

OWNING THE FAN CONNECTION

TURNKEY DIRECT-TO-FAN GROWTH PARTNERSHIPS

THE ACT
ARTISTCONSULTINGTEAM.COM

 COMES WITH
MORE

The artist's official site is the only channel they will ever truly own.

The Reality

Social platforms come and go. Algorithms change overnight. Rented attention is fleeting.

The Objective

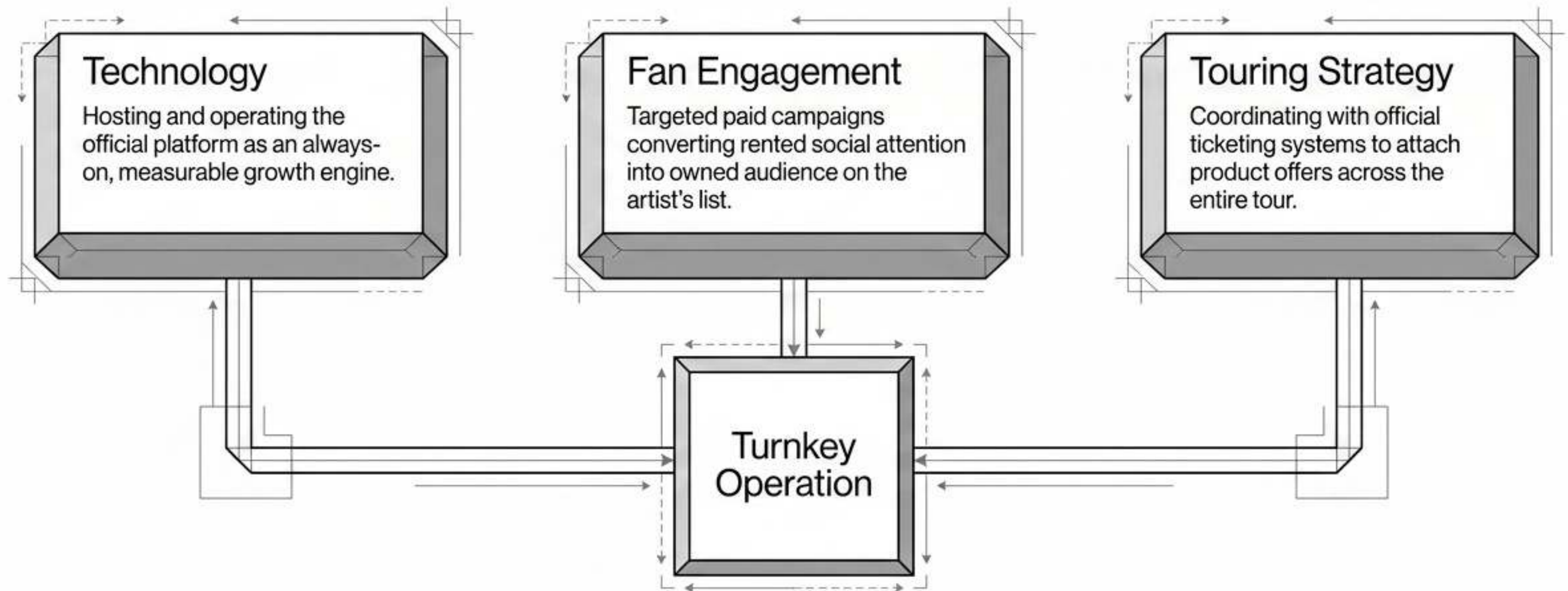
The artist's own website—and the fan list it builds—belongs to the artist permanently. We exist exist to make that channel the centre of gravity for everything the artist sells.

