

# MTTV = MusicTraveler.TV

MusicTraveler.TV is a marketplace  
for digital performances with  
[a secure paywall](#) made by  
**Music Traveler**

# Perform Online

Although **LIVE performances** are the backbone of **Music Traveler**, the system recommends "**Premiere**" to best prepare the online release



# PREMIERE

VS

# LIVE



Better preparation of production content without time pressure



Refined materials with proper edits prior to the premiere



Limit technical risks associated with live productions and streams



Less excitement than the live stream



Direct interaction with fans adds excitement



The peak viewing time of the stream limits to local ticket sales instead of global



Requires bigger technical, production resources and stable connectivity



Potential to charge a premium and then premiere if the production was quality & filmed

# Set-Up the Stream

Enjoy **full control** over setting and managing content – **LIVE or Premiere**, date, time, location, pricing, and other information displayed

Just **a few short steps** and the stream is set



1. Thumbnail \*  
Drag and drop a cool picture here to advertise your stream  
Max.5MB  
Edit Thumbnail

2. Title \*  
Name your event

3. Video URL \*  
Insert your **unlisted** YouTube URL

4. Description \*

**Time**

5. Date \* 24.06.2021  
6. Time \* Time

**Tickets**

7. Price \* 15  
8. Currency \* €

9. Credit  
Credit everyone involved:  
Drums: Tony Royster Jr.  
Keyboard: John Lord  
Guitar: Dave Navarro  
Bass: Javier Malosetti  
Vocals: Gwen Steffani  
Percussion: Tano Bertosi

10. Location \*  
Venue, City, Country

11. Tags  
Concert, Gig, Liveshow

u	We	Th	Fr	Sa	Su
		01	02	03	
5	06	07	08	09	10
2	13	14	15	16	17
9	20	21	22	23	24
6	27	28	29	30	31

Sun, May 24 - 17:00  
Live @ Stadtgarten Cologne

Get Tickets



Sell your tickets with an easy click

**TICKETS**



Click [here](#) to purchase a ticket to this stream.

# Stream Page Illustration

**The Music Critic** feat. John Malkovich

Premiered on  
Sun - Mar 07, 2021 8:00 PM (UTC+1:00)  
Vienna, Austria

A sardonic mix of the most evil music critiques of the last centuries written about some of the greatest works of music are presented in The Music Critic, narrated by John Malkovich.

One of the most prestigious venues in the world, Vienna Konzerthaus, togs its main stage up into a legendary Viennese Coffee House setting, representing the tradition where poets, writers, critics and common people often gather to complain about any various thing, sometimes even if they are on their own.

**Credits**  
Narrator: John Malkovich  
Musicians: Aleksey Igudesman, So-Ock Kim, Max Baillie, Tanja Tetzlaff, Hyung-ki Joo  
Film & Camera: PDV Records

igudesman Joo Konzerthaus Music

Endorse artists you love

10\_ EUR -

EUR €

USD \$

GBP £

Show some L

Promote streams across different social media channels

**SHARING**

Date, Time, Geo-Location, Venue info and more!

**LOGISTICS**

Description of the contents and any special stories you would like to share. If a fundraiser, highlight the cause & purpose

**STORY TELLING**

Credit sections to thank everyone involved as well as correctly record-keeping the production. The section will evolve and help copyrights, library building, to revenue sharing related services in future

**CREDIT**

In addition, can receive corporate, private endorsements or donations

**RECEIVE ENDORSEMENT**

All streams are searchable from the MTTV's landing page! Most of the searches start with tags and other information about the stream. The more tags added to the stream the merrier.

**TAGS & KEYWORDS**

9 Credit

Narrator: John Malkovich  
Musicians: Aleksey Igudesman, So-Ock Kim, Max Baillie, Tanja Tetzlaff, Hyung-ki Joo

Film & Camera: PDV Records

10 Location\*

Vienna, Austria

11 Tags

John Malkovich Igudesman  
Joo Konzerthaus Music  
GBC Concert LiveShow





## Promote it just like a physical concert

Leveraging your fans, working with various marketing collaborators, groups of people you can influence the promotion **the better exposure** the digital concert will have chance to sell tickets

Execute marketing and PR **strategies as usual**



## Recommend a minimum of 3 weeks

Sharing the stream links to social media platforms to email blast will need **time for others to share from the share**

Set up your stream with plenty of time for marketing **to maximize the viewership**

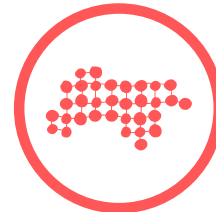
# Share & Promote



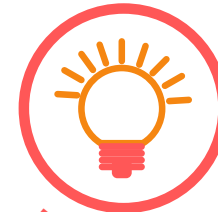


# Use MT Profile

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CONNECT



BE INSPIRED



SHARE

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Let audiences learn more about you & your background, projects, schedule, and more

Additionally, the networking feature provides a great way for artists to credit and link with others

# SELECTED TOOLS UNDER OUR SYSTEM



## Amazon AWS

AWS keeps our website and the server safe. AWS is reliable & durable. We deploy and build our features using AWS cloud services



## Unlisted YouTube

YouTube's unlisted feature comes with zero technical issues, no information escaping, easy to use, enables us to provide a paywall



## Stripe

Stripe is one of the most secure and respected, global payment systems used by top tech companies like Google and Amazon



# Features

- ✔ Live or premiere stream possibility
- ✔ Create tickets with a paywall
- ✔ Accepts Apple, Google, Debit/Credit payment
  
- ✔ Receive endorsements/donations
- ✔ Integrate calendar with tickets
- ✔ Allows social media plug-in/sharing
  
- ✔ Enables the crediting of others' work
- ✔ Connect & promote through MT profile/MT network pages
- ✔ Auto-links to MTTV landing-page



