road to bring music fans the best jams from around the country – and the world! Exotic locales, exclusive interviews, and a variety of musical goodies take fans on a rockin' journey.

OCTOBER 2011

The Complete History of Independent Music

- From its days as an actual operating model to its current status as mostly a concept, “indie” has meant a lot of things in music. We trace its evolution all the way back, combining interviews, playlists and graphical timelines, rounding up the past, present and future of one of music's most loaded terms.

NOVEMBER 2011

Rhapsody's Humor Olympics

- Rhapsody sets its sights on funny bones the world over, tapping a case of recognized comedians to help celebrate the intersection of music & comedy, all kicking off at a premier comedy club.

NOVEMBER 2011

Hip Hop's State of The Union

- Bringing Rhapsody users up-to-date with everything hip hop

DECEMBER 2011 – JANUARY 2012

Best Music of 2011:

- As the year winds down, the Rhapsody editorial machine cranks up, churning out boatloads of playlists, genre round-ups, radio stations, and interviews celebrating the best music of the year.



RHAPSODY TV: ORIGINAL SHORT-FORM SERIES FEATURING TODAY'S HOTTEST BANDS



Rhapsody TV: Original Short-Form Series Featuring Today's Hottest Bands

Festival Nights

Fast-paced interview series featuring on-the-ground interviews with festival attendees and bands

How I Made It

Music's best and brightest discuss how they got their start

Inside The Music

Artists dissect their most popular song/album in video interviews

Rhapsody Incognito

Major artists play unexpected locations for an intimate audience

On The Record

Bands defend their favorite album in 45 seconds

Rhapsody Rocks

Rhapsody hosts an exclusive series of live performance showcases across the country

Rock Star Guide to the Galaxy

Learn the best places to eat, drink, shop and party around the world, courtesy of the bands who live there



Rhapsody TV: Original Short-Form Series Featuring Today's Hottest Bands

Q&A

In depth interviews conducted by Rhapsody's award-winning staff

The Box

Rock stars answer fan submitted questions

Rhapsody Originals

Watch exclusive live performances only available on Rhapsody

Rhapsody's Sublime State

Exclusive interviews with bands while they are in their most relaxed state (e.g. yoga, sitting at the park, hanging at a coffee shop, etc.)

Rhapsody Radar

Video interviews with emerging indie acts

Rhapsody Press Conference

Playful take on traditional press conferences where popular bands can talk about their upcoming album release

Rhapsody Roof

Captured outdoor live performances, on a high-rise roof with an urban backdrop

Rhapsody Backstage

Interviews with bands before they go on stage with b-roll/performance clips collaged in. Unique access to artists in "game time" mode

Rhapsody Tour Bus

Spend a full day with a band on tour. Drive with them into a new city, soundcheck, play, etc. Giving a one-day glimpse into the grueling daily routine of bands on the road

Other Sponsorship Opportunities

Sweepstakes

Align your brand with exclusive music giveaways, like fly-away festival trips, music devices and more

Live Events

From a Lollapalooza after party to a premium Las Vegas showcase, Rhapsody can create anything happen in the live event space

Discount Downloads

Offer albums at a discounted rate on the Rhapsody MP3 store

Premium Play

Give consumers access to premium music content with a free 30-day Rhapsody trial, compliments of your brand

Playlists and Radio Stations

Set your marketing initiatives to music with a hand picked selection of songs that reflect your brand