The Illusion of Reach vs. True Ownership

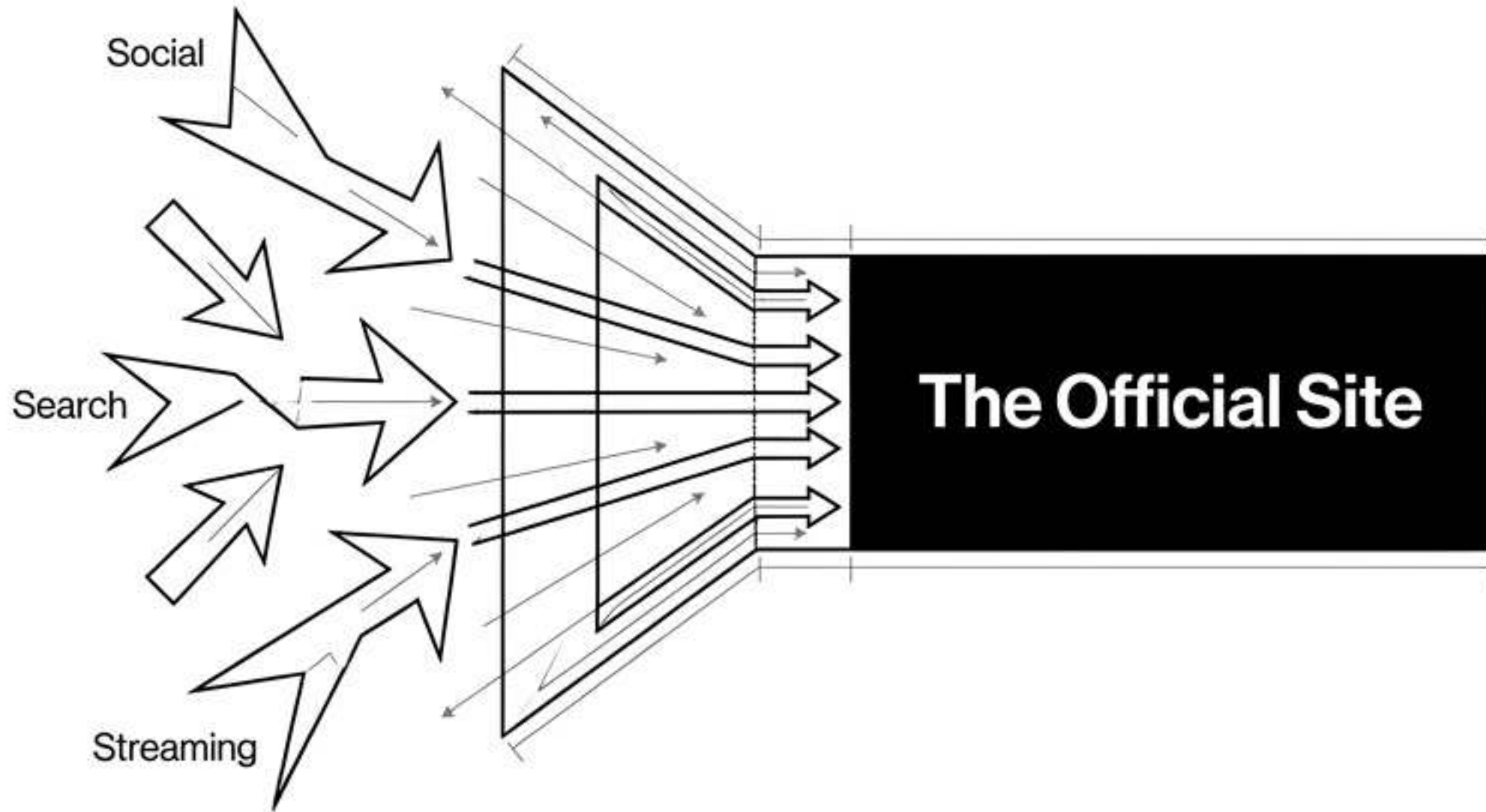
RENTED PLATFORMS	×	THE OWNED CHANNEL	✓
DATA OWNERSHIP		DATA OWNERSHIP	
Instagram & Streaming: You reach the audience the algorithm allows. Listener data stays locked with the platform.		100% complete export of opt-in fan data to keep forever.	
BRAND CONTROL		BRAND CONTROL	
Ticketmaster: Your artist's name appears next to competing upsells you do not control.		The artist's official digital ecosystem is the first, best, and exclusive destination.	
MARGIN & VALUE		MARGIN & VALUE	
Third-Party Merch Stores: The margin and the fan relationship both go to the intermediary.		Direct revenue flow with zero friction friction and no hidden fees.	

The Solution Architecture

The artist's digital brand and entire live sales programme—run as one operation.



