

((artists den))

2021



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LIVE FROM MY DEN

LIVE FROM MY DEN →

The Artists Den's Mission

The Artists Den's mission is to feature extraordinary artists in extraordinary places, creating intimate experiences that bring people together. Founded as a living room series in San Francisco, the series has evolved to showcase premium concerts for television and digital content channels over the last 10 years, always with the mindset of being artist and fan first.

Live from My Den

The Den is a place Artists love to write, record and be inspired by personally significant stories. Artists sharing and performing in their living spaces gives fans a uniquely intimate musical experience with the storytelling vibe the Artists Den is known for.

The Sessions

Just as Artists Den was founded inside a San Francisco living room, we want fans to feel that intimacy from *Live from My Den*. The digital series takes the special nature of a *Live from the Artists Den* show and showcases it through the lens of the artist.


Each session of *Live from My Den* will begin with the artist giving the audience a welcome message and mini-tour of their creative spaces in the home - recording studio, instruments or locations tied to songs, and then jumping into a live performance featuring 3-5 songs, with dedicated time for pre-selected fan questions drawn from the artist, and partner communities.

The questions will be shared via text or as video messages which are edited into the final video episode for the series. Each session will be custom crafted with that particular artist and run 20-30 minutes in length and broadcast digitally in partnership with the artist and our media partner - Variety.



LIVE FROM MY DEN

— S1 RECAP —



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LIVE FROM MY DEN

SEASON 1: RECAP

LIVE FROM MY DEN →

SEASON 1 ARTISTS (AIRED IN FALL 2020)

The Head And
The Heart



Aloe
Blacc



Phantogram



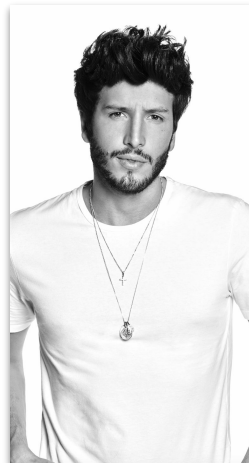
Glass
Animals



Pink
Sweat\$



Sebastián
Yatra



Foster the
People



Total Season fan-base:



8.8M



24.9M



2.3M



18.1M



56.5M


LIVE FROM MY DEN → SEASON TRAILER





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———— LIVE FROM THE ARTISTS DEN ————

A silhouette of a band performing on stage against a blue background. The band consists of several members, including a guitarist, a singer, and a DJ. The audience is visible in the foreground, with some people raising their hands.

American cultural institutions and events have been decimated over the last 12 months. We are so excited to return to public television, and to tell the powerful stories that define our culture. Through the Artists Den lens, we will feature artists and places that contribute to the heartbeat of our society and deserve to be celebrated on a national stage.

We are set to produce safely with small audiences and strict Covid protocols blessed by our network partners. We will fill these rooms with first responders, nurses and doctors and champions who have held our country together.

The Artists Den's new season will also be about the perseverance of small businesses, venue owners, and all of the people who dedicate their lives to making our communities richer with music and art. We will tell their stories along with the history of each venue that has endured these challenging times, sharing our love and support.

ABOUT →

THE ARTISTS DEN

The Artists Den creates bespoke, once-in-a-lifetime concert experiences for audiences in unique settings across the country.

The Artists Den was founded on the premise that magic happens when you create intimate live music events. We earned the respect of the music community based on an unwavering commitment to quality and showcasing the extraordinary. This includes legendary performances by Sir Ringo Starr, Robert Plant, Tori Amos and Elvis Costello, in remarkable venues from the New York Public Library, to The Met, to a historic cattle ranch in rural Texas.

Further explore the [Artists Den Experience](#).



ARTISTS →

Live from the Artists Den has established itself as one of the most popular music series on television, growing its footprint globally, and partnering with major acts in the most inspiring locations.

Artists Den showcased its reputation as a tastemaker when we featured a powerhouse performance by a then little-known singer-songwriter named Adele, just before her record shattering album, 21, was released. Later discoveries include Ed Sheeran, prior to his sold out stint at Madison Square Garden, and Imagine Dragons, who went from upstart rockers to one of the biggest bands in the world in a matter of months. See our full [Artists Den Roster](#).

Charli XCX • Echosmith • James Bay • Shawn Mendes • Bebe Rexha • Vance Joy • Fleet Foxes • Lady Antebellum • OneRepublic • John Legend • The Lumineers • Sturgill Simpson • Young the Giant • Panic! At The Disco • Gary Clark Jr. • Marina And The Diamonds • Hozier • alt-J • Damien Rice • Cage the Elephant • Alabama Shakes • Zac Brown Band • Jason Mraz • Lily Allen • Rodrigo y Gabriela • Tim McGraw • Vampire Weekend • Sara Bareilles • Phoenix • Sheryl Crow • Imagine Dragons • The National • Ed Sheeran • Soundgarden • Mumford & Sons • The Killers • The Wallflowers • Rufus Wainwright • Norah Jones • Mayer Hawthorne • Kid Rock • Iron and Wine • The Fray • Amos Lee • Death Cab for Cutie • Adele • Robert Plant • Ray LaMontagne • Elvis Costello • Ringo Starr



VENUES →

The venue is the co-star of each *Live from the Artists Den* episode, creating a one-of-a-kind collaboration. Artists Den selects mission-based venues, often historic and architecturally significant, with a story to tell.

