



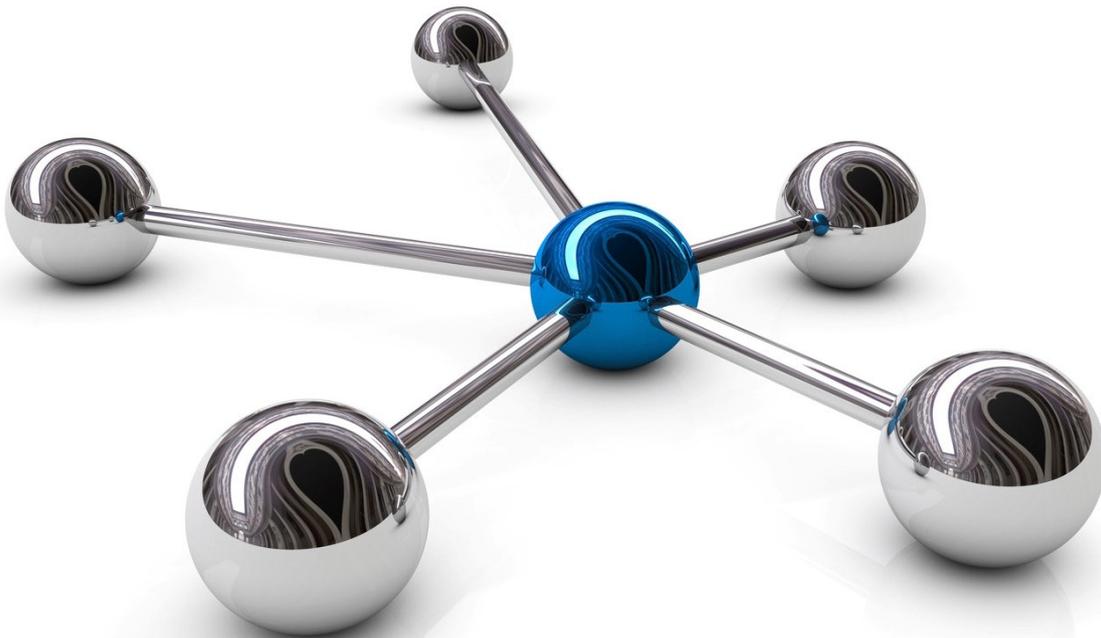
blue pie

www.bluepie.com.au



BLUE PIE SERVICES

AUGUST 2013 VERSION





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ABOUT BLUE PIE

Established in 1994, Blue Pie is a digital entertainment company with expertise in technology and new media. We maximise returns from the global internet-based digital entertainment industry by providing distribution, marketing, promotion, traditional A and R services, major label and leading independent label agreements, touring and artist brand and artist development programs.

We are:



A Record label, Publisher, Distribution Platform, Rights Management Service & Digital Entertainment Company

Blue Pie records - www.bluepierecords.com



A Film, Documentry & TV Show Production House

Blue Vault Digital - www.bluevaultdigital.com



A Global Dance, House and Club Music Show, Syndicated to over 8 countries in the world and growing

DJ Central TV - www.djcentral.tv



A B2B White Label and Digital Entertainment Channel Development House

Blue Vault Digital - www.bluevaultdigital.com

We would like to work with you to commercialise and distribute your music, film and video content. We have representative offices in the UK, USA, Canada, Ireland, China, France and dedicated infrastructure in Australia to manage all your distribution and rights management needs.

We are focused on using the new digital entertainment systems along with traditional distribution retail services that are now available all over the globe, to commercialise and exploit your music and content rights. We provide a true global presence for your content! This will give you an opportunity to have a true global presence for your music. You can select full or limited distribution services, the choice is yours! We are here to help you to increase your sales and grow new markets for your music.





WHAT DOES THIS ALL MEAN?

Blue Pie has established networks and relationships all over the world, some have been in place for over a decade.

