

# Big Apple Style Marketing

## Leveraging Your Social Network

### Who We Are

\*A social media firm that believes in “thinking outside of the box” to create measurable and uncommon results

\*We believe in leveling the playing field between independent artists or lesser known entertainment development firms by giving them the opportunity to present their content on established platforms that artists and entertainment firms with major backing typically receive.

\*We strive to bring new and emerging American talent to new heights in the international landscape by placing them on selective platforms to increase their visibility and help them break into international territories that are interested in a variety of entertainment.

\*BASM also brings quality international talent and entertainment content to the forefront of American entertainment platforms, giving international entertainers and content developers the opportunity to enter a core market.



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### What We Do

\*BASM increases an entertainer's visibility by opening new press and distribution avenues on Internet, mobile and television platforms.

\*We provide a dual system that helps our clients to monetize their content while simultaneously generating a wider audience base on an international level through mobile, Internet and television content placements.

\*We create new press opportunities for our clients through partnerships with media outlets (i.e. magazines, blogs, radio stations, etc.) within the United States and also overseas.



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### What We Do

\*BASM believes in providing measurable results. So, we always focus on partnering with firms that maintain stringent reporting guidelines and who are selective regarding the content that they accept.

\*Because our partners require quantifiable results (traffic statistics, mobile sales, etc.) and adhere to strict regulations to ensure those results, it eliminates the risk of fraudulent activity such as click-bots and/or fraudulent mobile sales.

\*We create new press opportunities for our clients through partnerships with media outlets (i.e. magazines, blogs, radio stations, etc.) within the United States and also overseas.

\*We focus on enhancing a client's status within Google search results through cross promotion and intensive press development.



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### Mobile Content Aggregation

\*BASM partners with mobile content aggregation firms that provide some of the widest audience reaches for various regions and territories around the world.

\*Our core focus is to build relationships in key technologically advanced markets that provide a strong and consistent demand for entertainment oriented content such as Asia (Japan, China, Taiwan, Indonesia, and Korea) and the Indian sub-continent.

\*Our partners provide us with detailed reports regarding subscriber contact information and demographic details - which we provide to our clients so they can increase their fan base. These reports are generated on a consistent basis.

\*We work to create additional income streams for our clients through the sale of their original creative content on our partners' platforms. These income streams are distributed according to predetermined rev-share models.

\*Please see Appendix A for a visualization map outlining international distribution opportunities.

\*Please see Appendix B for a subscribership table organized by territory.



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### Additional Services

\*Social Media Development: The creation and maintenance of online social pages on networks such as Facebook, Myspace, Twitter, etc. Based on your targeted demographic, we will work to create the optimal online social presence for you.

\*Press Development: BASM partners with national and international online magazines, bloggers and Internet & terrestrial radio stations to create a well rounded presence for our clients.

\*Content Monetization: In addition to mobile content sales, BASM creates more revenue opportunities through targeted advertising monetization.

\*Google Ranking: Through cross referenced content and targeted press placement, BASM helps their clients dominate the first main pages of Google search results.

\*Fan Base Management: BASM assists clients with fan base management, with an emphasis on mobile outreach.



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### BASM 2010 Projections

\*In 2010, BASM plans to broker partnerships with leading music and content licensing agencies for content placement in movies and network television.

\*BASM has signed on as a the marketing liaison for Japan Music Week 2010, an international music conference that brings the best talent and business savvy minds in the music industry together in Tokyo from the international and Japanese entertainment markets. This alliance will allow BASM to create consistent visibility for qualified and talented acts from various genres around the world.

\*BASM will continue to increase our market reach via terrestrial broadcast stations in the Asian market including China, Korea, and Thailand.

\*BASM continues to partner with record labels and artist management firms. In addition to promoting their content through our mobile partnerships, BASM will also channel artists to these firms for review and possible inclusion in their rosters.



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## Appendix A

### BASM Digital Distribution Map



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## Appendix B

### BASM Digital Subscriberhip Reach

Territory	Market Reach
Worldwide Internet Market Reach	255.5 Million Hits per month
US In-Store Television Network Reach	12 million consumers per month
European Mobile Subscriberhip	320 Million Registered Subscribers
Asian Mobile Subscriberhip	500 Million Registered Subscribers
Indian Sub-Continent Mobile Subscriberhip	300 Million Registered Subscribers
North American Mobile Subscriberhip	301 Million Registered Subscribers
South American Mobile Subscriberhip	55 Million Registered Subscribers
Middle East Region Mobile Subscriberhip	40 Million Registered Subscribers
African Mobile Subscriberhip	20 Million Registered Subscribers
Australia/New Zealand Mobile Subscriberhip	20 Million Registered Subscribers



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