RHAPSODY TRAFFIC AND DEMOGRAPHICS

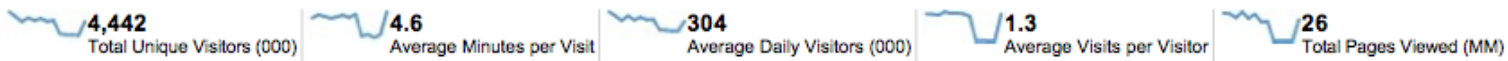


Rhapsody

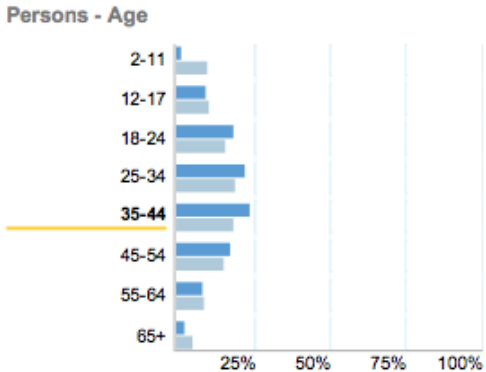
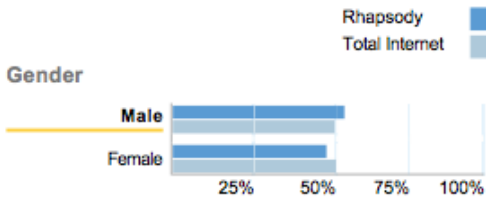
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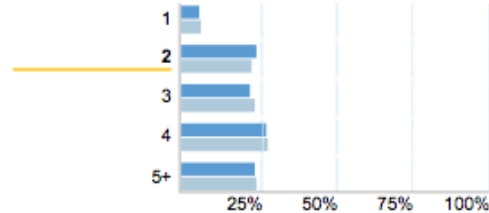
Key Measures



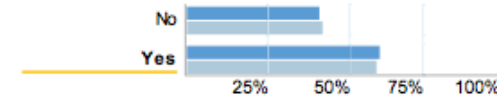
Demographics



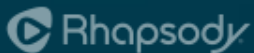
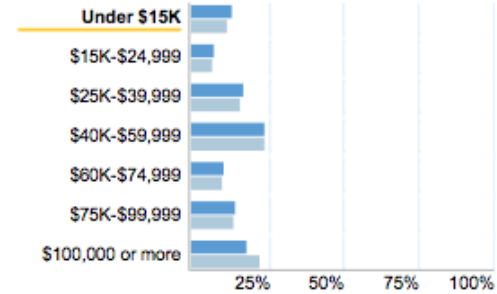
HH Size



Children



HH Income (US)



MARQUEE MEDIA PLACEMENTS

- **Standard IAB units:**
 - 300x250
 - 160x600
 - 728x90
 - Roadblock Combos
 - 300x250
- **High Impact Takeovers:**
 - Gutters/Site Skins
 - 900x250
- **Social Media Integration***
- **Newsletter Placements***
- **Geo, day part and genre targeting**
- **Accepts most types of rich media including expanding and floating units**

*For Rhapsody related programs only



PROGRAM EXAMPLE

COORS LIGHT – ROCK'N COLD WINDOW LIVE



To officially kick off the launch of the Coors Light Cold Activation Window, Coors partnered with Rhapsody to produce a concert on May 14 at the landmark Wiltern Theater in Los Angeles featuring headlining act O.A.R. 1,700 guests turned out for the event.



PROGRAM EXAMPLE

HONDA

The screenshot shows the Rhapsody website interface. At the top, there is a search bar and navigation links. A prominent banner advertises a 14-day free trial for 10 million songs. Below this, a 'ShareThis' widget encourages users to share the site. The main content area features the 'sharethe love freemp3downloads' logo, a Honda logo with the text 'presented by honda', and the slogan 'everybody knows somebody wholovesahonda'. A list of indie artists is displayed on the left, with 'Angels and Airwaves' highlighted in a pink box. A photo of the band Angels and Airwaves is shown on the right.

Honda's Share the Love music program featured free downloads from the hottest indie artists. Music fans were encouraged to "share the love" with their friends by passing along the gift of free music.

This graphic is a stylized, tilted representation of the content from the screenshot. It features the 'sharethe love freemp3downloads' logo at the top, followed by the 'ShareThis' widget with the text 'Share this site with your friends.' Below that is a list of indie artists: Angels and Airwaves, Dum Dum Girls, Beach House, Tokyo Police Club, Deer Tick, We Are Scientists, Freelance Whales, and Editors. At the bottom, it shows a partial view of the 'Like' widget with the text '158 people like this. Be the first of your friends.' and a 'help us prove it' button.

