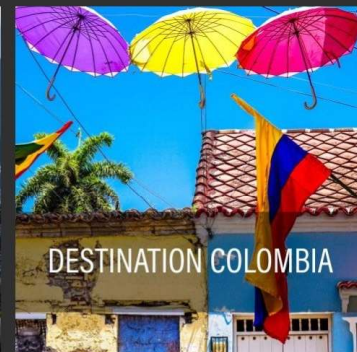


# InProdicon INTERNATIONAL

Brandable Content Services



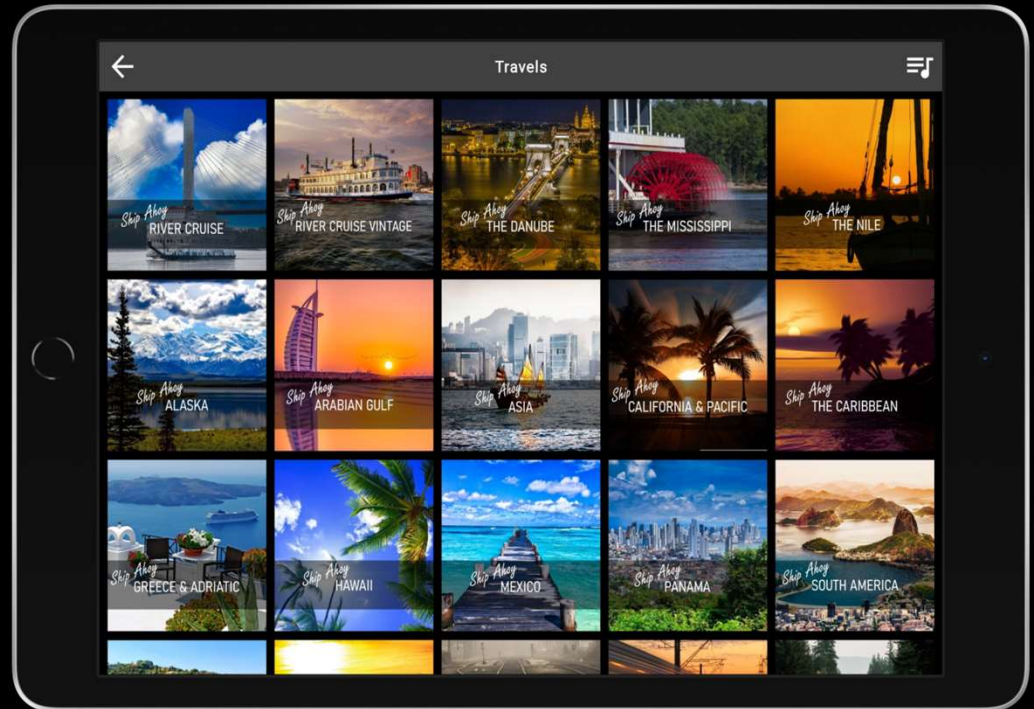
## InProdicon in brief

- InProdicon is a white label provider of digital content and technology services for the global market.
- InProdicon has over 40 years' experience of content licensing, curation and distribution.
- InProdicon's Curated Radio service offers passengers the ultimate "lean-back" listening experience.
- InProdicon handles the licensing, content preparation, and royalty reporting, and all content delivered comes with full indemnification.

