

# Hidden Bands

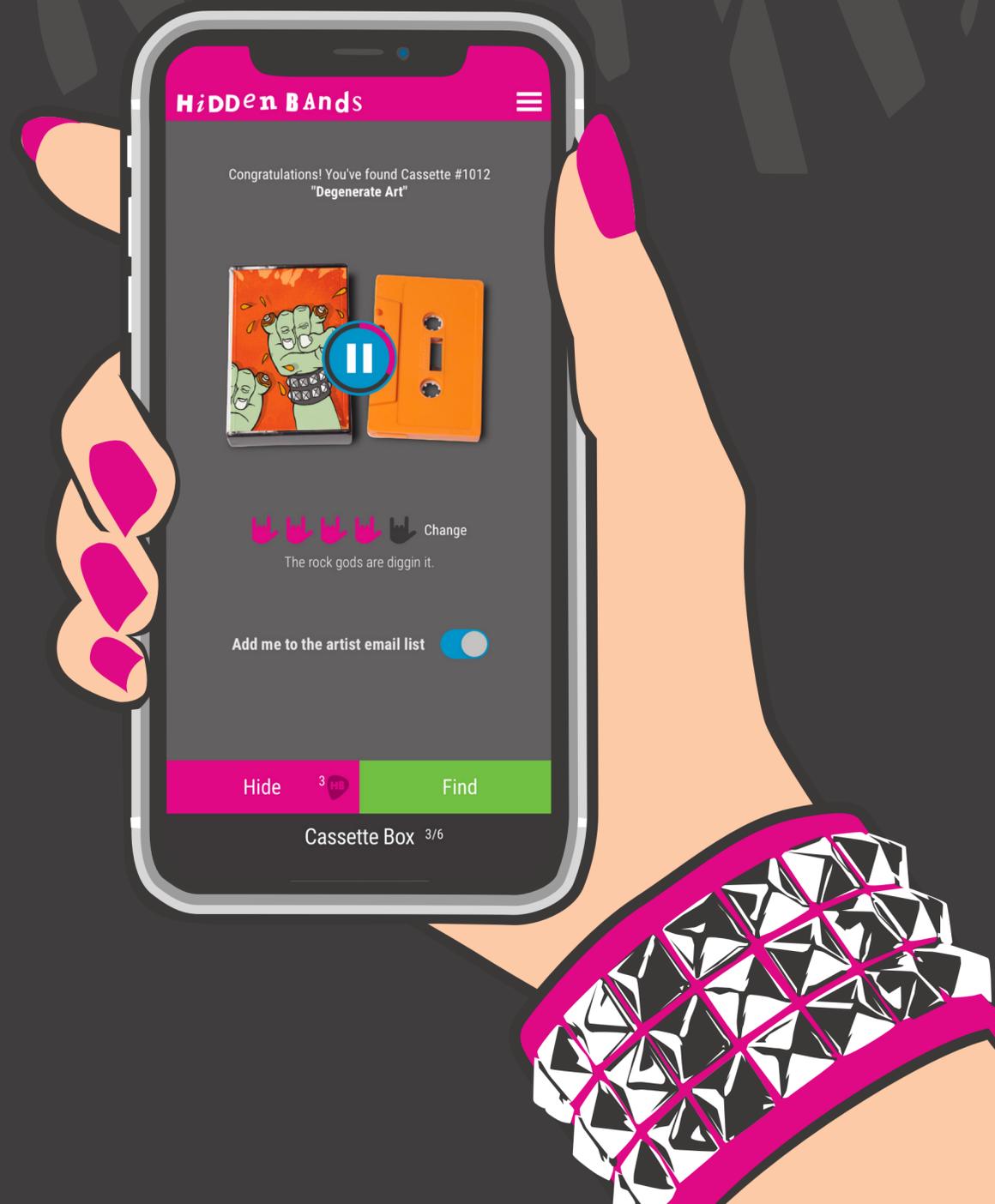


We get artists on the road  
when they can't travel.



# Within reach of fans.

Hidden Bands takes music fans on a real-world scavenger hunt to collect music they can't find anywhere else. Your song is launched in locations all over North America to be collected by music's biggest fans.



# Real money comes from Superfans.

We get artists songs to the ears of superfans, through an interactive music discovery game. These are the music fans you count on.

