



INTRODUCING GIMME TV

Serving The Underserved

What is Gimme TV?

- Gimme Radio's two 24/7 video channels on the Gimme Metal and Gimme Country mobile apps
- Gimme TV combines the power of MTV-like linear broadcasting with live streaming. Gimme TV will feature:
 - Music Videos
 - Short form artist created content
 - Long form music documentaries and lifestyle movies (e.g., horror movie "watch parties" on Gimme Metal TV)
 - Live streaming music performances
 - Live streaming artist lifestyles/storyteller pieces

Gimme TV's Unique Approach To Live Streaming

- Today we see two types of live streaming - on one end of the spectrum you have the high production value live streams for the bigger artists with larger budgets and resources, and on the other end of the spectrum as an example you have the Facebook/YouTube/Instagram live streams of the artists on their couch with an acoustic guitar. Gimme believes there is a huge opportunity to deliver live experiences that exist between these two ends of the spectrum. Though Gimme TV can accept and transmit high production value live streams, Gimme TV will also give artists and fans the unique ability to create their own live video content, with broadcast quality production value and best quality audio, by using their personal iPhones.
 - Gimme TV has partnered with Otter Network to allow artists and fans to easily create their own live streaming events using up to three iPhones via the Otter Channels platform. Gimme TV can direct this video shoot from remote locations in real time.
 - Broadcast quality 720p video, 30 frames/second, 128 kbps audio.
 - Other live streaming content may include full-length live performances, hosted video programming (ala early MTV VJ's), "behind the scenes" and artist lifestyle pieces, artists in the recording studio segments and much more
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- Transmission to social networks (e.g., YouTube Live, FaceBook Live, Twitch, etc.) and third-party websites can happen simultaneously as the content is transmitted to Gimme TV

Gimme TV's Unique Approach To Pre-Recorded Video

- Gimme TV will be able to schedule blocks of pre-recorded and live programming, much like *MTV*, using Otter Channels, a video programming and production platform, in partnership with Otter Network.
 - The Otter Channels platform allows users to curate, program, schedule, and produce television content.
 - Gimme TV will feature long form and short form video content
 - Unlike Apple Music TV, Gimme TV will include full length movies and documentaries
 - Gimme TV's approach to pre-recorded content will cater to underserved fans of specific genres (Americana, Country and Meta for now) and will not be Top 40-based

How Do You Access Gimme TV?

- Both of Gimme Radio's communities (Gimme Metal and Gimme Country) will each have a Gimme TV channel.
- Gimme TV is accessible via the Android and iOS apps for Gimme Country and Gimme Metal and can be cast to an IP connected TV using Airplay and Chromecast

What is the price for Gimme TV?

- Gimme TV will be free for the first 30 days. Following the free trial, Gimme TV will be part of Gimme Radio's subscription of \$4.99. per month, which gives access to:
 - All past radio shows on demand and for offline playback
 - Membership perks, such as a personalized patch, t-shirt, 15% off in the Gimme Store, and a digital badge that appears next to your name in the live feed
- Gimme TV will also support one-off live "pay per view" events (e.g. ticketed live streams)
- Gimme will also be able to support sponsored events that are free to subscribers and non-subscribers alike

How does Gimme TV support Gimme's overall mission of Building Communities For Music Fans?

- Gimme TV will be a source of true music discovery that is unavailable on any other music service.

- Music videos and other video content hand-picked by the most well-respected artists in the genre and Gimme's team of music experts.
 - Artist hosted music video programming offers the context for music that the fans love.
 - Metal and country fans alike will be able to discover deep cuts, new up and coming artists and songs from years past that may have been overlooked.
- Gimme TV will support all of Gimme Radio's community features, including:
 - Live chats between fans and hosts (a very popular feature with over 30% of Gimme Radio listeners participating)
 - Artist and tastemaker hosted programming
 - Virtual tip jar so fans can directly support artists
 - Access to purchase of limited edition and exclusive physical music and merchandise
- Access to fan collectibles and merchandise
 - Fans can purchase physical music, limited and exclusive edition vinyl pressings and merchandise directly through the experience.
- Already, Gimme Radio has the most engaged fans
 - 40% of Gimme listeners are engaged. They do more than just listen, they chat in the live feed, share content, purchase content, like and save tracks and albums to their own profiles or their Spotify playlists
 - Gimme Radio session lengths average 14:55 on mobile (compared to three minutes for Spotify). We believe video will keep these fans engaged even longer.
 - Gimme fans have made over 3 million comments in the live feed since July of 2017.
 - Gimme already has one of the best discovery tools for music, by having respected tastemakers in each genre hand selecting music for users. This will continue with video as tastemakers will curate music videos and other video content

What else does Gimme TV offer that other live streaming platforms do not?

- For starters, Gimme is much more than a platform, it is a highly curated music experience designed for fans
- Other platforms do not offer communities of fans that love the specific genre the opportunity to interact.
- On other platforms, each event must build its own audience. Gimme Radio supplies the audience, which is especially important for the discovery of new and rising artists
- Other platforms do not have a brand specifically associated with metal or country/Americana

What can fans expect from Gimme TV in the future?

- Gimme Radio and Gimme TV will continue to expand into the other genres and build these interactive and engaging video experiences for those fans.
- As Gimme continues to build communities of fans it can increase the number of video channels, while continuing to build out community tools and features to further increase fan interaction. This includes 1:1 video chats with artists and other fans, and VIP video experiences, and much more.

**For more information about *Gimme TV*, please contact
Jim Flammia jim@alleyesmedia.com or Karen Wiessen karen@alleyesmedia.com
at All Eyes Media**