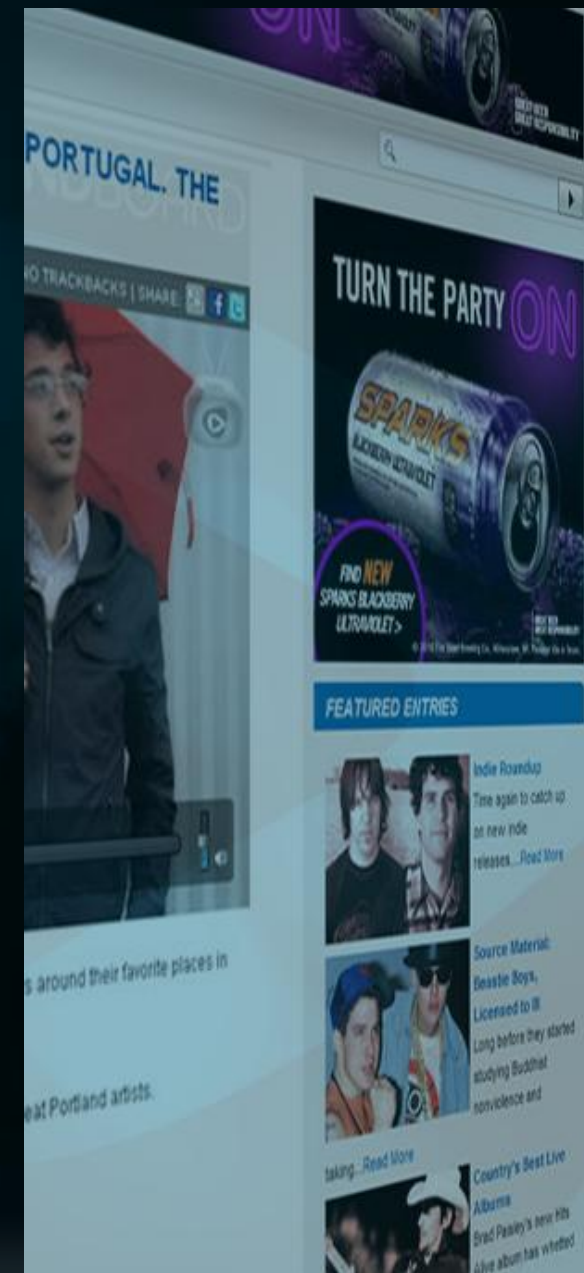


PROGRAM EXAMPLE

SPARKS

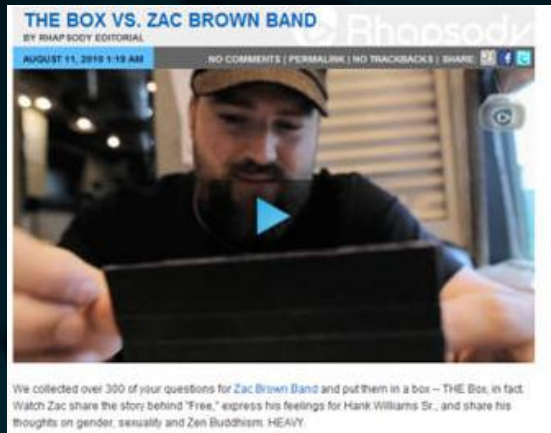


Sparks worked with Rhapsody to capture audiences in six key markets in the US - Seattle, Portland, Tampa, Columbus, Austin, and Los Angeles. Rhapsody's editorial staff traveled to each city and spent a day with rising indie music stars as they acted as tour guides in their home towns, sharing their favorite night life activities.

