

HP Play | Facebook

<http://www.facebook.com/hpplay>



HP Play was created to connect with fans who appreciate technology and music, because those things are what the HP ENVY with Beats Audio™ is all about.

236,997 People Like This Page

841,134 + unique page views

10.5+ Million total posts views



THE HP FACEBOOK NETWORK

•HP for Students Facebook: 32,410 fans
<http://www.facebook.com/HPstudents>

•HP for Home Facebook : 153,943 fans
<http://www.facebook.com/HPhome>

•HP Facebook : 252,195 fans
<http://www.facebook.com/HP>

•HP Canada Facebook: 17,544
<http://www.facebook.com/hpcanada>

HP's ONLINE NETWORK

HP Newsgram: Delivered monthly to approx. **10 million** subscribers. We can place content into that each month.

PC Learning Center: On this site, there is an HP Play promotion that rotates that can be updated based on the new artist spotlight. Approx. **300,000 page views** of the home page per month.

HP.com/beats: Updated with promotional placement areas at the bottom of the page that point back to HP Play Facebook.

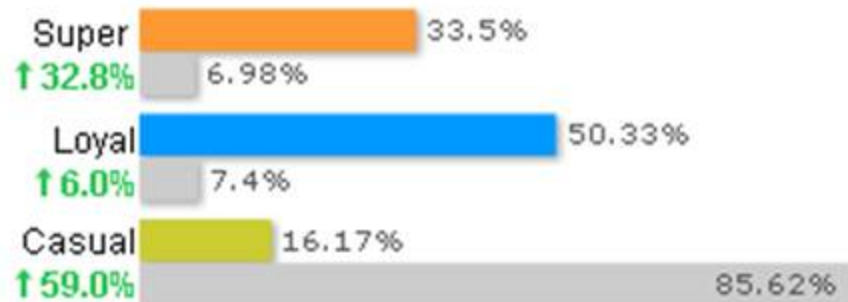
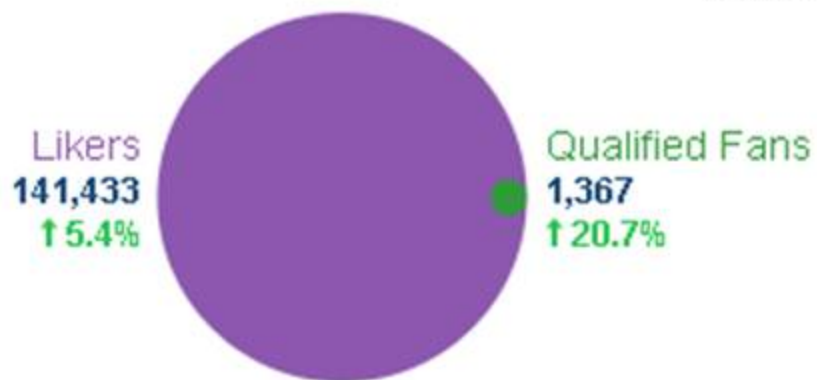


- HP Play has a organic increase rate of new fans of **199** a day.*
- **31,304** Daily Impressions of stream stories generated (Total Count)
- **143,000** + current fans
- 33% of the fans fall under the 13-17 year old bracket and 40% of the fans are 18-24
- Approximately 54% are males and ~45% are females

* No media support

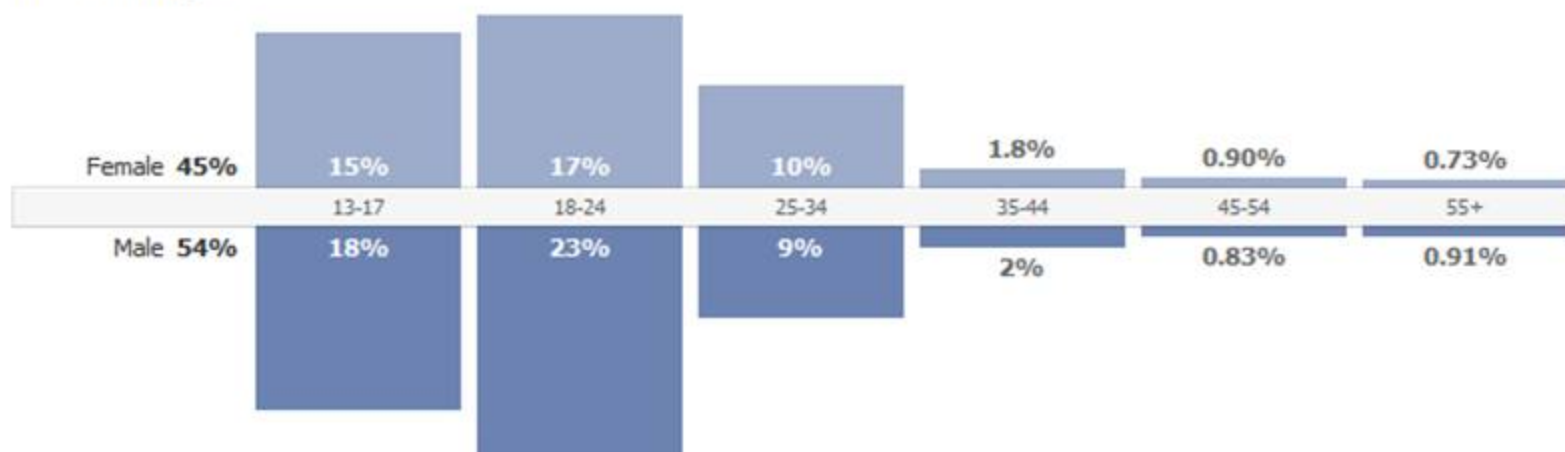


Fan Size + Loyalty



Demographics

Gender and Age?





