



The 360° entertainment company



INTRODUCTION

- TATA is a Bratislava based entertainment company
- Founded in 2007 as a transformation of the consultancy company JS, founded in 1999
- Since 2011 running also the sister company STARHOUSE
- TATA is active in all fields of the 360° entertainment environment : management, publishing, booking, promoting, marketing and consultancy



INTRODUCTION

- The prime scope of its focus is Eastern Europe
- During the first decade of its existence TATA's activities been exercised for clients from : Azerbaijan, Bulgaria, Croatia, Czech Republic, Hungary, Israel, Latvia, Lithuania, Moldova, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Turkey and Ukraine.
- With its networked organizations in Sweden and in the United Arabic Emirates it covers also the Scandinavian and Middle East market

CLIENTS



- EMI records
- The oldest „major“ record company in the world
- With artist like Beatles, Rolling Stones, Pink Floyd, Robbie Williams etc.
- Opening clients operations in Ukraine
- Training and hiring people for the EMI office in Ukraine
- 1999 - 2001



CLIENTS



- POPKOMM
- Leading European music fair, festival and conference
- Hosted annually in Berlin, Germany
- Preparing the Eastern European agenda of POPKOMM, approaching exhibitors, organizing presentations and panels
- Hosting the annual Eastern European key note presentation
- 2005 till present

CLIENTS

The logo for Elite Models Agency, featuring the word 'elite' in a bold, black, lowercase, sans-serif font. The letters are closely spaced, and the 'l' is notably tall and thin. The logo is centered within a light gray rectangular background.

elite

- ELITE MODELS AGENCY
- Booking talent for their world's final show
- Scouting the most appropriate guest performers for the gala show
- Last guest was Craig David
- 2008 till present



CLIENTS

SIMPLY RED 25
THE GREATEST HITS



- SIMPLY RED.COM
- Very own organization of the world's famous band SIMPLY RED
- Providing marketing and sales solution in Czech Republic and Slovakia
- 2008 till present



CLIENTS



- A1 TV
- First Russian alternative music Television
- Consulting the content policy of the channel and recommending business development strategy
- 2007 till present

CLIENTS



- THE EUROPEAN COMMISSION
- Representing Slovakia in the board of the experts
- Preparing the inputs for the green book in the focus area of the small and micro enterprises issues and their impacts for the economy within the creative and cultural industries
- 2008 till present



CLIENTS



- FORZA PRODUCTION HOUSE
- Largest production company in Slovakia
- Talent scouting for major events of FORZA (Slavik, Miss, Okey summer festival)
- Talent delivered includes *Natasha Bedingfield, DHOL Foundation, Arash, Shaggy, Zdob Si Zdub, Tamee, Sean Kingston etc.*
- 2001 till present



THE MANAGEMENT COMPANY

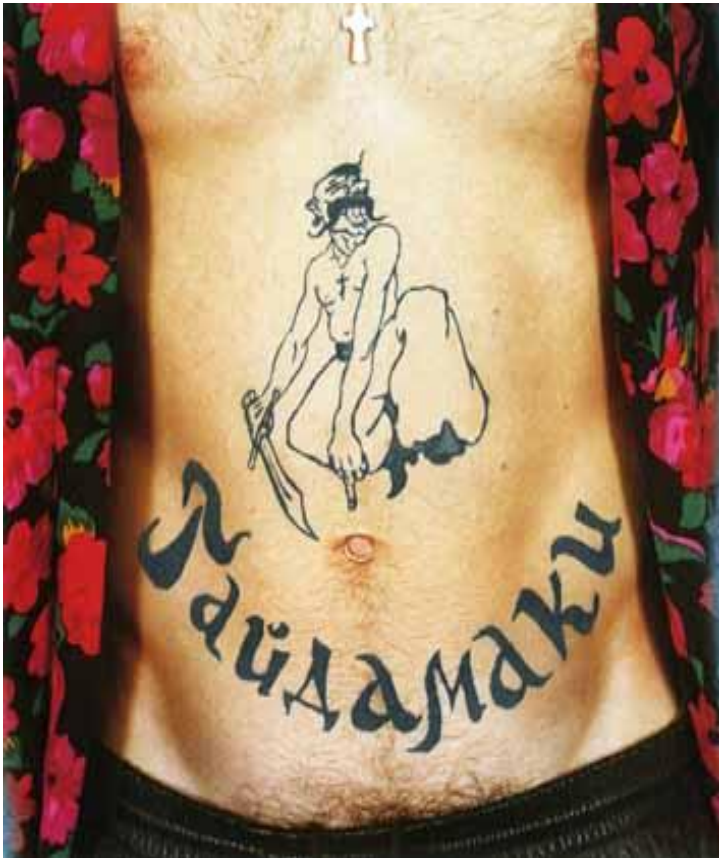
- TATA is responsible for managing and co-managing some of the most important artists within the Eastern European market
- In its roster there is a variety of genres and styles
- From Russian till American bands
- Chartbreakers and newcomers
- TV shows talents
- Starting to operate also in sports management