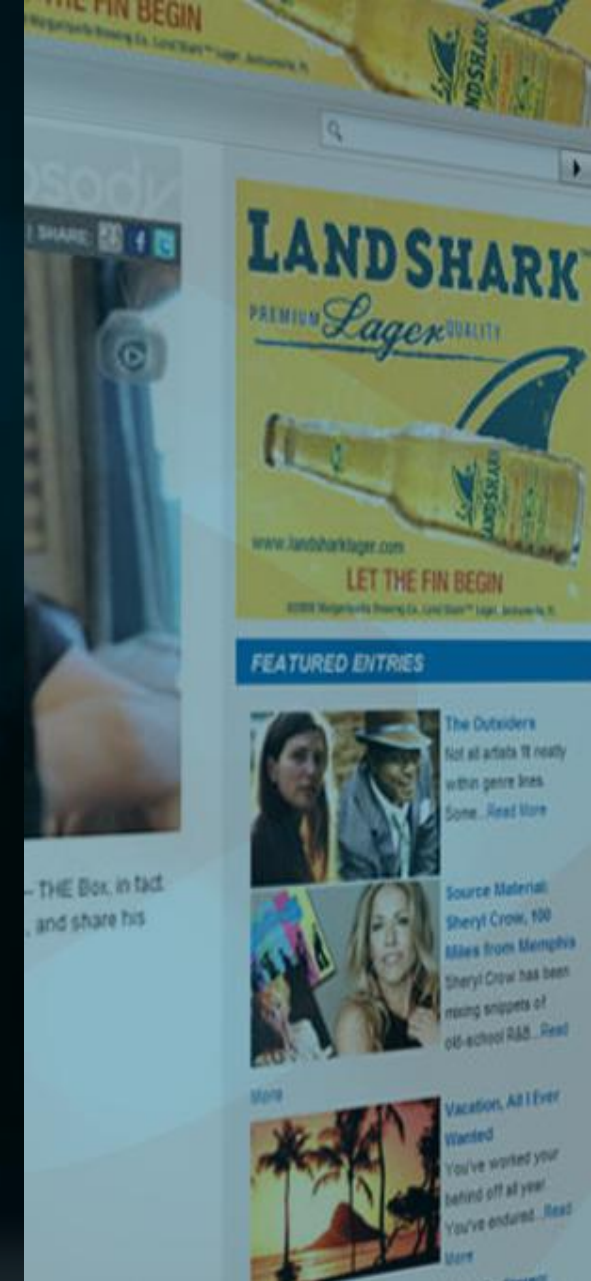


PROGRAM EXAMPLE

LAND SHARK



Land Shark and Rhapsody partnered with the Zac Brown Band to capture exclusive content following the band on tour. Fans submitted questions for Zac via Rhapsody and social media sites. We selected the best questions and Zac gave the fans what they wanted – answers to their most pressing questions.



WHY MUSIC?





MUSIC IS...

THE UNIVERSAL LANGUAGE

It is often at the epicenter of both social and solitary situations.

85%

of adults listen to music for an average of 3.5 hours every day.

Source: Simmons Summer 2008 study.



CONFIDENTIAL AND PROPRIETARY — 2010



A close-up photograph of a young man with brown hair, wearing a dark hat and sunglasses. He has a white object, possibly a cigarette or a piece of paper, in his mouth. He is wearing a red t-shirt and a black pinstriped vest. He is playing a red electric guitar. The background is a plain, light-colored wall.

MUSIC IS...

CREATIVE

It is a form of self-expression for both the artist and the fan.





MUSIC REPRESENTS

TODAY'S MODERN DIVERSITY

It is enjoyed by everyone regardless of geographic location, age, race and socioeconomic status.