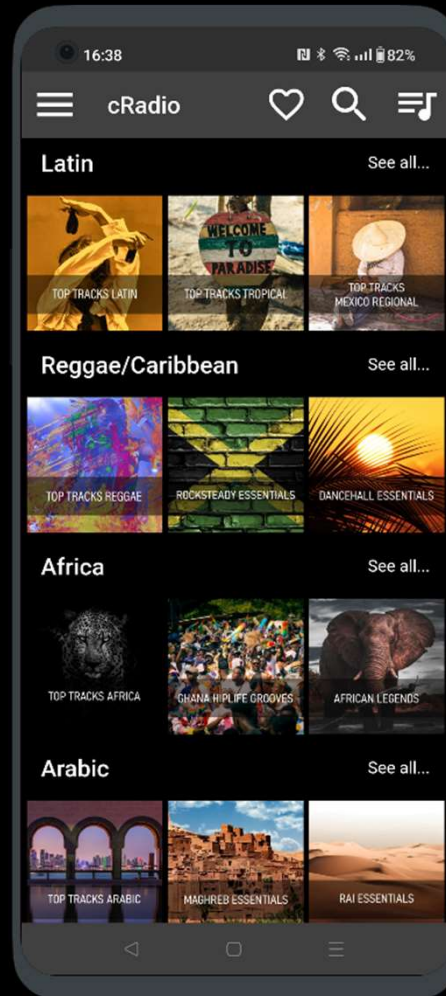
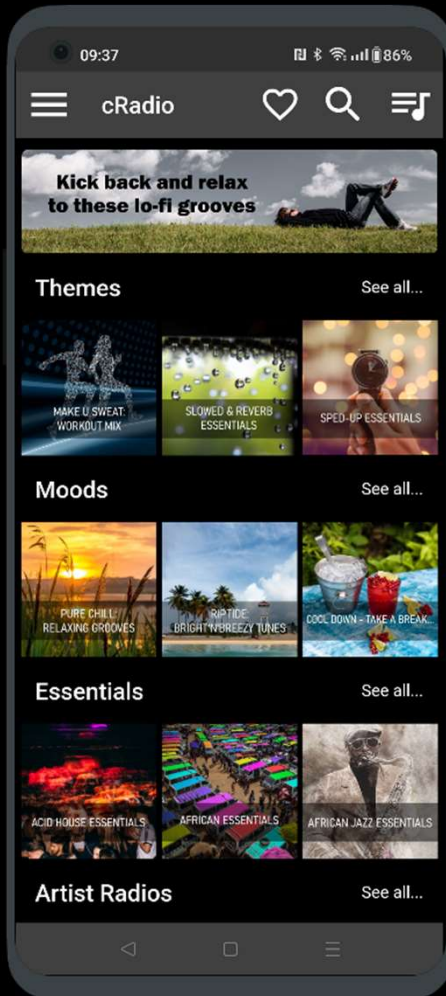


## Proposal

- A brandable and fully licensed Curated Radio service offering over 1500 professionally created channels by mood, genre, theme, destination and more.
- Available on all passengers' personal devices through the cruise line's app and on cabin television / sound system.
- The Curated Radio can further be used to entertain guests in public areas, be that in a restaurant, bar, gym, or elevator.
- Content loaded on onboard servers to reduce connectivity costs and free up internet capacity for other uses.



