



**popKOMM**

trade show  
conference  
festival

**plug in to success**

essential. effective. global.



**DC|IA**

Distributed Computing Industry Association

10<sup>th</sup> October 2008

**CLIVE GARDINER**  
VP of Digital Music

**we7**



**Great Music - FREE**



# We7 overview

www.we7.com

- Pioneering ad-funded business model
- Music is 'free' but rights owners get paid
- 1) Free Ad-Funded Streaming  
2) A La Carte MP3 Sales  
3) Free Ad-Funded Downloads
- Web to Widget delivery
- Advertising Innovation
  - a) Dynamic Targeting
  - b) Linked Audio Ads with Visuals

**GREAT MUSIC-FREE**

LISTEN to any music free  
BUY what you love

BY DIGITAL MUSIC AWARDS 08 **WINNER!!**

Featured artists

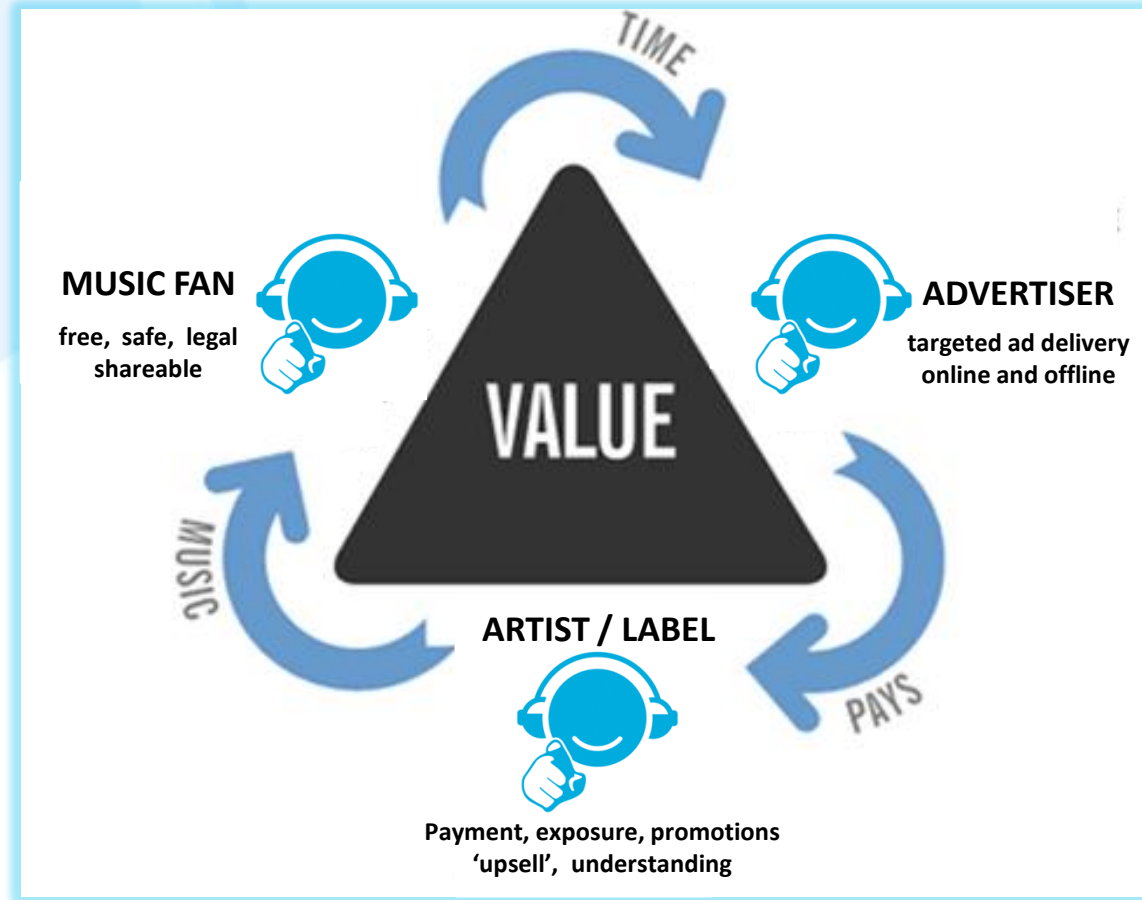
- Nickelback ★★★★★
- Ida Maria ★★★★★
- Bob Dylan ★★★★★
- CSS ★★★★★



