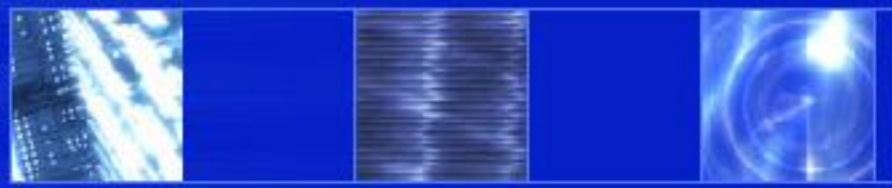
uplister

organized music anarchy



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

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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?

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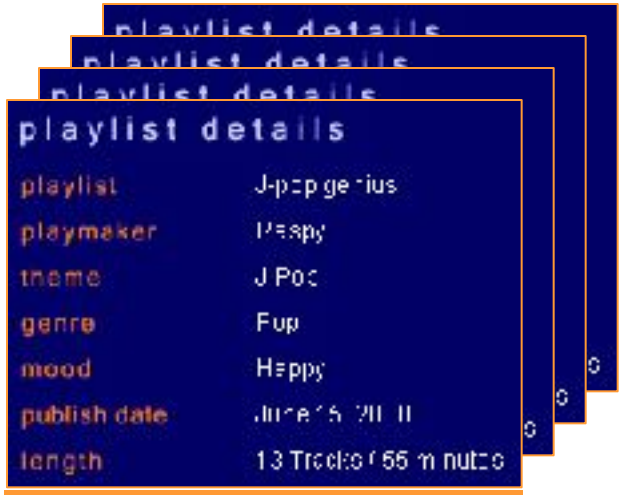
The Answers

People



Playlists

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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

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Playmakers

Who They Are

- DJs
- Music insiders
- Expert users
- Early adopters

What They Do

- Playlist creators
- Influence fans' tastes and opinions
- Lead fashion trends

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Playlists Today

Record Stores

Jukebox Apps

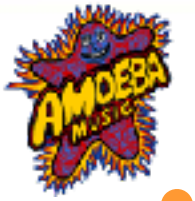
Fan Sites

Mixed Tapes/CDs

Offline Radio

Online Radio

Playlist Aggregation



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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!

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Playlists Enable Purchases

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Playlists

CD Purchases

Music Downloads

Music Streams

Subscription Models

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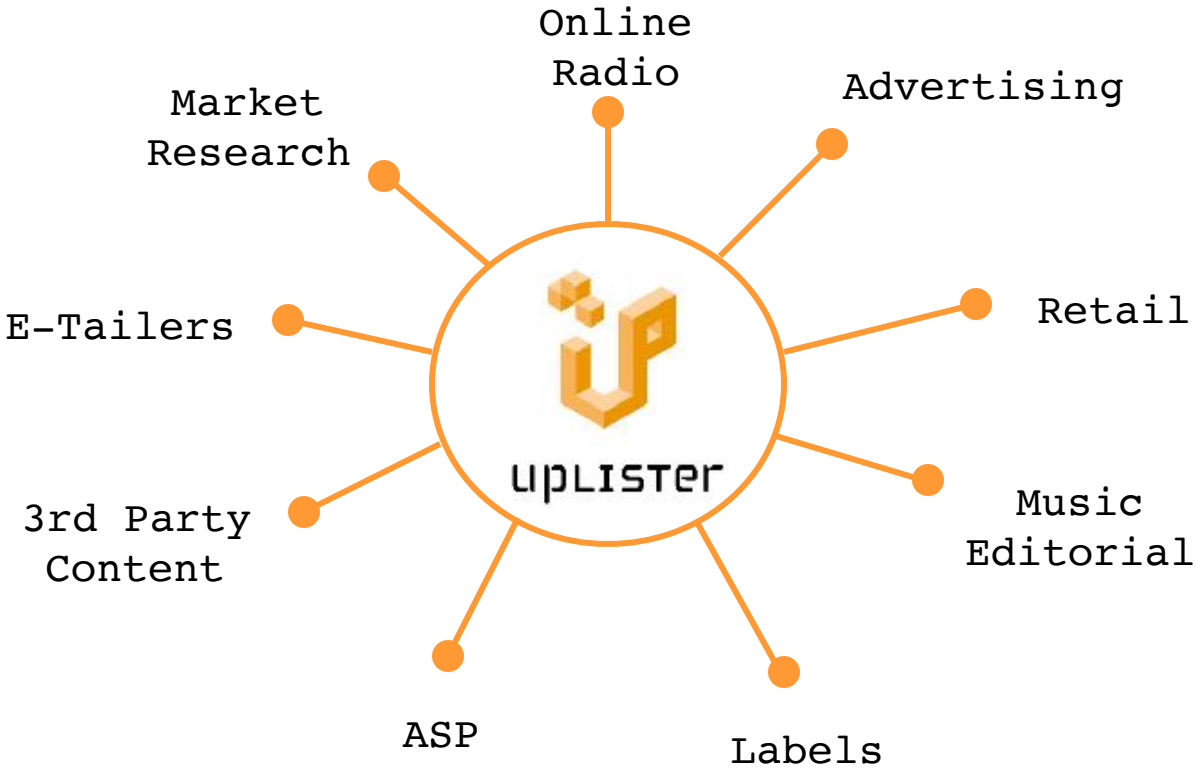
Uplister Partnership Model

- The playlist as intellectual property



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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

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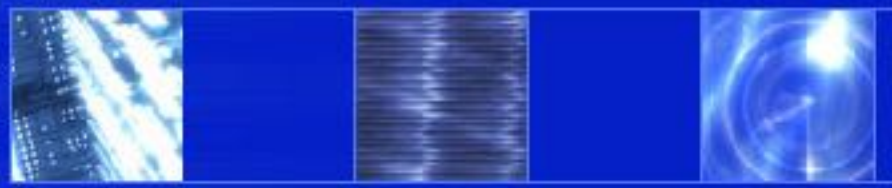
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