



NEXTUNE

The Right Holiday Music For Your Business

16 New Holiday Channels Just In Time For Black Friday!

Holiday music is an important part of your Holiday marketing strategy. NEXTUNE released 16 Holiday channels to its line up of 150 music channels licensed for business use. NEXTUNE music includes ASCAP, BMI, SESAC and GMR performance licensing so its subscribers have no need for separate licenses to cover their use of music in their businesses.

"With the 2018 Holiday Season fast approaching, we're frequently asked how much holiday music is too much. Changing music to 100% Holiday before Black Friday can be too much, too soon. The best strategy is to blend selected Holiday songs into your regular playlist. That's why we've developed channel playlists that smoothly flow between sets of non-holiday music and Holiday selections." says Michael DuKane, President of NEXTUNE.

Whether your primary music for your business is Jazz, Rock, Pop or Country, NEXTUNE has developed unique blends of Holiday channels that marry the best of these genres with Holiday selections of the same genre. This keeps the right sound playing in your business throughout the season without compromising your core music strategy. Employees are much happier and consumers are motivated to embrace the holiday spirit.

When selecting a genre of music to play in your store or restaurant, it's almost always best to make your choice based on what appeals to your target market. If you operate a clothing store for female teenagers, Top 40/Dance pop music might be best. However, if you operate an outdoor clothing store for 30 to 50-year-old males, country music might be the right choice. When consumers hear music they like and that they can identify with, they're more likely to make purchases.

NEXTUNE comes as a free download from the Apple App Store. There is no waiting for equipment or installation. Use an iPhone or iPad to immediately access the right music for the Holidays. New subscribers can try the service free for 30 days to make sure it's right for them. After the trial period the subscription costs only \$19.99 per month charged to your Apple Pay account. Subscribers can cancel anytime.

For subscribers that don't want to use an iPad or iPhone and would rather have a dedicated music player for their business NEXTUNE offers its TOUCH media player. The TOUCH media player can be remotely controlled from a web browser and allows subscribers to schedule programs to play at different times of the day.

For more information on all the features available or to subscribe go to www.nextune.com or call toll free - 888-316-1030 option 120.



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