

# Myspace: The Next Chapter

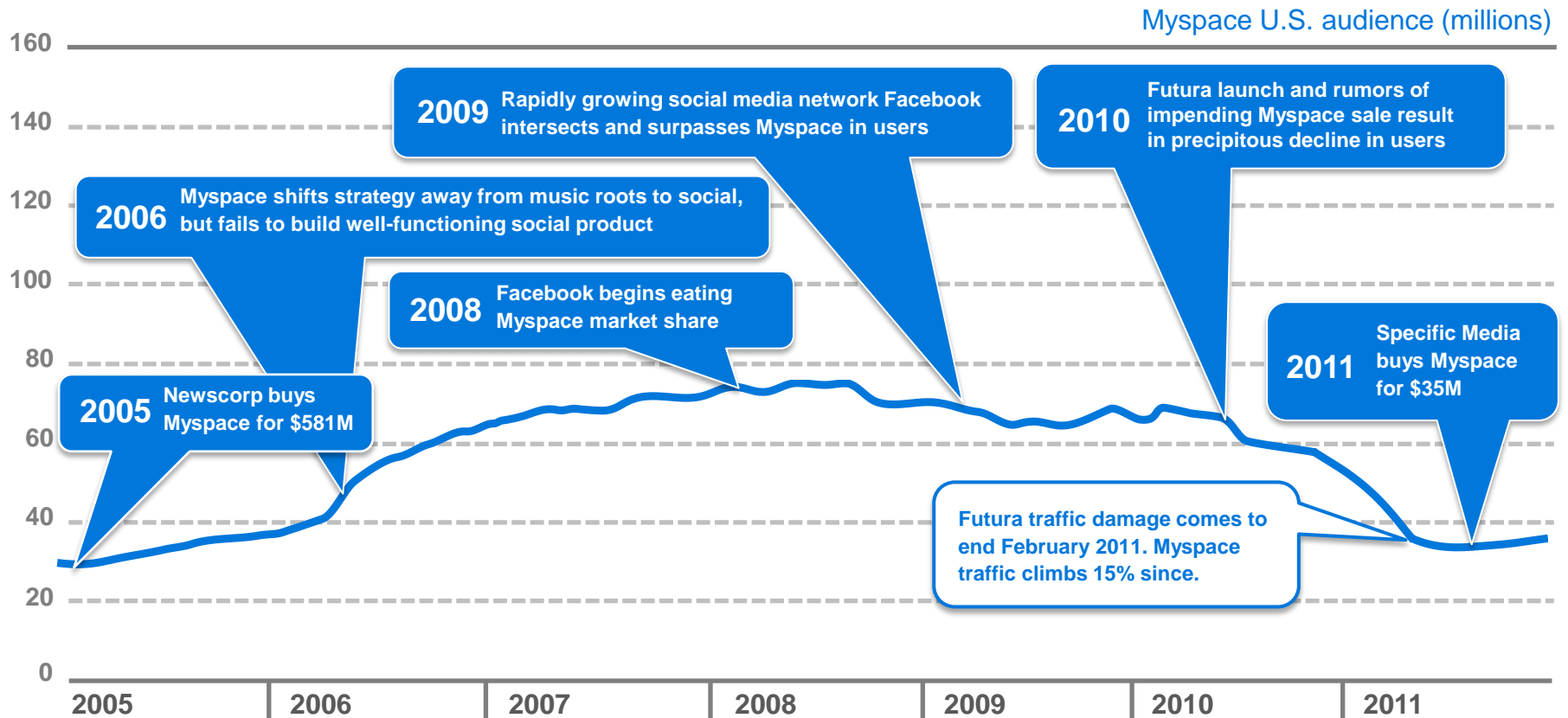
Supporting Materials

September 2011

**myspace**

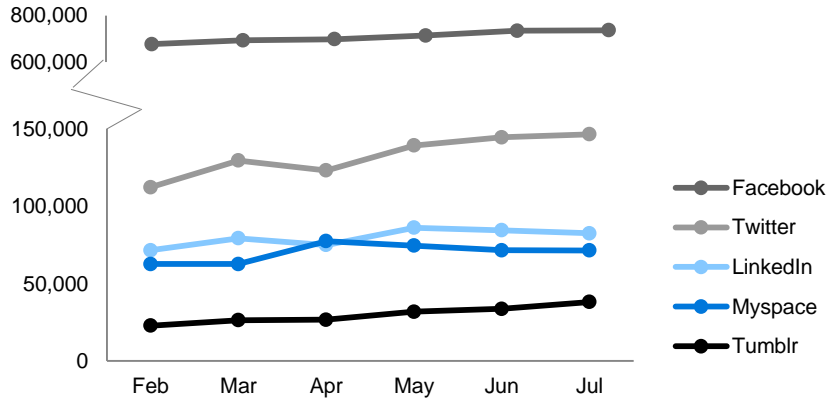
# Myspace Timeline

- ✓ The Myspace audience is as large today as it was in 2005, when the company was acquired for \$581M
- ✓ Traffic decreased after failed Futura launch, but has steadied and is currently trending with the market

