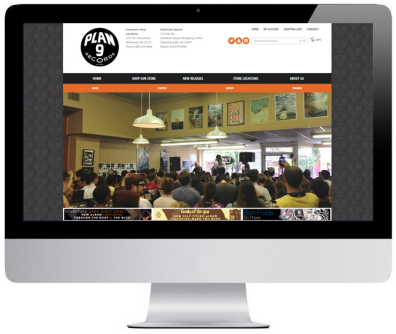


MARKETING SOLUTIONS

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BROADTIME
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In Store and On The Go, We have you Covered



Tuneportals Websites



Broadtime Preview Machine [BPM]



BPM Mobile APP

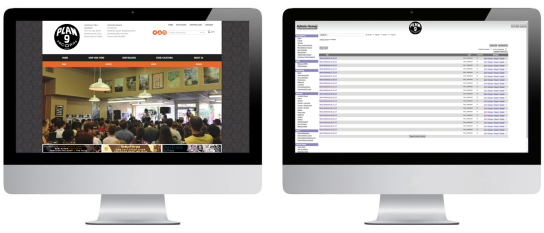
Broadtime provides solutions for retailers to utilize technology to better market and sell media both in their stores and on the internet. Our leading content management platform for managing and marketing media is called Tuneportals. Broadtime enables stores to maximize their potential with e-commerce websites, our targeted storewide marketing listening stations and our store-branded mobile apps.

Broadtime is proud to work with independent record stores around the country and International Record Store Day. We design our products from the ground up to let the stores marketing efforts and personality shine through. We use a modular approach to in-store and on line retailing to constantly add on new features and new technology, easily allowing stores to build on their technology investment. Stores leverage our platform and weekly production to manage their marketing efforts while reducing the labor required which ultimately results in increased sales.

Tuneportals - Web & Email

Broadtime has used our numerous years of experience in the retail software industry to provide one of the best website programs there is for independent stores. The market-leading Tuneportals is your gateway to a fast content-driven e-commerce website that is capable of providing the customer with an enjoyable website experience that matches the essence of your retail environment whilst also being highly competitive with larger online sites.

- Provides **E-commerce for All Digital and Physical Products** in print
- Provides **Optional Fulfillment through AEC** to drop ship direct to customer
- **Updated Weekly** with all current content, **Editable by you, the record store**
- Provides many **Marketing Features** (including email marketing) for your brand to help **Drive Sales** and customers to your store.



Plus Many More Features.

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Tuneportals - Web & Email

Your website is a huge reflection of your store itself, research has shown that the customer's first point of contact with a retail store will often come through their website. Therefore it is key that the website reflects the vibe of the store and immediately shows the customer the full scope of what their local store can offer them.

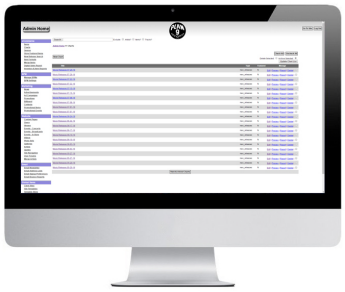
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AVAILABLE TUNEPORTALS FEATURES

FEATURES

- Weekly Setup of Preorders and Featured Titles
- E-commerce Web hosting, DNS hosting
- Merchant Credit Card Processing
- AEC Fulfillment for Drop Shipping as Store
- Cover art, metadata and song samples
- Digital Downloads for Sale
- Customizable Design
- CONTROL PANEL based easy to use interface for site maintenance
- ADVERTISING Manager with HTML/scripting ads supported
- Email Newsletter Service
- Powerful CUSTOM PAGE generation with HTML support
- PHOTO BLOGGING for using "sets" of photos throughout
- Local and Unique Custom Item Listings/Creation (i.e. Merch)
- Shopping Cart integration with Payment Processing Platform
- Dedicated pages for TOS, Privacy, Returns
- Featured Titles
- SOCIAL MEDIA INTEGRATION
- NEW RELEASES as a Hyperlinked Published list each week
- GENRE FEATURES - auto-populated and customizable
- CONTESTS with graphics and user entry/capture
- NEWS/BLOG Tools for with Weekly News posting from Broadtime
- UPC-based Chart/LIST BUILDER for Top Sellers, New Releases etc.
- Localized CONCERTS Calendar with hyperlinked Artists,
- VENUE manager with contact info, directions and logos, ticketing links
- PROMOS - Value Adds provided by Broadtime from RSD and customizable
- NAVIGATION - Sidebar plus Top NAV for extensive customization
- POS/Inventory Integration support (customer dependent)
- Support for USED INVENTORY
- EXTENSIVE CUSTOM TEMPLATE DESIGN
- Preferred PRICING on BPM STATIONS & APPS





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Indie Preorder Platform

“Hey man, when does that new record hit?”

