

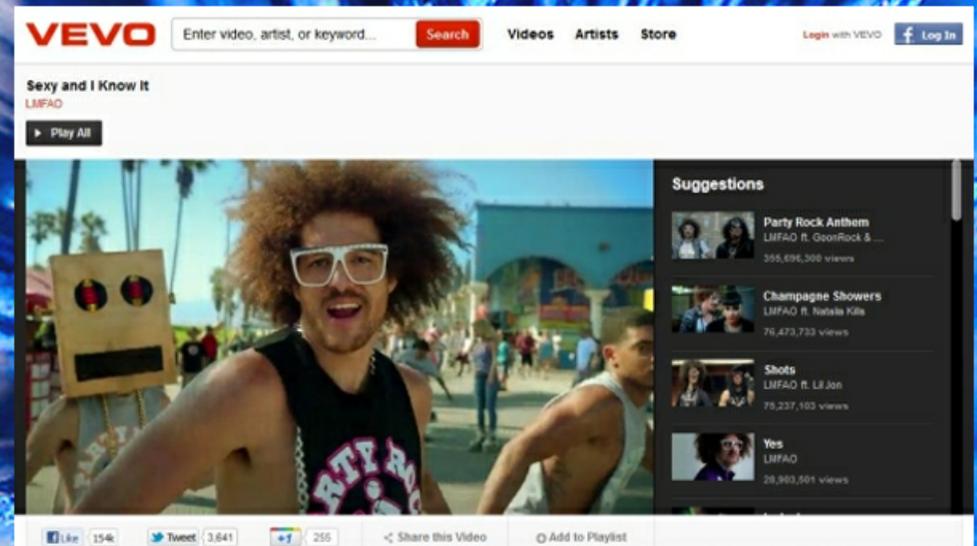
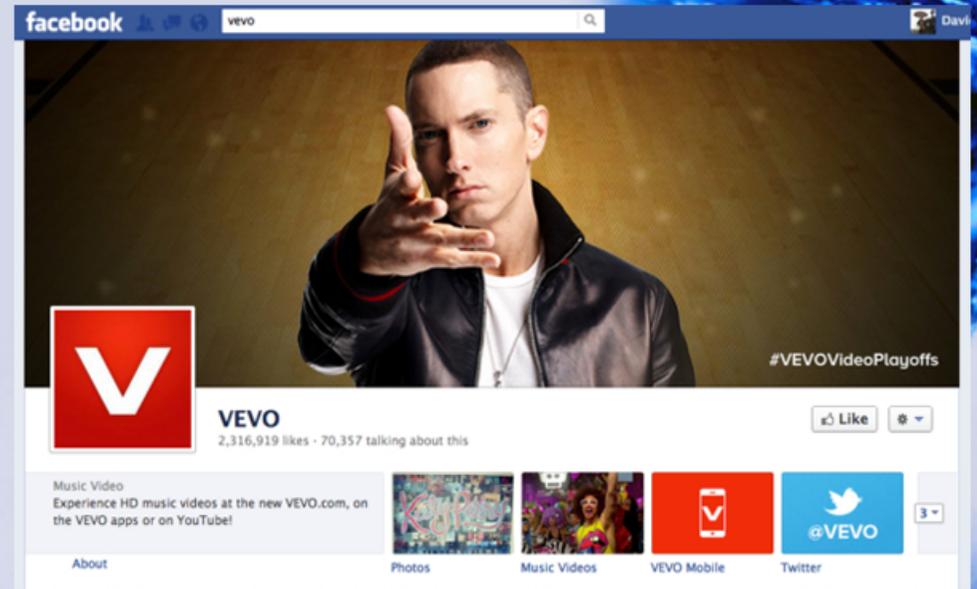
FACEBOOK APPLICATION FOR ARTISTS

WHAT IS VEVO?

- A custom tab on your artist's Facebook page where you can watch VEVO videos.
- Fans can Watch, comment on and "Like" videos directly on the artist's page.

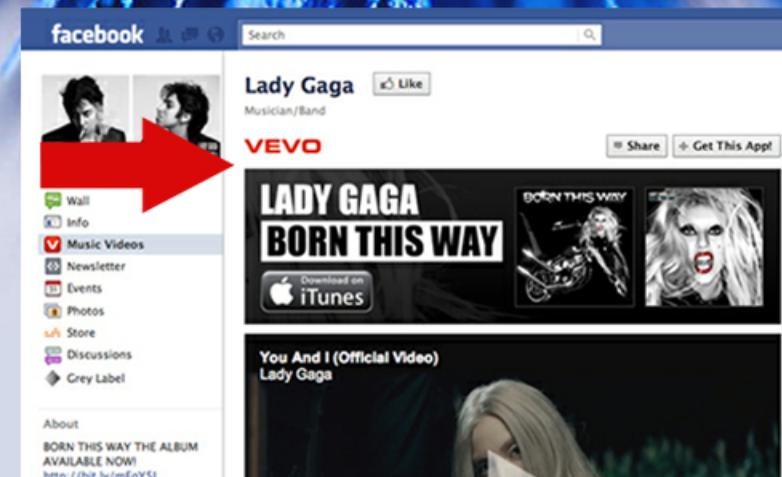
WHY IS IT GOOD FOR YOU?

- Increases engagement on your facebook.
- Link directly to your facebook page for new video premieres
- VEVO has video rights worldwide.
- Ability to restrict videos to only fans who "like" your page
- VEVO monetizes the video views, which count towards your overall YouTube/VEVO play counts.
- Buy links are prominently placed below video player (iTunes & Amazon).



HOW TO PUT VEVO ON YOUR PAGE!

1. Go to: <http://apps.facebook.com/vevoforartists/>
2. Click "Allow" (if the page is blank, click the previous link again).
3. Click on "Click Here to Begin" and select the page where you want the new tab to appear.
4. Click "Add VEVO for Artists".
5. On the page you just selected, look for a new tab called "Music Videos". If you've got a lot of tabs you may have to click the arrows to see all the tabs.
6. Click and drag the "Music Videos" tab to wherever you want it to appear. (For instance, you could drag it right next to the "Info" tab).
7. You will see a message saying that your tab is not configured. Follow the link.
8. Bookmark this page. It is your admin for the app on your page!
9. Click on "Search & Add Music Videos" and enter your artist name or video title.
10. Scroll through the search results and add the videos you want on your page.
11. Click "Arrange & Manage Music Videos" on the bottom of the page.
12. You can click and drag videos to change the order in which they appear. If you want to require users to "Like" your page before watching your videos, check the "Require Like" box.
13. Optional: from the main admin screen, click "Modify Header Logo" & upload your own custom banner. You can include different links for North America & the rest of the world. The banner should be exactly 520 pixels wide and height is flexible but must be 150 pixels or less.
14. Contact Evan VEVO to let us know that your tab is up or for any help whatsoever: evan.moore@vevo.com



For more information contact your Bluepie rep at:
www.bluepierecords.com