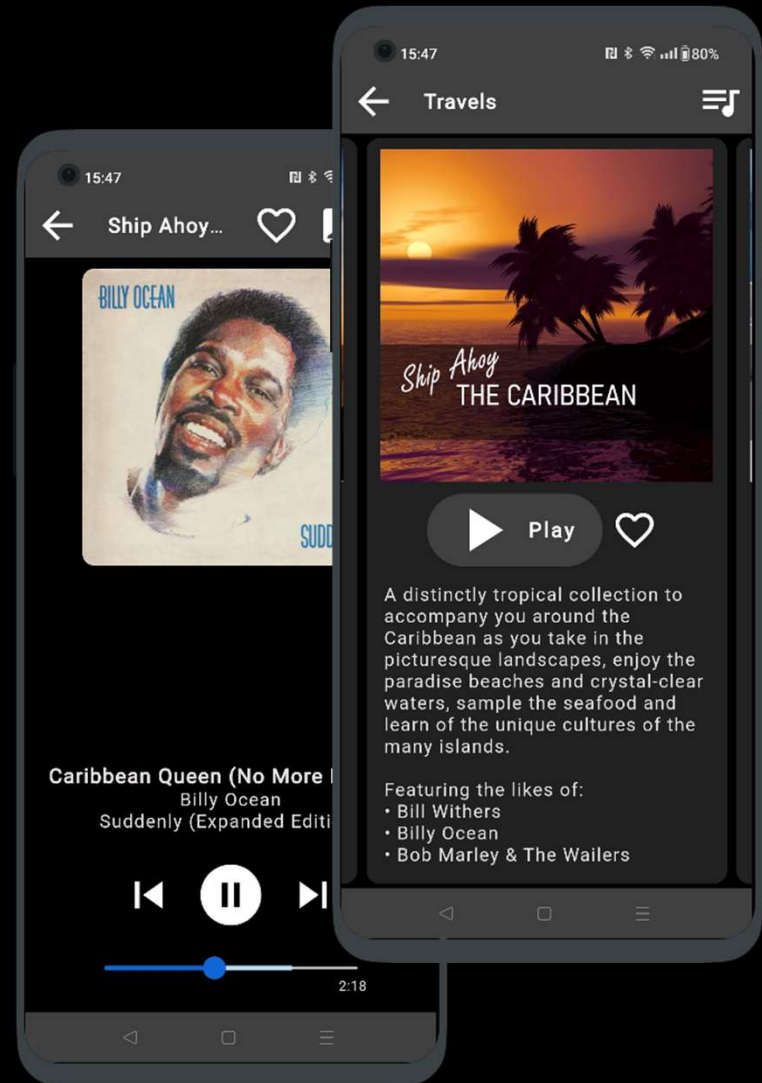
## The content

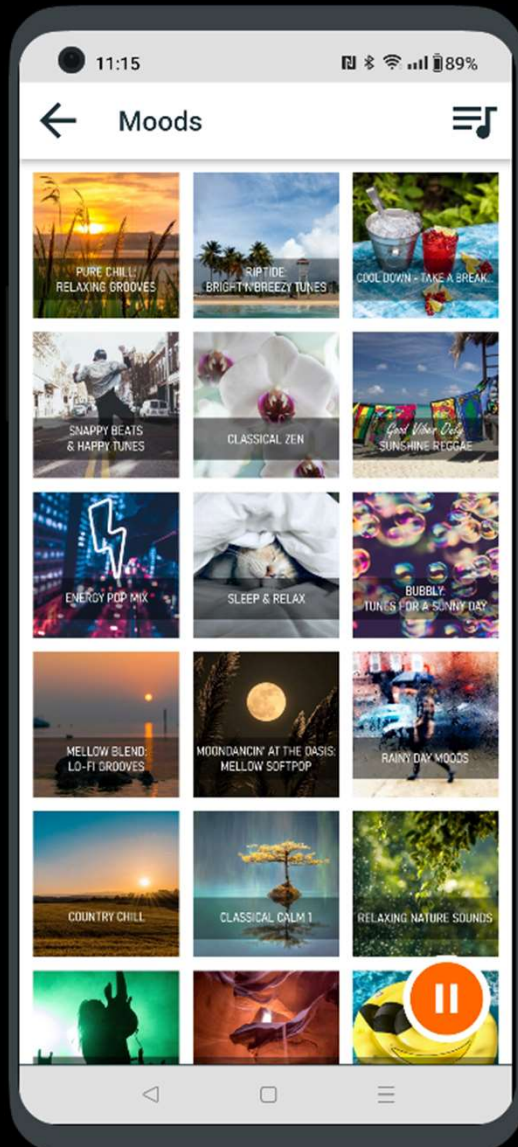


- InProdicon delivers the ultimate lean-back listening experience. It's carefully crafted channels offer an uninterrupted flow of handpicked music to suit the taste and mood of any passenger.
- All the passenger needs to do is to pick a channel, sit back, and unwind.
- InProdicon's expert programmers draw from a catalogue of millions of songs from major labels, international independent labels and aggregators, as well as regional labels.
- In doing so, they create coherent, well-considered and pleasurable listening experiences for all audiences.

## The content

- Descriptions and cover art are provided for each of the over 1500 available channels.
- Channels are organised by genre, theme, mood, and destination. Passengers will also find artist radios, the latest charts from around the globe, essential collections, and plenty of seasonal and festive channels.
- InProdicon offers specially created channels for ports of call as well as channels related to onboard activities and events (gym, cocktail evenings, themed shows, etc.)
- InProdicon can also facilitate the licensing of catalogues from specific regional labels that are of particular interest or value to its client and its passengers.