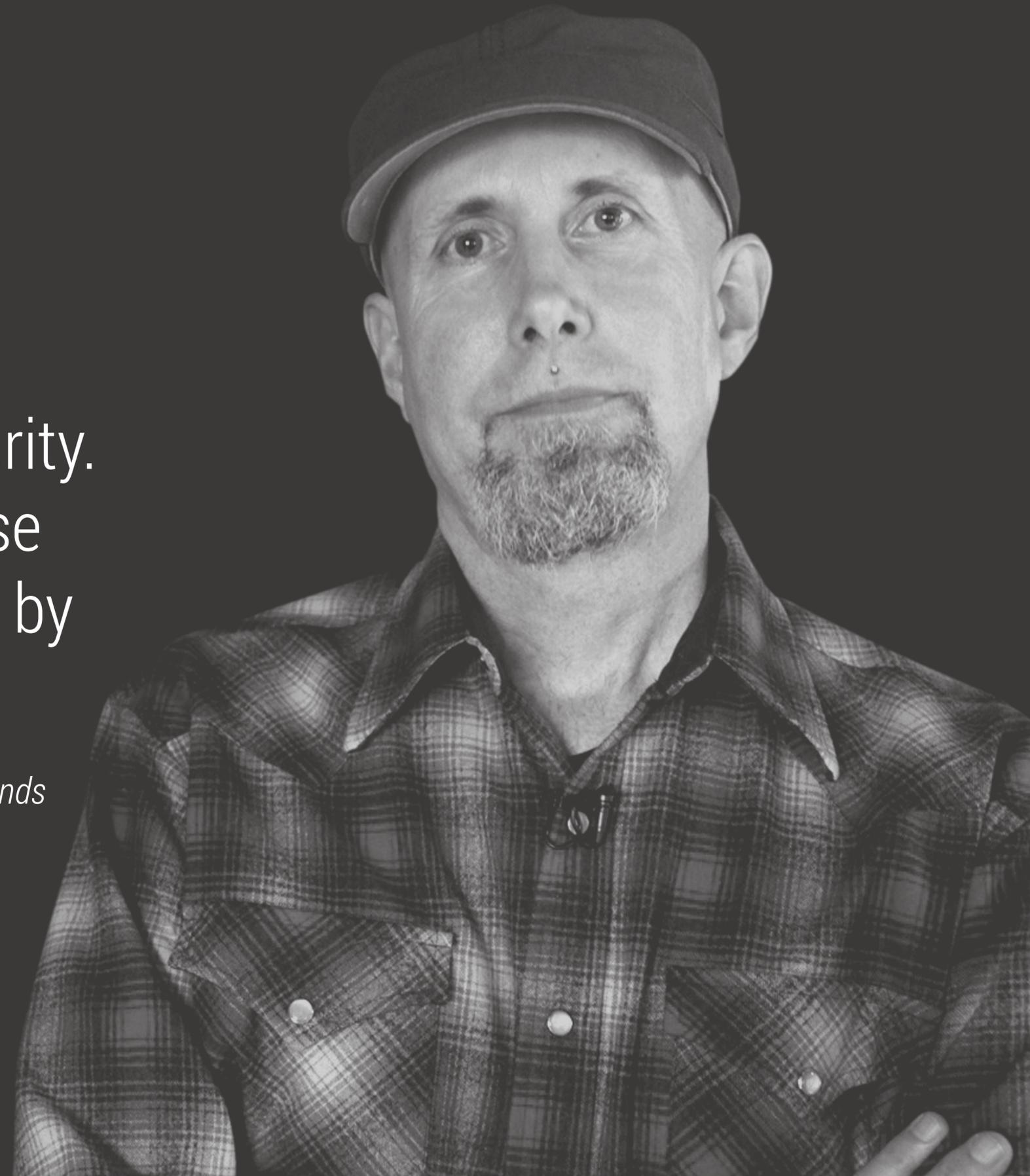
**75%** of artist revenue comes from **only 17% of Superfans.**

**45%** of music fans want more than just a song—they want the backstory and details.



“ Superfans, the early adopters, are crucial to launching a band’s popularity. Now Hidden Bands encourages these fans to learn about emerging artists by gamifying music discovery.

*- Bruce Pavitt, Founder of Sub Pop Records and advisor to Hidden Bands*



**AR is booming.**

Pokémon Go has blazed the trail for augmented reality and location-based games.

**\$15 BILLION**

in mobile AR revenue, over 12X growth, is expected by 2022.



“ AR has the potential to be the next format for music. It puts fans at the heart of experiences, and it’s authentic...

