

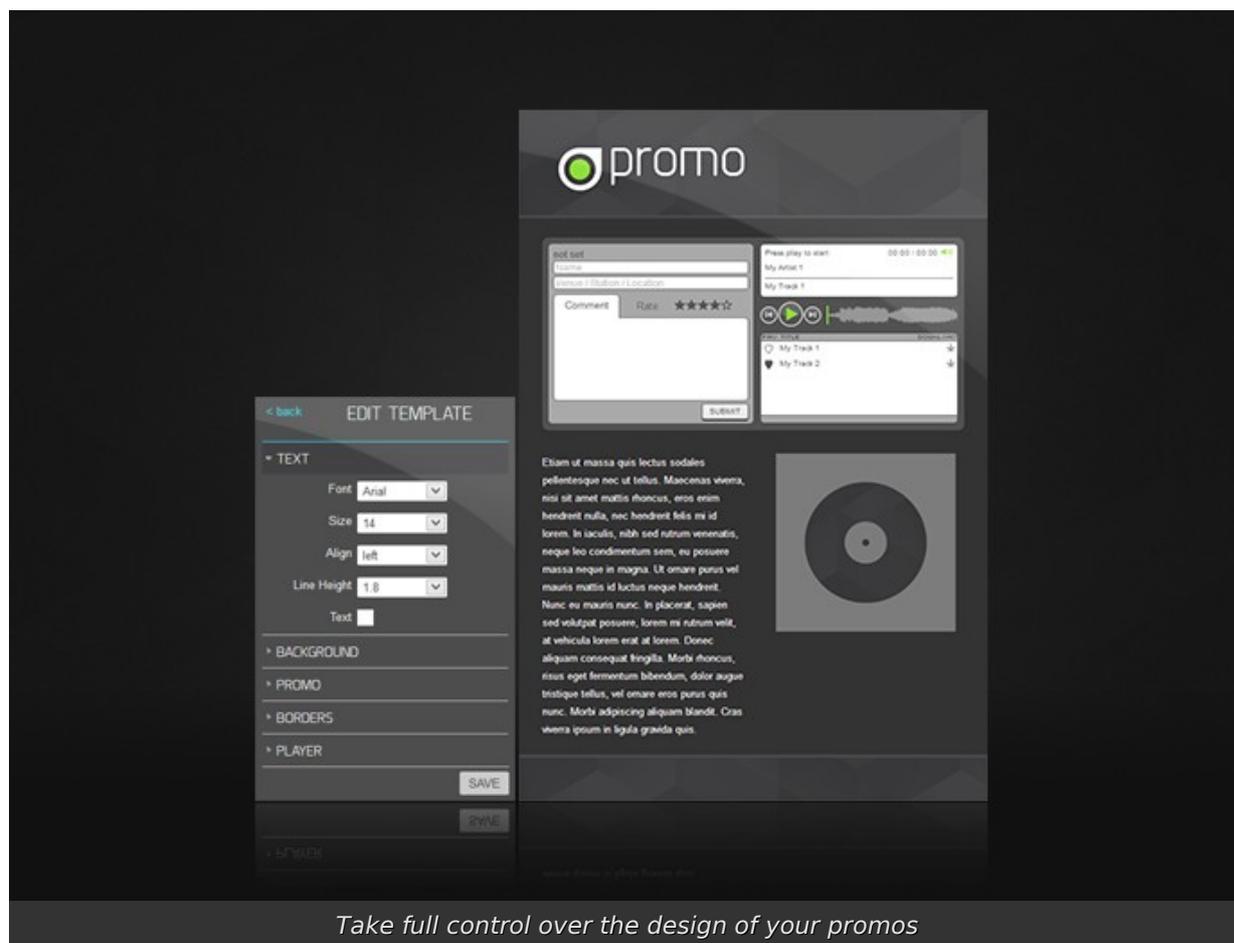
FATDROP

THE FUTURE OF PRE-RELEASE PROMO

FATdrop's mission is to help you promote your music, simply and securely. We provide industry standard tools and the best service possible for our clients. As a pioneer in its field since 2007, FATdrop continues to develop innovative ideas for music promotion.

