



Maybellene was released July 14th 1955
By Chuck Berry



filmily music

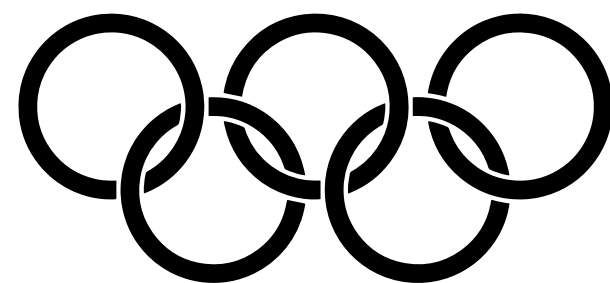
It's what the **music fans** have been waiting for since **1955**





I wanted to prove the sustaining power of music.
David Bowie

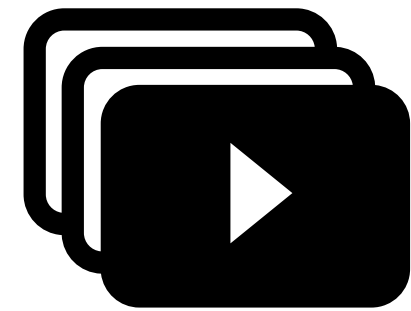
A few of the **great brands** Filmily has worked with since **2018.**





I've rarely seen video screens used well at a concert.
David Byrne

The Stats



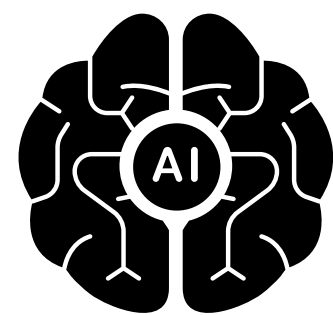
Over 10,000
films produced



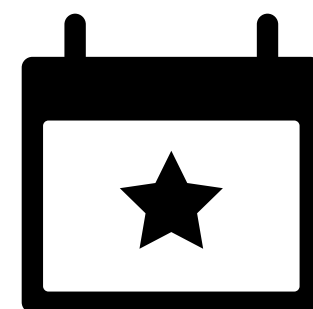
Content from 130
countries



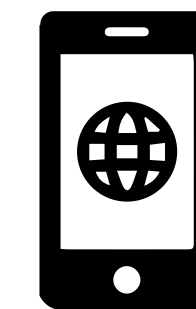
3 International
Patents



60,000 videos
received & processed



24 sport clubs /
events



0 integration -
web based app

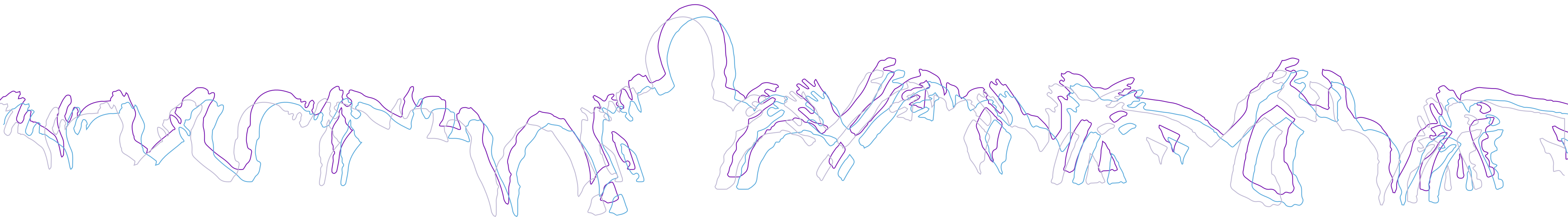


One good thing about music, when it hits you, you feel no pain.
Bob Marley



The truth is, if every person that have ever come up to me and said they were at Woodstock were really there, the planet would've tilted.

Graham Nash



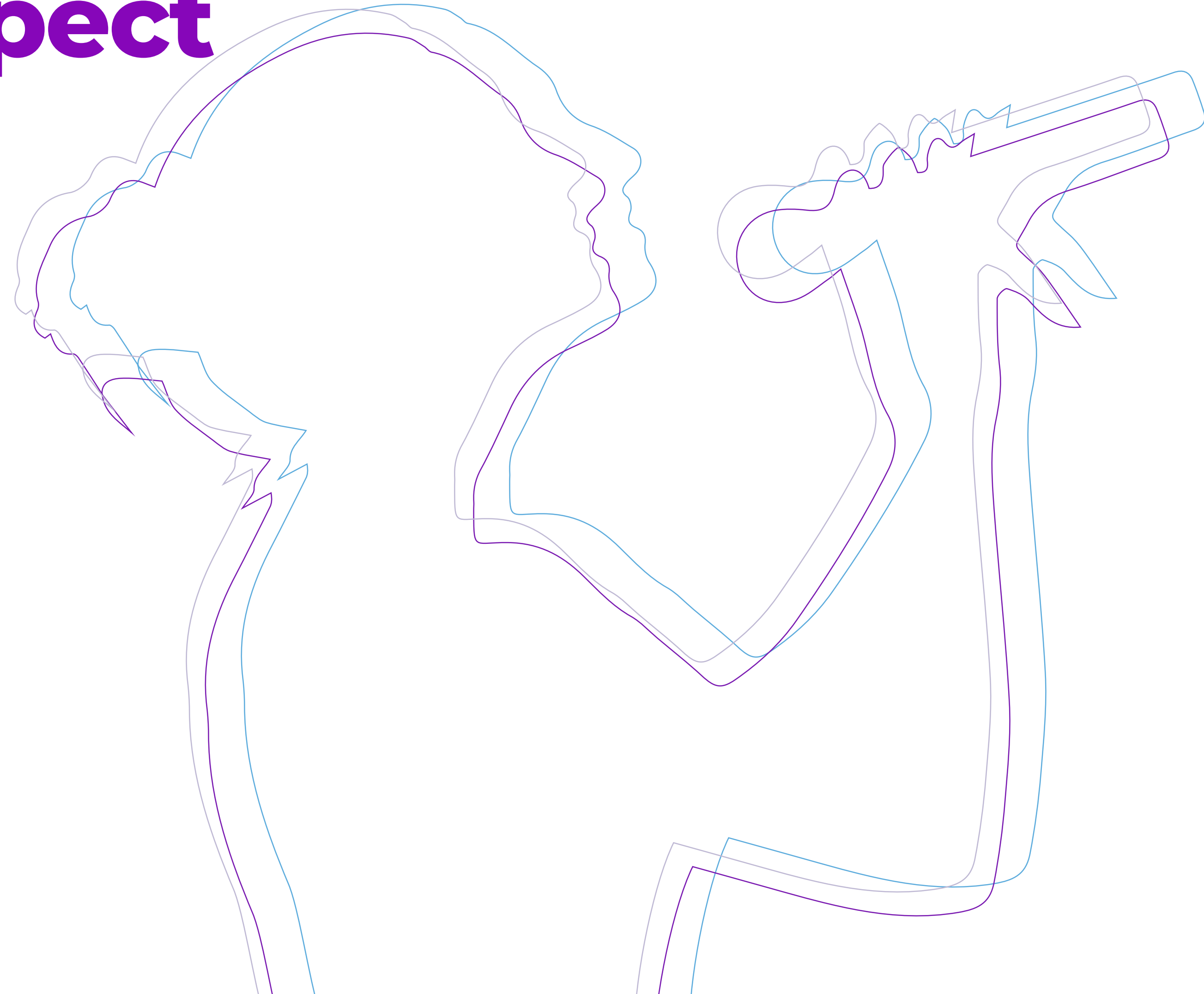


Live music is better.
Neil Young



Today's fans **expect more.**

- Today's digitally savvy fans expect so much more from their live experiences.
- They want to curate those experiences.
- They want to influence the experience for themselves and others.







Music makes the people come together.
Madonna



Today's fans **deserve more.**

You go to a show or festival to see a band(s) and feel connected with 1000's of your new best friends.

You also want everyone to know you are there now... and **10** years from now.