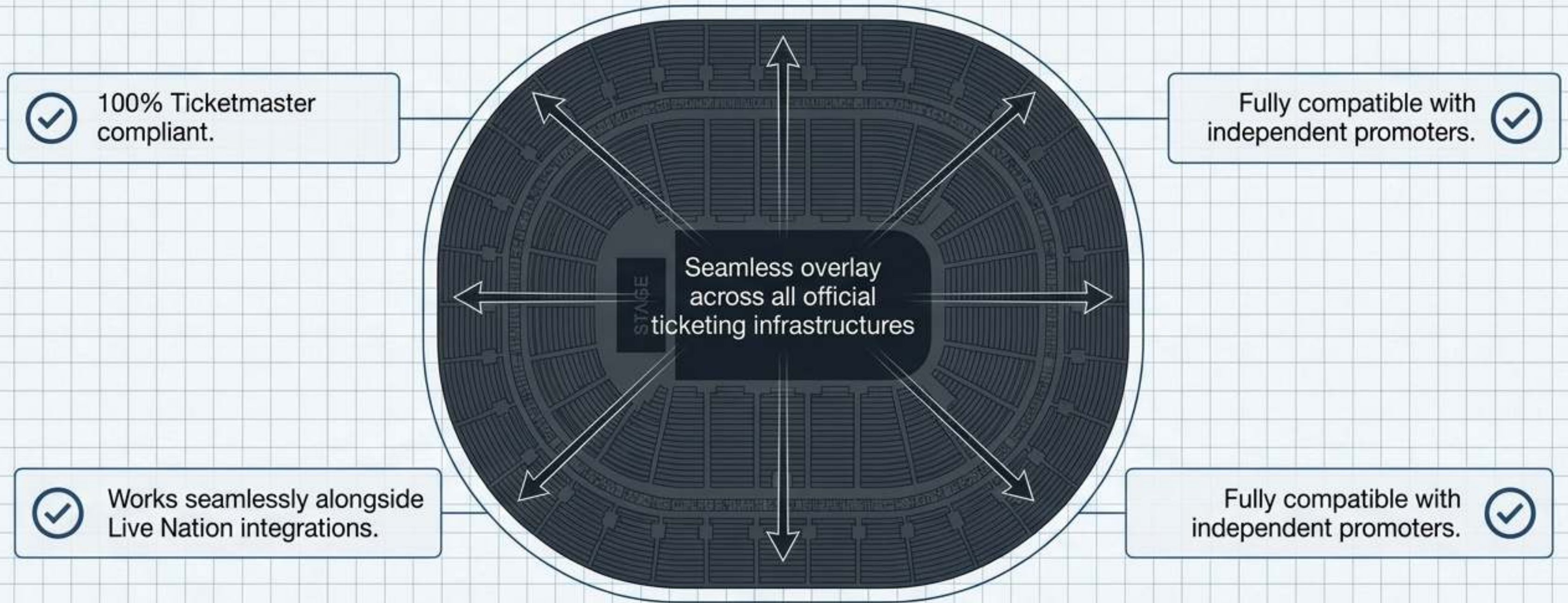
Pillar 01: Proprietary Presales First, Best, Exclusive.



- Engineered as the aggregation point for a fragmented audience.
- Every presale, exclusive offer, and premium experience goes through the site first.
- Exclusivity provides the definitive reason for fans to come directly and remain on the list.

Pillar 02: Full-Venue Integration

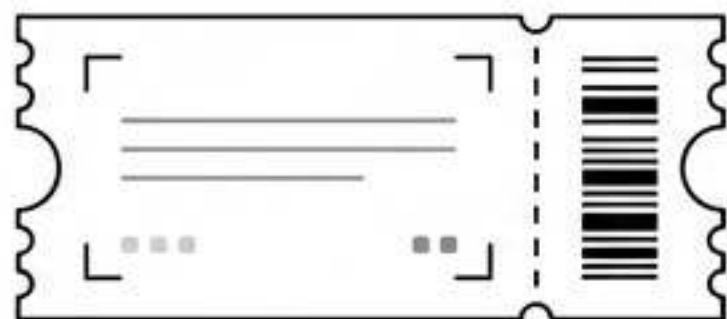
Touch every seat, not just the allocations.



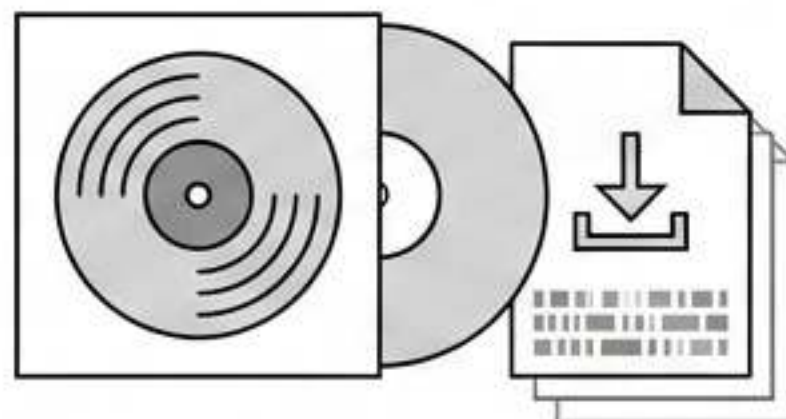
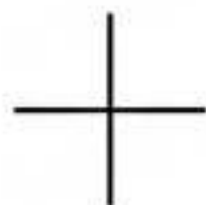
We coordinate directly with the official ticketing system to attach offers across all seats on the tour, expanding reach far beyond standard pre-sale allocations.