“How can I get the Indie Only splatter version?”

“Can I order the new album to ship to my house on street date?”

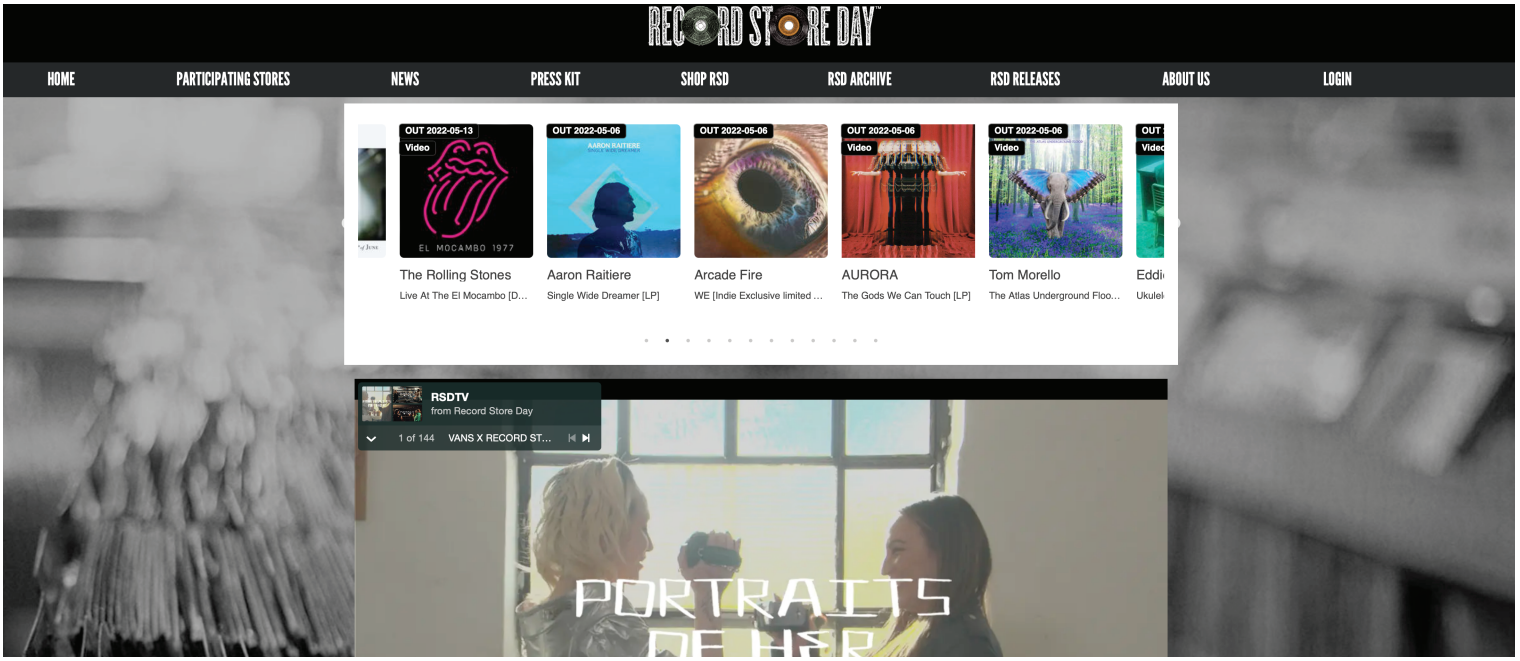
WHY PREORDERS? - Will you reserve that new record for me?

The marketing energy of new releases has been increasingly shifting backward in time from the actual release date of an album to the ANNOUNCEMENT date. With the growth of “Direct to Fan” selling by artists, various online platforms and sites, there has been a new big sales and marketing push to reach artists fans with news and a call to action during this early period. Labels & Artists often link fans to several different outlets including the artist’s website during this timeframe.

Historically, during these pre-release marketing efforts, the Indie record stores are left out of the equation and not included as a way for fans to purchase the records. One reason for the stores being excluded is there hasn’t been an easy, straightforward way to provide a path to purchase for fans that didn’t involve managing a list of many stores and having a way for the consumer to “act” on the purchase (much less have to travel to a physical location).

