

RACKSPACE® MEDIA SERVICES

A Direct-to-Consumer IT Solution for the Music Recording Industry

In the new reality for the music recording industry digital downloads, fan clubs, merchandise and concert ticket sales are more important than ever, causing Artists' websites to be a critical hub for reaching fans and generating revenue. At the same time, Artists' websites are becoming more complex with E-commerce, user generated content, social media and custom applications. A single label can be responsible for tens or even hundreds of these sites at any given time.

The significance of an Artist's site as a revenue generator combined with its increasing technical complexity are forcing record labels to act as IT "experts"—distracting them from their core business and causing frustration for Artists, managers and the labels. As a result, many Artists are turning to third-party digital solution providers for online music distribution, merchandise sales and concert ticket promotion—cutting record labels off from significant revenue and branding opportunities.

Working closely with industry leaders and experts, and drawing from more than 10 years experience building and managing complex web infrastructures, the Rackspace Media Services solution exists specifically to address the business and technology needs of the music recording industry.

Rackspace® Hosting **MEDIA SERVICES**

Rackspace's web hosting expertise and renowned Fanatical Support® combined with the solution's flexible, open source architecture, scalable platform and stable pricing model make this a unique solution for the music recording industry. Specific components include:



Rackspace Strategy & Implementation Team

A dedicated team that delivers a reliable and scalable D2C website infrastructure backed by URL uptime service level agreements.



Web Scale Engineering

The industry's best LAMP technology professionals with years of training and "in the trenches" experience. This expert team is on the job 24x7x365 to assist with root-cause analysis and remediation and keep your websites online.



Real-time 24x7 Proactive Monitoring & Consultation

URL and Device Monitoring provide alerting and troubleshooting capabilities along with proactive trend analysis to prevent website outages. Advanced website reporting and analytics are included.



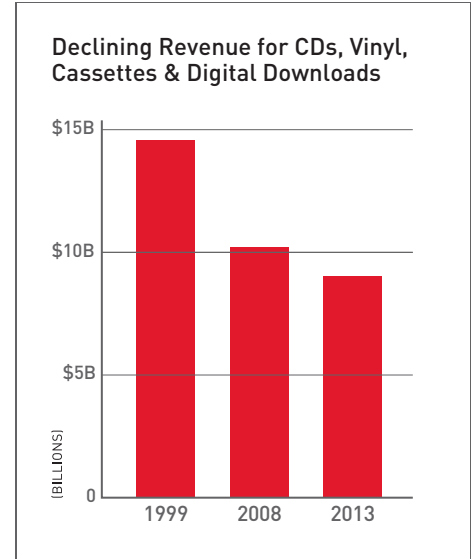
Release Engineering, Change Management & Load Testing

A structured process to identify and prevent application performance problems prior to live production allowing for seamless push of code changes and simplified rollback.



Optional Server Burst Architecture

The insurance of additional infrastructure capacity to quickly address the inevitable unplanned traffic spikes that come with success and growth.



Source: Forrester Research

experience *fanatical support*®

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A Four-Step Approach to Building a Direct-to-Consumer Infrastructure

- 1. Diagnostic Study:** an in-depth review and collaboration to identify current business and IT strategies, create the business case and requirements for a robust D2C platform, and provide a gap analysis between current and future state.
- 2. Solution Development:** the creation of a roadmap and project plan to create the phased transition plan from current to future state.
- 3. Implementation:** your team works directly with your Rackspace Dedicated Account Team to execute the solution.
- 4. Optimization & Maintenance:** we monitor your artists' sites and traffic, keeping one step ahead of demand to ensure reliable performance.

The result is a repeatable process for keeping pace with artist and fan demands that delivers a reliable platform for all of your D2C initiatives. In short, it delivers a web infrastructure solution that just works.

Solutions Provided by the World Leader in Hosting and Cloud Computing, and Backed by Fanatical Support®

Rackspace is the recognized leader in hosting and cloud computing, with a legacy of delivering world-class hosting solutions to the Recording Industry and a passion for delivering unparalleled support to our customers. We're publicly traded on the New York Stock Exchange and have a global reach with facilities in the US, Europe and Asia. For more information on Rackspace Media Services, please visit www.rackspace.com/mediaservices.



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