

Operator Bulletin



April 8, 2009

ECAST PLAYLIST TOTAL TOPS 30

Ecast added five new playlists to the network, taking our playlist collection total to 33 so far. (That number does not include the playlists we add for seasonal and calendar-based holidays). Regularly and frequently updated, Ecast playlists provide exposure to Ecast's catalog of songs, encouraging single song downloads and thereby boosting cashbox revenue.

"Ecast notices a pronounced jump in play numbers whenever a new playlist goes up," said Scott Walker, VP network operations, Ecast. "To drive jukebox interaction – and by extension cashbox earnings – it's important that content never gets stale. With new playlists and constantly refreshed songs, Ecast matches the patrons' in-bar and online experience and its one of the reasons our operators see the highest earnings in the industry."

The newly added playlists are:

The 90s: The next decade to join Ecast's existing 70s and 80s playlists, The 90s is a genre cross-section of the era's music. Look for iconic songs like 2Pac's "California Love," En Vogue's "Free Your Mind" and Nirvana's "Smells Like Teen Spirit"

Cover Songs: A collection of songs you liked but didn't realize got covered by someone else you also like. Highlights include Aerosmith's "Come Together" (Beatles), Johnny Cash's "Hurt" (Nine Inch Nails), Cheap Trick's "Ain't That a Shame" (Fats Domino), and Gnarl's Barkley's "Gone Daddy Gone" (Violent Femmes).

Rock Gold: This playlist expands on our current "Road Rock" list, offering the same mix of classic and hard Rock, but not limited to songs about driving. Among the worthy finds are George Thorogood's "Bad to the Bone," Rush's "Tom Sawyer," Queen's "Fat Bottomed Girls," and Lynyrd Skynyrd's "Sweet Home Alabama."

Girls Night Out: A collection to inspire ladies out enjoying a night on the town. Think girl-power anthems, songs about going out with friends, breakups and independence. There's 4 Non Blondes "What's Up," Alanis Morissette's "You Oughta Know," Gretchen Wilson's "Here For the Party," TLC's "No Scrubs," and Destiny's Child singing "Independent Women Part I."

True Metal: Hard core metal fans will find the most dire tracks and artists from thrash, black and death metal: Napalm Death's "I Abstain," Morbid Angels' "Vengeance Is Mine," Venom's "Welcome to Hell," Pig Destroyer's "Jupiter's Eye", Slayer's "South of Heaven."

The new additions join the line up of Ecast regularly appearing playlists:

- Fresh Tracks, Singles, R&B Singles, Hot Hip-Hop, Most Wanted and Country Hits – all of which are updated weekly.
- Booty Shakers, Indie Expansion, Nuevas Latin, Modern Rock, One Hit Wonders, Cover Songs, Road Rock, Classic Soul, Classic Country, Latin Flavor, Reggae, Seventies, Eighties, Nineties, Classic Hip-Hop, Hair Metal, Special Occasions, Pure NRG, Irish Drinking Songs, Seventies, Soundtracks, Oldies (Oldies), Bottoms Up, Guitar Gods, Party Central, Rock Gold, Girls Night Out, True Metal – all of which are updated monthly.