John Legend chose to perform at a historic Civil Rights landmark as a fitting backdrop for a concert inspired by social justice; Kid Rock visited Graceland to pay homage to his idol Elvis Presley; and Damien Rice held an intimate in-the-round performance in what once was an Irish factory in Brooklyn.

Every city has an Artists Den venue, and we've built a proprietary database of over 5,000 unique Artist Den settings for future shows.

North Cove Marina • Webster Hall • Pier 17 • Kings Theatre • Park City Live • Riverside Church • El Rey • The Mayan • Antone's • New York Hall of Science • Ace Hotel • Loveless Barn • Forest Hills Stadium • UCLA's Royce Hall • Manhattan Center • The Hispanic Society of America • Orpheum • LC Anderson High School • The Plaza Hotel • Park Avenue Armory • New York Society For Ethical Culture • The Wiltern • Belasco Theater • Capitale • The Church of the Ascension • Graceland • Angel Orensanz • Fox Tucson Theatre • Brooklyn Museum • Santa Monica Bay Woman's Club • Don Strange Ranch • New York Public Library • Bryant Park • Sotheby's • The Met • Soho House • Harvard Club • Christie's Auction House • Tiffany & Co.



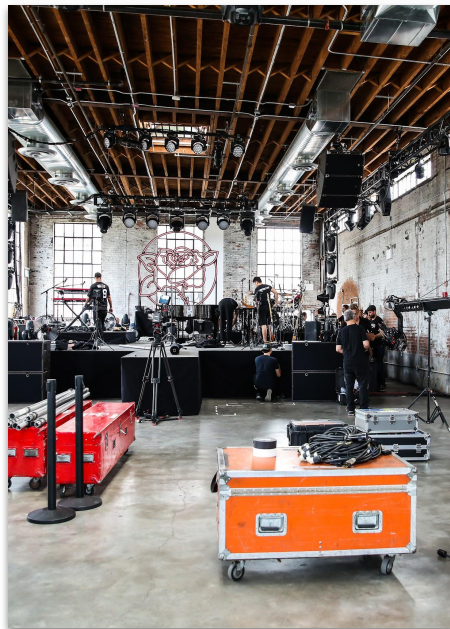
PRODUCTION →

Live from the Artists Den is produced with the intent of building a premium work of art with that Artists will be proud to showcase for years to come. Each episode is captured live with 8-10 UHD cameras, cinema quality lensing, and high fidelity multitrack recording.

Lighting, staging, and set design are adapted to each location, allowing the Artist's performance and the venue's unique character to blend into a truly once in a lifetime performance.

The COVID-19 pandemic has created a number of unprecedented challenges, but also opportunities for live music television. In 2021, all Artists Den tapings will follow strict safety protocols in accordance with local and federal guidelines. Protocols include, but are not limited to, testing, social distancing, cleaning and disinfection, and reduction of on-site crew. Venues will only be selected if it is determined that they will allow for appropriate safety measures.

Fans may be invited in limited numbers on a case by case basis based on the venue and structure of the location and in accordance with local regulations. Additional elements such as lighting or creative set design will be serve to complement or replace the existence of a full crowd.



BROADCAST →

We are currently planning to film our 14th television season which broadcasts to an established international network including TV homes in the United Kingdom, Japan, Germany, Australia, Canada, Israel, and Latin America. *Live from the Artists Den* is also available on 10 international in-flight entertainment systems.

International Broadcast Reach

- 270 PBS affiliate markets
- Prime time broadcast, over 10,000 hours annually
- 92% of American homes, Top 50 Markets
- Multiple stations in NYC, Boston, LA, SF and Chicago
- 0.6- 1.0% rating, age 25-54
- Broadcast partners including Sky Arts UK, Globo, Sky Arts New Zealand, Foxtel
- In-flight partners such as Air France, Alitalia, KLM, Avianca



COMMUNITY →

Through our long-standing commitment to quality programming, we have created a diverse fanbase with a common love for music. Our core audience is educated and affluent with a strong desire for rare and exceptional entertainment experiences.

- Passionate and diverse music lovers
- Cultural tastemakers and influencers
- High concentration in major cities (top 25 DMAs)
- 500,000+ database and social
- 58% female, 42% male
- 88% between ages 21 - 45
- 76% college educated, 71% homeowners
- VIP database with \$3M+ household income
- 877M++ fans in alumni social community
- 125M reached annually through web + digital



A person wearing a clear, shiny raincoat is dancing on a stage. The background is a solid blue color. In the foreground, the silhouettes of a crowd of people are visible, with many hands raised in the air. The overall atmosphere is energetic and festive.

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