

# TouchTunes

MEDIA

Media Kit

# Why Advertise On-Premise with TouchTunes?



## Social Audience

On-premise is truly social and that is a powerful characteristic in real time when consumers consider their alternatives among friends.



## Great Locations

Advertise in a brand safe and trusted environment that's the center of your consumer's social life.



## Proven Impact

Case studies prove that on-premise advertising works, delivering superlative lift in KPIs and specifically, substantial sales lift for endemic brands.



## Highly Targetable

Highly targetable by venue, venue type, daypart, day of week, music genre, by artist, by language.

# On Prem's Social Audience is a Distinctive Attribute

On-premise is truly social and that is powerful in real time when consumers consider their alternatives among friends



Social Media

Truly Social Media

Right Time, Right Place,  
Right Frame of Mind when On-Premise

- Over 60% don't know what to order first when entering a venue
- That first decision has impact on subsequent decisions
- And those decisions have the power to influence others

# The Largest DOOH Network in the Marketplace

Rank	Network	Gross Month Imp's 18+ (MM)
1	TouchTunes	683.2
2	Lightbox Common Area	677.8
3	Lightbox Food Court	233.9
4	GSTV	190.5
5	Zoom SSM	176.2
6	Zoom DS	152.5
7	Captivate	104.9
8	Cheddar	79.3
9	Atmosphere	67.4
10	Sonifi	42.7
11	Outcome Health WR	42.5
12	CNN Airport	37.5
13	Best Buy	28.9
14	Outcome Health ER	12.5

- TouchTunes is the **#1 digital place-based network** in North America
- TouchTunes is the **largest on-premise** network in North America
- Jukebox network consists of **44K+ venues:** bars, casual dining and family entertainment
- Delivers robust coverage across all **210 DMAs**
- Located in **approximately 2/3 of all independent bars in the US**, per Nielsen/CGA

# TouchTunes Media is Highly Targetable



## MUSIC GENRE

Target by artist or music genres including Rock, Country, Hip Hop, Latin and more



## VENUE TYPE

Bars/Taverns, Neighborhood Bars, Irish/British Pubs, Sports Bars, Casual Dining, LGBTQ, Pool halls, Bowling Alleys, VFW and more



## LANGUAGE

Available in English, Spanish & French

**NATIONAL | DMA | LAT/LONG | ZIP CODE | TD LINX | GEOCODIO**

**Further targeting capabilities include:** by Product Distribution, by Daypart, by Day of Week, by Most Active Venues, by Music Genre, by Venue Type, by Language setting

# The Great Diversity of TouchTunes' Venue Types Offers Exceptional Targeting Opportunities

Bars	Dining	Sports Entertainment
Associations/Veterans/Private Clubs	Casual Dining	Bowling/Billiards/Arcades
Bar/Tavern	Coffee/Tea Shop	Cruise/Yacht Clubs
Casino/Gamblin	Fast Casual	Family Entertainment
Casual Nightclub	Fine Dining	Golf/Country Club
Country Western	Quick Service	Military Recreation
Hotel/Inn/Lodging	Restaurant	Resort/Convention
Irish/British Pub		Stadium/Arena/Convention
Military Bar/Nightclub		Theme Park
Neighborhood Bar		
Premium Bar/Nightclub		
Sports Bars		

# TouchTunes Makes an Impact on a Social Audience

**100+**

Min's/visit

**3**

Avg # of People  
In Party/visit

**92%**

Interacted w/or  
looked at juke\*<sup>\*</sup>

**3**

# of People at juke  
interacting or  
looking\*\*

**50**

Min's/visit interacting  
or looking at juke\*\*

**20X**

Avg CTR on jukebox  
vs industry  
benchmark

Source: Epicenter Experience, September 2021.