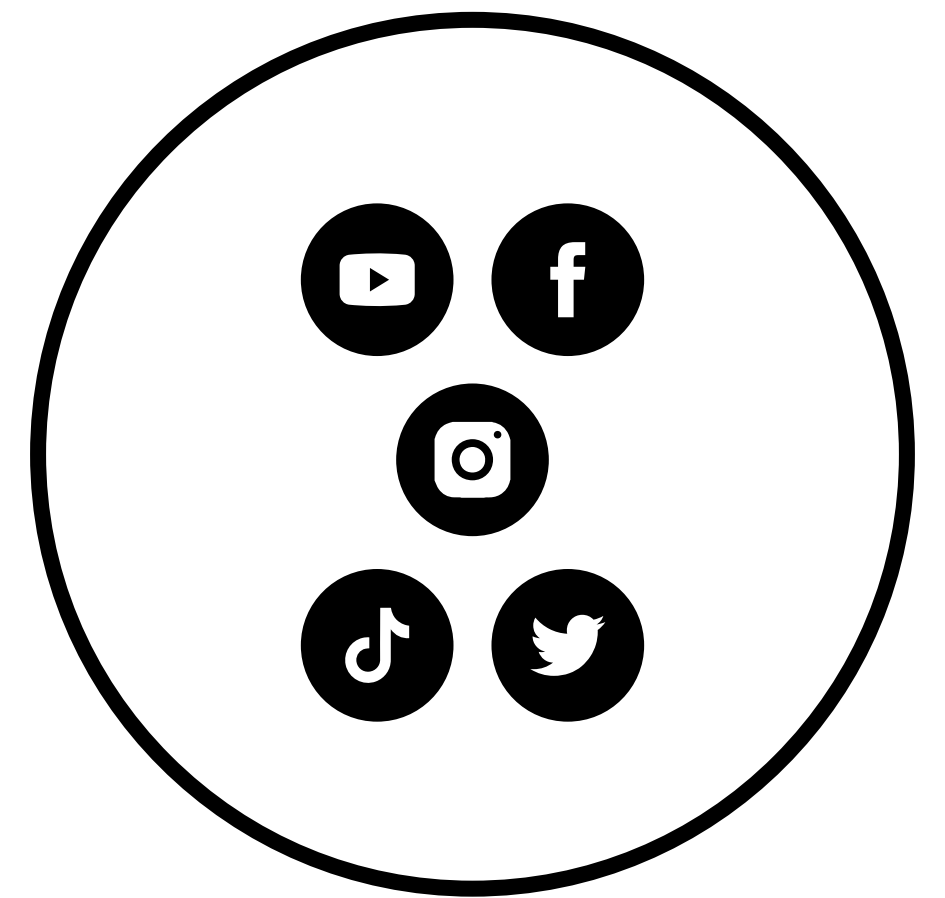
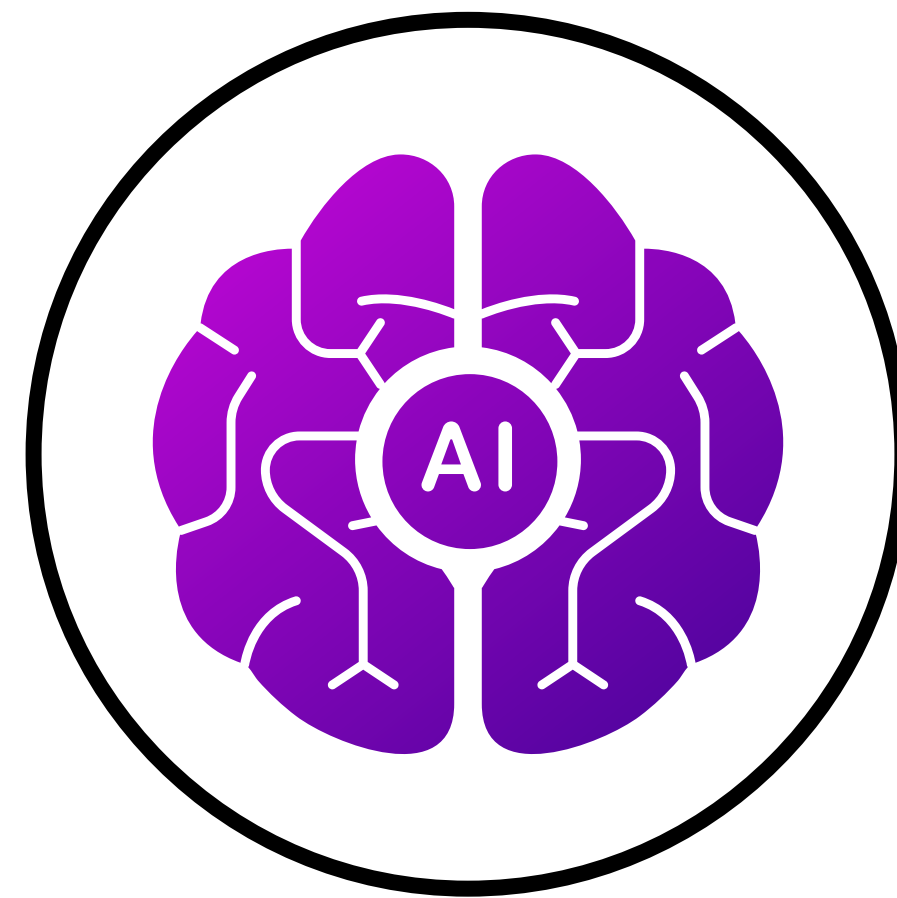
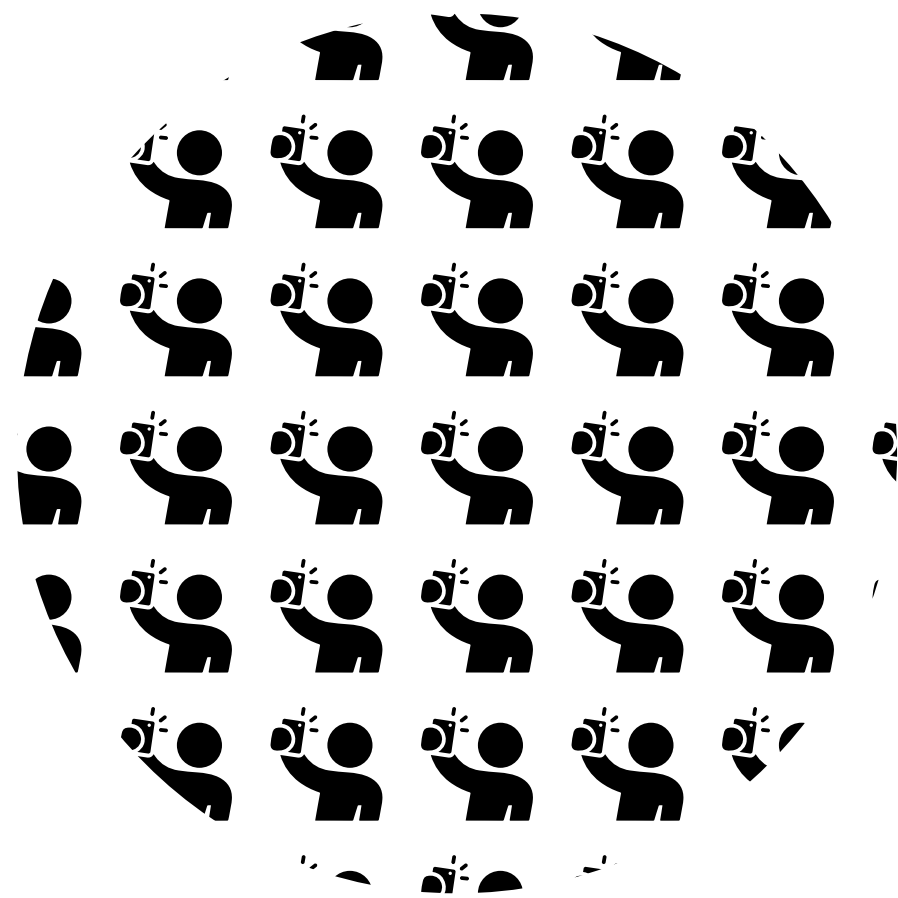
Filmily Music gives fans the tools to seamlessly create **amazing real-time branded content** to share across multiple channels.



Music is for every single person that walks the planet
Robert Plant



We collect personally curated content to share - with permission.