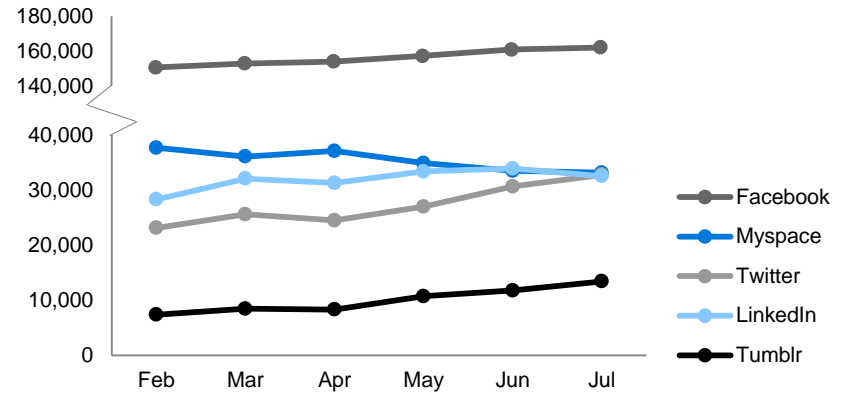


# Myspace Market Reach Indicates Growth

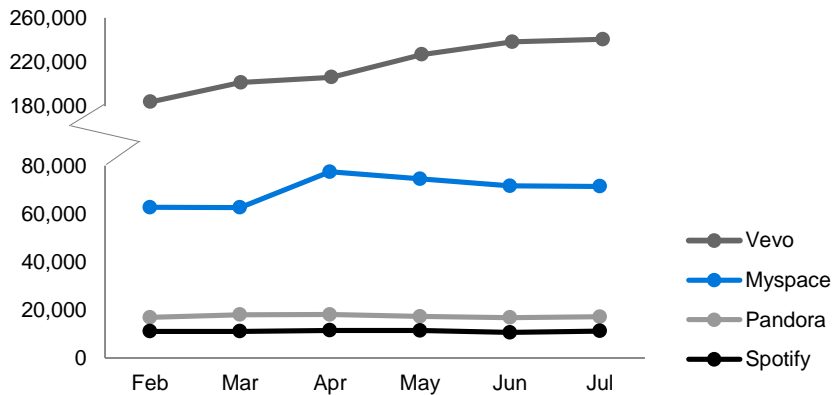
**Social Media Sites Reach – Worldwide**  
unique visitors (000)



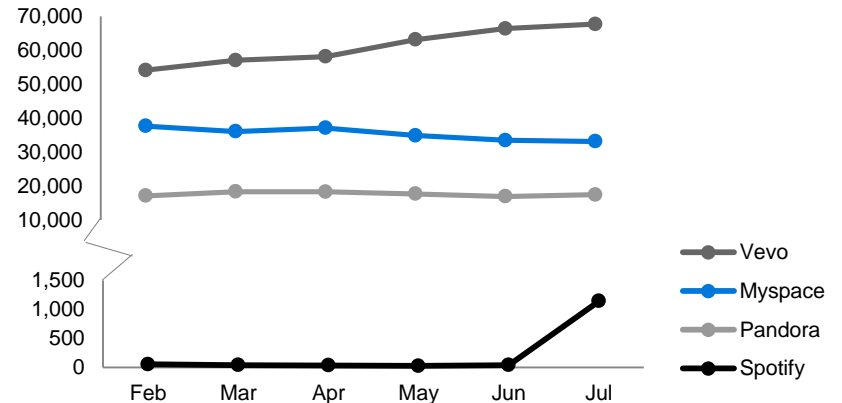
**Social Media Sites Reach – U.S.**  
unique visitors (000)