\*Respondents who spent time in area of jukebox, \*\*Respondents who either played or looked at jukebox

# The Power of On Premise – TouchTunes

**On Premise is a “channel” where consumers can take immediate action.**

**Adults 25-34 are tough to reach with traditional media:**

- 45% use ad blockers\*
- 62% Skip ads when watching video online\*\*
- 55% stop paying attention when ads come on a TV show\*\*

**TouchTunes delivers young adults (A21-34) in droves\*\*\*:**

- 3.35 visits in the last week to a TouchTunes venue
- 6.33 visits over the last 4 weeks to a TouchTunes venue
- Average duration of a visit: 103 minutes
- That’s 5.75 hours per week and 10.87 hours per month

**And they do it with friends:** avg number of people in party per visit: 3.16.  
All that and On Premise produces double digit gains in key KPIs!



\*Back Link, 3/9/21. <https://backlinko.com/ad-blockers-users>

\*\*Fierce Video, 7/29/21. <https://www.fiercevideo.com/video/52-consumers-tune-out-tv-ads-says-midia-research>

\*\*\* Epicenter Experience (formerly Nielsen On Location), September 2021



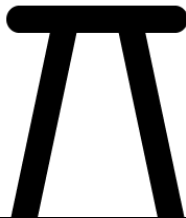
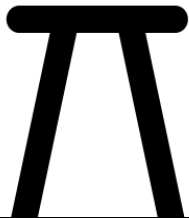
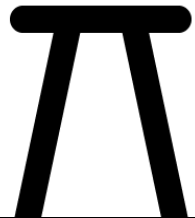
# Advertising On-Premise WORKS!

Lifts Key Branding KPIs

Brand Awareness: 19-41%

Consideration: 14-51%

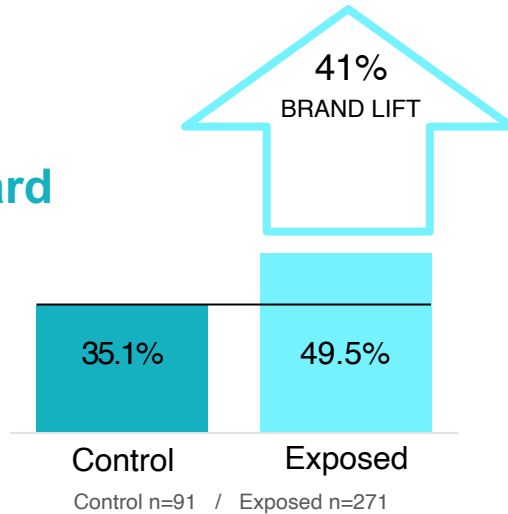
Purchase Intent: 19-81%



Sources: 6 Separate Studies: Nielsen and Mfour, 2015-2022

# This Just In: Brand Awareness – TouchTunes Campaign Performance Q2:

Have you heard of BrandX?



Measured Awareness (top KPI for this campaign) for a well-established hard seltzer brand. This campaign ran April/May '22 in TouchTunes venues on TT's digital Jukeboxes. The results were phenomenal, by any measure!

41.0%



BRAND LIFT

14.4p.p.



ABSOLUTE LIFT

98.9%



STATISTICAL SIGNIFICANCE CONFIDENCE LEVEL

98



CONTROL GROUP QUALITY SCORE (Out of 100)

● + Statistical Significance ≥ 95% ● + Statistical Significance ≥ 90% ● +, - Statistical Significance < 90% ● - Statistical Significance ≥ 95%



# TouchTunes Drives Lift in Key KPI's AND Strong Sales Results for On Prem Brands

## Objective:

TT has partnered with Nielsen/CGA to measure the impact of advertising on TouchTunes jukeboxes upon brand sales

## When:

With 3 different well-established brands:

4<sup>th</sup> Q '17: Liquor brand

4<sup>th</sup> Q '18: Imported Beer

3<sup>rd</sup> Q '21: Imported Beer

Results: TouchTunes consistently drove significant sales lift during campaigns in venues that received juke advertising versus control venues that did not receive juke advertising:

## Test vs Control Sales Velocity

4<sup>th</sup> Q 2017: **+20%**

4<sup>th</sup> Q 2018: **+17%**

3<sup>rd</sup> Q '21: **+26%**



# TouchTunes MEDIA

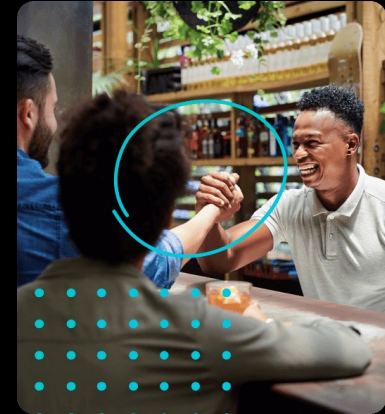
A Strong On-Premise Ecosystem Enables Marketers to Surround Consumers with TouchTunes



**44K+**  
Digital Screens  
Across Every DMA



**1.8 million**  
Monthly Avg Unique  
Users on TT Mobile App



**180k+**  
In-Venue Bar Staff  
in Loyalty Program

# TouchTunes Jukebox Interface - Attract Mode

## Attract Mode Runs Throughout Operating Hours

- Safe Content Environment: TT uses music content only with no news or political opinion
- Protected environment: a closed environment with no bots or ad fraud
- 100% viewability –full screen content– nothing pops up over advertising and there’s no scrolling
- Video or static :06 through :30--no audio
- Ads are placed in isolated, solo pods so no ad “well” and no conflicts
- Efficiently priced reaching 21.3 million consumers per month at an average frequency of 3.6, with an audience composition of 99% Adults 21+\*

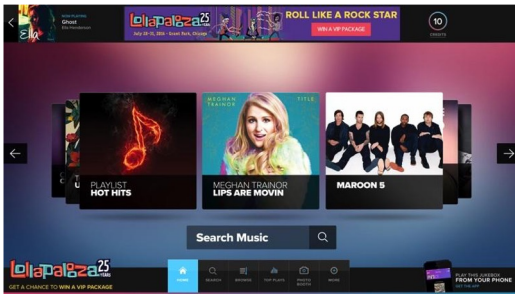


\* Epicenter Experience (formerly Nielsen On Location), February 2022

# TouchTunes – Music Search Ads

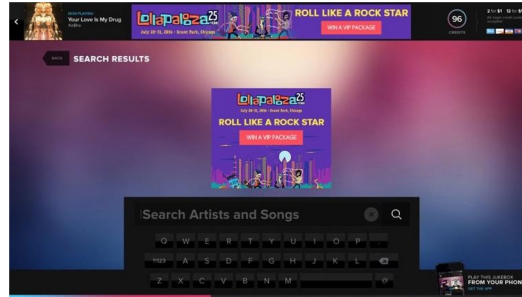
20X  
CTR\*

IAB display banners are triggered once a consumer touches the screen to search for music & are served through the entire search experience. Clickable to a custom branded experience such as a survey, game, trivia, sweepstakes, QR codes and more! Consumers are incentivized to click for the chance to win free music credits.



## HOMEPAGE

Consumers are greeted with a leaderboard banner displayed on the homepage of the music search experience.



## SEARCH MODE

An additional display banner is searched when a user searches for an artist or song.



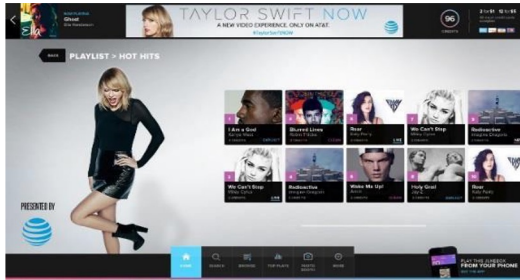
## END OF SESSION

Served at the end of a consumer's play session, putting your brand front and center at this key touch point.

