

Andy Gesner HIP Video Promo (732)-613-1779 info@hipvideopromo.com
Music Video Promoter 'UFO' Cole Phoenix- USA, Canada, Latin America & International Web
Distribution/Servicing List- MTV VH1... is below proposal and company info.

Here at HIP, we've had the great honor and privilege to promote over 1600 music videos over our thirteen year history. I encourage you to check out our client list, and there you can see we are not a promo company that just takes on any client no matter what the video looks like. Unlike others that do what we do, we are extremely selective about the videos we promote and are constantly searching for artists like Cole Phoenix to get in on the ground floor with.

We will take all the necessary precautions to assure you that the Cole Phoenix "UFO" music video arrive to all of our programmers 100% ready for immediate programming. Here's the full national music video promotion proposal for you to check out, including both internet and terrestrial television outlets in Canada and Latin America.

Proposal:

At HIP Video Promo, music video promotion is the only thing we do! My staff and I are your guides through the treacherous terrain of music video promotion, and are here to make it as easy as possible for you to achieve maximum exposure for your video. We are fearless when it comes to promoting cliché-defying artists outside the mainstream, while always remaining highly selective in the projects we promote. Our constant goal is to supply our programmers with the videos their viewers *really* want to see.

HIP Video Promo has built the most impressive client roster in the industry, promoting videos by such epic talents as **Pearl Jam, The B-52's, The Blind Boys of Alabama, Johnny Cash, Moby, Elvis Costello, and Motley Crue**, as well being on the ground floor with artists like **The Lumineers, Brooke Fraser, Iron and Wine, Death Cab For Cutie, Armin Van Buuren, Sharon Jones and the Dap Kings, Maroon 5, Bon Iver**, and others on their way to stardom. We haven't forgotten our roots, though; and new or independent artists get the same HIP combination of unmatched expertise, unique experience and untrammelled enthusiasm as the superstars. HIP has established and maintained a solid, ever growing network of contacts throughout the music video programming world, and is continually updating the most comprehensive database anywhere of music video programming outlets, which cuts across all stylistic and geographic borders.

We are a full service music video promotion company with over thirteen years of experience and over 1600 music videos promoted. We've worked extensively with major labels (Universal, Atlantic, Sony) and labels with major distribution (Armada, Lost Highway), but we are also integral in helping smaller labels like Merge, Dim Mak, Sub Pop, Dualtone, Polyvinyl, Ultra, Kirtland, and Side One Dummy get the word out about their artists and videos. We specialize in helping many independent artists with no label affiliation at all. HIP Video Promo will promote your music video to select national and regional video shows, retail video pools (outlets that provide in-store music video programming to retailers, fitness centers, shopping malls, nightlife locations etc), video-on-demand providers, nightclubs and numerous high profile Internet outlets and popular blogs.

Since HIP Video Promo has been on the music video playing field for thirteen years, we know the programmers personally and have enough experience to steer clear of the pitfalls they are used to experiencing, like receiving videos that are not broadcast quality. We provide professional digital delivery and duplication of your video in the right numbers and specific tape formats (Beta SP, DMDS, DVCam, etc.) required for all the various outlets, each with a complete and accurate slate, closed captioning, proper completion of

required submission forms, and we always adhere to a keen attention to detail. Another potential pitfall is a programmer receiving a video with little or no further information. HIP super-sizes every video campaign with an originally written video promotion one sheet that accompanies each video pitch and is featured on our website. (To see examples of our video promotion one sheets, click on any artist among the "Our Clients" on our website.) This is where we, as your video promoter, argue the case of why your video is worthy of the programmer's attention. As your "lawyer" walking into the courtroom of music video opinion, we've done our research and are prepared to present your case eloquently and zealously, without resorting to empty hype or false accolades.

