

# Further Advertising Opportunities on MySpace: Mar 2009

## LIVE! In the UK 2009



*LIVE! in the UK* is MySpace's on-site presence at the country's top summer festivals. 2008 saw us attend major music festivals including Global Gathering, Gatecrasher, the Underage Festival, Field Day and Creamfields - all fronted by the *LIVE! in the UK* Bus - a pimped out routemaster. We're doing it all again in 2009 with the *LIVE! in the UK* bus returning as a true focal point for festival goers and bands alike – playing host to exclusive sets from headline acts to a select audience. For sponsors it's a one-off environment providing deep integration with the music community on/offline, plus massive exposure to the 7.4m strong MySpace network

The *LIVE! in the UK* sponsor will benefit from

- Exclusive integration within the MySpace *LIVE! in the UK* community
- Huge media/press coverage promoting the *LIVE! in the UK* Bus and sponsor
- Sponsorship of the Summer Festival Guide
- Co-branded media promotion and traffic drivers across MySpace
- Opportunities at festivals e.g. product sampling, branding on bus, signage/flyers
- View the *LIVE! in the UK* tour at [www.myspace.com/liveintheuk](http://www.myspace.com/liveintheuk)

## Profile Themes



Users of MySpace pride themselves on creating a unique and personal identity through their MySpace profile page. Profile Themes gives these millions of users even greater power to easily transform the appearance of their profiles via the click-to-add editing tool. The new expanded gallery of themes is designed around the advertiser with a strong focus on hosting branded themes, enabling users to express their affinities and become brand evangelists amongst their community of friends.

Sponsoring the Profile Theme offers advertisers:

- Integration of up to three pre-built themes within the Profile Themes Gallery
- Display advertising unit for the sponsor on the Profile Themes Preview
- Sponsor media driving traffic to Profile Themes, encouraging brand engagement

## MySpace Radio



MySpace have created the world's first user generated radio station, complete with resident DJ (XFM's Alex Zane), weekly co-host and celebrity guests. The station showcases the latest emerging talent with the entire playlist chosen from tracks submitted by some of MySpace UK's 1.3 million bands. Similarly, users send in video auditions for a chance to be the weekly co-host of the show and, as you would expect from a user generated station, their fate is decided by the listeners.

The show currently airs weekly (Thursdays at 7pm) and can be accessed via the [MySpace Radio](#) profile, an application on the user's profile, a dedicated homepage link and downloaded as a podcast. All shows are archived for on-demand catch-up.

MySpace Radio was snapped up by Mars Planets who saw it as the perfect vehicle for their "Mix It Up" campaign, but it will be available for sponsorship from Jan 2009. Check it out [here](#) or listen to [Alex Zane](#) himself describe the show.

Exclusive sponsorship opportunities include:

- Advertiser integrated into the station name and station profile as MySpace '*Advertiser name*' Radio
- Frequent on-air branding and reference as MySpace '*Advertiser name*' Radio made possible by '*Advertiser*'
- Media placements on MySpace including, but not restricted to, editorial support, co-branded media, custom media
- Sponsor is associated with MySpace Music – the most visited music destination and home to 5m+ bands globally
- Provides the perfect platform to integrate seamlessly into the entire MySpace community
- Offline branding, including the podcast which has featured in the iTunes Top 10 Podcasts

## Freak

Freak is MySpace's new original content production- a coming of age online drama following the lives of a group of teenagers. Packaged as 8 weeks of broadcast-quality video content, users can watch episodes of around 5 mins on the MySpace Freak profile or browse the character profiles to view additional content such as texts, pictures, videos, emails, IM, blogs, V-Blogs, twitter feeds etc. The users themselves can interact with the characters, give them music/fashion/love advice and ultimately influence the characters' decisions which will be played out in the series. Supporting all of this is a stand-alone website [www.thisisfreak.com](http://www.thisisfreak.com)

Currently three sponsorship opportunities are available:

- Headline sponsor – storyline integration, product placement, exclusive content as well as “*brought to you by...*”, customisable/co-branded media, in video ads
- Major storyline integration – “*in association with...*”, competitions, character sponsorship, apps/wallpapers etc
- Minor storyline integration – “*in association with...*”, competitions, character sponsorship, apps/wallpapers etc
- Advertisers benefit from a bespoke sponsor evaluation system to calculate effect of brand placement/ integration

## MySpace Music



MySpace has joined forces with music giants Warner Music Group, Universal, Sony BMG and EMI to create [MySpace Music](http://www.myspace.com/music) - the world's richest music experience. MySpace has over 5m artists/bands worldwide connecting with 120m consumers who play over 6 billion tracks per month, making it the planet's most visited music destination. But it's not just about streaming music. MySpace Music offers purchasable mp3 downloads, ringtones, gig tickets, merchandise and much more. This prompted David Sinclair of *Word* to state “for the global community of musicians and music fans, it's (MySpace Music) turning into a music version of Google.”