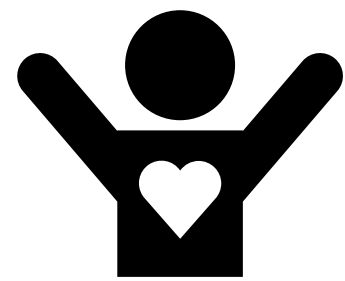




You really can't image music without technology.
Brian Eno

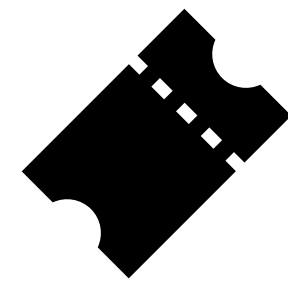


The opportunities Filmily Music are addressing in live music.



Fan Engagement

Bands have fans around the world but play only select venues and festivals, sometimes many years apart.



Ticket Sales

Fans project energy when attending concerts. Fan experience attracts other fans: last years highlights, this year's tour, next years pre-sale.



Audience Data

It's critical that a band or festival know its fanbase. Where they are, what demo they are, where they **post-share-comment**, how often they engage.



Sponsorship Asset

We amplify sponsorship at concerts and festivals by bringing brand experiences to each fan's mobile device in real-time including **pre-live-post** show.



What we create doesn't live on unless there's an audience to remember it.

Lady Gaga

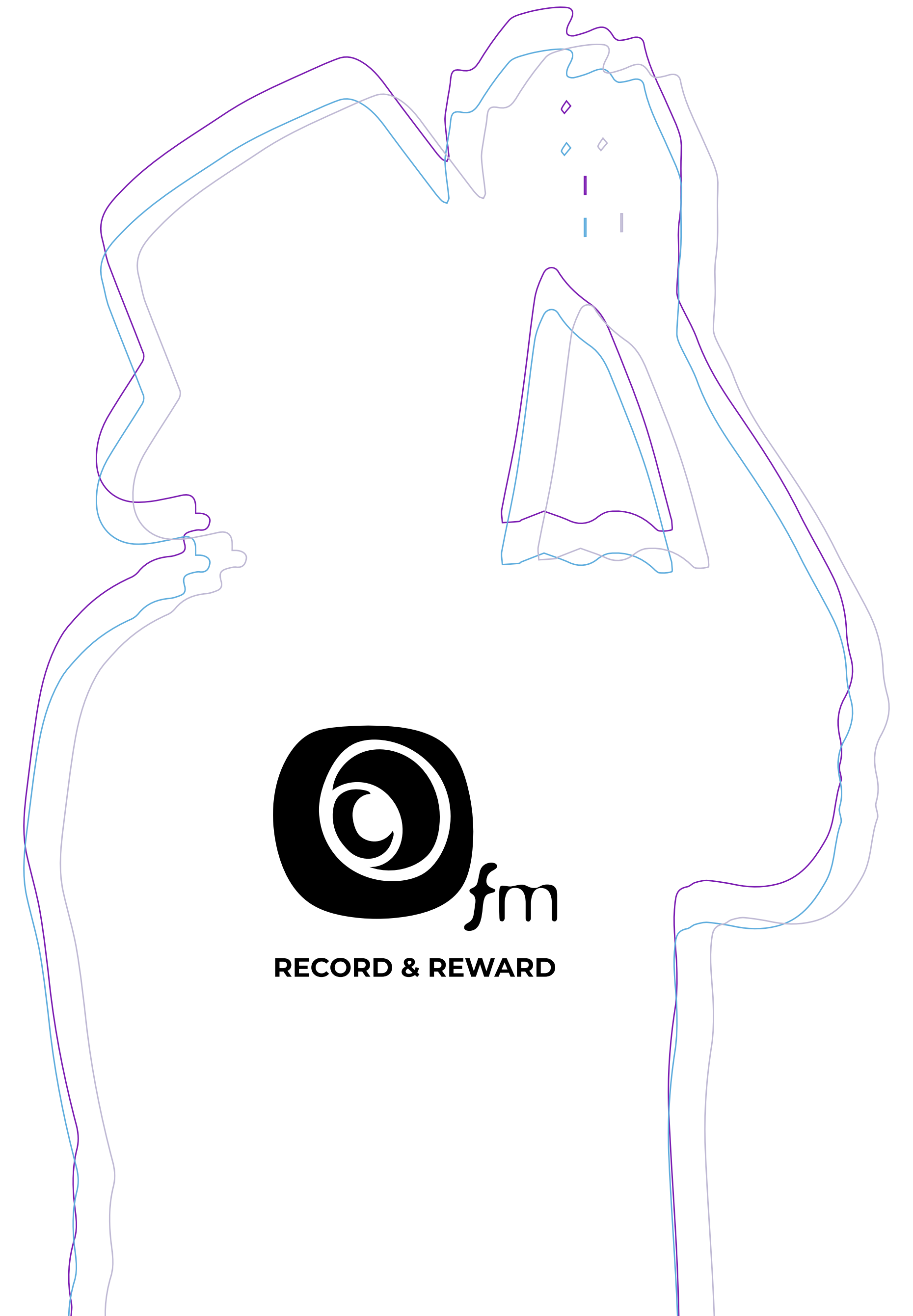


Fan Engagement

We engage fans and make them feel part of the festival experience in the months **before**, when **live** and the months **after**.

The content that these fans curate is played out live in venues and across social media, creating communities and delivering intrinsic value to each and every fan no matter where they are globally.

Content from the fans, for the fans.



RECORD & REWARD



Young fans want to know about the past and older fans also want to find new music.

Steven Van Zandt



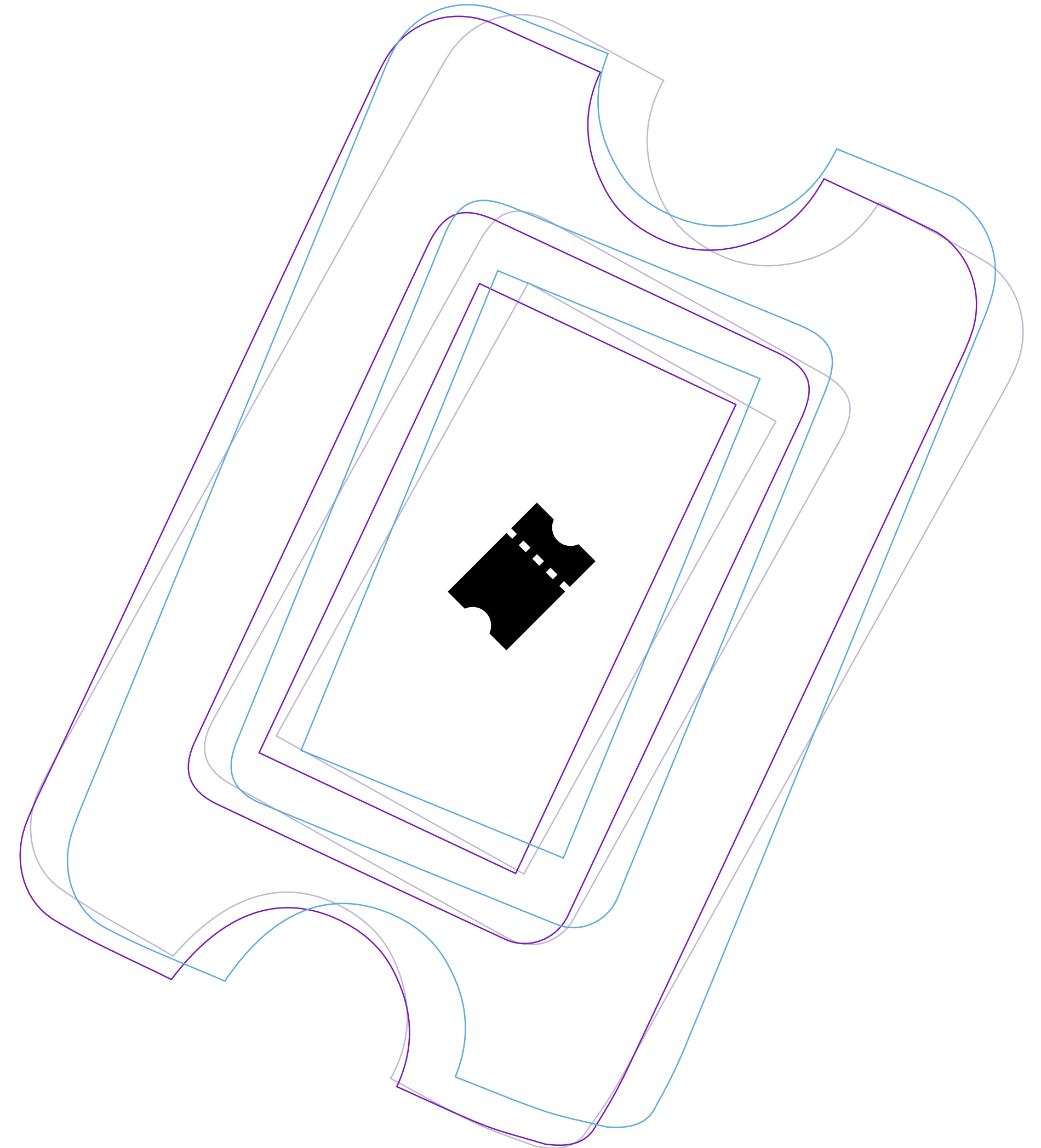
Ticket sales and beyond.

