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.

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

Social Media vs Truly Social Media
# The Largest DOOH Network in the Marketplace

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

Source: Nielsen Place based Video Report 4th Q, 2019
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

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**

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

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!

*** 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?

Control n=91 / Exposed n=271

35.1% 49.5%

41.0%

BRAND LIFT

14.4p.p. ABSOLUTE LIFT

98.9%

STATISTICAL SIGNIFICANCE CONFIDENCE LEVEL

98 CONTROL GROUP QUALITY SCORE (Out of 100)

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!
Objection:
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:
4th Q ‘17: Liquor brand
4th Q ‘18: Imported Beer
3rd 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
4th Q 2017: +20%
4th Q 2018: +17%
3rd Q ’21: +26%
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
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

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

Go to 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
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
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 5th through the entire weekend

And many more…