



Overview

Direct-to-fan publisher with global scale

# Cellfish



**Bandsintown**

**ToneMedia**

**Cellfish**  
EUROPE



**Cellfish**  
STUDIOS

Cellfish's mission is to deliver the most engaging and innovative consumer-entertainment experience by harnessing the power of mobile devices and social media.

A leading publisher of mobile and social applications with a reach to over **150M** music, sports and entertainment fans.

# Our Business



About  
\$100 Million  
in revenues



Headquartered in  
New York, with an  
International Footprint



Employing 240  
world-class  
professionals



Over 125 partnerships with  
Operators and Media  
worldwide



Owns over  
100 mobile websites  
and applications



Platform Provider  
of the Mobile Giving  
Foundation

**We believe social & mobile technologies can be innovatively combined to enable consumers to easily find, engage & enjoy content & experiences based on what they are most passionate about**

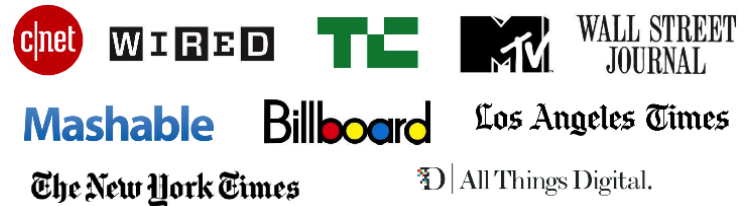


### Investors

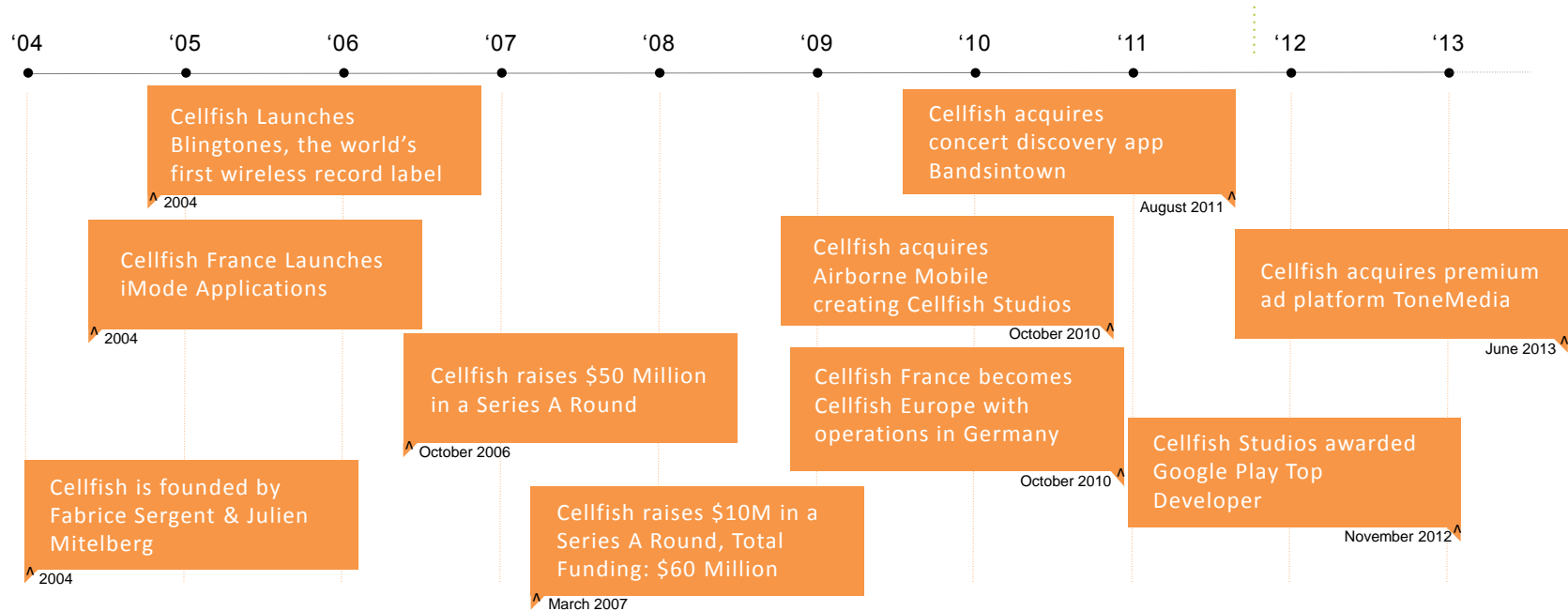


\$80M raised since 2006

### Featured In



# The History & Growth of Cellfish





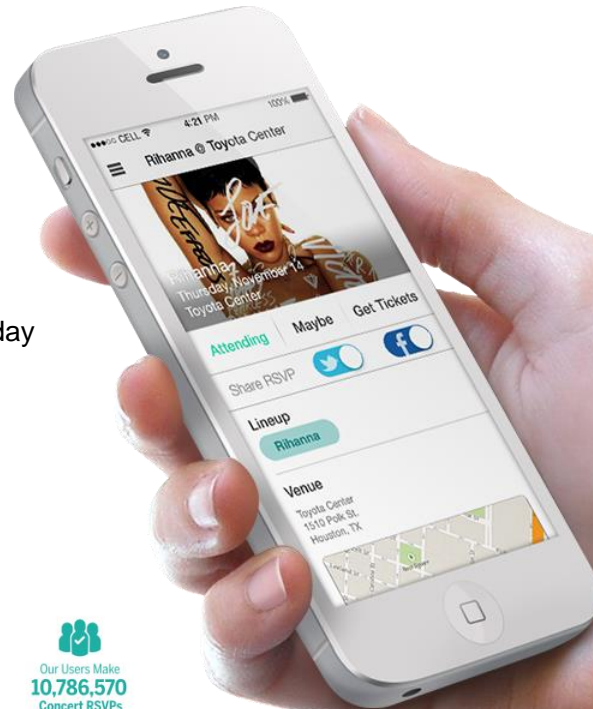
# Bandsintown

No. 1 concert discovery app with 10 million registered concert-goers

Bandsintown's Artist Platform powers the tour dates for half of all touring artists today

Provides alerts when concert goers favorite artists are touring nearby.  
Also recommends new music and artists

Concert catalog of 5 million+ events worldwide  
across all music genres



Featured on

**TC** TechCrunch **Mashable** **iTunes** **Spotify**  
**The New York Times** **Billboard** **HUFFPOST** **Rolling Stone**



Our Users Track  
**74 Artists**  
on average

Over  
**10 Million**  
Registered Users



Our Users Attend  
more than  
**4 Shows**  
Each Year



Our Users Make  
**10,786,570**  
Concert RSVPs  
each month.