We recreate live experiences, delivering bespoke films of a single concert, tour, or days of a festival.

Providing fans at venues with personalized mementos for them to share and cherish forever.

Fans want to say: "I WAS THERE". A Filmily Music personalized virtual ticket is created ONLY for fans who were in attendance.

Using Blockchain technology we digitally fingerprint all tickets for secure verification and collection.





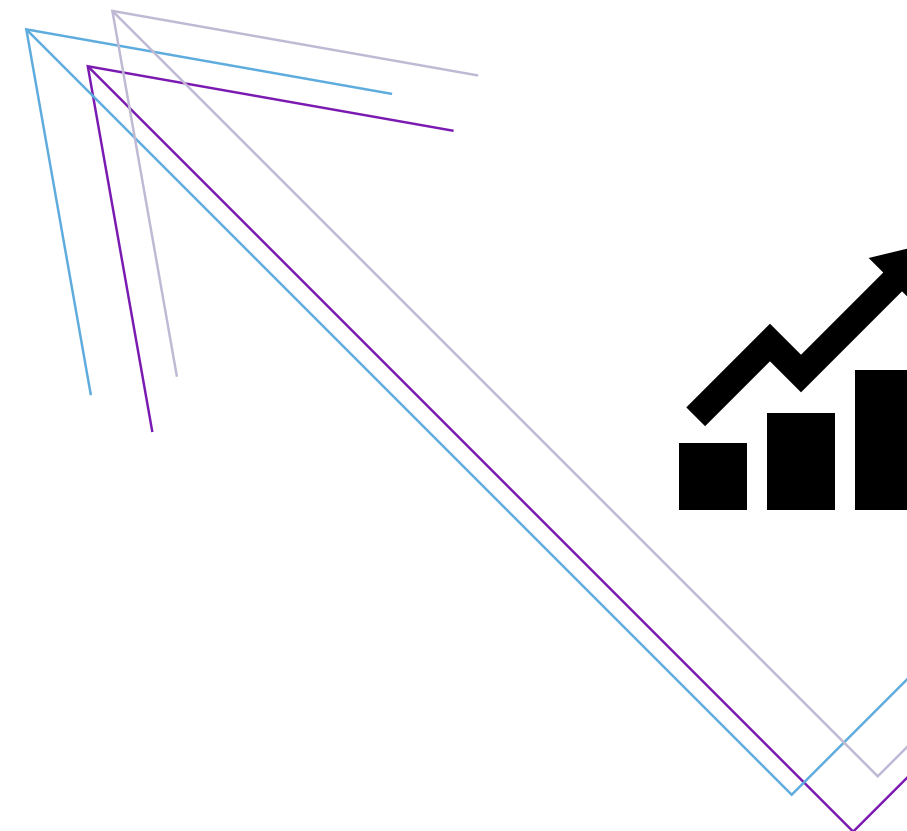
You'd wake up at a concert and think, wow how did I get here?
John Lennon



Audience data.

The Filmly Music AI enables us to analyze every second of every piece of content the platform receives. This gives us detailed insights into the audience.

- Who was there?
- What was the average age?
- Where did they stand?
- Who were they with?
- Where did they go?
- Who did they watch?
- Where did they post?
- What brands did they see?





A concert is not a live rendition of our album. It's a theatrical event.
Freddie Mercury



Sponsorship asset.

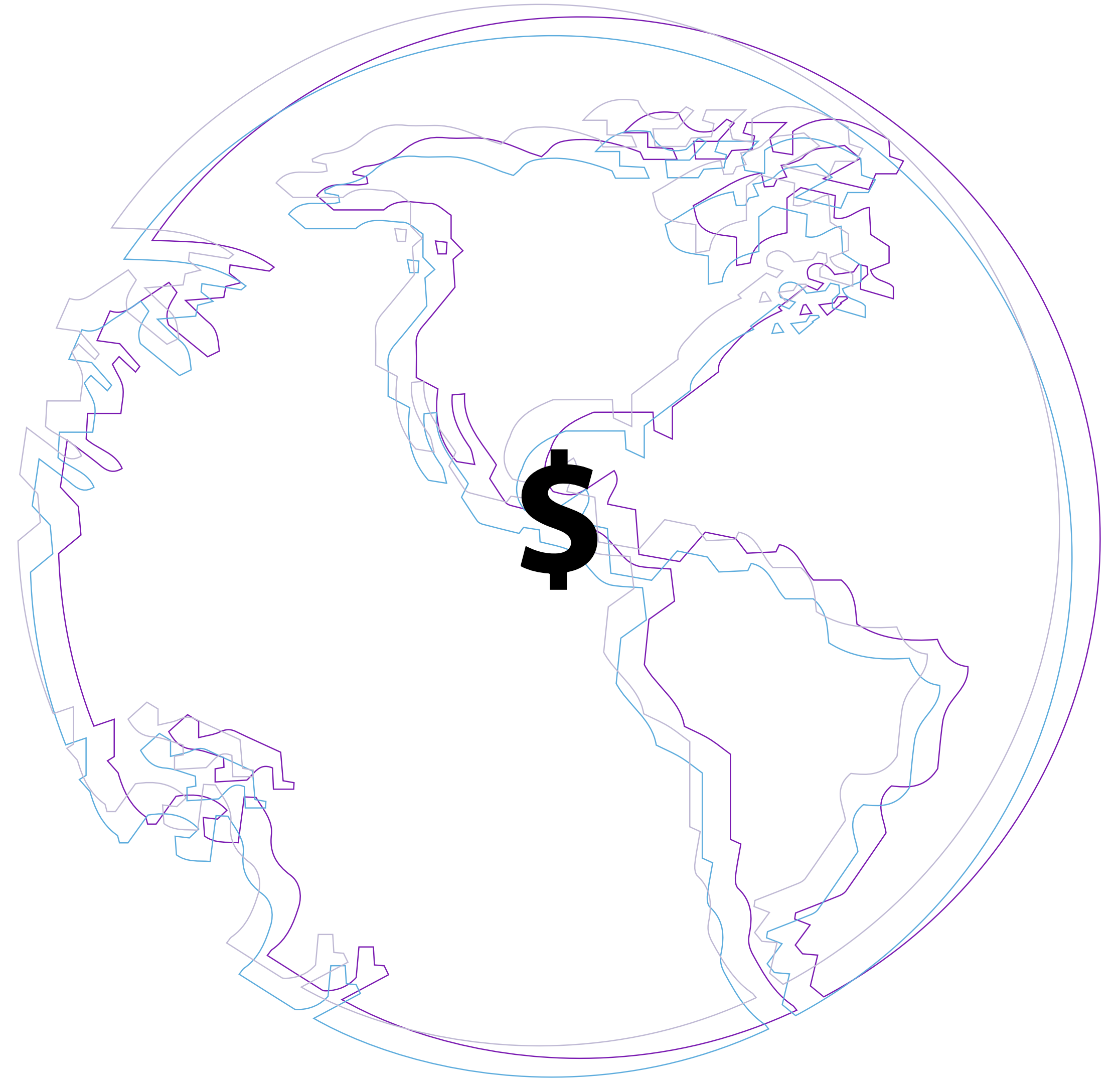
Filmily Music creates a new sponsorship dynamic.

We create real-time, co-branded sponsored content.

Fans share content to their channels which is more trusted with their peers.

FM technology connects sponsors with a global fanbase like never before.

Record & Reward incentivises fans to create more exciting content around brands.





We're here because of the music.
Cameron Crowe - Almost Famous

Digital Scrapbook

Fans love memories.

