

TIDAL

MUSIC STREAMING SERVICE
FOR THE ARTIST AND THE FANS



TIDAL

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About TIDAL

- ▶ TIDAL is a global music-streaming and entertainment platform focused on the best sound quality to forge a deeper connection to the art.
- ▶ We offer passionate music fans both premium and high-fidelity sound quality, along with original video series, podcasts, radio stations, exclusive content, and unique experiences.
- ▶ Fans can also access thousands of playlists curated by experts, journalists, and artists from the music industry.

Our Aims

- ▶ The mission of bringing fans and artists closer together and creating a sustainable industry model that values music and artists.
- ▶ By empowering artists with greater creative control.
- ▶ TIDAL is uniquely positioned to create more value for fans and a stronger artist-fan connection.
- ▶ At TIDAL, we're invested in the growth and long-term success of artists, as well as making sure they're heard by as large an audience as possible.
- ▶ As we continue to grow, contribute to the health of the music industry by growing the amount of royalties we pay to music creators.

What are TIDAL's services?

- ▶ On-demand access to discover new and existing music from our massive music and video catalogue. TIDAL's extensive catalogue is supplemented by exclusive content, including exclusive songs, albums, and videos featuring the world's top musicians, athletes, entertainers, and up-and-coming independent artists.
- ▶ We offer access to exclusive digital content, but also the ability to participate in unique real-life experiences, such as concerts with established or emerging artists, and other direct interactions between fans and their favourite artists.
- ▶ Human curation is an important part of what we do at TIDAL, and we have an expert group of tastemakers to help select and promote emerging artists to a broader audience via our TIDAL Rising programme.

TIDAL X

- ▶ TIDAL X is a programme that connects artists directly with fans by giving them a platform to engage in unique ways, including one-of-a-kind live shows, events, artist meet & greets, and concert tickets for TIDAL members to enjoy.
- ▶ With TIDAL's commitment to helping artists interact with their fans in new ways, the possibilities are endless for what we can offer fans. TIDAL X experiences showcase and support artists of all levels, from established artists to emerging talent.

TIDAL Rising

- ▶ TIDAL Rising is a programme dedicated to artists from around the globe who have passionate fan bases and are ready to reach a wider audience with their music.
- ▶ At TIDAL, we're invested in the growth and long-term success of artists, as well as making sure they're heard by as large an audience as possible. This special and carefully designed programme cultivates artists in a way that aims to change the paradigm of the music industry and empower those with a voice to be heard.

Premium Audio

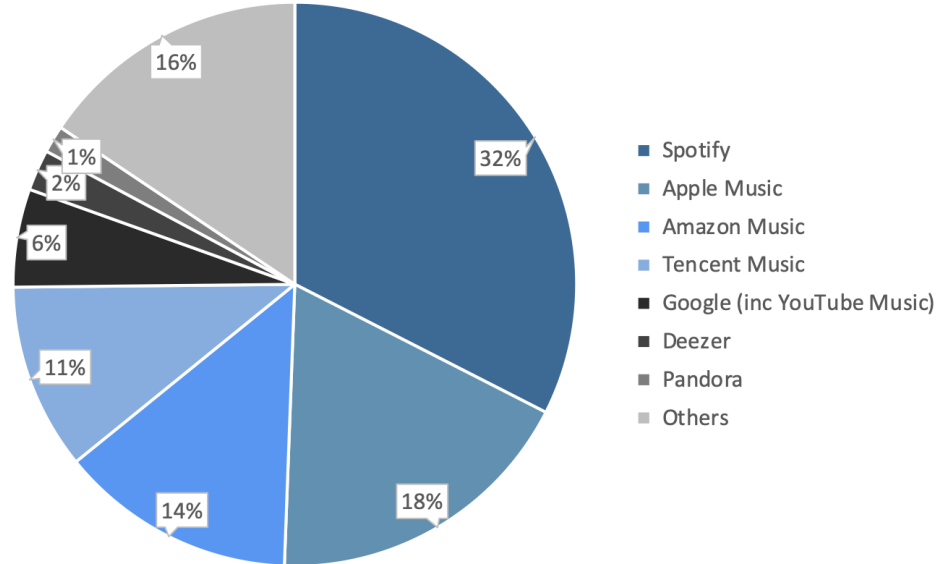
- ▶ High Fidelity (HiFi) Sound relies on the FLAC streaming format allowing listeners to enjoy music in the lossless or uncompressed CD-quality.
- ▶ MQA (Master Quality Authenticated) is a breakthrough audio technology enabling music fans to stream the original master recording from anywhere.
- ▶ Dolby Atmos Music is an immersive audio experience that allows sounds to be precisely placed, adding dimensionality to create a full audio atmosphere.
- ▶ 360 Reality Audio is Sony's object-based spatial audio technology where individual sounds of instruments or a live audience can be placed in a 360 spherical sound field, giving artists a new way to showcase their music.