Blue Pie holds a number of exclusive digital entertainment content supply and management contracts for key retail networks, credit card & loyalty programs, technology firms and social networks. These exclusive agreements provide our artists and labels with direct access to new markets that they would normally not be able to reach.



Some Exclusive Agreements Include:

- DJ Central TV - www.djcentral.tv
- Blue Vault Digital - www.bluevaltdigital.com
- Ordior - www.ordior.com
- Gravity Stars - www.gravitystars.com

Our exclusive digital content supply agreements provide our artists and labels with access to new and greater markets that they would otherwise not be able to reach. Blue Pie helps to expand your sales potential with these contracts.

Blue Pie is actively engaged in securing exclusive content supply agreements throughout the world.

HOW DO WE KNOW MY RIGHTS ARE PROTECTED?

See our website www.bluepie.com.au and check ABOUT US. We are members of the following music regulatory bodies & organisations:

- Australasian Performing Right Association - www.apra.com.au
- Phonographic Performance Company of Australia - www.pcca.com.au
- Association of independent Record Labels - www.air.org.au
- Australian Institute of Export - www.aiex.com.au
- Phonographic Performance Ltd. UK - www.ppluk.com
- American Society of Composers, Authors and Publishers - www.ascap.com
- Merlin Network - www.merlinnetwork.com.au
- AMCOS - www.apra-amcos.com.au
- MUZU - www.muzu.tv/au





BLUE PIE SERVICES

Blue Pie offer a range of services to help you promote your music. Here is a non-exhaustive list of just some of the services we offer.

ARTIST, LABEL WEB DESIGN & SOCIAL MEDIA BRANDING.

We have a team of stellar designers and web developers who can offer you a solution to the most intricate or simple website design to suite your sound and vibe. MySpace builds and/or redesigns start from as low as \$500 AUD for a professional world class design.



We will brand you as an artist or band with a suitable logo to convey and carry your sound.

MERCHANDISE

We can arrange the design & printing of T-Shirts, hoodies, caps, beanies, sweatbands, mugs or whatever promotional merchandise you may want with our business partner Heavenly (we can step WAY outside of the 'square' on this!) and we oversee the entire process from start to finish at great prices!



PHOTO SHOTS & PORTFOLIOS

We help you create an image and put you in touch with some fantastic photographers. Having the right photos & portfolio is an important part of putting your music across.

MUSIC VIDEO SHOTS

We have a network of creative film makers & editors throughout Australia to bring or mould your visual idea to life. Our resident A&R legend 'The Wolfman' can put you in touch with some of the industry's best!



STUDIO PRODUCTION

Struggling to get the sound in your head to come out of the speakers? We have connections with respected studios and producers around the world. We work with all styles and budgets, to forge the sound you want.

MUSIC PRODUCTION SERVICES

Blue Pie is a highly creative and flexible company suited to offer our customers a custom music solution to cater to their requirements. All the music that Blue Pie licenses comes from our catalogue or we create with our our own producers, writers and musicians. All the music is produced in at the best facilities that utilises the latest recording technology, equipment and software. The music we create can be provided in any format.

The cost of these services is dependant on what is fully required, and its eventual usage. If you require a service that we have not mentioned on the site then please email us with your requirements and we will do out best to meet your needs.