- Tamara Hrivnak, Facebook’s Head of Music Business Development





# Problem: Discoverability.

**\$13.4 Billion**

spent globally on Streaming music. **Spotify = \$9.66 B.**

**\$2,000**

**to get a song into a playlist** with half a million subscribers.

**60,000**

songs and **5 million playlists** are added to Spotify each day.

**4 Million**

songs on Spotify have **never been played once.**

**HB**

Artists need engaging ways to get their music in the hands of music fans that isn't expensive, time intensive, or something they have to do alone.

Real world music discovery is gone & we want to change that.

Algorithms make shitty music recommendations. Real world discovery is gone, and music consumption has become a solo activity. We want to change all that.

### Here's what we see

- ♥ Humans should help other humans discover new music, have fun and be rewarded for doing so.
- ♥ Artists need new engaging channels to release music into the world to get discovered.



A dark grey background featuring a dense collection of silhouettes of hands raised in various rock and metal hand gestures, such as the 'devil horns' and 'rock on' signs, creating a sense of a large crowd at a concert.

By combining real world discovery  
and a gamified music experience,  
Hidden Bands satisfies both desires.

# Meet Hidden Bands.

A gamified, location-based music discovery platform. Hidden Bands is a springboard to help indie artists get discovered and send new superfans to their streaming platforms.

## How to play



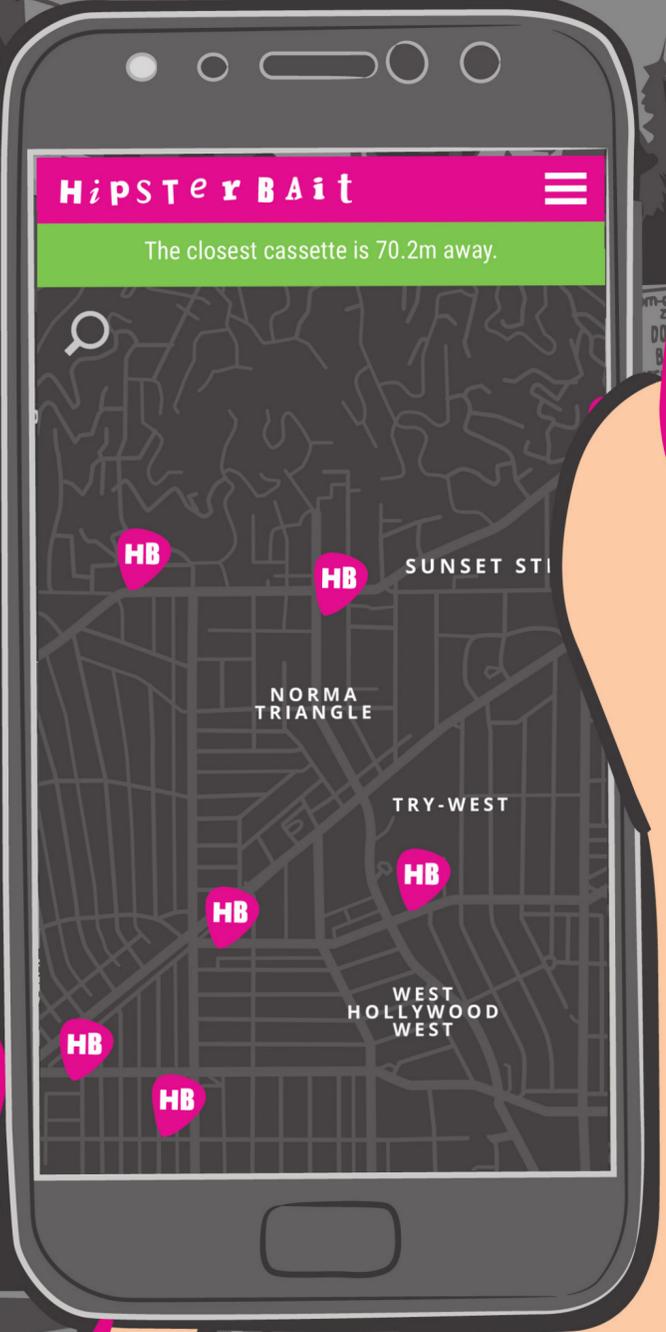
**Find the Bait**  
(Augmented or Physical)



**Rate the tune**



**Reset the trap**



Clark St →

whiskyagogo.com

Whiskyagogo  
SAT  
O.P.M.  
-ART  
LEP

Hipster Bait

Hipster Bait

The closest cassette is 70.2m away.