Our Market

- ▶ TIDAL is currently available in 19 countries, with plans for further international expansion soon.
- ▶ TIDAL is looking to disrupt the streaming market and innovate and maximise the potential.
- ▶ Directly challenge Spotify, Apple Music, Amazon and Google's market share.
- ▶ Target audience 21 to 40 year old
- ▶ Those searching for an alternative
- ▶ Best audio quality

Competition

Despite strong growth from Amazon and Apple, Spotify retains the same global music subscriber market share in Q1 2020 as Q1 2019



400 million

Music subscribers globally in Q1 2020

Source: MIDiA Research Subscriber Market Shares Model 06/20

MIDiA.

(MIDIA,2020)

Pricing & Revenue

- ▶ TIDAL generates revenues by charging users a subscription fee. TIDAL currently has 2 subscription tiers and a subscriber can try either with a 30-day free trial.

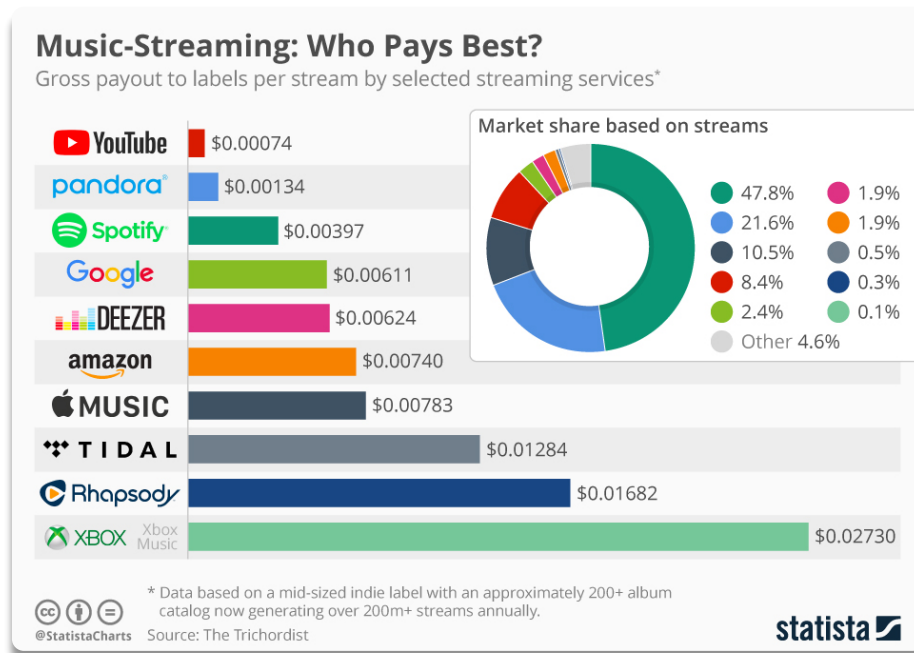
- ▶ Premium for £9.99 / month

Premium tier gives users unlimited music across multiple devices including smartphones, computers, and tablets, as well as access to exclusive TIDAL X events. TIDAL Premium subscribers can also create playlists and download songs to their devices for offline listening – all without intrusive advertisements.

- ▶ HiFi for £19.99 / month

The same great content and experiences as a Premium subscription, with the added benefit of music in lossless, CD and Master Quality Authenticated (MQA) quality (1411 kbps vs. 320 kbps for standard streaming).

Analysis



- TIDAL aims to continue to pay better than any other streaming service.

(Statista, 2020)

Marketing and Promotion

- ▶ Social media growth hacking
- ▶ Social Media adverts
- ▶ Digital Adverts
- ▶ Partnerships with influencers to boost our online presence
- ▶ Reviews by major news outlets
- ▶ Radio and TV adverts
- ▶ Google Ads / SEO

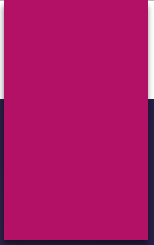
Funding

- ▶ Stage one - Seed Capital
- ▶ Capital was secured totalling - £5 million from Founders, friends and family.
- ▶ Seed Capital is the initial financing required to start the company.
- ▶ Stage Two – Series A funding
- ▶ In series A our aim is to raise £15 million in funding

Series A Funding

Why?

- ▶ Funding will allow TIDAL to carry out our planned development and expansion. Including:
- ▶ Increase paid subscription numbers by 20-30%
- ▶ Increased marketing and promotion by 30%
- ▶ Increase our catalogue by 15-20%
- ▶ Grow our team by 5-10%



Thank you for watching

MORE INFORMATION AVAILABLE BY EMAIL OR PHONE

References

- ▶ Tidal - What is Tidal (2021) Available at: <https://tidal.com/whatistidal>
- ▶ Statista - Who Pays the Best (2020) Available at: <https://www.statista.com/chart/13407/music-streaming-who-pays-best/>
- ▶ Midia - Market Shares (2020) Available at: <https://www.midiaresearch.com/blog/music-subscriber-market-shares-q1-2020#:~:text=Spotify%20remains%20the%20standout%20leader,the%20stellar%20growth%20of%20Amazon.>