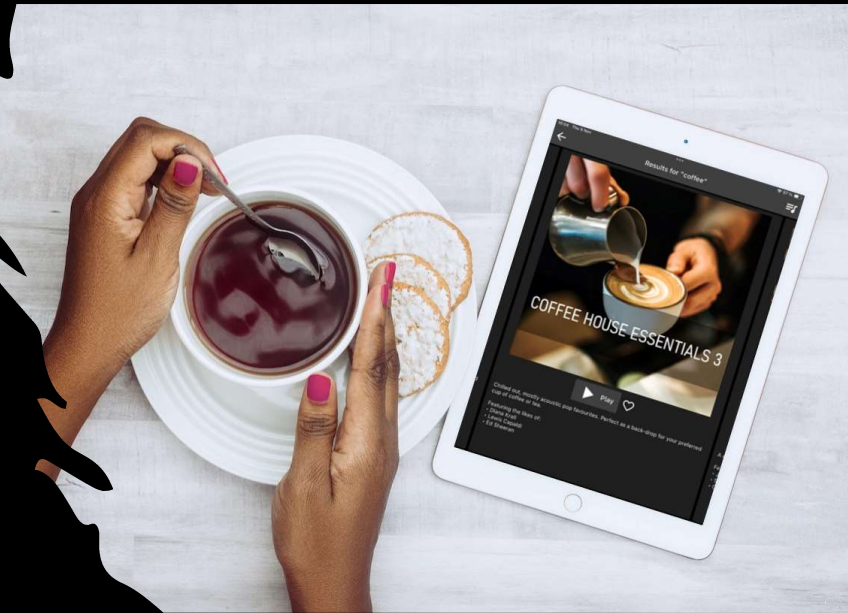
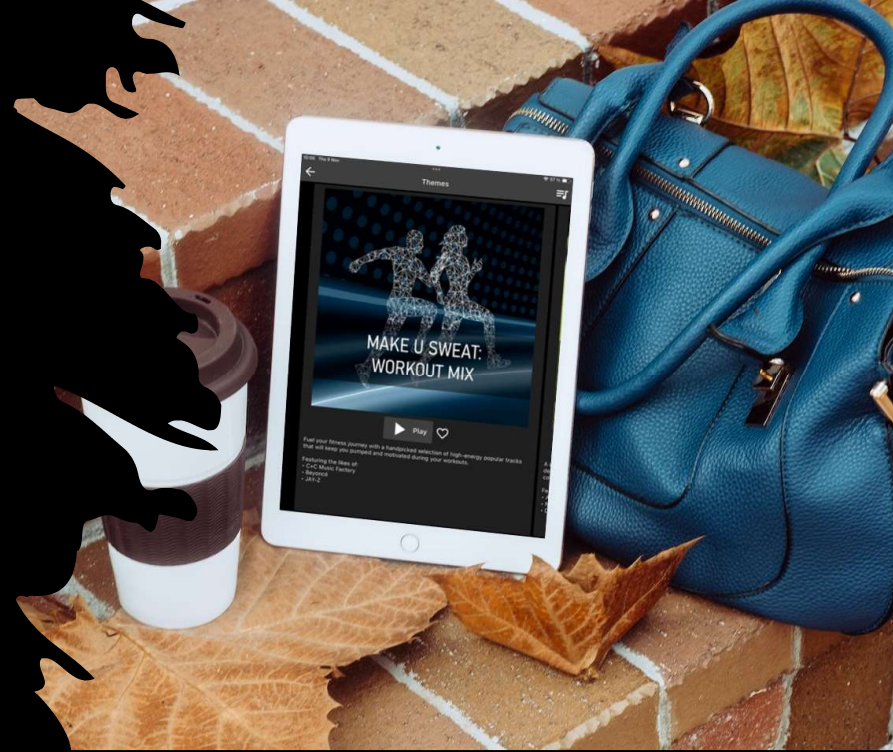


## Curated Radio clients

- InProdicon's user friendly Curated Radio applications are designed to be intuitive and to offer a clear overview of the broad array of music on offer.
- The service comes as standard with the full selection of over 1500 curated channels intended to cater for all tastes and moods.
- The applications can be branded in accordance with the wishes of the cruise line and can be offered both for passenger personal devices, and as web apps for other onboard devices/solutions.
- Advertising can be incorporated in the service, either as audio clips, or in the form of banners.

# Extensions

- By offering the Curated Radio service on passenger personal devices, the listening experience can be extended beyond the cruise itself.
- Content licenses can be extended to allow passengers to subscribe and continue using the service offboard, be that at home, in the car, or on the beach. On any device, at any time.
- By charging passengers monthly for this extended use, one can partially or wholly offset the cost of providing the Curated Radio service onboard.
- One option is to allow passengers to pay using loyalty points, which has the added benefit of reducing balance sheet liability.
- The perfect time to get passengers to sign up for the offboard service is whilst they are onboard! And with passengers using the service offboard, they keep the cruise line top-of-mind!



# InProdicon

---

## INTERNATIONAL

For further details please contact:

**Anders Persson**

[anders.persson@inprodicon.com](mailto:anders.persson@inprodicon.com)

[www.inprodicon.com](http://www.inprodicon.com)

Contact us for a test account to browse the full selection of content.