



MANDOLIN

Live+

Live Shows...Amplified

Make More Money Off Your Studio Session In 4 Simple Steps

TWELVE 3 SOUTH
OWNS EQUIPMENT

1

Studio's experts can help determine the best equipment for your stream

ON SALE: LIVE SHOW
+ DIGITAL
EXPERIENCE

2

Your dedicated Mandolin Show Manager will get your show on sale and our Marketing Services will assist you to sell digital tickets and experiences

FILM SHOW

3

Obtain Mandolin stream key and let the cameras roll

GET PAID

4

Once the show's over we'll send a settlement and payment

As the livestream experts, Mandolin will work with you every step of the way to ensure success

Mandolin Experts Are Here To Help You and Your Fans Every Step Of The Way



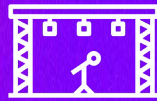
Fan Support

Your fans are our fans. Live chat available to answer any question, day or night



Event Support

Our Show Experience team works with you from day 1 to ensure all aspects of your show are ready to go



Production

New to livestream production? Twelve 3 South's in-house team can recommend equipment and will help with day of execution



Marketing

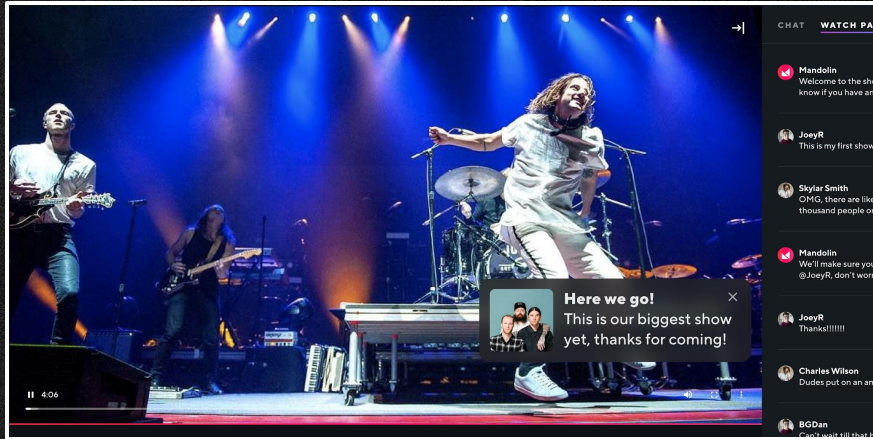
Our team of live experts are an extension of yours and will help drive sales for digital and in-person



Licensing

Our team of legal experts will guide you across all your digital events

What's standard with every show



- **WHITE GLOVE CUSTOMER SERVICE** for both you and your fans
- **PRODUCTION MEETING** with our Production Manager and your team
- **SOUND CHECKS** prior to shows
- **CHAT MODERATION** to assist on the show level - to build shows and answer any questions
- **DEDICATED ACCOUNT EXECUTIVE** to work with you for all account level questions, including Co-Pros
- **SHOW SUPPORT REPRESENTATIVES** to manage the build and execution of your shows
- **STANDARD MARKETING SERVICES**

Base Marketing Is Standard With Each Livestream

Lifecycle Marketing



- Spotify listing on artist's page
- Show featured on Mandolin Box Office
- Show reminder emails
- Abandoned cart emails