Using your exclusive online account you can promote and protect your music, build branded promos, access compiled listener feedback and organise all of your mailing lists and reports.

BUILD BEAUTIFUL PROMOS IN MINUTES



Take full control over the design of your promos

A promo format that reviewers and DJs love

With a few quick clicks, you can generate customized, branded templates which reflect your company profile and display perfectly in all email clients and web browsers. We also support iPad, iPhone and Android devices.

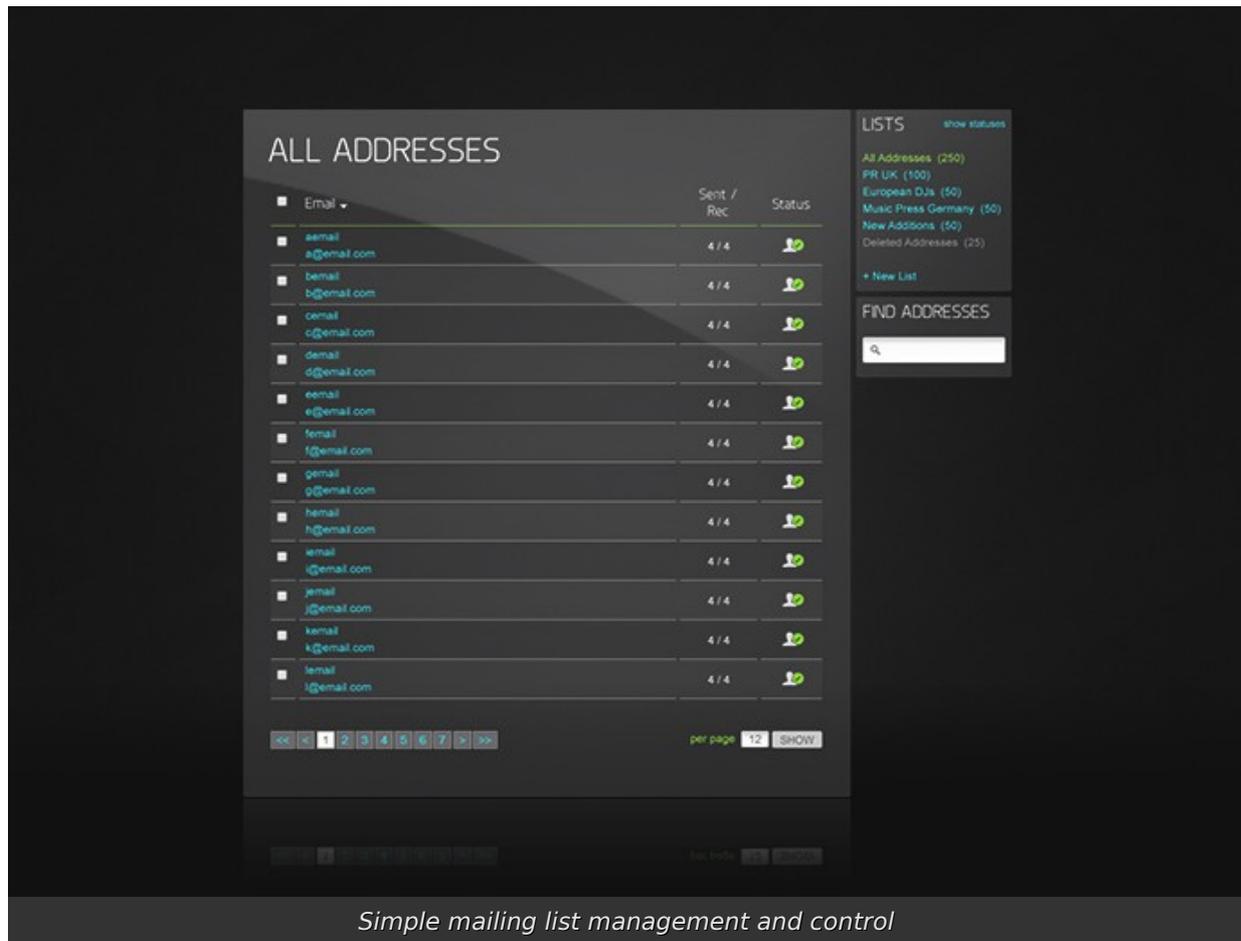
Streams, downloads, misc files & ZIPs

Create tailored promos that meet the requirements of your audiences, including streaming only and downloadable files. Include artwork, biographies, and press packs, then have the option to make your downloads available as a ZIP file.

Simple file management

Easy-to-use tools for tagging, re-encoding, detecting (and fixing) problems in your audio make managing your files simple. Smart presets mean everything is taken care of for you, or you can override these presets for total control. Easily re-encode audio to your required bit-rate, edit your ID3 tags and create custom release folders to group your files, all within your account.

MANAGE, SEND AND MONITOR YOUR EMAILS



Mailing list management

Manage your contacts and create custom email groups for ease of delivery. Your contacts can update their own details while they listen, so you always have an up to the minute mailing list. No more email bounce-backs!