\*vs. industry average for display ads



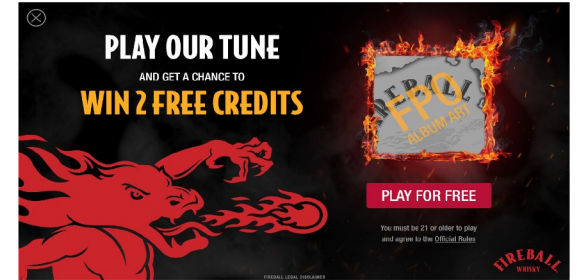
# Interactive Custom Experiences Draw Users into Your Brand



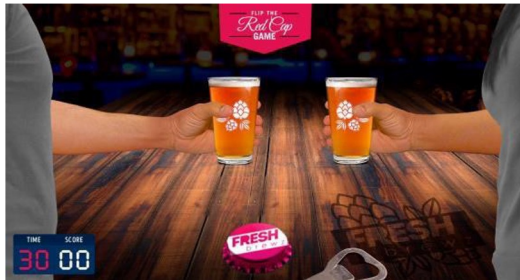
Sponsored Playlist



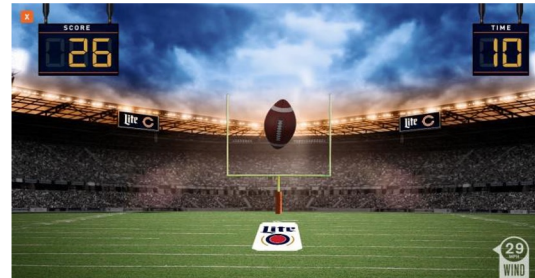
Game + Data Capture



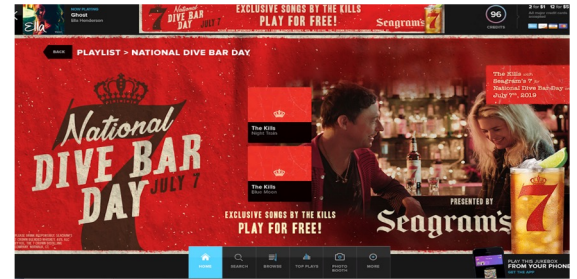
Custom Branded Music Giveaway



Sponsored Bar Games



Leveraging Sports Sponsorships



Custom Branded Music Giveaway

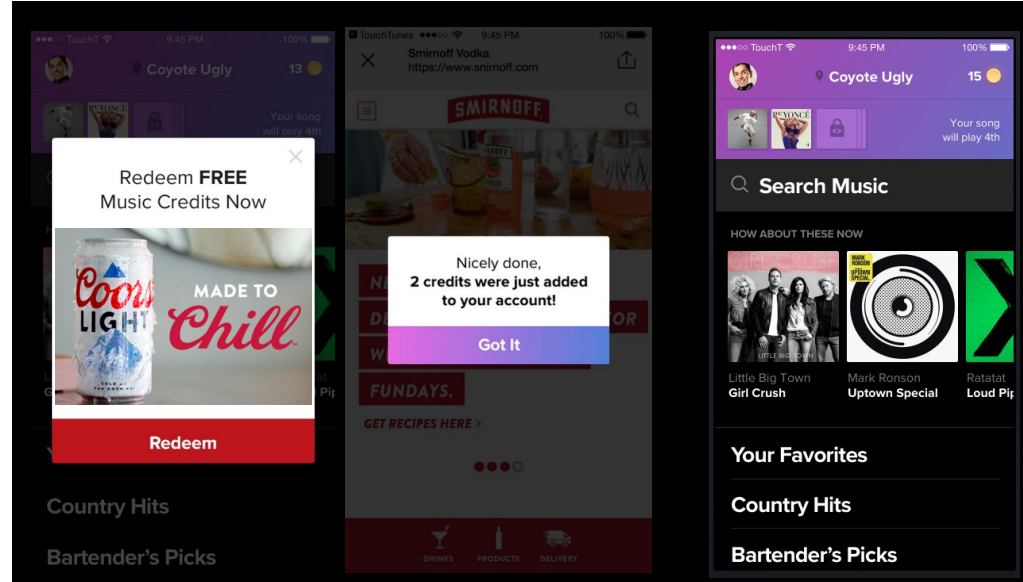
Go to [touchtunes.com/advertisingcampaigns](https://touchtunes.com/advertisingcampaigns) for more examples