There has been a strong desire by Record Store Day and others in the Indie Community for there to be a platform and a way for Indie stores to have a significant role in this early marketing and have a “path to purchase” option. The desire is to have an indie platform to promote these releases in various ways and to gain support of artists and labels by informing fans of this capability.

Now there is an Indie Platform where not only can consumers order preorders from Indie Record Stores, but Record Labels and artists can now receive Indie store national promotion of their releases to coincide with their publicity.



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Indie Preorder Platform

INDIE OPTION & PREORDERS - How does this process work for the consumer? or How do all the stores and labels work with RSD?

For a while now, Recordstoreday.com and the Directory of Stores have offered labels & artists an “Indie Option” for linking to a specific release on record store day by using the UPC of the release (i.e. https://recordstoreday.com/UPC/XXXX). This geolocates the consumer and provides a list of stores that are nearby to them that carry releases from all genres. Some stores that have the online selling capability are also listed with a call to action button to purchase. This is how it works today for titles that are “OUT NOW"

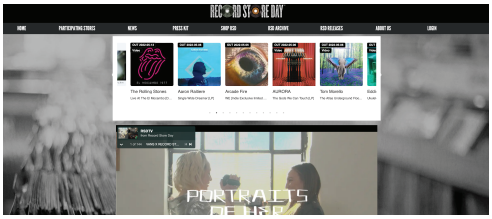
Recordstoreday.com is currently introducing this functionality for PREORDERS. The difference is that the list of participating stores is limited to the stores which can deep link to the preorder online and be able to take preorders for delivery upon street date. This means that consumers have the option to purchase the preorders right away when directed to the product by the artists and labels. It also means that stores are connected to AEC for drop ship directly to the consumer on street date (branded as the indie store). All participating stores can accept online payments and perform fulfillment from Alliance.

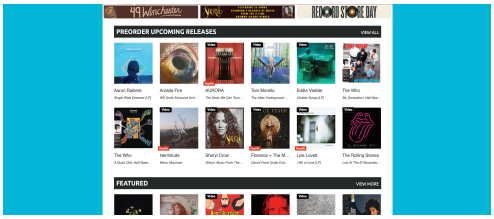
ARTIST & INDIE STORE PROMOTION - How Do People Know?

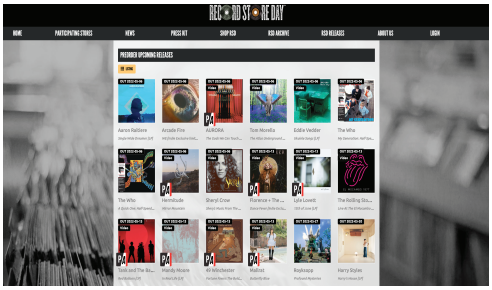
Now there are FEATURED PREORDERS on the home page of recordstoreday.com and the home page of many Indie record store day websites. When consumers visit recordstoreday.com and any of the participating indie store websites they are greeted with the focus featured preorder titles. For artists and managers to be included on this list they need to direct traffic to the Indie Option storefinder. Some example methods of doing this include, smart.url, Linkfire, and other services that list where to purchase. Additionally, artists may direct to indie stores via RSD using various social media.

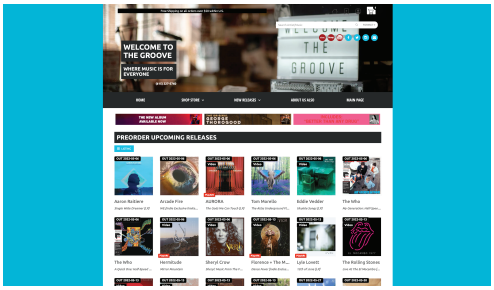
When Artists/Labels direct consumers via the RSD Indie Option links, it is important to inform RSD and Broadtime folks by emailing indieoption@recordstoreday.com. Once this has been done the title can go into the featured items on RSD and all the additional websites running the features.

Additionally, Record Store Day is communicating with stores each week and is educating more and more stores on how they may get involved with the Preorder process.









GROWTH - What’s next?

The GOAL is for more and more artist and labels to gain awareness and drive traffic for sales and preorders to the indies in addition to their own properties, thereby growing the pie for preorders. The plan is to continue to expand sales using artist special packages that will also drive fan support at indie retail and ramp up preorder marketing throughout.