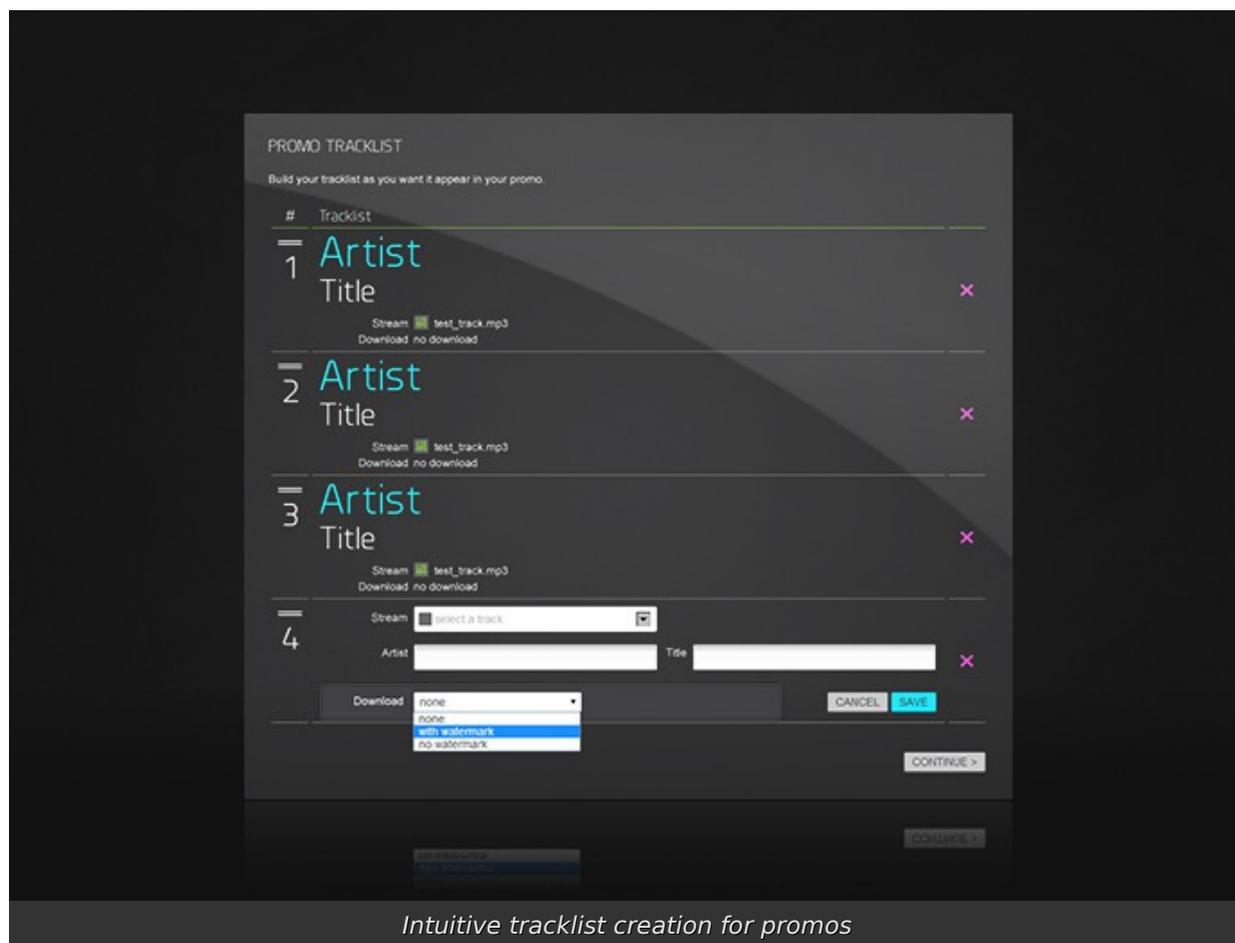
Track, resend & remind

See where in the world your promos have been accessed for great campaign intelligence. See who hasn't reacted yet, and easily target those recipients to increase levels of feedback.

Personal touch

Send campaigns from your own email address whilst retaining the benefit of FATdrop's security, reporting and analysis.

PROTECT YOUR PRE-RELEASE MUSIC



Intuitive tracklist creation for promos

Advanced watermarking

FATdrop's powerful watermarking technology injects a unique identifier into every track downloaded, allowing you to pinpoint the initial recipient of leaked files.

