

# OPUS

IN COLLABORATION WITH

OPENLAB



PIRATE.COM

2020 has delivered some seismic shifts in music, driven at first by necessity, but increasingly by the freedom of creativity.

# RIGHT HERE, RIGHT NOW

---

At a time when the communion of live music has been disrupted, the shift from live to broadcast is becoming the new normal. Widely expected to continue as a compliment to the IRL live experience, this evolution has opened the potential for artists to create and perform on a new canvas.

What remains, is the need for audiences to 'feel' part of the show, and that should be front of mind for all artists when deciding how to make this opportunity meaningful.

So, OpenLab are joining forces with DICE, and Pirate Studios to create an unbeatable combination of expert curation, the highest production values, global locations, big audience data, worldwide media reach and a financial incentive to deliver a simple solution for artists but a 'must watch' feeling for the fans.

---



# THE PLAN

OPUS is a long term series of ticketed live performances from across the globe. Bringing together our combined audiences, the most exciting new music, and headline performers from studios, warehouses, venues and unique locations around the world.

---

Focusing in on London, New York, Berlin, Barcelona, Los Angeles & Ibiza.

---

Following the huge success of Lewis Capaldi and then Laura Marling at Union Chapel in London, and with Nick Cave, Bjork (and more) about to bring special solo performances, DICE, the disruptor ticketing platform has coupled rich data to monetise, promote, market and maximise the ticketing revenue for your artist.

Pirate Studios has democratised the ability for artists to access, develop and create their sound in Pirate's state-of-the-art facilities all over the globe.

OpenLab is the platform that places art, culture and the quality of music above all else. Coupling editorial expertise with access to international cross genre talent.

We have all committed to creating high quality, up close and personal shows in the cultural capitals of the world. A localised opportunity for artists to reach a global audience. Every performance will be created on a case by case basis giving creative collaboration to the artist to deliver something memorable.