Great Music - FREE



# We7 'value triangle'



# We7 great music !

- 3 million licensed drm-free mp3s
- One-click Album Play

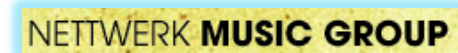
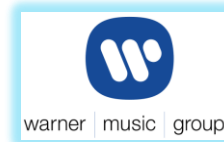
Track Name	Duration	Rating
Wait A Minute [Just A Touch]	4:21	★★★★★
No Substitute Love	3:33	★★★★★
American Boy	4:45	★★★★★
More Than Friends	4:25	★★★★★
Magnificent	3:57	★★★★★
Come Over	3:41	★★★★★
So Much Out The Way	4:05	★★★★★
In The Rain	4:08	★★★★★
Back In Love	4:01	★★★★★
You Are	3:29	★★★★★
Pretty Please [Love Me]	3:58	★★★★★
Shine	3:49	★★★★★

- Make and Share Playlists & Widgets

- Listen Online : On Demand : Anytime



Licensors include...



Great Music - FREE



# We7 website



beta **we7**

Sign in | Register

Home News Blog Magazine Review new music Charts Help

Artists Albums Tracks

Search We7

**Browse**

- Alternative
- Blues
- Classical
- Country
- Dance
- Hip hop
- Indie
- Jazz
- Pop
- R & B
- Reggae
- Rock
- Unsigned artists

Show all genres

**Intel studio**  
the stage for unsigned bands  
POWER

Fresh music from unsigned bands  
**Listen. Rate. Win tickets.**

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**Featured artists**

 Scouting For... ★★★★★	 The Subways ★★★★★	 KT Tunstall ★★★★★	 Bob Dylan ★★★★★
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Click artwork to find out more

**Latest free albums**

 One Of The B... Katy Perry	 Bottle It Up Sara Bareilles	 Wearing My R... Wiley	 Beautiful Fu... Primal Scream
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Click artwork to find out more

**We7 News**  
**Kings Of Leon are No.1 for a second week!**  
Last week Kings Of Leon scored their first UK No.1 single - and yesterday they made it two weeks in a row at the top with 'Sex On Fire'. Now the Nashville-based quartet have released their fourth album, 'Only By The Night' - listen now on We7.

**Most played Tracks**

- Number 1 Track**  
Sound The Alarm  
Thievery Corporation
- Closer  
By Kings Of Leon
- Sex On Fire  
By Kings Of Leon
- We Cry (Explicit)  
By The Script
- Use Somebody  
By Kings Of Leon

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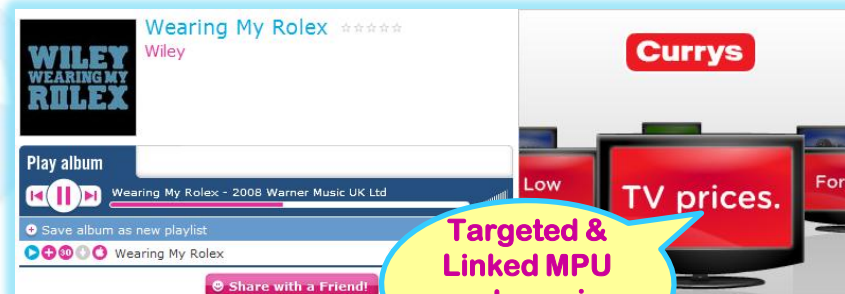
# We7 advertising



## 1) Display Advertising



## 2) Targeted Linked Audio Ads with Visuals



1. Audio ads run for about 10 seconds
2. User hears the audio ad before the track
3. User sees the linked MPU which matches audio ad
4. Linked MPU runs for duration of track