Social Fan Engagement



Mandolin Customer Service interacts with your fans on Mandolin's socials

Social Listing



Show announce and artist's social reposts on Mandolin's social accounts

Affiliate Network

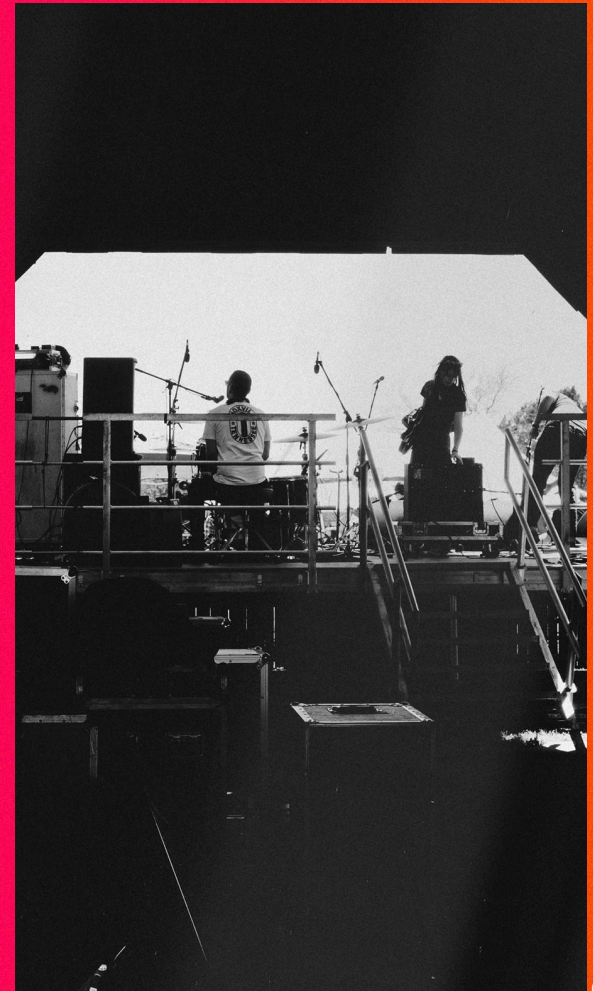


Participation in affiliate marketing network

VIP Content Opportunities

Let Fans Go “Behind the Scenes”

- **Q+A Directly with Artist**
- **Backstage & Greenroom Streams**
- **Soundcheck Access**
- **Master Classes**
- **Book Readings**
- **VIP Pre-Show Cocktail Party or After Party**
- **Trivia Night with the Artist or Band**
- **Exclusive Content/Songs Encore**
- **New Song/ Material only**
- **Venue Tour with the Artist (MTV Cribs Style!)**



Gain Insights and Inform Your Strategy with Fan Insights & Analytics

Mandolin tracks fan data and insights to help inform your future strategy and engage fans

With Fan Insights & Analytics, gain a deeper look into...

Purchase Behavior

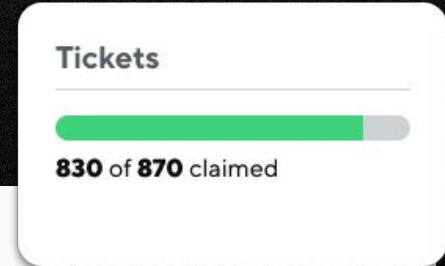
Understand purchase behavior by fan, and overall, for a single show or across shows

Fan Reactions

See how fans watched your show (phone, computer, etc) and their reactions across your show

Affiliate Marketing

Track Affiliate Marketing performance - clicks, conversions and revenue by partner



← BACK NOV 16, 2020 at 9:30pm EST Judah and the Lion

Tickets 830 of 870 claimed

Device 50% Web, 34% Mobile, 22% TV

Chat 5,380 General chat messages, 204 Watch Parties, 984 Watch Party members, 12,450 Watch Party messages

Reactions 12,120, 42,008, 8,420

Audience Search Filter Sort

NAME	PURCHASE EMAIL	CLAIM EMAIL	CLAIMED
John Smith	johnsmithrules@example.com	johnsmithrules@example.com	CLAIMED
Arlene McCoy	kenzi.lawson@example.com	tim.jennings@example.com	CLAIMED
Dianne Russell	willie.jennings@example.com	alma.lawson@example.com	CLAIMED
Guy Hawkins	kenzi.lawson@example.com	georgia.young@example.com	CLAIMED
Devon Lane	georgia.young@example.com	debra.holt@example.com	CLAIMED

SUMMARY

Engage fans in a new and exciting way, while simultaneously adding revenue to your session.

Dedicated team of Mandolin experts to advise and assist at every stage of stream execution.

Access to analytics and sales patterns inform decisions with ticket pricing, marketing, and fan behavior.