560

Subgenres of music in Rhapsody's catalogue



HISTORY OF RHAPSODY

RHAPSODY IN 2011:

#1 MUSIC APP in Apple App Store

Over 11,000,000 tracks

#1 in Subscribers

Award winning mobile apps

Major Distribution Partners

LISTEN.COM FORMED — 1999

LISTEN.COM CREATES RHAPSODY V.1
(30,000 mostly classical music subscription service) — 2001

MAJOR LABEL CATALOGS
ADDED TO RHAPSODY — 2002

REALNETWORKS ACQUISITION — 2003

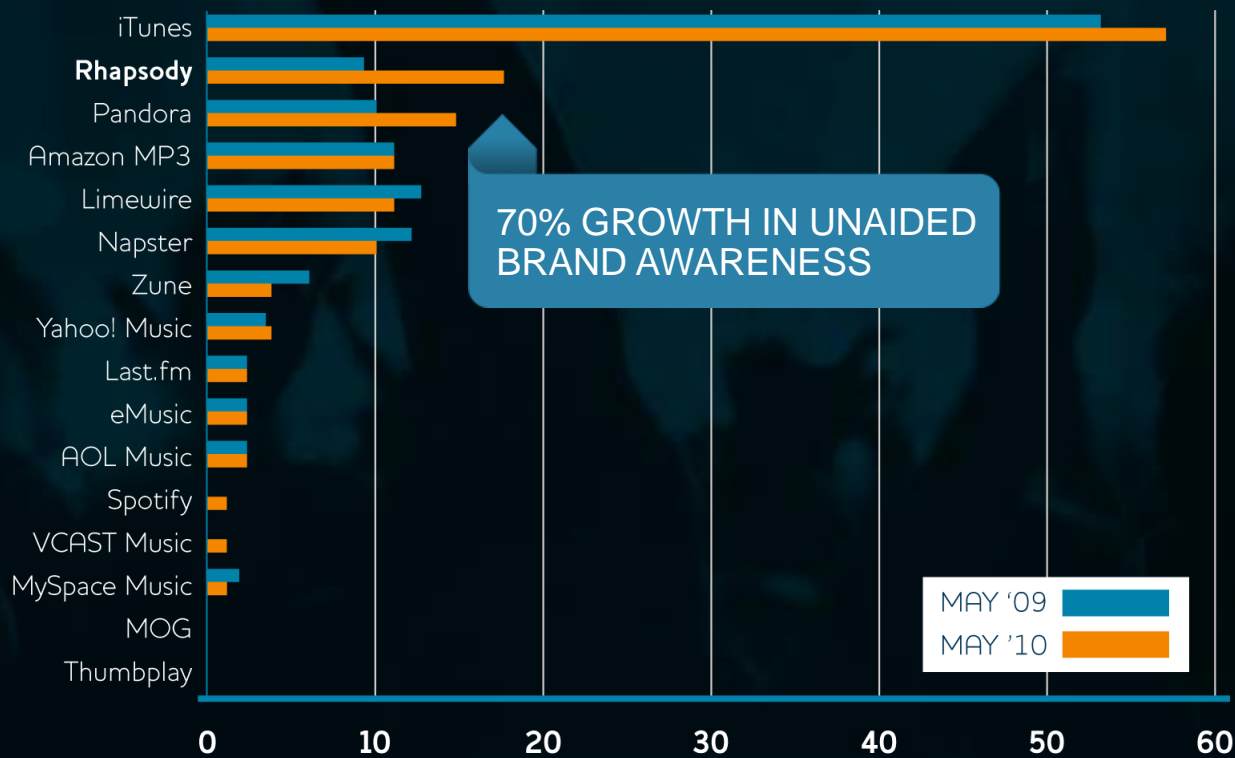
RHAPSODY AMERICA FORMED
AS A JOINT VENTURE
WITH MTV NETWORKS — 2007

RHAPSODY AMERICA SPUN OFF
AS INDEPENDENT ENTITY,
RHAPSODY INTERNATIONAL, INC. — 2010

RHAPSODY REACHES 750,000 SUBS — 2011



RHAPSODY UNAIDED BRAND AWARENESS

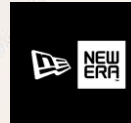


SOURCE: OTX 2010

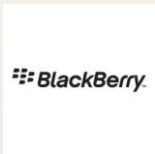


Contact advertising@rhapsody.com for more information

Other advertisers include



Haier



T-Mobile

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SONY



SHURE

sundance
CHANNEL



Kleenex
BRAND