Pillar 03: Product & Digital Bundles

STRICTLY LIMITED TO NORTH AMERICAN TOURING PROGRAMMES



LIVE EVENT TICKET



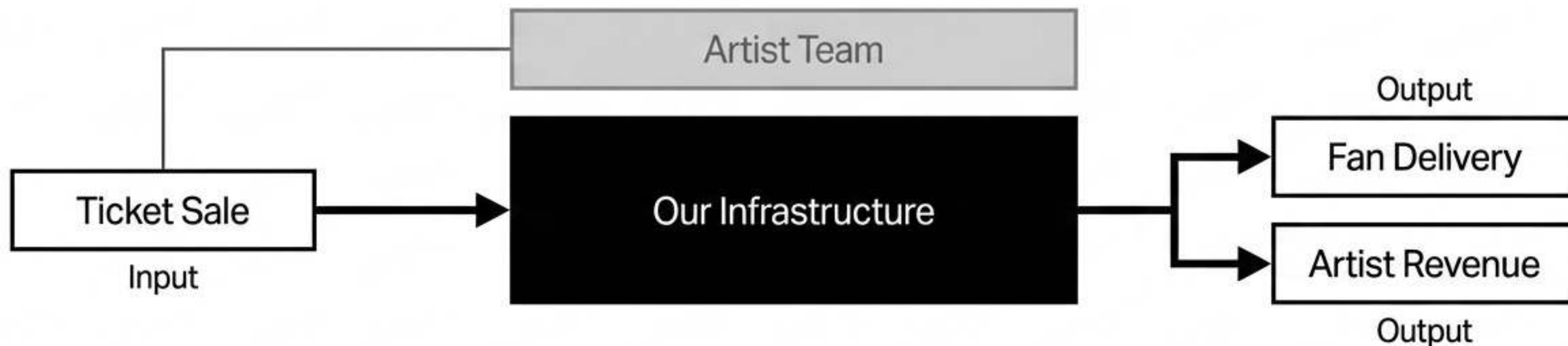
PREMIUM PHYSICAL/DIGITAL ASSETS

North America Operations Only

- Adding premium value to the live experience.
- Attaching exclusive physical products or high-value digital collectibles directly to the ticket purchase.
- Operates via a minimal digital surcharge seamlessly integrated into the checkout flow.

Pillar 04: Turnkey Fulfilment

Zero friction. Zero upfront costs.



Physical Fulfilment

Print-on-Demand merchandise infrastructure.

Digital Production

In-house studio available to produce exclusive digital assets end-to-end if team capacity is reached.

Global Support

Automated delivery, code distribution, and comprehensive customer support handled entirely by our team.