The days are long gone where a t-shirt, program and ticket stub will do. Music fans are digital first and their memorabilia should be too.

Family Music allows fans to receive a custom digital scrapbook with all those **once-in-a-lifetime** memories: videos, images and bespoke content, presented to them to treasure and share.

With Blockchain technology; personally curated and event shared content is cataloged and **digitally verified**.





Music can change the world because
it can change people.

Bono

Channel Management

Festivals and tours are one-off experiences.

Fans love to be part of it. Filmily Music allows
organizers to create channels of fan-based,
band-based and festival-based content.

In app, on social, **all in a fan's hand.**

See the real festival experience recorded by,
curated by and enjoyed by the fans
themselves.





NO ONE comes to a festival going:
 "I'm going to be a complete bummer today."
 Gary Clark

Personalized Tickets

With Ticketmaster and its competitors, venues are now ticketless. The days are gone with an old shoe box of old tickets to look through.

OR are they?

Filmily Music creates a personalized, digitally fingerprinted "I WAS THERE" digital ticket for each and every fan to save, share, print or download to their Google Drive!

Verified on the Blockchain, no longer do you need to prove "YOU WERE THERE"

**BURNING
 MAN** 20 22



**ADMIT
 1 HUMAN**

TRANSFORMED



BLACK ROCK CITY

NEVADA U.S.A.

LAT: 40.768854353535334684334434477
 LON: -114.768887878953346843344349999

PLANET EARTH - MILKY WAY GALAXY
 ORION ARM > VIRGO SUPERCLUSTER

**AUG
 26**



**SEP
 02**



Festivals are happy places, and you don't really want to enjoy them on your own.

Christine and the Queens

It's not just the event **itself!**

With Filmily Music, the build-up and after party are almost as important as the main event.

You can encourage your fans to record the excitement leading up to the concert or festival and also reward them for doing so.

Creating a buzz around an up-and-coming tour will get more media attention and fan momentum which will of course, sell more tickets.

You want to create a buzz around your fans before the next event. You want to excite your sponsors more and more. Using the branded content from Filmily Music to build up the show is essential.





Music is healing. Music holds things together.
Prince



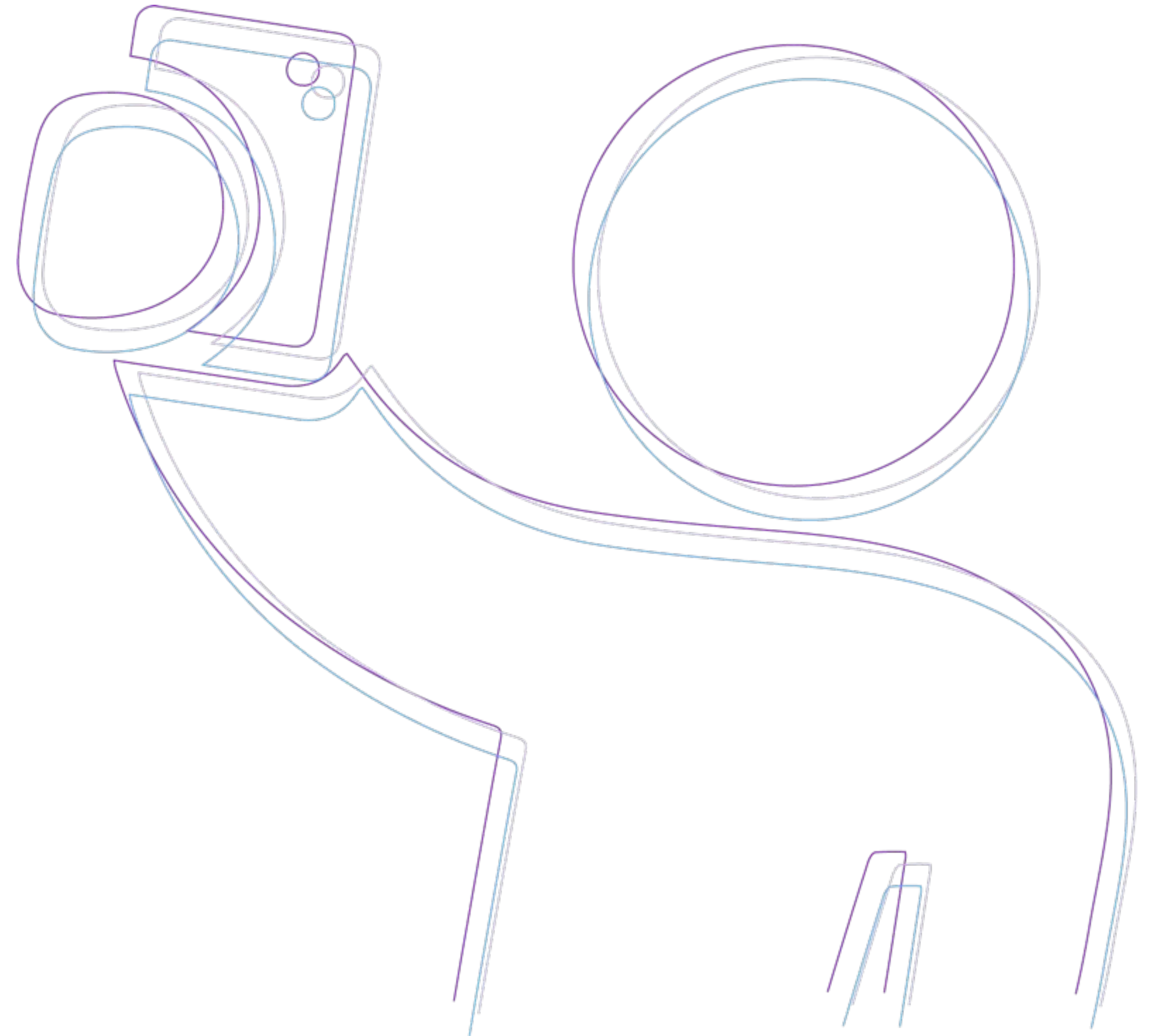
Reporting on the **Data** is a key asset.

Filmily Music generates unique data about fans. We do this in real-time.

Our **patented** AI analyses all of the content so we can see what the fans see.

We then give you visual reports which keep all stake holders informed.

Data is more valuable than oil.





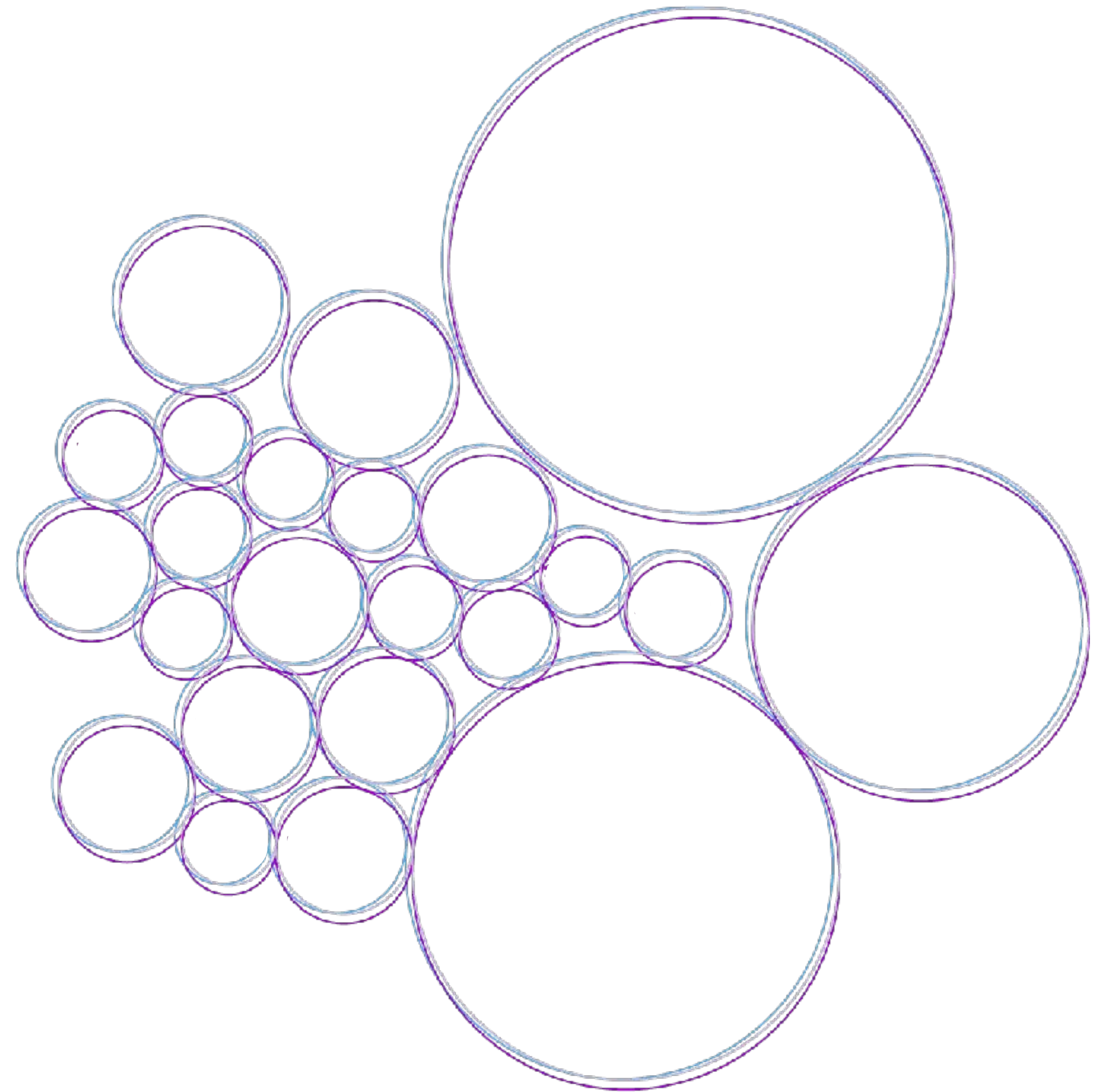
Without music, life would be a blank to me.
Jane Austen