MANAGEMENT



- POP IDOL CZECH AND SLOVAKIA
- Cesko Slovenska Superstar
- Management and merchandising deal for the finalists of the POP IDOL TV show in Czech and Slovak Republic for the 2011 season
- First ever management deal for this show in Eastern Europe

MANAGEMENT



- HAYADAMAKY (Ukraine)
- Their music is described as KARPATEN SKA
- A mixture of folk, ska, rock and punk music
- 5 albums released
- One of the leaders of the Orange revolution in Ukraine
- 3 European tours concluded

MANAGEMENT



- ZDOB SI ZDUB (Moldova)
- Called also RED HOT CHILLI PEPPERS of the East
- Sold more than 2 millions albums
- Played in all big festivals of the world – Roskilde, Glastonbury, Sziget
- Played for MTV and with Red Hot Chili Peppers in Moscow

MANAGEMENT



- ANEELA (Denmark)
- Most successful female artist born in Pakistan
- Performed as an actor in the Bollywood movie hit *BLUFFMASTER*
- In 2006 she performed also for the President of Slovakia
- In Slovakia she also shot the most expensive video in Eastern Europe ever done, with budget of more than 300 000 EUR

MANAGEMENT



- ALI PAYAMI (Sweden)
- One of the raising stars of the DJ culture
- With songs remixes charted in top 10 all over continental Europe
- Working for the premiere club brand Ministry Of Sound (UK, London)

MANAGEMENT



- SEMINOLE COUNTY (USA)
- Awards winning newcomer from the east coast of USA
- Pop / rock band gaining awards from Australia to Germany
- Planning big European tour

MANAGEMENT



- ARASH (Sweden)
- Most successful Persian artist ever
- Based in Malmo, emigrated from Iran 20 years ago
- Selling millions of albums in Eastern Europe and playing sold out shows from Los Angeles, to Dubai, to Kosice, to Bucharest, to Baku, to Moscow..
- *CO MANAGEMENT FOR EASTERN EUROPE*

MANAGEMENT



- BASSHUNTER (Sweden)
- Biggest star in the roster
- Spend 7 weeks on top of the UK charts
- Most selling new artist, most selling international artist in UK for 2008
- Sold out USA and UK tour
- *CO MANAGEMENT FOR EASTERN EUROPE*

MANAGEMENT



- STEFAN HAVLIK (Slovakia)
- New acquisition in the roster
- First sports client
- World champion in Bodybuilding
- 2 times European champion in Bodybuilding



DISTRIBUTION AND PUBLISHING

- In the last 10 years the company was involved in couple interesting projects
- Thanks to the innovative technology used, TATA is in the position to release music projects all over the world with the largest digital music shops (i-tunes, napster, musicload, etc)
- Thanks to the regional know how, TATA is the rights owner of some of the finest artists nowadays for couple of countries



DISTRIBUTION AND PUBLISHING



- BOB SINCLAIR
- Leading global DJ superstar
- Digital rights for RUSSIA
- One of the most selling ringtones in Russia in 2008



DISTRIBUTION AND PUBLISHING



- ARASH
- The most popular international act in Russia in 2007 and 2008
- Digital rights
- Last 2 singles were the most selling songs in 2009 in digital format



DISTRIBUTION AND PUBLISHING



- SIMPLY RED
- One of the most popular band from UK
- Digital and physical rights for Czech and Slovak Republic
- Last album sold Platinum level



DISTRIBUTION AND PUBLISHING

Other artists include :

- ARASH
- ANEELA
- MANGO MOLAS
- HUDBA Z MARSU
- BASSHUNTER
- PPF
- MIRO DINERO

Distributed in :