The new MySpace Music is a truly 360° experience, encouraging users to: Discover, Create, Share and Purchase. For brands it offers deep integration within the web's ultimate music experience. Check it out at [www.myspace.com/music](http://www.myspace.com/music)

Advertisers can sponsor any of the following:

- MyMusic homepage – the core of the music experience where users create and manage their music/playlists
- User Playlists – of up to 100 tracks. They can be posted on the users' profile or sent to friends
- Featured Playlists – unique opportunity to associate your brand with a celebrity playlist and their influences
- Pop-out Music Players - enabling your brand to remain on their desktop even when they leave MySpace
- Music Video – ticker or pre-roll, even away from MySpace Music on videos embedded into the users' profile
- Platinum Package – own the whole experience (MyMusic homepage, Playlists, Featured Playlists, Pop-out Player)

## Secret Shows



[Secret Shows](http://www.myspace.com/secretshowsUK) are free gigs exclusively for MySpace users featuring some of the UK's biggest bands in the smallest venues. The 450,000 friends of the Secret Show profile are alerted about upcoming gigs 24-48 hours before the show with tickets allocated on a first-come first-served basis. Primal Scream performed at the first UK Secret Show on 31<sup>st</sup> August 2006. Since then we have hosted shows across the UK for the likes of The Gossip, CSS, Faithless, Babyshambles, The Magic Numbers and Soulwax - attracting around 4,000 new friends of the profile with each gig. The events encourage debut or other exclusive material and are frequently filmed for TV.

Secret Show sponsorship includes, but is not limited to:

- Ownership of Secret Shows Community plus specific Sponsor Content Area
- Branded and co-branded event/content promotion on MySpace/MySpace Music
- Branding on content/photos from shows on Secret Shows community
- Branding on offline collateral (wrist-bands, posters, gig T-shirts, bespoke items)
- Check out the Secret Shows community at [www.myspace.com/secretshowsUK](http://www.myspace.com/secretshowsUK)

## MySpace Pix



Now live, [MySpace Pix](http://www.myspace.com/pix) is a dynamic gallery of pics from events such as clubs, parties, social events and special one-off's, taken right across the country. An elite team of MySpace photographers snap willing revellers on their nights out and hand them a [www.myspace.com/pix](http://www.myspace.com/pix) card where they can view their image and other photos from the night. MySpace Pix also holds weekly competitions to find the best photo of the week and also allow users to submit their own snaps. Visit the site at

MySpace Pix is available for sponsorship:

- Advertisers enjoy solus branding via clear MPU position
- The sponsor is acknowledged in the form of a "brought to you by..." strap
- Brands benefit from customisable and co-branded MySpace Pix traffic drivers

## Scene Junkie



MySpace has created the ultimate online destination for those who can't get enough of their celebrity fix. Called Scene Junkie ([www.myspace.com/SceneJunkie](http://www.myspace.com/SceneJunkie)) it pulls together all that is celeb related - from video interviews of celebs, to a live gossip stream from The Sun's Bizarre team. Scene Junkie has a directory of 150+ celebs and in addition to in-depth personality profiles and a live photo stream courtesy of Sky Showbiz it enjoys an aggregated celebrity blog - making Scene Junkie the only place you need to go for the latest gossip!

Brands wanting to associate themselves with the celebrity scene can benefit from:

- Prominent branding flanking entire Scene Junkie content via gutter placements
- Solus ad placement on Scene Junkie leveraging the high profile MPU position
- Product integration and official "in association with..." sponsor
- Branded pre-roll videos

## The Hook Up



The [Hook Up](http://www.myspace.com/thehookup) is the place for all that's hot in UK urban culture. Launched to recognise that urban culture is no longer niche but has a massive influence on all aspects of mainstream culture the Hook Up covers music, fashion, sport and dance. It attracts a young media/fashion savvy crowd which includes big name and aspiring artists. Check it out at [www.myspace.com/thehookup](http://www.myspace.com/thehookup) or view the sizzle reel [here...](#)

The Hook Up is available for sponsorship with the following key advertiser benefits:

- Loyal, audience of early adopters with unprecedented brand affinity
- Rich content e.g. artist/DJ spotlight, Hook Up TV (6 channels of music/interviews)
- Traffic drivers, branded gutters
- Mixtape, contests, forums, events and sponsorship of The Release Show

## The Impact Awards



The [Impact Channel](http://www.myspace.com/impactUK) is a platform dedicated to celebrating the growing trend of 'social niceworking' whereby MySpace users leverage the social network to actively make the world a better place. Social responsibility is very important among our users, influencing purchasing decisions and brand perception. These activities have prompted the Impact Awards to acknowledge exemplary work by MySpace users in the following fields: Poverty Relief, Environmentalism, Animal rights, Health and well-being, International development and Human rights.

Sponsorship of the Impact Awards offers:

- Reach of engaged audience via exclusive Impact Community/Award integration
- Co-branded media promotion and traffic drivers across MySpace
- Option to choose social cause category best aligned to sponsor's objectives
- Association with marketing and PR activity
- View the Impact channel at [www.myspace.com/impactUK](http://www.myspace.com/impactUK)