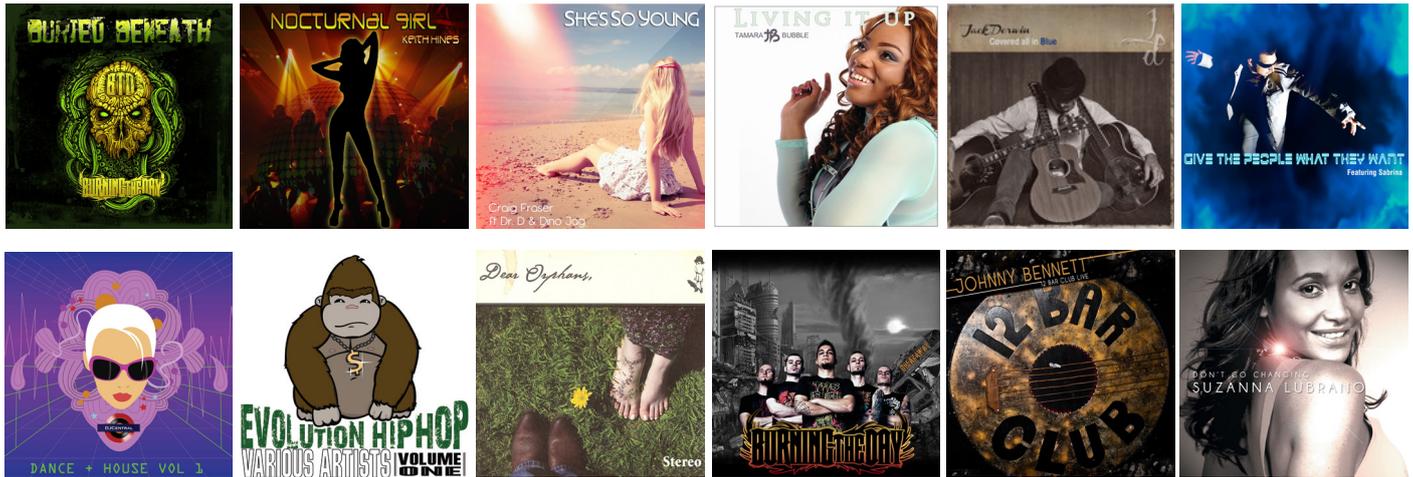




CD MASTERING, PRINTING + PRESSING

Once your sound is mixed down we can organize the next stage for you from designing the CD cover or digipak, to getting a master CD cut and getting you the best price on runs of your CD.

We involve you all along the way, so you end up with a quality product you can give away as a promo or sell to fund your journey on the musical road.



DISTRIBUTION

See our distribution brochure for a full run down of what we do.

PRINT MEDIA

Whether it's a 5m x 5m vinyl backdrop with your logo for gigs, a simple flyer for your gigs or an advert for the street press or a magazine. We can create a head turning stand out design to suite most budgets.

We can organise a professional BIO & One Sheet to add to your media portfolio.

MEDIA MAIL OUTS, RADIO PUSHES & PROMOTIONAL CAMPAIGNS

We have vast, well organised databases and a network of long term relationships with key radio stations, magazines, websites, web radio stations & media hubs locally and around the globe.

We have systems in place with many digital delivery providers including:



Radio Direct X Song Catalog
www.radiodirectx.com



Song Catalog
www.songcatalog.com



Music Supervisor
www.musicsupervisor.com



Airplay Direct
www.airplaydirect.com



CONSULTING

Our consulting services are designed to guide our clients through the entire process of promoting and marketing their releases. It includes referrals to other appropriate companies that can become a part of the campaign on the Press, Lifestyle Marketing and Merchandising levels.

Whether you're debuting a new band or your established act releasing a new effort, our concerted activities will start an early buzz. The Music Industry is in a continuous state of evolution. Every step of promotion and marketing is extremely important and warrants consideration. The Blue Pie Promotion team offers comprehensive promotion strategies that lends years of experience, commitment, persistence and passion you can rely on. We invite you to call on us for a consultation to see how we may fulfil your individual needs.

RADIO AND MEDIA MAIL OUTS

We service commercial stations to specific / Specialised DJs depending on the genre and style of music. This means we don't service 'Classical FM' if you are a heavy metal band or hip-hop crew. Making your money go further and hitting your target market is our business. Campaigns start from \$3,000 including your BIO, One Sheet, general copywriting & full reporting.

Help! We're on a roll & need some more noise making!

If you require a one-on-one solution we can hook you up with a gun publicist who will provide you with professional coverage. This is not always a cheap solution but can be invaluable if you are starting to take off.

This can mean the difference between gathering momentum or not...
Not sure what you need?

It's OK! This can all be very confusing when you start out.