HB

HB

SUNSET ST

NORMA TRIANGLE

TRY-WEST

HB

WEST HOLLYWOOD WEST

HB

HB

HB

8901 whiskyagogo.com

HipsterBait.com

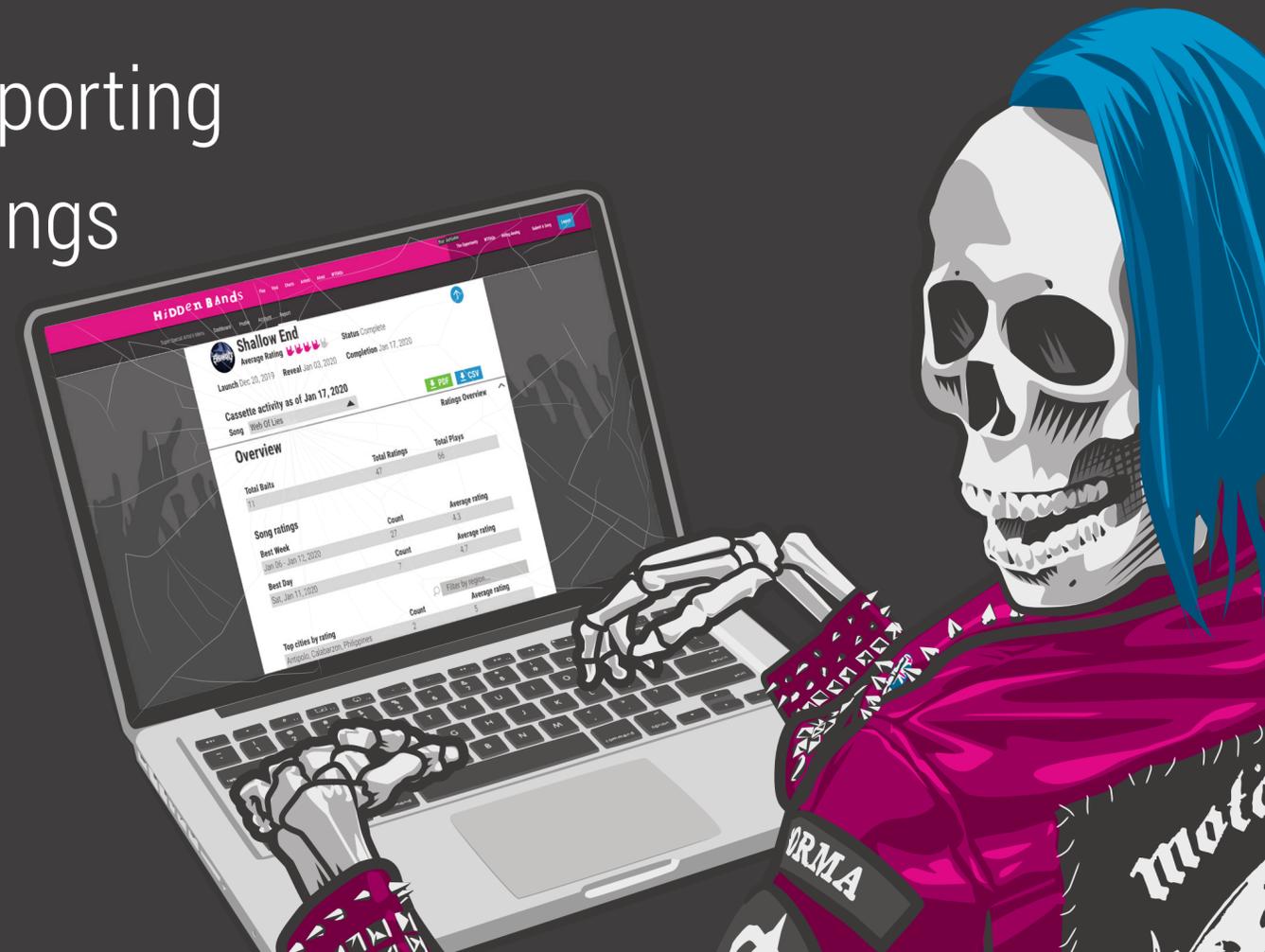
Sunset Bl

# Hidden Bands is artist-centric.

You share your unreleased song with us, in return we arm you with the tools and data valuable to a working artist.

## Including:

- Support for artists with launch coordination
- A comprehensive dashboard with real-time reporting
- Collects mailing list subscribers and song ratings
- Location-based insights to plan tours
- Limited edition physical cassette singles
- Direct links to artist's Spotify & owned media





# HiDDen BAndS

## Contact

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