- iTunes USA
- iTunes Germany
- iTunes UK
- iTunes France
- iTunes Japan
- Napster
- MusicLoad



EVENTS

- The company was involved in lots of concerts, private events, TV shows and tours in the last 10 years
- Including the 100th anniversary celebration of the football club MFK Ruzomberok, champion of the league of Slovak Republic
- Including the special concert for MTV of HIM
- Including the visit of Pamela Anderson for a TV show in Slovakia

EVENTS - TOURS



- THE AUSTRALIAN PINK FLOYD SHOW
- Fantastic show performing biggest hits of PINK FLOYD
- Supported by the original members of the legendary PINK FLOYD
- Tour in Ukraine and Slovakia (2008)

EVENTS - TOURS



- ANASTACIA
- Great voice and great celebrity from the USA
- With more than 30 millions album sold
- Central European tour with stops in Prague, Bratislava and Budapest (2009)

EVENTS - CONCERTS



- HIM
- Legendary gothic rock formation
- Their first album release with the famous SIRE label (Madonna, Talking heads, Ramones), was accompanied with a major promo tour
- TATA organized their only eastern European show, for the European feed of MTV

EVENTS - CONCERTS



- SHAGGY
- Popular US, Jamaican born reggae artist
- Sold more than 50 million records globally
- Chartbreaker in US, UK and dozen of other countries
- Organizing his concerts in Bulgaria, Poland and Slovakia

EVENTS - CONCERTS



- MARILYN MANSON
- US shock rocker
- With the latest album release he toured Europe
- 1 week after he reached the top 5 position in the US charts, TATA introduced him to the audience in Slovakia

EVENTS – CONCERTS



- SEAN KINGSTON
- US (Miami) based young star of reggae and hip hop scene
- His songs were chart breakers on both sides of Atlantic
- Summer show in 2008 in Slovakia

EVENTS – TV SHOWS



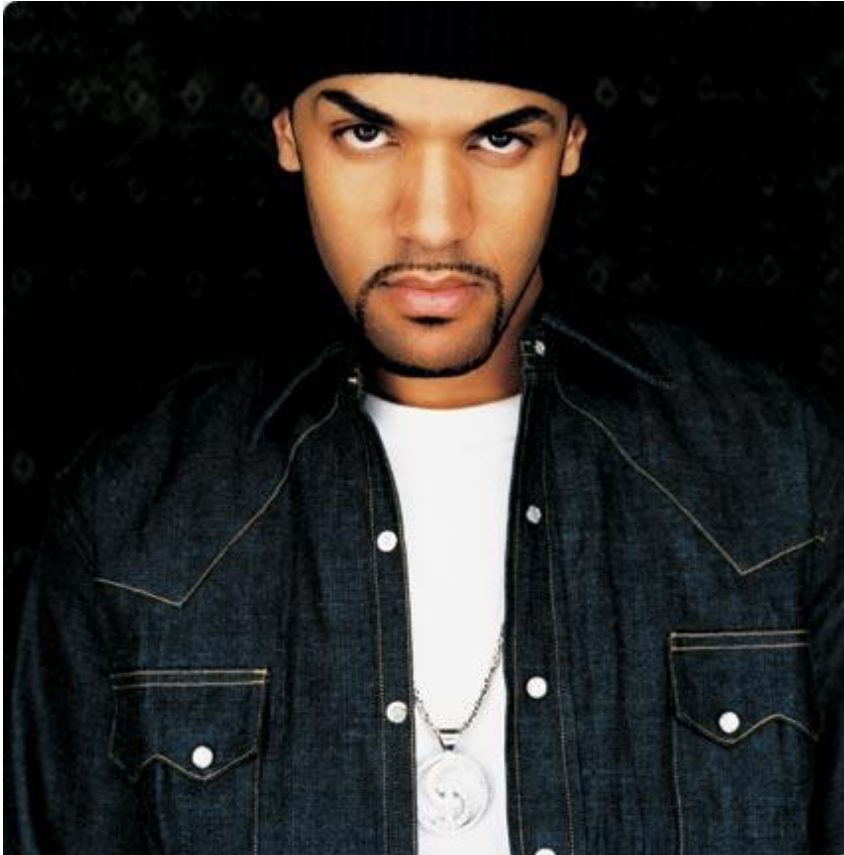
- PAMELA ANDERSON
- Canadian born US superstar
- Casted for a fashion show for the largest TV station in Slovakia

