

1. BACKGROUND WOOV:

Woov was created 3 years ago to give audiences more digital power that would enable them to get more value out of their experience and time together. That meant taking a completely different approach to our contemporaries and focusing on what mattered to users and the event-teams accessing our technology. We grew quickly in Europe and then internationally and now work with over 700 Festival organisers in over 50 countries. Our platform approach and attention to UX and quality design made us unique – and we've worked hard (and fast) to provide our network with the best technology available suited to their needs.

Our approach has been to bring brands to life in the digital realm and to gamify & socialise the old-school festival app. We've benefited from strong strategic partnerships with innovative tech and data capability such as Adyen, which has enabled our technology to evolve beyond the festival site – and now our next mission – is to help our industry and network of creators to continue to do what they do - taking into account the new post COVID-19 world.

- Woov is a specialised platform designed specifically for the live music industry, and we're committed to creating technologies that are valuable for both industry stakeholders and global audiences.
- We integrate deeper data insights and community management features that make it easier for your team to understand your audience and make the transition back to regular operations and offline events more streamlined.
- We're passionate about live music and believe that there should be a platform space that enables connection between creators and their audiences.

2. PRODUCT SCOPE:

The COVID-19 global pandemic has had a profound impact on the live music industry and the brand partners that activate experientially within it. Concurrently, the audiences that make our industry possible, are isolated and removed from the venues, event sites and dance floors that have been created for them. As we're learning, pandemics have a unique effect on the offline and experiential space – and whilst it remains to be seen the full damage it brings to our market, we believe that there is a way for the stakeholders of our industry to reach their audiences regardless of the landscape.

To service this emerging global scenario and to help our audience get easy and engaging access to the festival brands, artists and creators they love, Woov is launching a new 'mode' that will allow users from all over the world to get access to regular live music events in the digital realm driven by an active community of creators and fans alike. We were already creating the feature-set to amplify live events and bring a deeper global audience into the experiences of festival brands all over the world – now we are launching it in a more agile and open format that will help our organiser network and the Artists that drive our industry stay connected with their fans whilst we ride out the pandemic.

To be clear – we're not building just another @#\$ing streaming platform. Woov is specialised in creating engaging, industry-tailored, community centric technology that's built to streamline access to live music experiences in any market and for any genre. We have brought the same care and attention to creating a more engaging (beyond streaming) experience within a fully Digital Festival space. There will still be maps, timetables, community chats, activations, challenges with all of the design quality and UX mastery that we're known for – as well as a more engaging content approach that's built for live music specialists and hosts. We'd like you to be part of that story – and to help us create a unique space where music experience lovers and creators can connect more seamlessly in the digital space - without all the other social media noise.

Live music experiences will return, people will go back outside, and no digital substitute will ever replace the energy or epic effect of a live audience in front of a mainstage... in the meantime, we want to create a technology that allows the hosts and creators to survive the season, and try a different means of connecting with their fans.

Woov's structure and design allow for us to maintain key social and community elements as well as our market leading maps and timetable interface to create a fully digitalised world in which users can access live music. Put simply, we are creating a new digitally engaging "Global Venue" where hosts such as promoters, artists, labels, clubs or even brands can host their own programs, festivals or shows – from the comfort of their loungerooms, studios or small-scale events. We make it possible to create stages and to digitally program and perform on those stages whilst accessing agile social and community features that keep you in touch with your fan base and allow you to interact and engage with them more meaningfully. We believe in a space where promoters and artists can create live music journeys easily, program digital experiences, and create unique live music moments and content that give their fans a deeper view into their artform.

Our role is to continue facilitating connection around live music experiences and to provide a venue and holistic space where hosts and artists can get creative, build line-ups and engage with a global audience - any weekend of the year. We also want to make it possible for festivals that have been cancelled to migrate their brand into a digital space where they can reach a much larger audience and retain their identity and connection with their 2021 ticket buyers.

Lastly, we will provide an ecosystem that engages users all around the world and offers them an alternative space to find, consume and engage with live music and its global community.

Ultimately, Woov is providing a digital venue in which hosts can create stages or full festival propositions (multiple stages within a digital festival site) for their audiences. The Digital Festivals will be time restricted and run throughout key weekends in the calendar. Concurrently, Woov will leverage its network of users to create a core audience for the platform.

We believe that the world is changing and that COVID-19 is just one of the many future challenges that can impact the live event industry and the artists that fuel it. We want to make it possible for our industry to operate both in the outside, and inside worlds irrespective of the global crisis climate and unrestricted by geography or local audience availability. We know that the emerging generations (Z & Alpha) are moving towards a more digitalised future where connections made online transcend into their real lives more naturally. We believe there is a need for a platform that empowers easy access to that audience and that specializes in creating the most compelling digital experience possible.

Conventional details:

Dates:	Every weekend from Friday – Monday. Starting April 25th 2020.
Venue:	A fully global digital festival space capable of hosting an audience of 100 Million visitors.
Site Features:	Very easy to modify. Exceptional logistical performance. No permits required. ;)
Layout:	Created by our world class mappers and customisable to your brand's identity.
Stages:	The sky's the limit – and we can migrate your stage designs into our digital ecosystem.
Format:	Flexible – Single day or weekenders – night / day / summer / winter / etc..
Timings:	All time-zones across the rolling global weekend – 76 hours of available programming slots.
Set Length:	Flexible – it's possible to program or play a 3 Day set – if that's your thing.
Genres:	Full-spectrum – and empowered by our intelligent NEO-4J user curation technology.
Hospitality:	We rely on the contents of your refrigerators.
Financials:	Earnings paid directly (live) into an integrated Adyen wallet to streamline administration.
Data:	Full access to your community, deeper audience insights, and streamlined reporting systems.

Content type details:

Stream Content:	Live Streams – No playback, manipulation or on-demand access.
Content Types:	Amplification of live performance, set from a studio, set from the lounge room.
User Content:	Live Video – Chats – Gifting – Challenges – Inter-activities
Rights Management:	Managed by Woov & DJ Monitor (a global performance rights specialist)
Applicable rights:	Performance Rights – Synchronisation Rights – Author Rights