Music Metadata Experience:
Social Media

Social media sites like Facebook and Twitter make it possible for artists to develop powerful, direct relationships with fans around the world — something that wasn't previously possible with traditional media. Our music metadata *Experience* package allows you to benefit from this connection between artists and their fans with the ability to more easily incorporate popular social media features into your products and services. Social media content gives consumers new opportunities to engage with your music offering and enjoy deeper relationships with their favorite artists and fellow fans.

Artist popularity is extremely high across the major social networks.

- **7 of the 10 most followed accounts on Twitter are musical artists.**
  (Source: Twitter Counter, October 2013)
- **12 of the top 25 most-liked Facebook pages belong to artists.**
  (Source: Inside Facebook, October 2013)

FEATURES

Twitter Handles

Encourage repeat visits from consumers and build fan loyalty by integrating live Twitter content within artist profiles. More easily map this content to artist's profiles using the Twitter-verified account handles* available with our music metadata.

Facebook Page Links

Include links to official Facebook pages** alongside artist profiles, giving fans easy access to more information and a direct line of communication to their favorite musicians.

Standard ID Structure

With social media links and content powered by our standardized music metadata and IDs, you can more easily map artists and their music to Facebook pages and Twitter activity.

Deeper Interaction

Offer fans a central location where they can chat, share favorites and comment about music with friends across social media channels.

* Available for accounts based in the U.S. only.
** Only English-language pages are currently supported.

FEATURES

Potential Revenue Opportunities

Expanded artist information can encourage fans to linger on your service for longer periods of time and visit more frequently.

Product Differentiation

Gain an edge in a highly competitive market by easily integrating new music discovery tools related to social media.
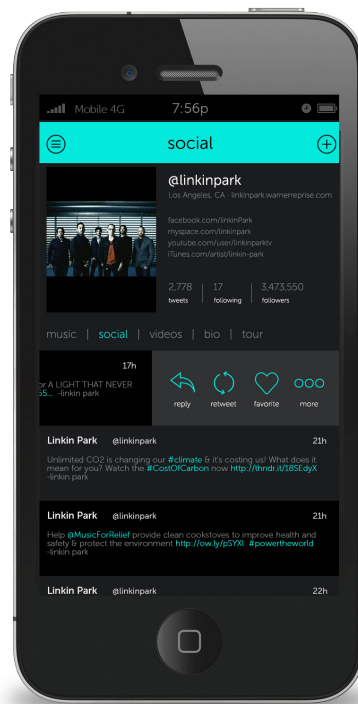
TiVo's music metadata *Experience* package can enhance apps, websites and other products and services with links to artists' Twitter handles and official Facebook pages.

BENEFITS BY AUDIENCE

Online Retailers and Portals, Service Providers, Device Manufacturers and Application Developers:

- Offer more complete artists' profiles by more easily including artist Twitter-verified account handles and artist official Facebook page links.

- Add timeliness and relevance by curating social media content of interest to consumers.

- Drive revenue and build loyalty with richer artist profiles that encourage longer time spent with your service and frequent usage.

Consumers:

- Enjoy the convenience of a central source of information for favorite artists, including Twitter handles and Facebook page links.

- Be part of a community discussion or debate by following, replying to and retweeting, especially via the second screen.

- Stay informed and develop deeper relationships with favorite artists and their music.