We don't neglect the personal touch, either. We maintain very friendly relations with all the important point people at the national outlets and high profile internet outlets (MTV, VH1, LOGO, Much Music, Music Choice, Revolt TV, Havoc TV, HuffingtonPost.com, RollingStone.com, MTV.com etc.), but never take for granted the many video programmers and programming opportunities in all the remote corners of the music video community, including numerous secondary and tertiary markets throughout the country. We also pitch your video to many smaller, curated websites and blogs. Each year I make a cross-country pilgrimage (the annual HIP Video Promo tour in March) to visit our cherished programmers all over the USA. With this kind of personal attention you can be assured that your video won't be falling through any cracks within the music video programming community.

A few important and warmly received additions to the HIP services we provide is the creation of our YouTube page, which we use to put our artist's videos on the popular website, and our HIP Video Promo Blog, Facebook and Twitter profiles, which we use to disseminate all of the newest updated information about our clients to prospective programmers and fans alike in real time. We launched our YouTube page in February of 2007, and to this date, we have already accumulated close to eleven million views for the videos featured on our channel.

I think that a 130 outlet campaign would be suitable for this video promotion and optimize maximum exposure. We have custom tailored the 130 video outlet campaign below to include the outlets on our list with the highest profiles and greatest likelihood to embrace the Cole Phoenix "UFO" music video.

Below is a 130 outlet servicing list pulled from the over 160 outlets I regularly service.

SERVICING LIST

Cole Phoenix "UFO" music video

NATIONAL/ VIDEO ON DEMAND

Aux TV - Digital Disc (Canada)

Comcast On Demand - Beta (National)

The Cool TV- Digital Disc (National)

MTV/MTV2/MTVu/VH1/LOGO - DMDS Digital Delivery (National)

MTV Iggy - (International) - Beta

Fuel - Beta (National)

Fuse - Beta (National)

Fuse On Demand - Beta (VOD)

Havoc TV - Digital (VOD)

HBO Zone - Beta (National)

Much Music Beta (Canada)

Musique Plus - Beta (Canada)

Music Choice/Swerve - Beta (VOD)
MTV Latin America - Beta (Central America)
Palladia - DMDS Digital Delivery (National)
Revolt TV - DMDS Digital Delivery (National)
XCorps TV - Digital (National)
XYZMP3 / TIVO - Digital Disc (National)
Zuus TV - Digital Disc (National)

MULTI MARKET / MULTI REGIONAL SHOWS

California Music Channel - Digital Disc (CA)
Get Reel Music Mix - Digital Disc (Voice Of America)
Music Mix USA - Beta + DVD (FL, DC, MO)
MYX - Digital Disc (Redwood City, CA)
Play Network - Digital (Los Angeles, CA)
R n' R Television - Mini DV (MD, MA, NC, MI)
Video Jam - Mini DV (MA, CT, IA, ND, GA, NH, CA)

RETAIL POOLS / CONTENT PROVIDERS

Akoo - Beta
AXS TV - Digital Disc
The Bowling Network - Digital
Channel M - DVD
ClubCom - Digital Disc
Control Play - Digital Disc
DMX Music - Digital
Evision - Digital
Indoor Direct - Digital
MediaPlace / In Store Sports Network - Digital Disc
PC Music - Digital
Promo Only - Digital
Promo Only Canada - DVCam
Rock America/Retail Entertainment Design - Digital Disc
Screenplay - Digital
VME Media - Digital Disc

REGIONAL OUTLETS

Alternative Currents - DVD (Omaha, NE)
Almen Joi - DVD (San Bernadino, CA)
America's Rock Network - DVD (Tuscon AZ)
Boston Music Coalition - Digital Disc (Boston, MA)
AV FUZZ - Mini DV (Victoria, MN)
Check It Out Video - Mini DV (Santa Barbara, CA)
E360 - DVD (Orlando, FL)
Eye Music Network - Beta (Atlanta,GA)
Fox Traxx - Digital Disc (Menasha, WI)
H20 TV - DVD (New York, NY)
Hit Records TV - DVD (New York, NY)
Homegrown Video - Digital Disc (Long Island, NY)
Independent Video Show - Digital Disc (Van Nuys, CA)
JBTV - Digital Disc (Chicago, IL)
MCA Nashville - DVD (Nashville, TN)
Media Boss TV - (Boston, MA)

