



[Tune Takeout Value Statement](#)

We all know the music industry metrics are in a constant state of flux. What worked in the past is no longer viable to sustain revenue, drive growth and meet customer expectations and needs. While no single opportunity can address each issue, Tune Takeout goes a long way in meeting some of these new metrics.

- Today, the single most reliable source of sustainable revenue is merch. Our product is both a merch item and a model that generates new revenue and increases your tour profits.
- We know how to sell. Our brand ambassadors are thoroughly prepped and very experienced at promotional sales in an audience environment. They are the front-line catalyst for sales.
- Uniquely, Tune Takeout takes a partnership approach with Artists and Labels. We don't sell a service, we offer a partnership. Doing so gives us the flexibility to invest only in the Artists and Labels that we believe make the best fit for our product and model.
- Our partnership approach is predicated on revenue sharing of recording sales. We only make money if you do. With this in mind, you can be assured we will be doing everything possible to ensure you get the most from our model.
- Quality is essential and will never be compromised. We produce a high quality, digital product that continually exceeds audience expectations of a live performance recording. This is why we don't offer immediate delivery. It takes time to do it right.
- Some parting thoughts:
 - Tune Takeout is a merch item that is just “cool”. It establishes a connection with audiences and frees them from holding their phones over their heads.
 - The recording is mastered into something that is unique to each stop on the tour. It's affordable and of a quality unattainable by any other means.

Tune Takeout has history. Our model has been thoroughly tested in several markets. We have established that audiences are enthusiastically willing to pay for the product. With our model and product, Artists are making real, tangible revenue. So there you have it, the main value we bring to the table. We strongly believe that we are doing something special for Artists and fans. We hope you will choose to be a part of it.