**Music Sites Reach – Worldwide**  
unique visitors (000)



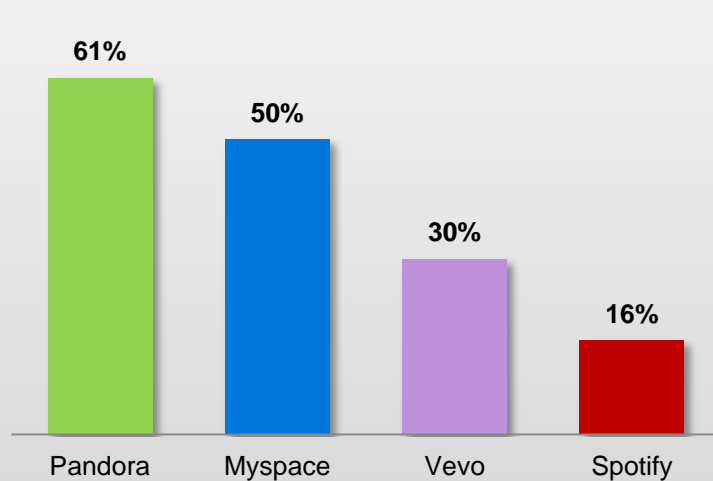
**Music Sites Reach – U.S.**  
unique visitors (000)



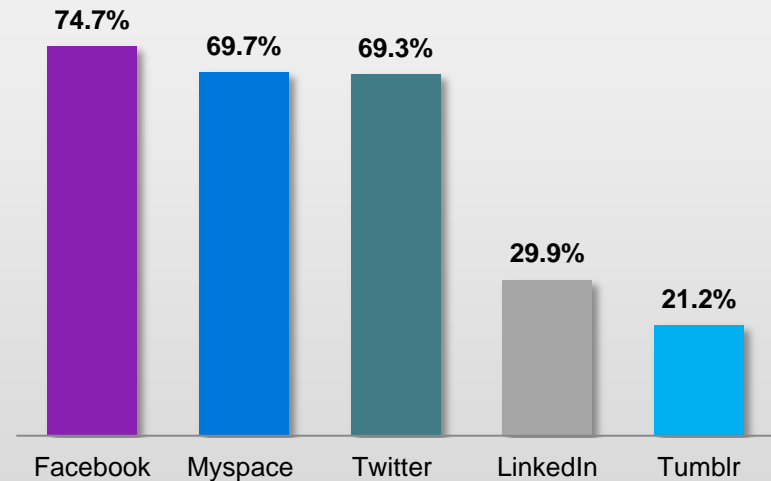
# Myspace Brand Equity

Survey findings reveal significant awareness of Myspace as both as a social network and music site.

## Myspace Brand Awareness Across Categories



*Q: Have you heard of the following music sites?*



*Q: Have you heard of the following social networking sites?*

# Myspace Hidden Assets

## *No single player possesses all the capabilities that Myspace offers*

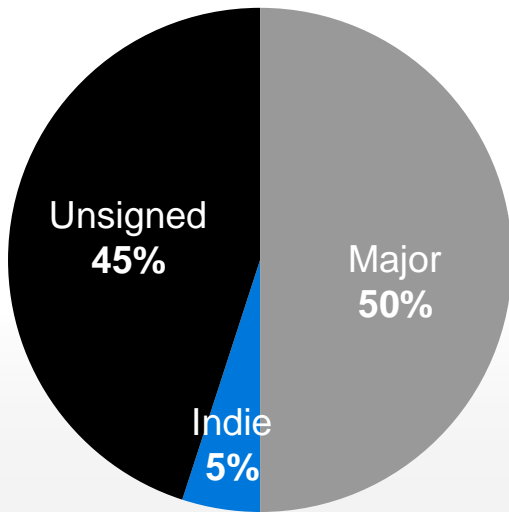
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- ✓ The Hulu of Music: Unique content rights with Big Four labels and 20K independent labels allows for ad-supported music video and audio streaming
- ✓ Owned and operated property engaging 70M+ global consumers online each month
- ✓ Database of 325M+ active email addresses
- ✓ User registration data enables targeted content and advertising based on consumer interests
- ✓ Ranked second-most-popular music site, well ahead of Vevo and Spotify

# Largest Audio And Video Catalog In The World

## Myspace Song Volume

The only platform with extensive video and audio licensing agreements with all of the Big Four labels as well as 20K independent music labels allows for ad-supported streaming.