# TouchTunes Mobile App: Branded Interstitial Overlay

Over 1.8 MM Monthly Active Users of the TouchTunes app

Dedicated mobile ad delivered in the TouchTunes mobile app (only mobile ad unit)

Opportunity for an advertiser to deliver “Free Credits” to TouchTunes mobile app users to help get the party started



Upon Check-in  
at Venue

Redeem Free  
Music Credits

Back to Music



# Bar Rewards: the Largest Bartender Loyalty Program in US and Growing Fast



**Bartenders, wait staff, bar management and owners get great benefits by joining Bar Rewards:**

- Free jukebox credits every week
- Custom welcome messages for their patrons
- Staff Picks Playlists
- Exclusive sweepstakes and giveaways
- Special holiday and seasonal promotions
- Priority access for music requests
- And more!

**Bar Rewards Members regular communication touchpoints**



Weekly emails awarding free music credits:  
52% open rate



Bar Rewards Facebook page where members congregate: 33K active members



Special dedicated jump sites, i.e., Bartender Awards

**180K+**

Current Bar Staff

**40K+**

Venues & Growing

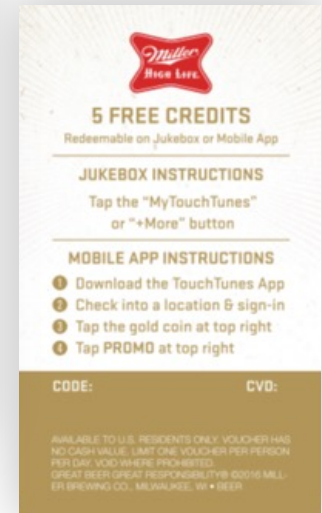
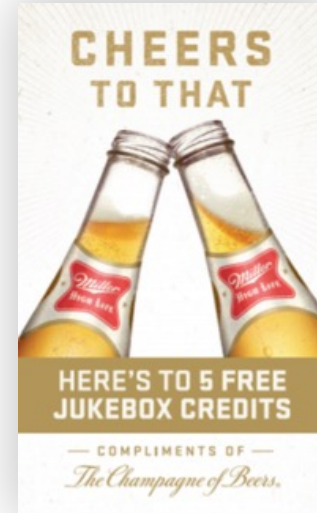
## Ad Opportunities:

Free Music Credits • Branded Sponsorships  
Social Media Messaging • Bartender Surveys

# TouchTunes Bar Rewards Branded Bar Cards

## Bar Rewards Branded Bar Cards

- Opportunity to distribute free music credits via Branded Bar Cards to bars and their staff.
- This idea was born out of the Bar Rewards program-----bartenders requested the ability to distribute free music credits to their customers.
- We recommend limiting distribution to ~25 per week to maintain the value of these cards.
- Optimal distribution is through marketing teams and/or distributors
- Cost: \$1 per card, minimum order of 10,000 cards. Must be accompanied by juke/mobile ad campaign



# Examples of Specialty Packages

## June Pride



Target locations that are engaged in the June Pride celebration, including those near parade routes

## Music Festivals



Create custom assets around specific festivals, including custom playlists, sweeps with prize tickets, countdown clocks, festival information

## Cinco de Mayo



Drive on-premise awareness and sale from May 5<sup>th</sup> through the entire weekend

And many more...

TouchTunes  
MEDIA