That's over  
**1,000**  
Hours of Live Music



**#1** Concert Discovery App on smartphones

Bandsintown Artist Platform: 215,000 Artists



# ToneMedia

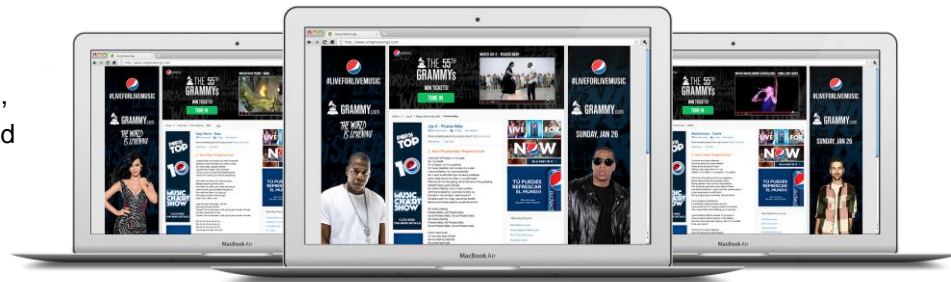
The ultimate music fan media platform  
across digital, email, social and mobile

The **world's largest advertising platform** built solely around **music content**,  
targeted by specific artist and bands.

Currently works with 50+ exclusive publishers reaching over **120 million fans**  
**globally every month**, including **24% of all 18 to 24-year-olds** in the U.S.

ToneMedia **connects brands with music artists and their fans** based on  
search preferences and consumer buying habits, providing sophisticated,  
multi-level engagement for advertisers and marketers across the web and  
mobile

ToneMedia: **120 Million music enthusiasts monthly**



# Cellfish EUROPE



300 Million  
Transactions  
per year



First announcers  
of the European  
Mobile Sector



#1 with  
20% Market Share



More than 100  
B2B Partnerships



€100M

€100 million  
gross media partnerships  
(top 30 of advertisers)





A world renowned mobile content publisher and Google Play Top Developer

Recognized by the industry for innovations in branded home screen entertainment, Cellfish Studios creates products based around licensed properties from iconic music, sports and entertainment partners including NFL, NBA, adidas, NHL, FOX Studios, Marvel and Universal Music.

Established in Dec. 2011 and since that time, has generated over 50M downloads



Top Developer on



Google play



Cellfish Studios: 50 Million App Downloads

## Cellfish Locations



## Media Contact

Leah Taylor, Social Media and Communications Director

(212) 767-5256 | [press@cellfishmedia.com](mailto:press@cellfishmedia.com)

@Cellfish | [facebook.com/Cellfish](https://www.facebook.com/Cellfish)

For more information visit: <http://www.cellfish.com>