**Major Labels**  
5M+ songs



warner | music | group



UNIVERSAL MUSIC GROUP



**Indie Labels**  
7M songs



**Unsigned Bands**  
30M+ songs



# SM & Myspace: Collectively Stronger

Together,  
the combined  
company stands  
apart in the space  
with a creative  
vision backed by  
far-reaching  
capabilities.

## Audiences

- Broadly appealing music platform attracts an engaged audience base back to the iconic Myspace brand.
- Integrated cross-media platform enables seamless connectivity to 170M U.S. consumers each month, creating anywhere, anytime audience immersion.

## Experiences

- Joint venture with the Big Four and 20K independent labels allows Myspace to stream 42M songs for free.
- Proprietary video player facilitates quality content-driven experiences.
- Social networking infrastructure allows for 360-degree music experiences centered on consumer-artist alignment.

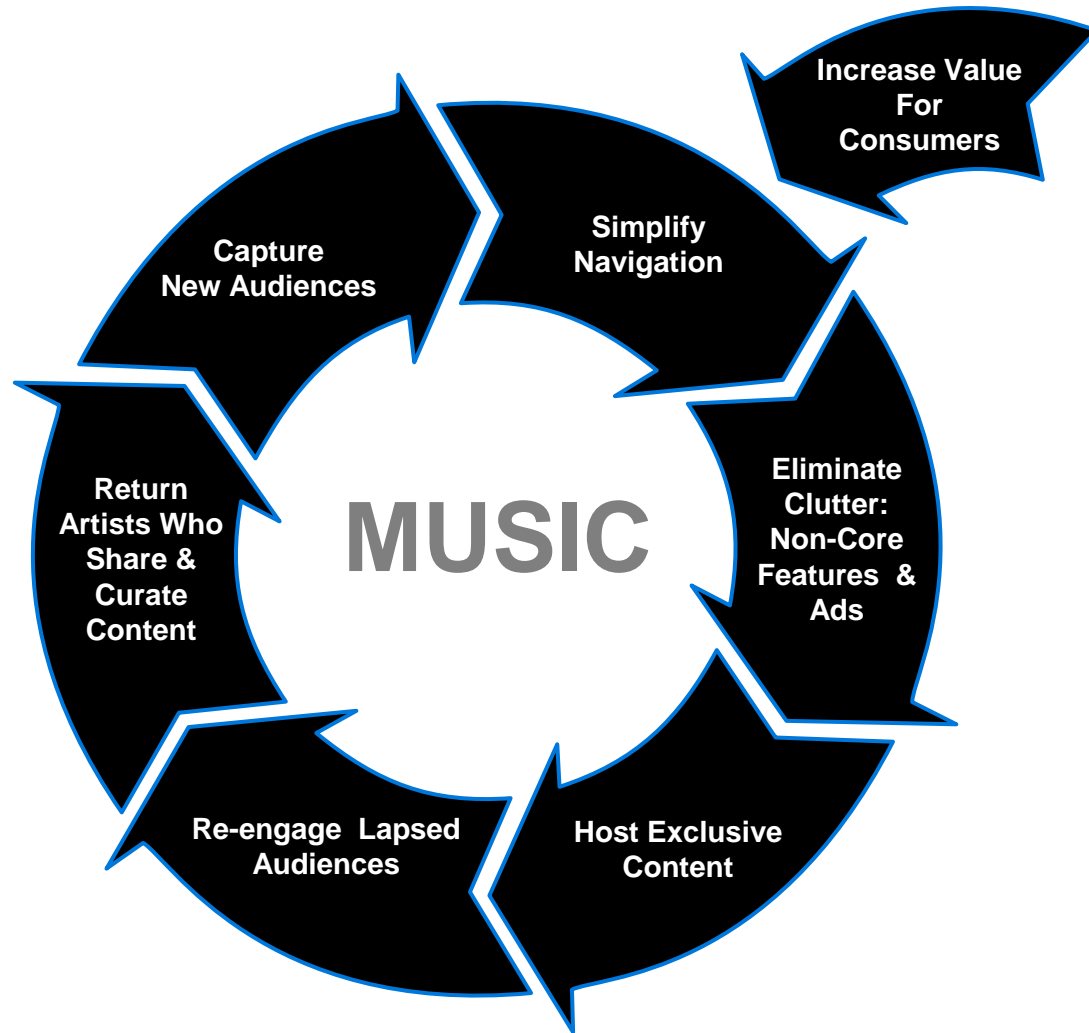
## Brands

- Addressable advertising technologies power brand impact through ad relevance.
- Vast distribution network drives scalable viewership through premium syndication.
- Owned and operated property offers flexible custom solutions to brand partners.
- Custom analytics show campaign impact on audiences, explain why and inform next steps.