EVENTS – TV SHOWS



- NATASHA BEDINGFIELD
- UK superstar
- Once her first mega hit *THESE DAYS* reached the top of European charts, TATA booked her for a major TV show in Slovakia

EVENTS – TV SHOWS



- CRAIG DAVID
- UK pop music superstar
- Booked for the global TV event of the finals ELITE MODEL LOOKS

EVENTS – TV SHOWS



- EUROVISION SONG CONTEST
- In the past years working with :
RUSLANA (UA), ZELJKO
JOKSIMOVIC (RS), VERKA
SERDUCHKA (UA), BRAINSTORM
(LV), ZDOB SI ZDUB (MD), ARASH
AND AYSEL (AZ), MARIJA
SERIFOVIC (RS)...all of them been
placed in the top 5 of the
competition
- Responsible for Slovak entry in
2011, for TWIINS

EVENTS – TV SHOWS



- CZECH AND SLOVAKIA GOT TALENT

Regional mutation of the famous “GOT TALENT SHOW”

The most successful TV show in Czech and Slovak Republic in 2010

TATA exclusively represents the jury member JARO SLAVIK

TATA non exclusively represents the talent and the finalists of this show



EVENTS - OTHER

- Within the last years, TATA has been participating – directly or indirectly – on lots of events
- Those include many famous names, as well as low profile parties
- Pitching just the most interesting ones :

EVENTS - OTHER



- LAS KETCHUP
- Famous Spanish band
- Performing on a birthday party of the football club MFK Ruzomberok, Slovakia, celebrating its 100th anniversary and league victory

EVENTS - OTHER



- ARASH
- New years party in Dubai, UA Emirates
- Christmas show in Moscow
- TV show for Miss awards in Slovakia
- Talent awards show in Cannes, France

EVENTS - OTHER



- SEPTEMBER
- US charts breaking artist from Sweden
- Private parties and shows across central Europe

EVENTS - OTHER



- MTV
- First music television in world
- Delivering for MTV shows artists as : LAURA PAUSINI, KEVIN LYTTLE, ANEELA, ARASH, BASSHUNTER, ZDOB SI ZDUB

EVENTS - OTHER



- MINISTRY OF SOUND
- Organizing the MoS parties in Central Europe
- Opening the MoS residencies in Slovakia
- Selling tickets for MoS parties along with music files

EVENTS - OTHER



- TATA presented in 2009 the unforgettable exhibition of the best streetball players of the planet
- The legendary players of the AND 1 MIXTAPE TEAM showcased their skills in Prague and in Bratislava
- In a two games show, where the first game was against the „TINA TEAM“, consisting of famous Czech and Slovak hip hop celebrities such as *VEC, HAFNER, DUSKO of H16, DINERO etc.*

EVENTS - OTHER



- TATA delivered the core show of the grand opening of the hotel Kempinski River Park Bratislava in 2010
- The legendary FRANK SINATRA Jr. delivered the show of the opening party
- Beirut based Ministry Of Sound resident *ALI PAYAMI* entertained the guests till the sunrise

EVENTS - OTHER



- WORLDS BEST GRAFFITTI WRITERS PERFORMANCE
- Saber, Pose and Krylon, worlds best writers delivered in autumn 2010 a breath taking performance in Bratislava
- First time ever, the US “east”, and the US “west” coast graffiti writing-style united during a one off performance in Bratislava
- While a 50members symphonic orchestra delivered a classical music master-piece, the 3 american street art legends wrote their work :UNITY



EVENTS - OTHER



- Organising 2 concerts with the brand new line up and repertoire of ACE OF BASE
- Introducing the bands new design to selected guests in Bratislava (Slovakia) and Milano (Italy) in January 2011

EVENTS - OTHER



- Organising the first ever appearance of KELLY ROWLAND (former member of Destiny's Child) in Slovakia
- January 2011



THE EXPERTS



- The focus is on the emerging markets of Eastern Europe
- TATA provides full range of services based on their consultants experience in this area, collected within the last 19 years



SOLUTIONS



TATA works with the best consultants available in Eastern Europe.

Among their achievements there are :

1. creation of the music charts in Slovakia
2. creation of the music charts in Ukraine
3. implementation of blank tape levies in Slovakia
4. implementation of revenue sharing deals based on unsold advertisement space in private TVs in central Europe
5. implementation of bundled sound files sold along with events ticket



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