Which **Brands** did fans see?

We see brands and we log them.

Brands love to feel popular and to understand their visibility. We help brands understand who saw them, what time they saw them, and how often.



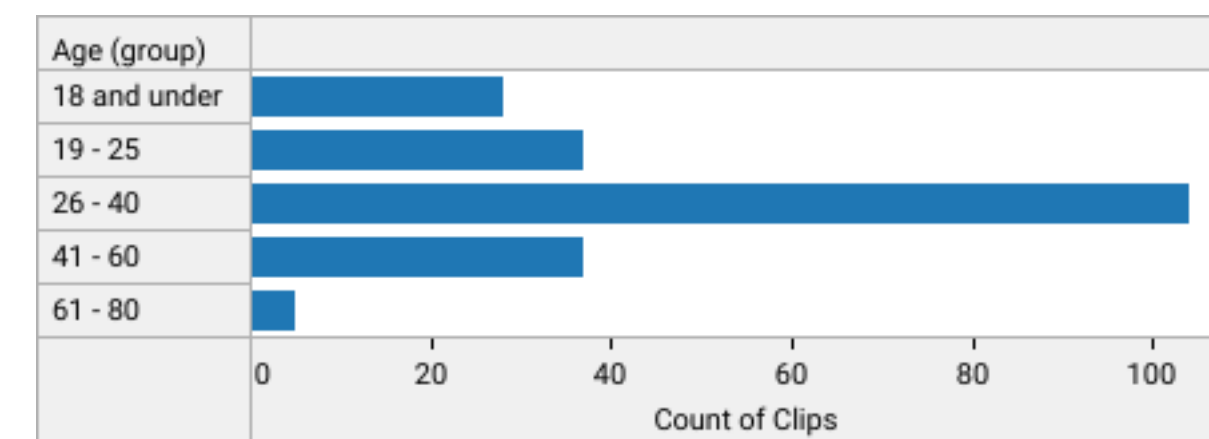
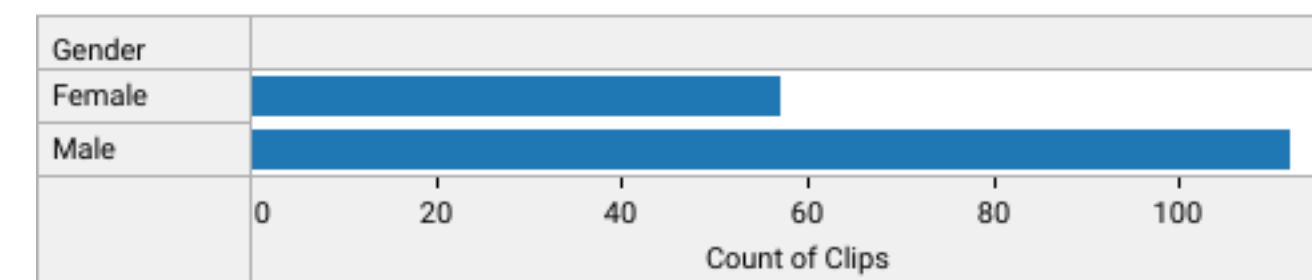
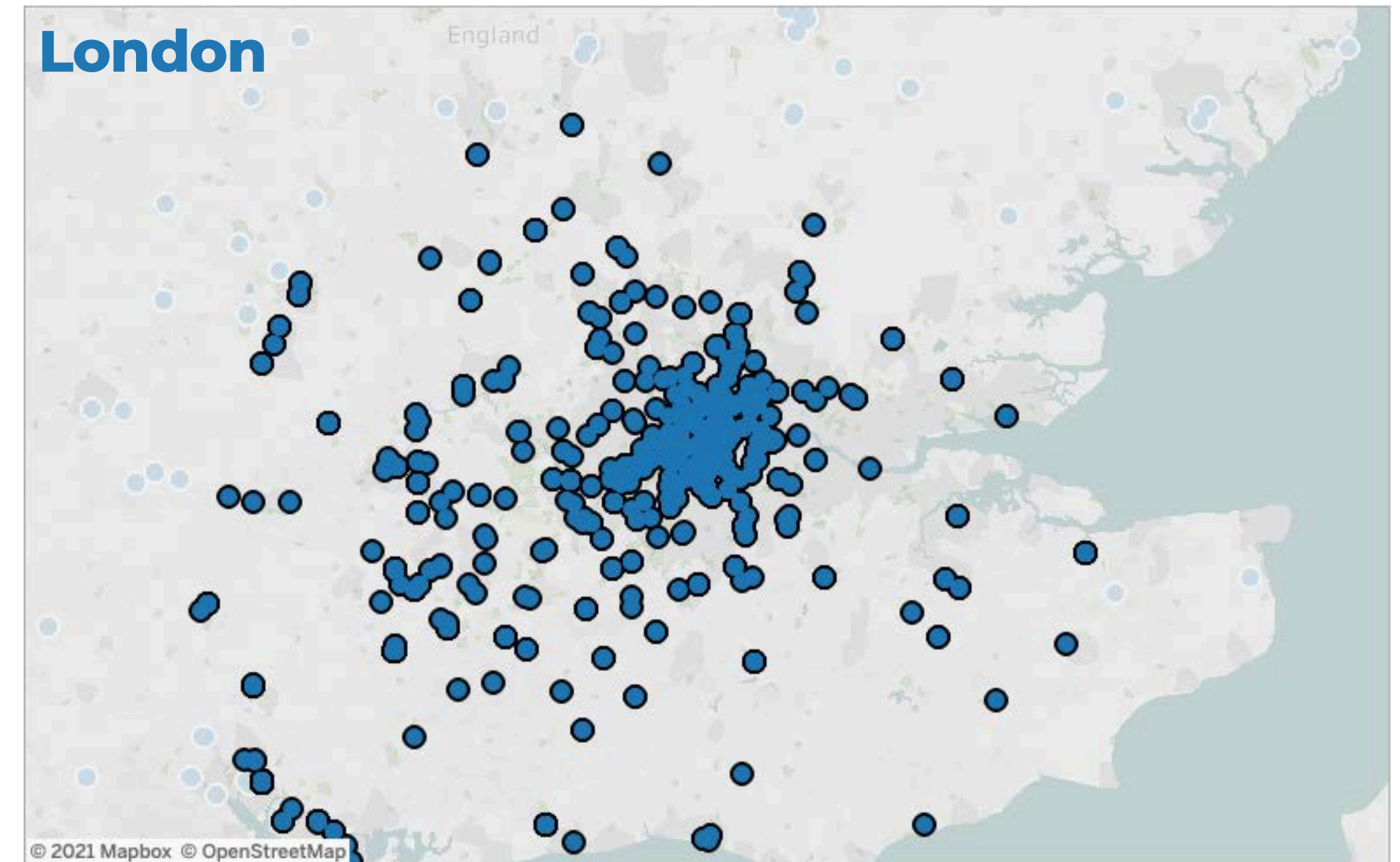


Where did this all happen?