# Digital Music Landscape

	Unlimited Free Streaming Music	Custom Playlist (Audio)	Custom Playlist (Video)	Real-Time Music Charts	Purchase DRM Free MP3s	Communication w/ Artists & Fans	Music Videos	Share Content (Social Media)	Offline Events	Exclusive Content	Concert Listing	Purchase Merchandise	Widget	Mobile App	Radio
 <b>myspace</b>	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	
 <b>VEVO</b>			✓	✓			✓	✓	✓	✓		✓	✓	✓	
 <b>music beta</b> by Google		✓					✓			✓				✓	
 <b>MTV MUSIC</b>						✓	✓		✓	✓				✓	
 <b>Y! MUSIC</b>				✓			✓	✓	✓	✓				✓	✓
<b>PANDORA</b>								✓		✓			✓	✓	✓
 <b>last.fm</b> <small>the social music revolution</small>	✓			✓			✓	✓		✓	✓		✓	✓	✓
 <b>Ping</b>		✓		✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	
 <b>Spotify</b>	✓	✓						✓	✓					✓	✓
<b>Facebook Music</b>						✓		✓						✓	
 <b>rdio</b>	✓	✓						✓				✓	✓	✓	✓
 <b>Grooveshark</b>	✓	✓				✓		✓					✓	✓	
 <b>MOG</b>	✓	✓						✓	✓				✓	✓	✓
 <b>SOUNDCLOUD</b>	✓	✓				✓		✓					✓	✓	
 <b>Rhapsody</b>	✓			✓			✓	✓					✓	✓	

# Product Vision



# Myspace Rebirth

<b>TARGET AUDIENCES</b>	<p><b>Fans</b> (Bullseye = Males + Females Age 21):</p> <ul style="list-style-type: none"><li>✓ Social trend setters, early adopters of new music and music entertainment looking for a new online destination</li></ul> <p><b>Artists:</b></p> <ul style="list-style-type: none"><li>✓ Established and emerging performers seeking a platform with tools and resources to entertain, sell music and merchandise, and promote tours</li></ul> <p><b>Stakeholders &amp; Experts:</b></p> <ul style="list-style-type: none"><li>✓ Music and brand advertising partners, cultural influencers</li></ul>
<b>VISION</b>	To become the #1 online community music destination
<b>MISSION</b>	To feed the energy of youth culture everywhere
<b>POSITIONING</b>	To <b>recognize</b> talent, <b>spark</b> conversation and <b>challenge</b> the youth to shape the future

# Changing Myspace Trajectory: Audience Engagement



## Top Down:

**Music access:** The most comprehensive music licensing agreements in the industry

**Mobile:** 20 million active users monthly

**Brand Strategy:** Create new brand partnership model

**Download Store:** Drive consumer re-activation via promotional pricing of music



## Bottom Up:

**eyeball Tonnage:** Owned and operated platform offers audience base with 70M+ consumers

**Site Design:** Simplify navigation, search functionality and ease of content discovery

**Content is King:** Focus on exclusive content with an emphasis on music first

**Cultural Currency:** JT ownership gives credibility to re-engage audiences

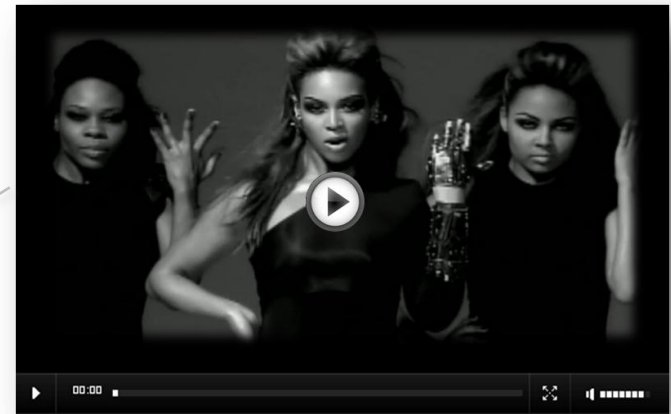
# First 100 Days Results

- ✓ Increased homepage usage and music consumption

- ✓ Video consumption doubled in last 30 days



Right Rail Social Playlist (beta)



- ✓ Discover new music
- ✓ Share music with friends
- ✓ Expand music library

# For Additional Insights Into The Myspace Story...

## CONTACT

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