LAURA MARLING AT THE UNION CHAPEL

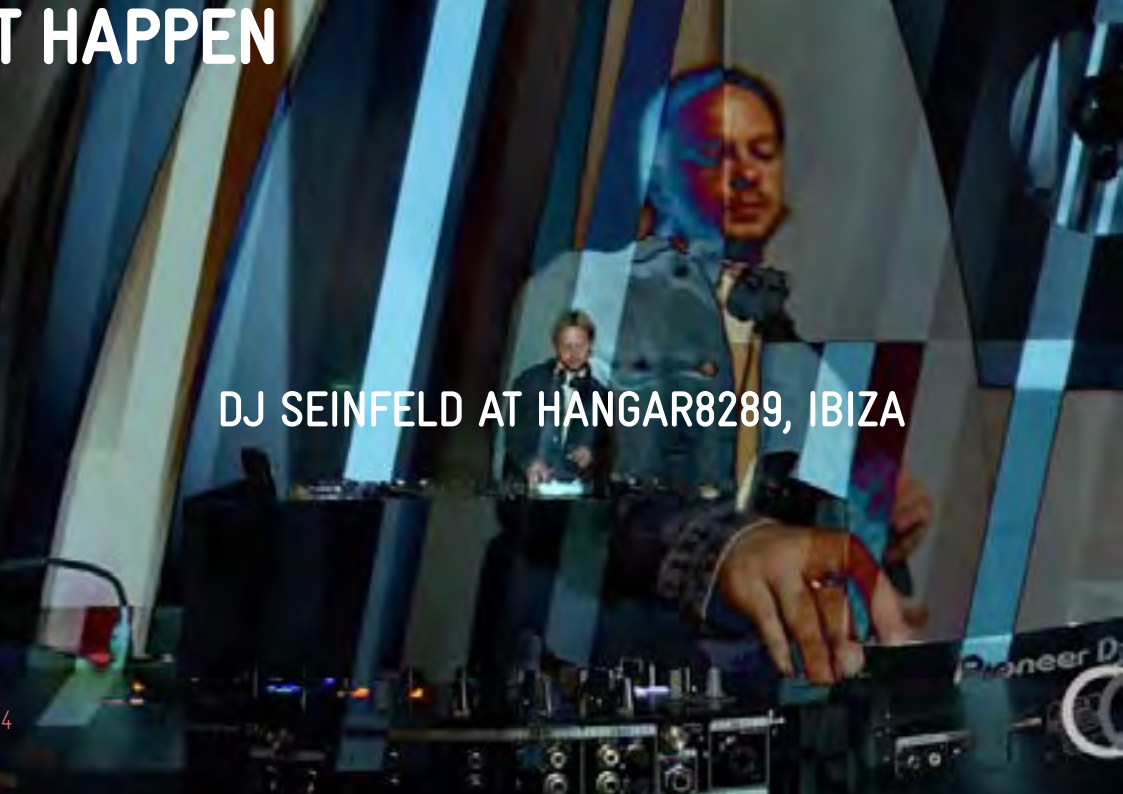


FINK AT THE OPENLAB STUDIOS

**A BACKGROUND IN  
MAKING IT HAPPEN**



QUEEN ZEE AT PIRATE STUDIOS



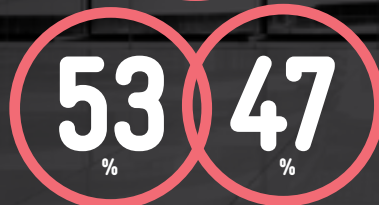
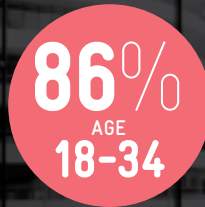
DJ SEINFELD AT HANGAR8289, IBIZA

# THE POWER OF PROMOTION

DICE

12.5M

GLOBAL MEDIA REACH



MALE

FEMALE

OTHER

LIVE STREAMS

3K

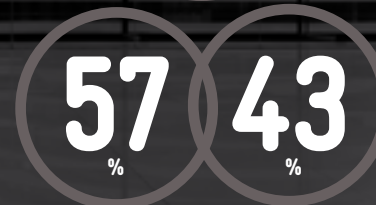
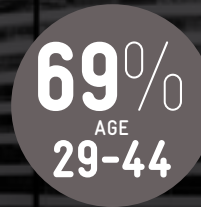
Q2

+125K  
TICKETS

SOLD IN Q2  
ACROSS 130  
COUNTRIES

OPENLAB

GLOBAL MEDIA REACH



MALE

FEMALE

OTHER

GLOBAL PLATFORM  
WITH OVER

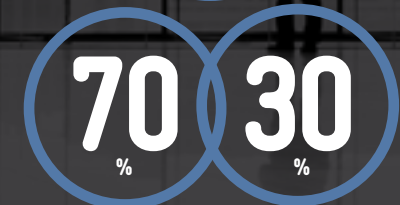
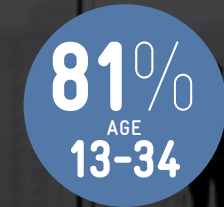
75% OF  
AUDIENCE  
FROM

SPAIN, UK, US, FRANCE,  
GERMANY, ITALY & RUSSIA

PIRATE.COM

VIDEO VIEWS GLOBALLY

50M



MALE

FEMALE

OTHER

STUDIOS IN THE EU  
AND U.S.

26

FOLLOWERS ACROSS  
DIGITAL & SOCIAL MEDIA

150K





# STUDIO SETUP

Thanks to Pirate and OpenLab we have access to a number of studios in the following locations:

LONDON  
BERLIN  
BROOKLYN  
LA  
BARCELONA

The average studio size is 300sqft per studio.



# STUDIO SETUP

The average studio size is  
300sqft per studio.



THANKS TO PIRATE AND OPENLAB WE HAVE ACCESS TO A NUMBER OF STUDIOS IN THE FOLLOWING LOCATIONS:





# STUDIO WITH STAGE ROOM

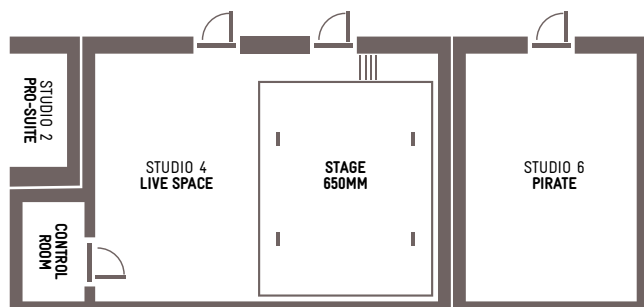
FOR LARGER SET UPS

In addition to studios we also have access to stage rooms and rehearsal spaces. These are versatile, pro-grade live rehearsal spaces that are perfect for wider capture streams and larger setups.