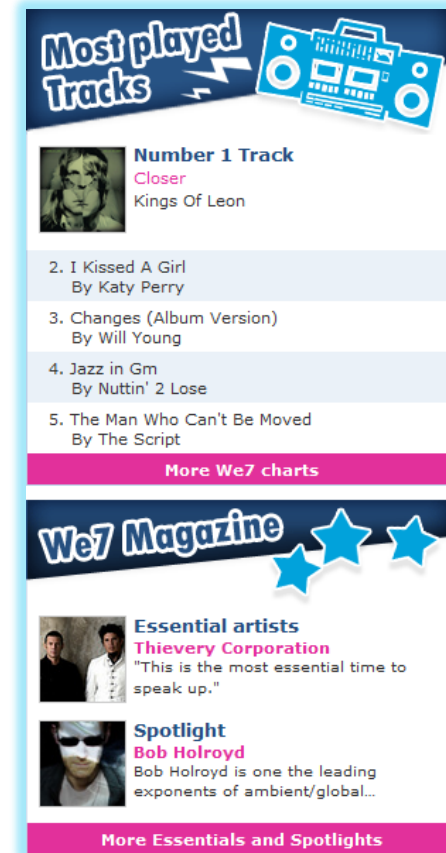
**NB** Ads are targeted according to the user not the artist  
Two users downloading the same track may receive different ads


Great Music - FREE



# We7 *beta insights*

- **Users accept audio ads preceding tracks**
  - served millions of downloads & streams with ads
  - high click-thru rates from linked A+V campaigns
- **On-demand streaming very popular**
  - traffic increased 800% since streaming launched
  - free streams outnumber free downloads 6:1
  - average logged in dwell time 19 minutes
- **Long-tail applies**
  - 80% of licensed catalogue downloaded or streamed
  - Top 50 streamed tracks only 10% of total streams
  - Lots of music being played a few times by lots of people
- **All age groups want free legal music**
  - 70% of UK registered users over 24
  - 50% of registered users ABC1



**Most played Tracks** 

**Number 1 Track**  
*Closer*  
Kings Of Leon


2. I Kissed A Girl  
By Katy Perry

3. Changes (Album Version)  
By Will Young

4. Jazz in Gm  
By Nuttin' 2 Lose

5. The Man Who Can't Be Moved  
By The Script

[More We7 charts](#)

**We7 Magazine** 

**Essential artists**  
*Thievery Corporation*  
"This is the most essential time to speak up."

**Spotlight**  
*Bob Holroyd*  
Bob Holroyd is one the leading exponents of ambient/global...

[More Essentials and Spotlights](#)

# We7 keys to success

1. Targeting
2. Customer Relationships



“What people forget about is that ad-funded isn't meant to be replacing the iTunes download - it's meant to be as well as.”




**we7.com** **Music Update**


**Hi Southall!**  
You are receiving this email because you have subscribed to our newsletter, however if you don't want to receive future emails of this sort from We7.com, please [click here](#) to unsubscribe or see the bottom of this email for more information.


**Top 7 Artists**


- Kings Of Leon
- The Script
- Chris Brown
- Leona Lewis
- Pink Floyd
- Michael Jackson
- Glasvegas

Kings Of Leon continue their domination of the UK Singles Chart, making it a second week at No.1 with *Sex On Fire*. This week, they release their eagerly anticipated fourth album, *Only By The Night*. For this, and more music highlights from We7, carry on reading!


**Featured track**  
 **CHRIS BROWN**  
Kiss Kiss  
- Chris Brown featuring T Pain

**Featured album**  
 **Only By The Night**  
- Kings Of Leon


**The Spotlight**  
 Read about the life and times of Billy Henshall

**Introduction to...**  
 Click here to get to know more about classical music

**Listen for free**

 Thievery Corporation make a return with a new politically-charged album entitled *Radio Retaliation*. Their fifth studio outing is influenced by a multi-cultural mix of sounds and styles from South America, Jamaica and India. Guests on the record include sitar virtuoso Anoushka Shankar and afro beat heir Femi Kuti.

Released earlier this year, *The Verve's* first studio album in over ten years was well worth the wait. *Forth* recalls the space rock experiments of their first two albums. Comeback single *Love Is Noise*,

 **theverve**

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- ▶ Free or Paid MP3 Downloads

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To get the music you want

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Thank you...

Any questions

[clive@we7.com](mailto:clive@we7.com)



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