Metrocast - Mini DV (Rochester, NH)
Music and Mayhem - Digital Disc (Tucson, AZ)
Music Video 8 - Mini DV (San Francisco, CA)
Nash Films - DVD (Nashville, TN)
NFTU-Boise - DVD (Boise, ID)
The Otherside/Rock Hard Video - Mini DV (Des Plaines, IL)
OUTV - Digital Disc (Norman OK)
Palm Springs Edge TV - DVD (La Quinta, CA)
Point Music TV - Digital Disc (Stevens Point, WI)
Regional Video Limited - Digital Disc (San Francisco, CA)
The Review - Mini DV (Minneapolis, MN)
The Rock Channel - Digital Disc (Tucson, AZ)
Santa Barbara Arts TV - DVD (Santa Barbara, CA)
Sidewalks - Digital Disc (Richmond, CA)
Style City TV - Digital Disc (St. Petersburg, FL)
The Sound Chamber - DVD (Denver, CO)
SPC-TV - DVD (Carbondale, IL)
Street Timez - Mini DV (Tacoma, WA)
Titan TV - DVD (Oshkosh, WI)
The Bobby T Show - Mini DV (Cumming, GA)
Underground Music Videos - Digital Disc (Tucson, AZ)
Videology - Digital Disc (Columbia, MO)
Video Countdown - Mini DV (Stryker, OH)
Video Hits - Beta (Rochester, NY)
Video Sounds - DVD (Cherry Hill, NJ)
VideoHIVE - Digital Disc (San Francisco, CA)
Video Vision - Digital Disc (San Francisco, CA)
Yhur Music TV - Digital Disc (Stamford, CT)

INTERNET

AllMusic - Digital
AlternativePress.com - Digital
Altsounds - Digital
American Songwriter - Digital
AOL Music - Digital
ArtistDirect - Digital
Audio Muffin - Digital
Baeble Music - Digital
Blank TV - Digital
Blastro/Roxwel/Yall Wire - Digital
BuzzNet - Digital
CMT.com - Digital
ConsequenceOfSound.com - Digital
The Dead Hub - DVD
Dailydoseofbass.com - Digital
Dailymotion.com - Digital
Discosalt - Digital
Fader.com - Digital
Frequency - Digital
GBH.tv - Digital
Gorillaleak.com - Digital
The Huffington Post - Digital

Indie Music Filter - Digital
KickKickSnare.com - Digital
LOGOtv - Digital
Magneticmag.com - Digital
Moviesonline.im - Digital
Mox.TV - Digital
MTVBuzzworthy - Digital
MTVHive.com - Digital
MTV Websites - Digital (MTV America, mtvU, MTV Africa, MTV Asia, MTV Brazil, MTV Canada, MTV Latin America, MTV UK, MTV Australia, MTV New Zealand, MTV Germany, MTV Netherlands, and more)
MuchMusic.com - Digital
NME - digital OnlyLyrics - Digital
Noisey.com - Digital
Paste Magazine - Digital
Performingsongwriter.com - digital
Pitchfork - Digital
PrefixMag - Digital
Rollingstone.com - Digital
SkopeMag - Digital
Spike - Digital
Spin.com - Digital
Stereogum - digital
TheMusicNinja.com - Digital
This Sound Goes Around - digital
TunesBaby - Digital
TVGuide - Digital
Veoh - Digital
VH1 Websites - Digital (VH1 America, VH1 Latin America)
VideoDetective - Digital
VideoWired - Digital

Many Thanks,
Andy Gesner
HIP Video Promo
13 Appleby Avenue
South River, NJ 08882
[\(732\)-613-1779](tel:(732)613-1779)
[\(732\)-991-5140](tel:(732)991-5140) (cell)
info@hipvideopromo.com
www.HIPVideoPromo.com
www.YouTube.com/HIPVideo
HIPVideoPromo.blogspot.com