tunesBag was **founded 2008** based on the vision of an all access legal music platform.

tunesBag is **owned and fully financed by it‘s three founders**: Hansjörg Posch (Technology & CEO), Hannes Harborth (Business Development) and Gerhard Günther (Marketing & Sales).

All of us have strong experience in working for mobile operators and online platforms.
tunesBag is an **online music hub**, enhancing the known music experience by offering

**backup** functionalities ensuring data security,

**access** functionalities allowing cross media/platform experience &

**legal sharing** functionalities.
Addressed pains

- **Lost** of own collection & playlists (investment in time & money)

- **No access** to *own* music & playlists anywhere and anytime (office, at a party, in school ...)

- **No clue** what friends are listening to - what’s hip & cool?
Add your own tunes (import from iTunes, Winamp or select manually)...

We offer you the following ways to add your tunes to tunesBag – please choose the best suitable for your needs

- **Upload using your Browser (with progress display)**
  Select your audio files (mp3, m4a, wma or ogg) and start the upload.

- **Use our Desktop Uploader**
  Coming for Mac soon.

- **Add using e-mail**
  Send your audio files to funkymusic@incoming.tunesBag.com
tunesBag

Screenshots – Facebook & Twitter

Facebook page showing a playlist titled "Lounge" with songs such as "Belle - Alif Tree", "Diferente - Gotan Project", "Rosie's Drugstore - Birdie", "Con Mi Sombra - 5-Tene Inc", and "Sambop - Cannonball Adderley".

Twitter post from tunesBag saying: "fits perfectly for the current weather" on Kings of Leon - Use Somebody http://tinyurl.com/ajvjjm

Best regards,
Max

Recently played: American Boy Soul Seeker - Estelle Feat. Kanye West

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Core system hosted in Vienna
Serving content, security, processing, UI

Amazon Storage (S3) and streaming (EC2)
Data handling (In/Out), Storage

Users / Clients
Browser, Phones, API

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• Conceptual work started in early 2008, 100% self-funded (bootstrap), Ltd legal entity

• In closed beta with 5k+ users, > 250,000 playbacks, featured by TechCrunch, Mashable, Wired, CN etc

• Ongoing negotiations with Collecting Societies

• Public launch in 10/2009
• **Premium Services**
More space and features, sync agent, mobile applications

• **Advertising**
Display & Audio

• **Affiliate**
Tickets, CDs, Downloads, Merchandising, ...

• **Whitelabel Solutions (B2B)**
Offer co-branded solution for e.g. operators
In the first step music lovers with a huge library should be addressed, currently 15% of users are such „heavy“-users.

Example UK: 33% of internet users are regularly listening to internet radio (> 15 mio), 8% to services such as last.fm (4 mio).

Primary target markets: US, UK, GSA
• **Locker services**
  mp3tunes, simfy, lala, imeem

• **On-demand streaming services**
  spotify, myspace music

• **Online - radio services**
  last.fm, pandora
Thank you for your attention!
Hansjoerg Posch, CEO
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