Are females in **London** more active than males?

Are under 25 year old males in **Manchester** engaged with Virtual tickets?

What was the dominant age and gender of a **Cure** fan at the concert in **Wembley Stadium**?





Music should be your escape.
Missy Elliot



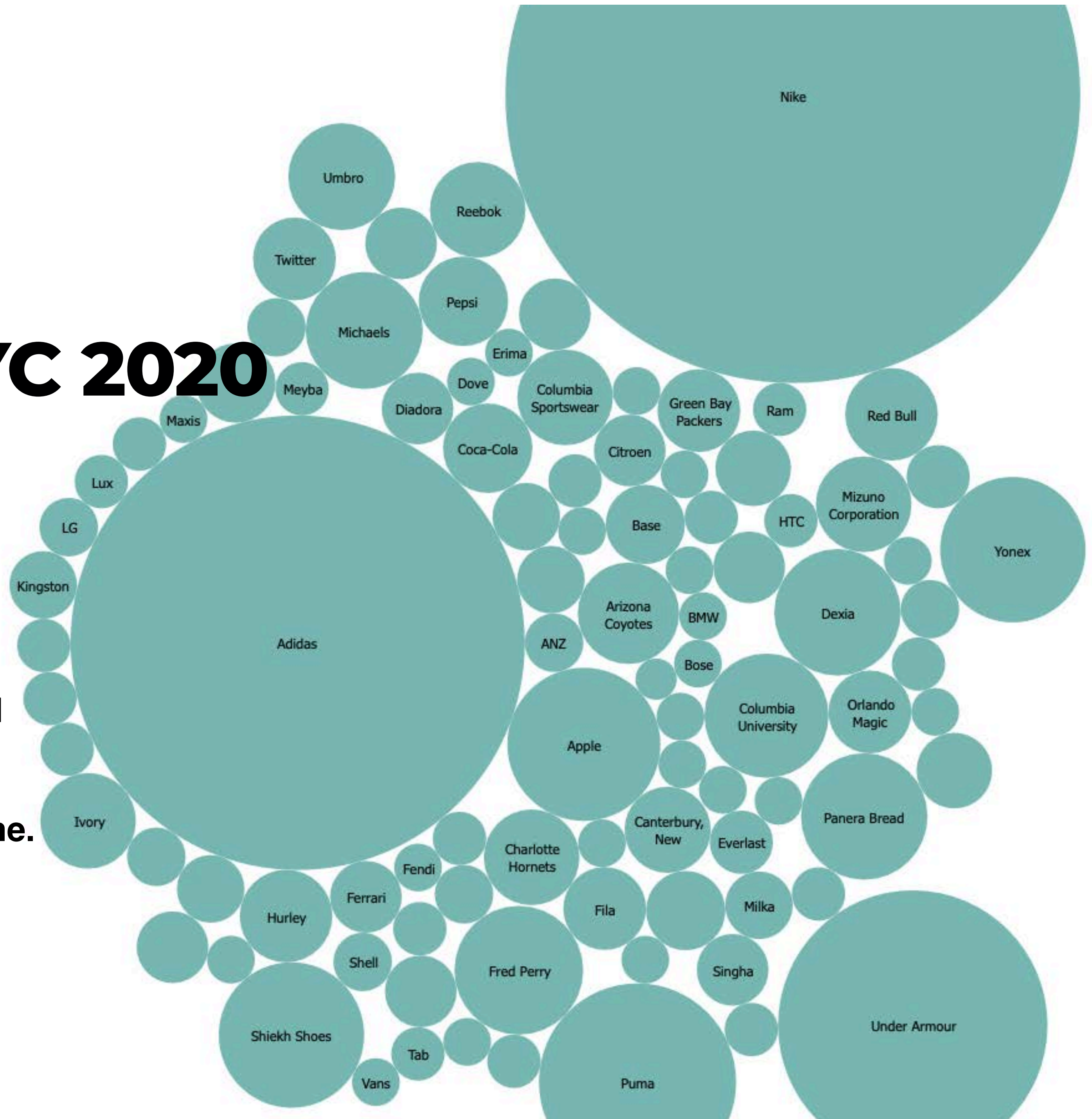
Case Study US Open NYC 2020

Criteria for this example-

Brands recorded by **ALL** fans during the event.

Only show **brands** recorded multiple times.

All Fans recorded from home.





Music is a thing that changes peoples lives.
Noel Gallagher



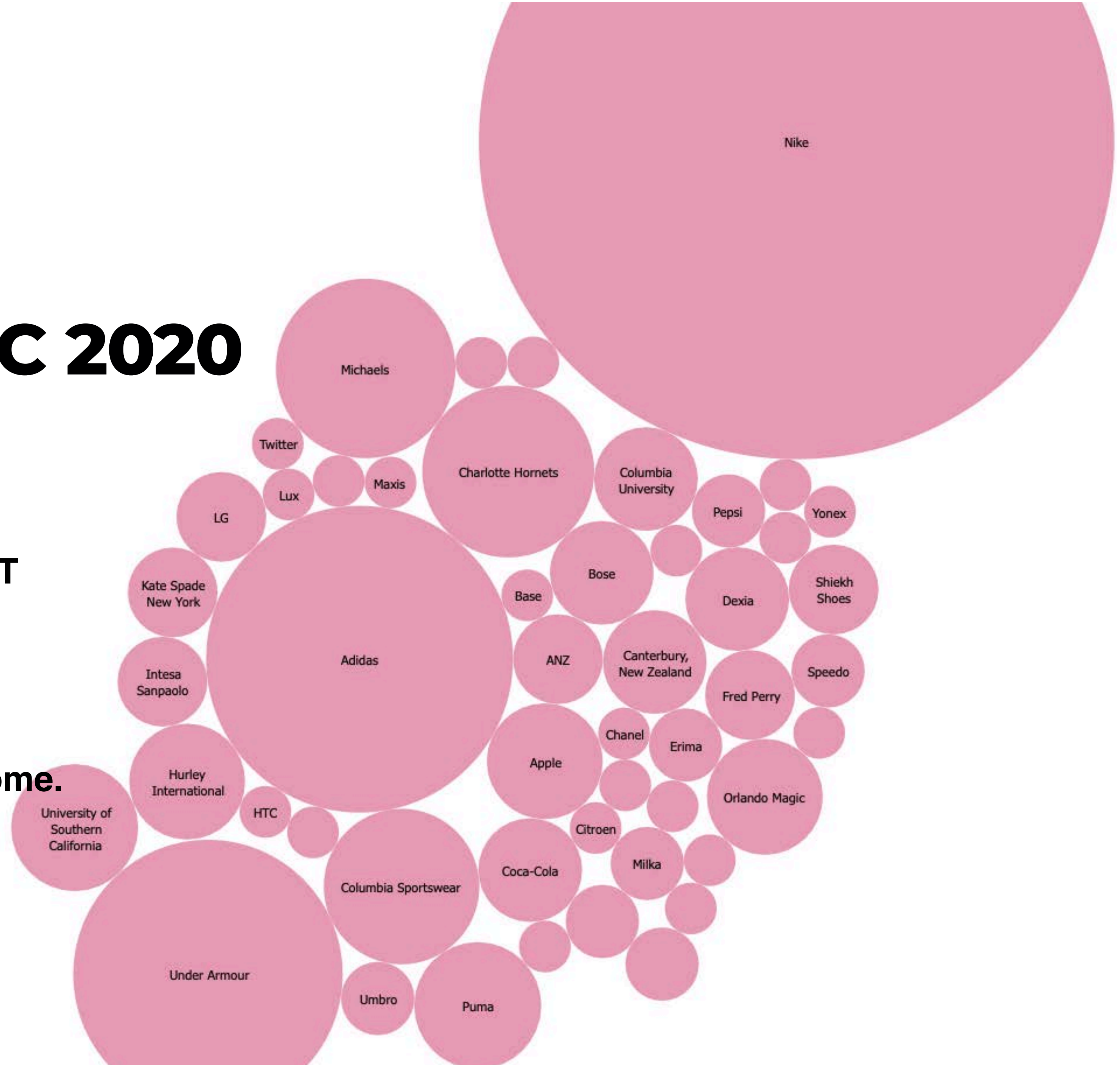
Case Study US Open NYC 2020

Criteria for this example-

Same report as before BUT

Filtered by **females** only
Under 25 years of age

All Fans recorded from home.