These locations are on average 600sqft and are in:

BRISTOL, BERLIN, MANCHESTER AND BIRMINGHAM

Floor plan:





In addition to our studio and rehearsal spaces, we have access to a number of larger spaces to host high production value set ups.

These locations include:

### **DOCK X. LONDON**

These two spaces vary in size and capabilities but give huge flexibility for a variety of production setups, offering a uniqueness to each performance.



### **THE BOILER HOUSE. LONDON**

The Boiler House off of Brick Lane is 5,000 square foot and Dock X is a 30,000 square foot site in Canada Water.





## IBIZA - HANGAR8289

OpenLab's Hub, Hanger Ibiza, located in the emerging Ibiza Town Art District. The large architecturally designed creative space hosts live music events and art exhibitions, as well as OpenLab Radio's live broadcasts. Across 4 different spaces this venue is over 20,000 square ft.

## LA - LOT613

OpenLabs US space, LOT613, Arts District, Los Angeles. Located within the Downtown Arts District, the venue is host to live music events, art



exhibitions, film productions. It comprises of two vintage warehouses and an adjoining courtyard encompassing 18,000 total square feet. A blank canvas for partners and brands to work with OpenLab, free to create and broadcast.

### Note:

In all locations we have access to local production suppliers who can spec out the technical requirements needed. The cost of production in these locations will be recoupable against ticket sales prior to any splits.

# BRAND PARTNERSHIP OPPORTUNITY

---

## TITLE PARTNER

---

### **Naming Rights**

- Opportunity to co-host the virtual event (BRAND in partnership with OpenLab x DICE x Pirate)

### **Brand Recognition and Exposure**

#### *Before the event:*

- BRAND logo prominently featured on invitation. Distributed via OpenLab x DICE x Pirate and partners
- BRAND logo prominently featured on the event registration page
- BRAND included in the event description

#### *During the event:*

- BRAND logo included on the lower third of the screen throughout the entire virtual event
- BRAND logo prominently featuring on the graphic at the beginning of the stream, between performances, and at the end of the stream

#### *Following the event:*

- Post-event videos provided to partners for distribution. Video assets will also live on OpenLab x DICE x Pirate on-demand video platforms

### **Marketing and Press**

- BRAND logo prominently featured on social assets to be shared on OpenLab x DICE x Pirate, partner, and artist platforms
- Inclusion in all press releases related to the event
- Inclusion in OpenLab x DICE x Pirate's relevant press coverage and editorial features
- BRAND logo with website clickthrough on the event feature page on OpenLab x DICE x Pirate's website
- Event featured on OpenLab x DICE x Pirate's email newsletter (Reach: xxx)
- Amassed follower count of all partners excluding artists is over XX million people



# BRAND PARTNERSHIP OPPORTUNITY

---

## SUPPORTING PARTNER

---

### **Naming Rights**

- Supporting partner of the virtual event

### **Brand Recognition and Exposure**

#### *Before the event:*

- BRAND logo included on Invitation. Distributed via OpenLab x DICE x Pirate (Reach: XX) and partners
- BRAND logo included on the event registration page
- BRAND included in the event description

#### *During the event:*

- BRAND logo included on the graphic at the beginning of the stream, between performances, and at the end of the stream

#### *Following the event:*

- Post-event videos provided to partners for distribution. Video assets will also live on OpenLab x DICE x Pirate's on-demand video platforms

### **Marketing and Press**

- BRAND logo included on social assets to be shared on OpenLab x DICE x Pirate, partner, and artist platforms
- Inclusion in all press releases related to the event
- Inclusion in OpenLab x DICE x Pirate's relevant press coverage and editorial features
- BRAND logo on the event feature page on OpenLab x DICE x Pirate's website
- Event featured on OpenLab x DICE x Pirate's email newsletter (Reach: XX)
- Amassed follower count of all partners excluding artists is over XX million people

'Right from entering the door the organisation was AMAZING! Brilliant gig from The Vaccines. Loved every second!'

FAN FROM THE VACCINES X JD X DICE

'It felt authentic, filled with fans and great music. Well done!'

LEAD MARKETING PROJECT MANAGER. H&M X DICE

'Everything about it was fantastic and would love to attend more of these type of events in the near future'

FAN FROM ADIDAS ORIGINALS X DICE



OPENLAB



PIRATE.COM

CONTACT  
Romano@openlab.fm