

# TUNESPEAK

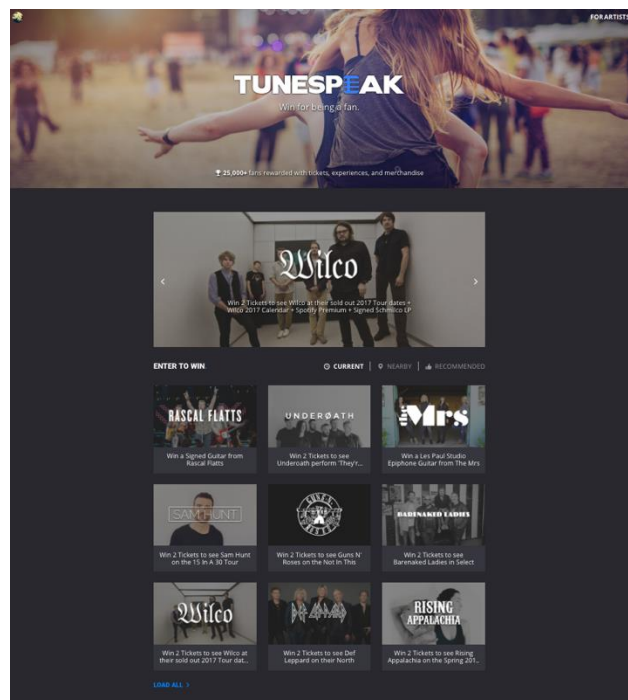
## Tunespeak, Connecting Artists to Most Loyal Fans, Rolls Out New Features As Summer Concert Season Nears

**ST. LOUIS, MO – March 8, 2017:** Ahead of the 2017 summer concert season, [Tunespeak](#), a platform that connects the biggest names in music to their most loyal fans, has rolled out several new features for the 1000+ partnered artists, including Kendrick Lamar, Kings of Leon, Miranda Lambert, Wilco, Leon Bridges, Selena Gomez and many more.

Through Tunespeak, music fans listen to music, view photos/videos, and share content with friends in order to earn points. The more points earned, the closer they get to winning gifts, VIP access, and concert tickets. Artists using Tunespeak get detailed information about their fans in a number of granular ways, and then connect with and reward fans directly through the platform.

Some of the new features helping artists connect to fans include:

- Tour marketing campaigns with location-sensitive ticket suggestions and built-in remarketing to ticket buyers
- Campaigns focused on streaming and selling merch
- A back-end tool known as Fan Finder, which enables artists to find and message their most influential and active fans



“Our goal at Tunespeak is to get fans talking,” Tom Pernikoff, CEO and Co-Founder of Tunespeak, said. “Everyone wins when fans spread the word about music they love. Artists benefit from additional activity and fans are rewarded, whether it’s VIP tickets to Maroon 5 or autographed merch bundles from Slipknot. With concert season ramping up, it’s a no-brainer for artists and fans.”

Tunespeak will also be presenting the Boomfantasy Showcase of Dreams 2017 with Distrokid and Ari’s Take on March 18 during SXSW, from 1-9pm. More information about the event is at <https://boomfantasy.eventbrite.com/>.

### **About Tunespeak**

Tunespeak is a platform that connects the biggest names in music to their most loyal fans. Through Tunespeak, music lovers can listen to music, view photos and videos, and share content with friends and followers in order to earn points. The more points received, the closer fans get to winning concert tickets, VIP access, exclusive gifts, and meeting the artists themselves. Tunespeak was founded in 2013 by Tom and Rick Pernikoff, and is headquartered in St. Louis. For more information, please visit [www.tunespeak.com](http://www.tunespeak.com).

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