Talk to us and we can suggest a game plan for you and a package of some of the above to suit your needs. We can also do a stage-by-stage run of the above, helping you budget & create revenue streams with merchandise so you make money to invest in your project.

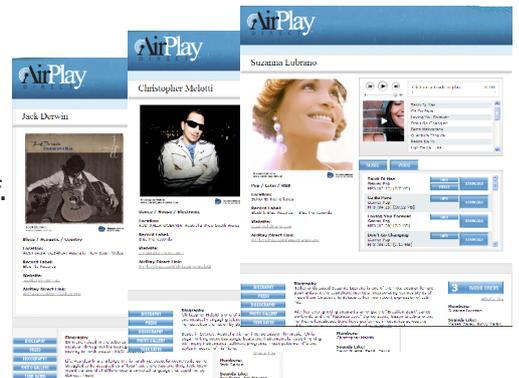
Can I get Blue Pie to come up with some marketing plans and ideas to sell more of my music?

Yes you can! We charge a fee for this service and work on an hourly rate. Our base marketing charge for creating marketing plans is \$100 USD an hour. If you would like a full list of our services then please email back and we will forward details on how we work and our charge rates.

We involve you in these processes usually starting with a creative session to understand what exactly you want to achieve and discuss realistic expectations and goals.

Some of our label partners include:

- EMI Music
- Music Head
- The Groove Merchants
- Sony BMG
- Universal
- Supermusic





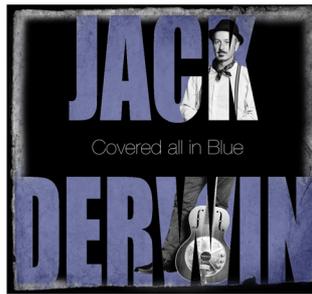
DIGITAL COMP CARDS

Digital compcards - comp card (also called composite card, z card, zed card or sed card) are an old school media format and refer back to the 70's when artists would hand out a complimentary card with their details for contact. We've taken this format into the millenium, hence the name 'digital compcards' for media marketing.

Examples of promotional peices we create for our artists. A way to introduce and distribute important information about the artist.



Christopher Melotti
www.christophermelotti.com
bluepie.com.au
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Jack Derwin
www.jackderwin.com.au
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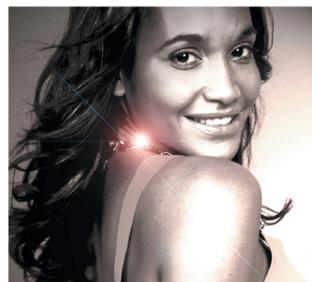
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sampollard.com.au
myspace.com/sampollardmusic
bluepie.com.au
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ARTISTS LOGO DESIGN

Examples of artist logos we create for our artists.

The Creative team create a Brand Development kit where we provide a variety of selections of Typographic styles, Logo concepts, Logo concept / images and Logo concept positioning into one document for the client to select and approve.

The Process is as follows:

CORRIDORS LOGO CONCEPT

CORRIDORS

1A. LIGHT

CORRIDORS

1B. BOOK

CORRIDORS

1C. DEMI

CORRIDORS

1D. LIGHT - BLACK BOX

CORRIDORS

1E. LIGHT - GRADIENT

CORRIDORS LOGO TYPOGRAPHY STYLES

CORRIDORS

1. DEVIL BREEZE - LIGHT

CORRIDORS

2. KATAS - REGULAR

CORRIDORS

3. WATCHMEN - REGULAR

CORRIDORS

4. STENTIGA - REGULAR

CORRIDORS

5. PRESA - REGULAR

CORRIDORS SILHOUETTE



1. SIMPLE



2. BLUE CORRIDOR



3. PAINTING

CORRIDORS LOGO CONCEPT - POSITIONING



1. THROUGH



2. UNDERNEATH



3. BLACK BOX



Jessy Tomsko



Suzanna Lubrano



RADIO DRIVE



Jack Derwin



CHRISTOPHER MELOTTI



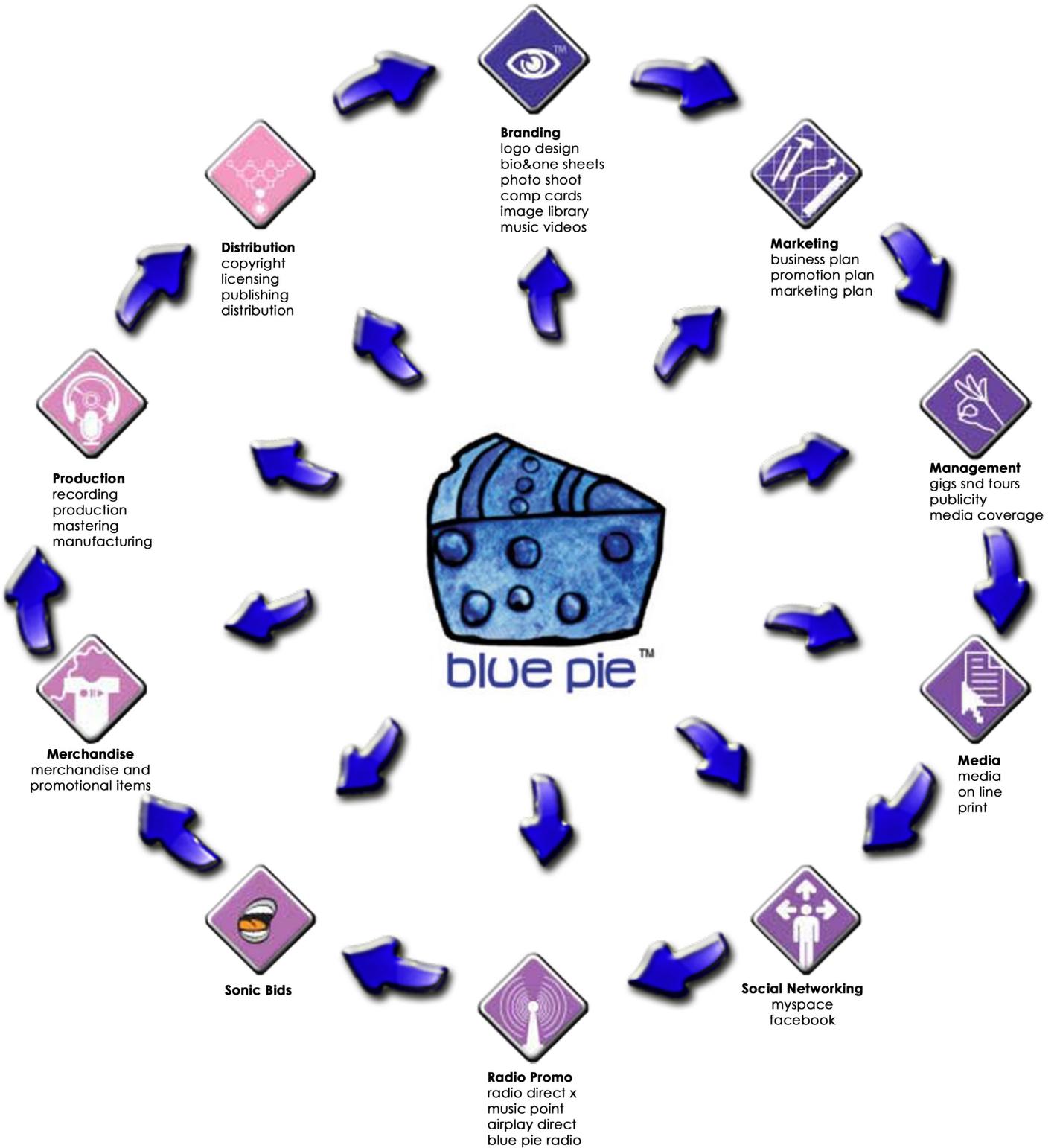
JOHNNY BENNETT



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SERVICES & RIGHTS MANAGEMENT DIAGRAM





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