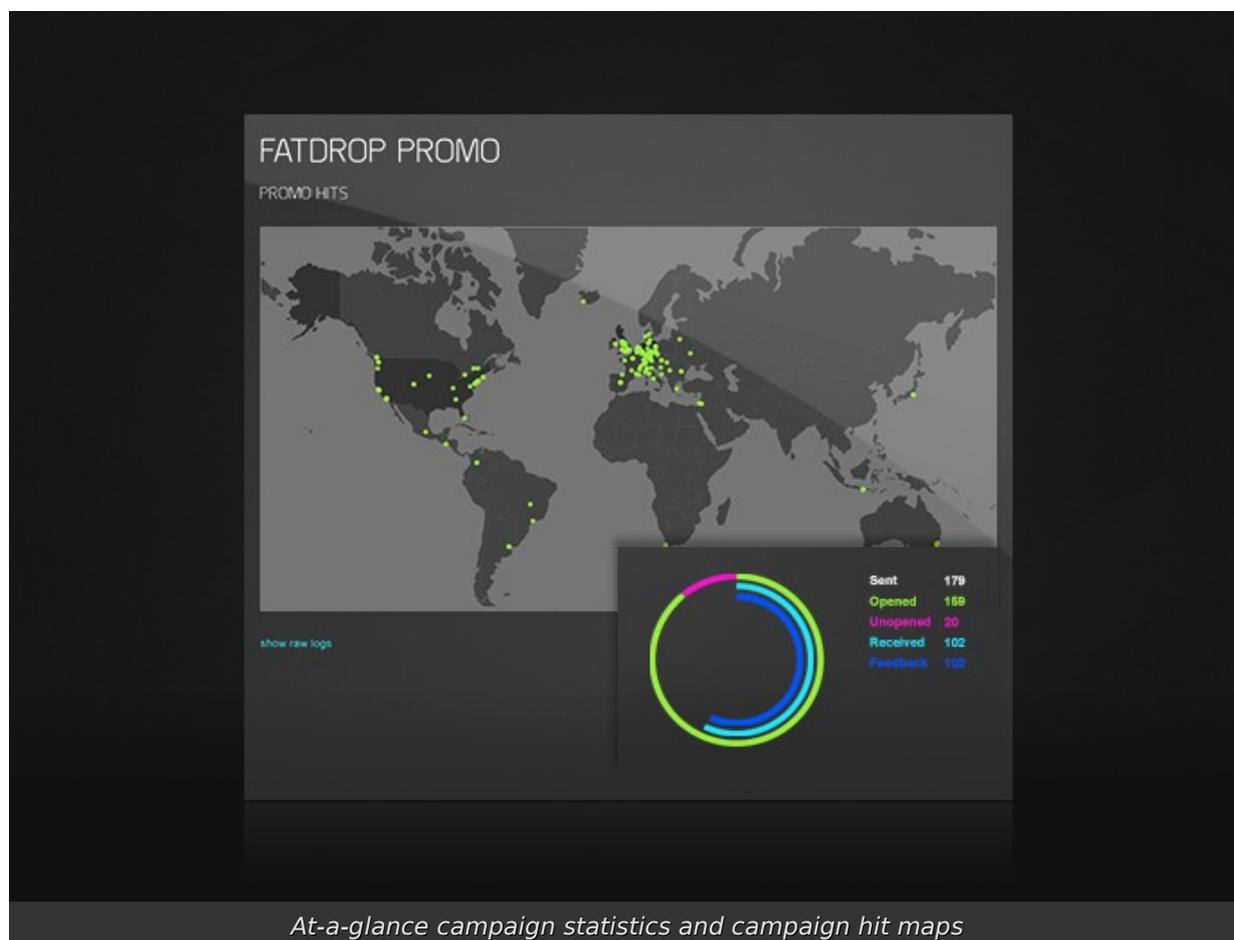
Anti-piracy scanning and Take-downs

All FATdrop clients can now benefit from a free scanning account with anti-piracy and takedown company Muso. You get 8 weeks of free scanning and alerts you if your pre-release music appears online. It lets you get on with promoting your music, rather than hunting down leaked tracks.

Anti-share

Prevent recipients from sharing promo links. If the system detects that a promo has been accessed from a different computer than the one where it was initially delivered, the email address must be verified.

IMMEDIATE FEEDBACK TO YOUR PROMOTIONS



One-click ratings & comments

Listeners can easily rate a track with the star system, or comment on a track in the field provided. Optional 'Forced Feedback' settings mean that you can prevent users from downloading a track until they've commented or rated, so you get the feedback you need to promote your new music.