People haven't always been there for me but music always has.
Taylor Swift



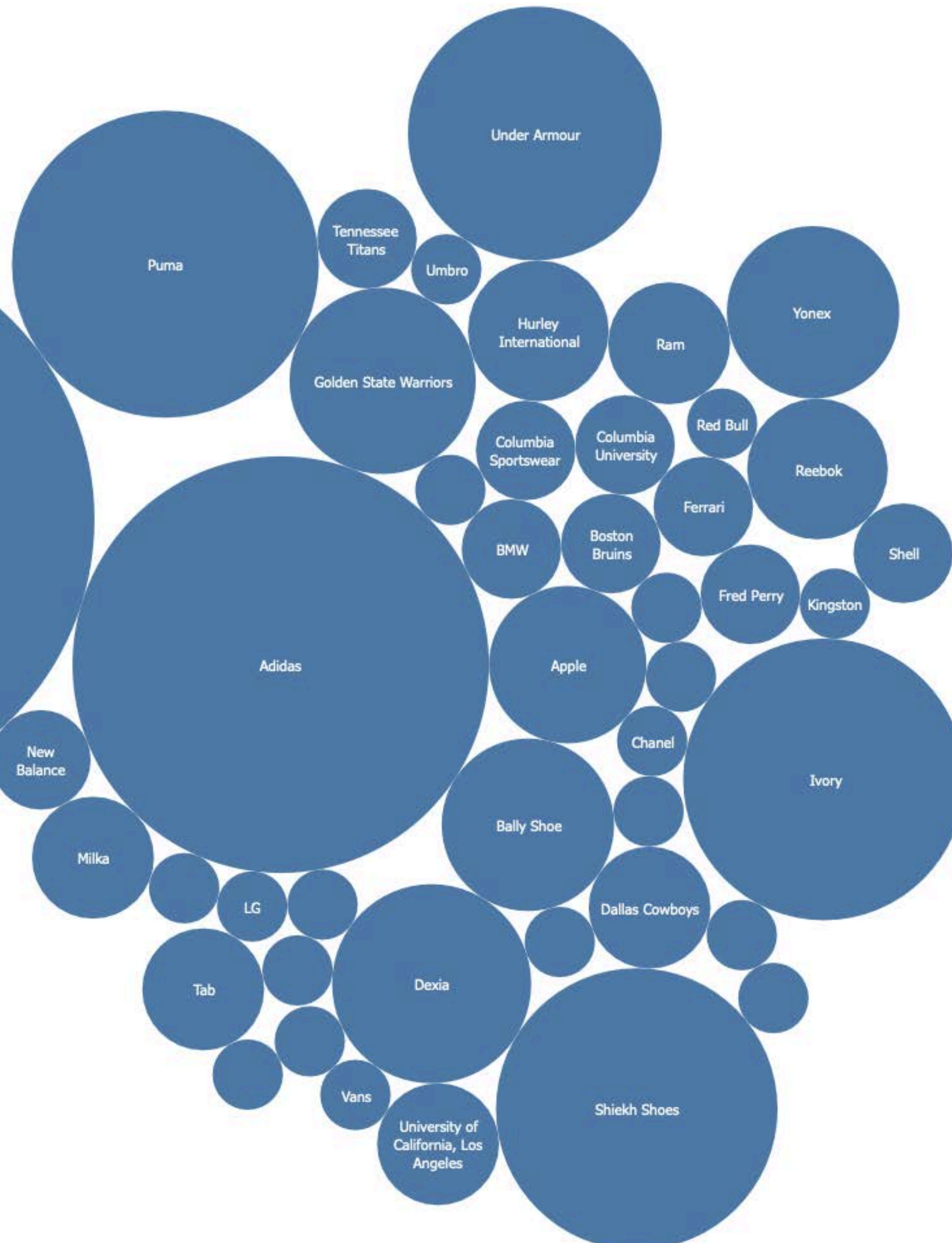
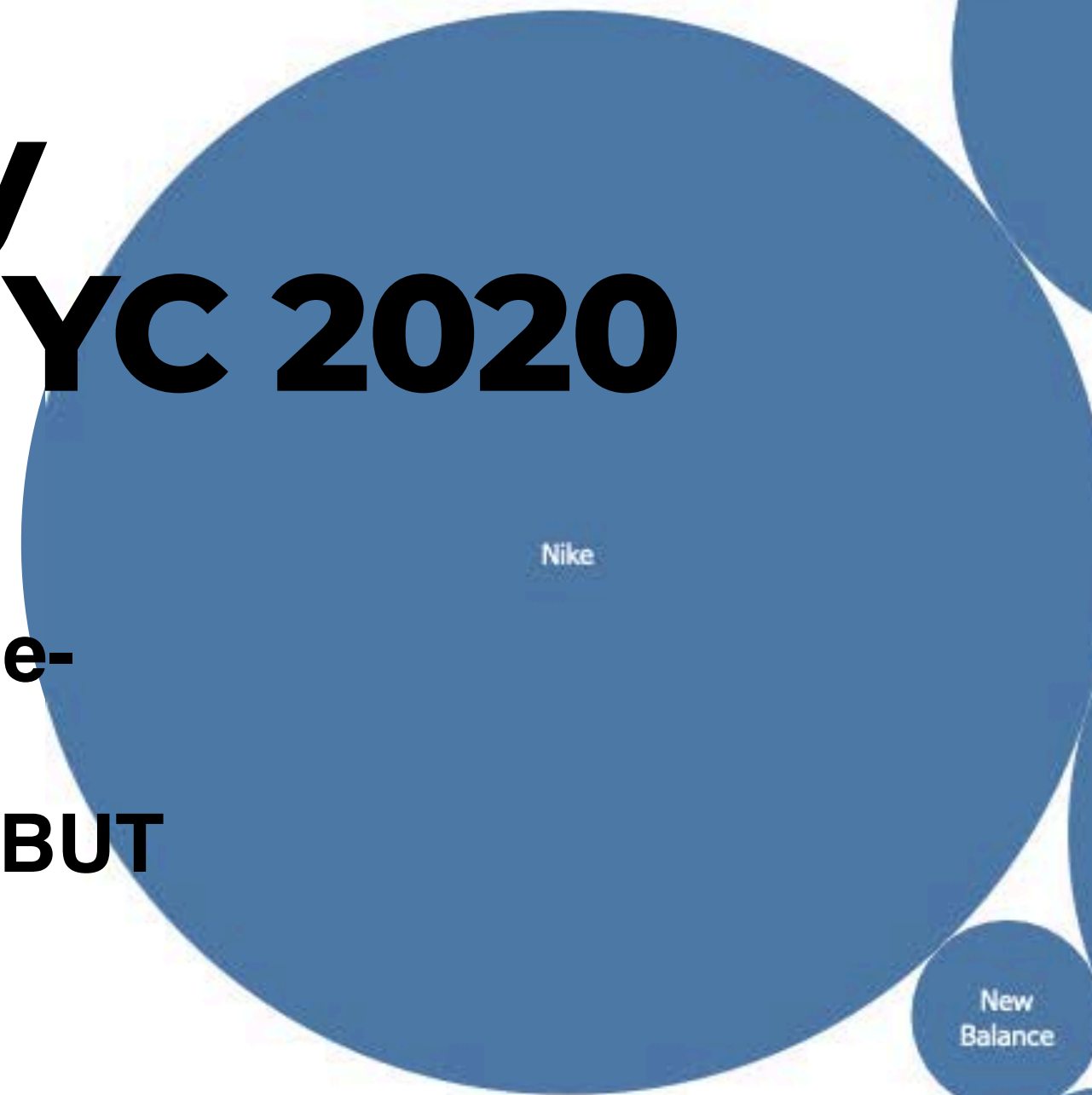
Case Study US Open NYC 2020

Criteria for this example-

Same report as before BUT

Filtered by **males** only
Age 41 - 60

All Fans recorded from home.





Thanks

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