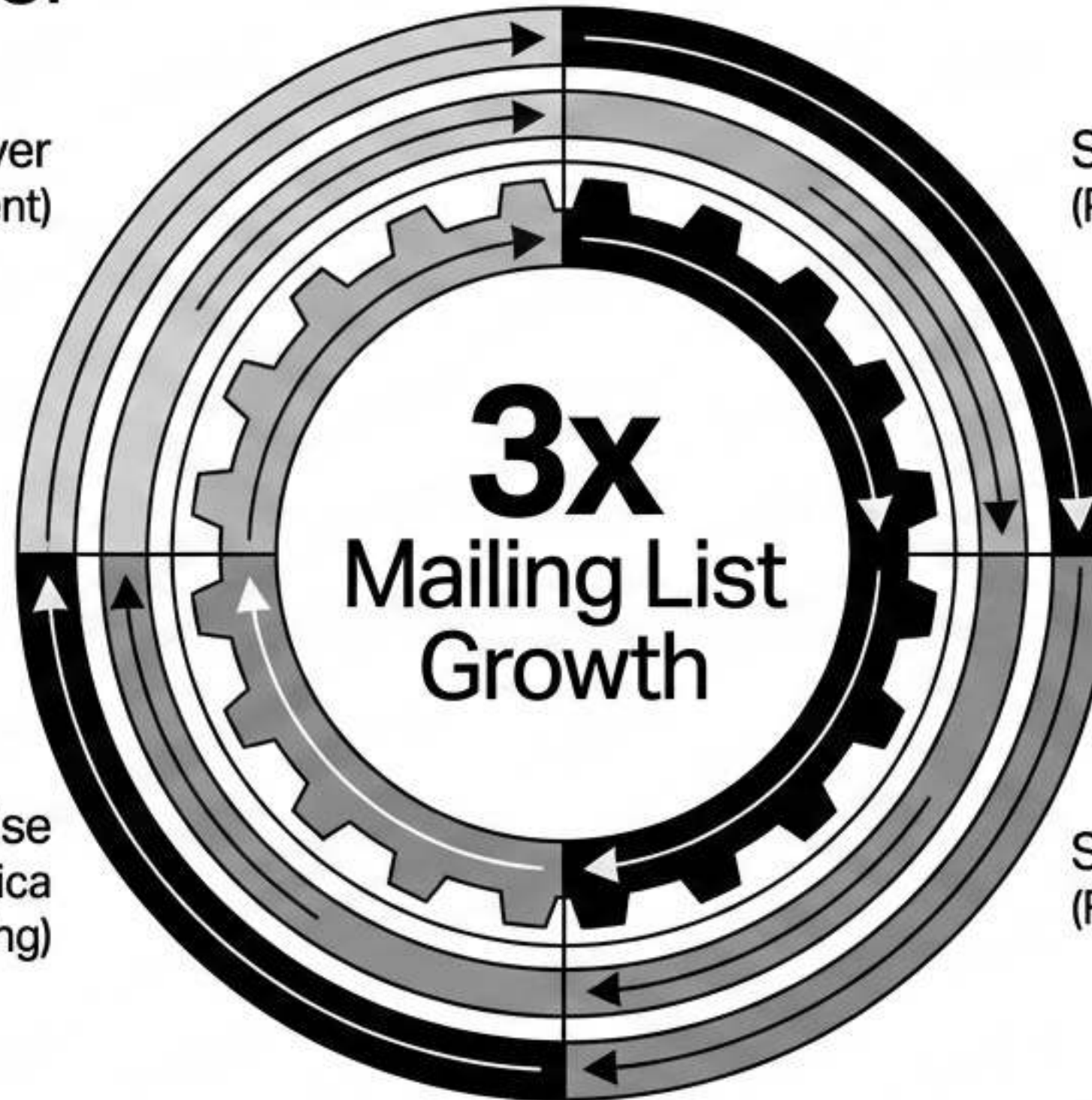
The D2F Flywheel

Step 4: Deliver
(Turnkey Fulfilment)

Step 1: Capture
(Proprietary Presales)

Step 3: Monetise
(North America
Only Bundling)

Step 2: Scale
(Full-Venue Integration)



This continuous loop reliably delivers 3x mailing list growth for active artists, turning a single tour into a permanent, owned audience asset.



Market Impact: Defining Commercial Success

James Taylor · Before This World (2015)

#1 Billboard 200

Secured Taylor's first #1 album in a 45-year career.

The Milestone

The campaign's momentum successfully topped Taylor Swift's 1989 for the #1 position on the Billboard 200.

97,000 Units

Delivered in the debut week through a direct-to-fan campaign tied to his arena touring programme.

The Verdict

Bundle sales executed through the owned channel were credited by the label as a material driver of the album's commercial performance.



The Commercial Infrastructure

Executing complex campaign-level agreements at the highest tier of the industry.

Campaign-Level Execution

We do not rely on generic blanket agreements. We negotiate and execute bespoke, campaign-level agreements tailored to the specific tour and release strategy.

Major Label Pedigree

Historical success structuring and executing these campaigns alongside UMG, Sony Music Entertainment, and Concord.

Industry Precedent

Our infrastructure and reporting standards rely on strict Official Charts Company (OCC) precedent, providing the verified proof of execution required by major labels and management teams.

Transparent Operations at Global at Global Scale

\$200M+

in ticket sales supported across arena
and amphitheatre tours.

Radical Transparency: Per-show invoicing and real-time revenue recognition. We share the net upside with absolute clarity.

Zero Upfront Capital: The engine runs with zero out-of-pocket costs to the artist.

Ring-Fenced Funds: Artist commerce funds are kept strictly separated and reported transparently—a standard held across six territories for over twenty years.

Trusted by the Vanguard of Live Entertainment

Programmes built at the intersection
of artist strategy and fan commerce.

James Taylor

Sarah
McLachlan

Jackson
Browne

Alice Cooper

Elton John

Roger Waters

Blondie

Elvis Costello

Celine Dion

Mark Knopfler

Dire Straits

Diana Krall



**Aggregate
the audience.
Own the
channel.
Control the
revenue.**

**Ready to design a bespoke
sales programme for your
next tour?**

- 01. Initiate Strategy Assessment
- 02. Define Tour Parameters & Scale
- 03. Execute Direct-to-Fan Infrastructure