About Uplister

- Founded in February 2000
- Based in San Francisco and Fremont, Ca.
- 28 people strong
  - Executive team has history of success working together
  - Expertise in music industry (EMI, Virgin), digital audio and gaming (Aureal), technology (Bell Labs, HP, Matsushita, One Touch Systems)
- Funded by August Capital
  - $750 Million funds under management
  - Only take lead investment
  - Portfolio companies sustain growth
  - Epinions, Evite, Listen.com, Telocity, Tumbleweed, TurboLinux
Two Key Questions

When every song ever recorded is available at a click, you will have over 10 million listening choices.

How will you decide what to listen to? And how will you consume and organize your music?
The Answers

People

Playlists
New Unit of Music

- Playlist history
  - Radio
  - Set lists
  - Mix tapes

- Playlists in the digital world
  - Track list
  - Selection and navigation
  - Vehicle for personal expression
    - music knowledge
    - tastes
    - genres
    - moods
    - experiences
    - feelings
    - geographies
Playmakers

Who They Are
- DJs
- Music insiders
- Expert users
- Early adopters

What They Do
- Playlist creators
- Influence fans’ tastes and opinions
- Lead fashion trends
Playlist Aggregation

- Jukebox Apps
- Offline Radio
- Record Stores
- Fan Sites
- Mixed Tapes/CDs
- Online Radio
The Uplister Playlist

Playlist swapping community where:
- Playmakers post lists
- Consumers discover new music
- Third parties playlists are aggregated
- Artists are promoted and catalog can be revived

Playlists become content!
Playlists Enable Purchases

uplist

Playlists

CD Purchases

Music Downloads

Music Streams

Subscription Models

playlist details
playlist: J Pop
playmaker: Favorite
name: J Pop
genre: Pop
mood: Happy
publish date: January 1, 2023
length: 1 hour 59 minutes
The playlist as intellectual property
Uplister Roadmap

- Release beta application (August)
- Initial marketing to playmakers
- Partner to obtain playlists
- Broaden partnerships into content delivery
- Diversify to other formats and devices