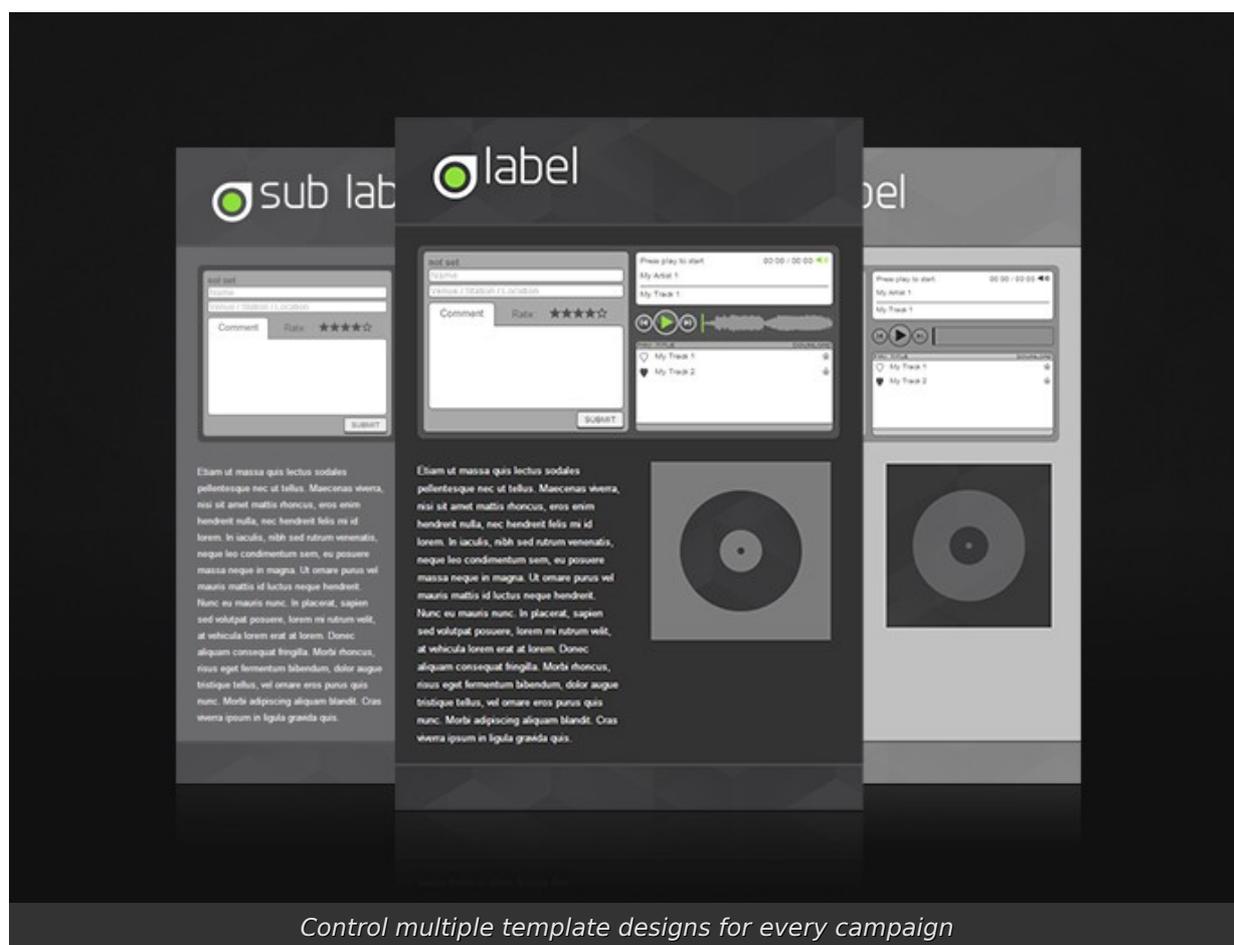
In-depth activity reports

Compile reports and generate PDF versions to print or email. Edit feedback before you create a report and choose which feedback you want to include. Hide your email contacts to make reports artist and label partner ready.

Recipient dashboard: <http://promos.fatdrop.co.uk>

A dedicated area of FATdrop where recipients can log in to conveniently see all of their promos in one place, manage their subscriptions and react easily. You can also set up release info such as artist, title, label and date for them to see.

FATDROP POWER FEATURES



Custom users

Create multiple users and keep fine-grained control over which areas of your account users can access, including individual mailing lists, campaigns and reports.

Multiple templates

Add additional templates to create a separate brand identity for sub-labels and special campaigns (see the website for pricing and info).

Itemised billing

Invoices contain a breakdown of individual campaign costs, making it easy to budget and account for multiple campaigns.

Spreadsheet reports

Export your reports as spreadsheets for easy use in your own external system.

CLIENT TESTIMONIALS

Toolroom Records



The FATdrop system has been an essential tool over the last few years for delivering music to our extensive DJ list and ensuring we receive the feedback that is crucial in helping us build a successful promotional campaign. Simple, easy to use and safe in the knowledge that FATdrop's Anti-piracy software will help to minimise the risk of a track being leaked pre-release, FATdrop remains one of the most effective ways for us to deliver our music to DJ's and ultimately, the dance-floors!

Skint Records



FATdrop provides the closest thing to a perfect promo solution out there right now. The functionality of the software is very easy to learn and master; but what really sets these guys apart from the rest is their commitment to excellence. The 'customer support' (AKA Dylan) is always very helpful, and extremely quick in replying. In short, Get Physical can only HIGHLY recommend FATdrop as a solution. It's cost effective and very efficient. Nick Get Physical FATdrop is a great promo service and it has done us well over the years. The team are good to work with and always there to help.

Kompakt



FATdrop has the best system for organizing and inputting contacts, and the best feedback reporting system I've encountered. It's super user friendly and the staff are very responsive to questions.

Sunday Best/Bestival



DJs are demanding instant and easily accessible promos... and that's exactly what FATdrop is... Upfront music, streaming straight out of your inbox! FATdrop has given us the power to reclaim our DJ promo mailing list, which we spent years generating and building upon, but which sadly became more and more obsolete because of the inefficiency and costs of posting out loads of records... Now, using FATdrop means DJs get their promos straight away and we get our feedback straight away, which is so important to us. Top drawer!

CLIENT TESTIMONIALS

Simple Records



FATdrop have totally revolutionised club promo saving me money, but most importantly my valuable time. The fact that the FATdrop system is a one-stop shop enabling DJ's to listen (.mp3s) and download (.wavs) directly from one server means the FATdrop system is totally unique.

Om Records



FATdrop is an integral part of Om's digital promotion; the simple and effective design of the site combined with a user friendly interface for DJs equates to a high percentage of essential feedback for our labels. Highly recommended!

Hemlock

HEMLOCK

I've yet to see a service that rivals FATdrop, and it's become a key tool we rely on throughout the cycle of a release campaign. The interface and functionality are expertly crafted with label managers and DJs in mind, The contact management and customisation are superb, and the feedback report generator makes us appear much more organised than we really are. Highly recommended.

Ministry of Sound



FATdrop is a simple, efficient and effective promo service with a great team behind it. Highly recommended.

Hypercolour



FATdrop plays an essential role in me spreading our music across the world. It is without doubt, the one promo tool that all DJs trust, and are most comfortable using. You only have to look at the calibre of labels using it now, to know that FATdrop is the leading promo tool on the market. The tool is simple to use, has a superb in-depth feedback reporting system, and other clever little tools like watermarking and security scanning. I would be lost without it!

OUR PRICING PLANS

FATdrop offers four monthly subscriptions to suit different levels of usage. They give you access to everything from quick promo customisation and feedback reports to full data downloads and anti-piracy protection.

	Essential	Standard	Premiere	Definitive
Suggested usage	Maintain Label pages and Cues, without promos	Perfect for independent labels	Larger labels with busy release schedules/sub-imprints	Multiple imprints, PR agencies & distribution companies
Setup fee	£50	£50	£50	£50
Monthly fee	£0	£35	£59	£149
Storage	5GB	5GB	25GB	50GB
Inclusive templates	-	1	3	5
Inclusive bandwidth	-	5GB	25GB	Unlimited
Extra bandwidth*	-	£5 per GB	£3 per GB	Free
Custom email	-	From name and reply-to only	Send from own email address	Send from own email address

Bandwidth is the amount of data in gigabytes used when your tracks are streamed or downloaded.

- You only pay for music that people listen to not per promo campaign.
- Capped bandwidth no matter how many times a recipient downloads your files you are only charged once.
- Charges are incremental if you use 5.1GB on the Standard plan, you only pay for the 0.1GB, or just 50p extra.
- View your bandwidth usage in real-time so you have complete control over your campaigns.
- No tie-in contract, cancel anytime or pause your account and start back up whenever you like.

* All prices are in UK Pounds Sterling (£) and are exclusive of VAT. VAT at 20% will be added to invoices where applicable.

WHAT'S NEXT?

If you're ready to get going, simply apply for an account at:

www.fatdrop.co.uk

Alternatively, if you need to find out more or arrange a full tour, please us call on:

+44 (0)1273 782 117

or email:

sales@fatdrop.co.uk