HP Play

Developing Artist Spotlight

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HP PLAY spotlights one up & coming artist each month by posting music video links, tour announcements, track streams, and exclusive / personalized content from the artists.

After introducing each artists, fans of the HP Play page are asked to vote on a series of questions that they'd like the artists to respond to.

Each artist creates a video response which can viewed exclusively on HP Play



the next sensation

Discover new music with HP Play

Check out the music videos and up-dates of up-and-coming artists each month on HP Play and stay tuned for our exclusive video interview with the artists on our wall.

JOJO

Share



ELLIE GOULDING

Share



MIDNIGHT RED

Share



FRANKMUSIK

Share



ISQUARE

Share



TIMOTHY BLOOM

Share



SAMPLE POSTS



HP Play

HP Play gets you closer to the artists this summer! If you had a chance to chat with Timothy Bloom, what would you ask him? Post your question here and we will post his answers to some of your questions the week of June 27.



Wall Photos



HP Play

Watch recording artist JoJo answering our fan's questions in an exclusive interview for HP Play!

Learn about what inspires her to make music and about her upcoming album "Jumping Trains".



JoJo Exclusive Interview for HP Play

Recording artist JoJo answers our fan's questions in an exclusive interview for HP Play.
Length: 2:38



HP Play

Check out our Artist of the month *Midnight Red* in a super EXCLUSIVE video interview where they answered our fans questions and make sure to follow them in Twitter @ItsMidnightRed



Midnight Red Exclusive Interview for HP Play

Check out our Artist of the month *Midnight Red* in a super EXCLUSIVE video interview where they answered our fans questions and make sure to follow them in twitter @ItsMidnightRed
Length: 3:27



HP Play

Four months and four featured new artists on HP Play. Which new artist has been your favorite so far?



New Artists on HP Play

http://www.facebook.com/hpplay?sk=app_204365162963900

Ellie Goulding, Frankmusik, i SQUARE, Timothy Bloom...we've shared their stories and music with you. We hope to bring you more new artists and what inspires them. Cheers to creativity...





HP Play

On The Road

With...

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Equipped with the newest HP ENVY with Beats Audio notebooks, emerging artists Imagine Dragons blogged about their experience on tour, culminating with their SXSW performance.



Blogs From The Road

[Imagine Dragons - Utah Performance](#)

[Imagine Dragons Performs in Boston and New York](#)

[Imagine Dragons at SXSW](#)

[Imagine Dragons Perform in San Diego](#)



HP Play

17 bags of peanuts, 4 shows and about 4 hours of sleep - that's life on tour. Check out the latest blog post from our featured new artist: Imagine Dragons. >
<http://on.fb.me/4pDoaH>



Like · Comment · Share · March 9 at 9:37pm · 🌐



HP Play

Thanks Imagine Dragons for taking us on the road with you. We can't wait to post the interview with you and one of your performances at SXSW - coming soon. For now, read their latest blog post - <http://on.fb.me/GMlxTG>



Like · Comment · Share · March 22 at 8:58am · 🌐



 **HP Play** shared a video.
Yesterday

See the SXSW rooftop performance of "I Don't Mind" by Imagine Dragons - exclusively on HP Play.

We are digging it here - let us know what you think!

<http://www.facebook.com/photo.php?v=3258109804090>

Imagine Dragons - Performing "I Don't Mind"

Imagine Dragons finished up their 2nd SXSW experience at Austin, Texas, and it was every bit as crazy as they could have hoped. Over 15 shows in 3 days, countless plates of Texas barbecue, and 8 wristbands later, it was a pretty successful festival experience.

Check out their roof top performance of 'I Don't Mind' - exclusively on HP Play.



Like · Comment · Share

1

 **HP Play** shared a video.
Yesterday

A final interview with Imagine Dragons as they talk about how technology is changing connecting with fans and working on producing their music.

Thanks for taking HP Play on tour with you - we're fans and can't until you play where we all live!

<http://www.facebook.com/photo.php?v=3299173350653>

Imagine Dragons - SXSW and Life on Tour

Meet Imagine Dragons. We've had a great time getting to know them and their music better.

Folks here at HP Play are now big fans - can't wait until they come tour where we live!

Thanks Imagine Dragons for giving us an inside look at what it's like to go on tour and how technology is helping you create your music.



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HP Play

CONTEST PRIZE PACKAGES

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2 hours ago · Like · Comment





MEET MAROON 5 & ONEREPUBLIC IN PERSON.

SHAKE HANDS WITH THE BANDS THEN SEE THE SHOW, OCT. 8 AT THE GREEK IN LOS ANGELES.

CLICK THE **LIKE** BUTTON AT THE TOP OF THE PAGE
TO UNLOCK THE CONTEST.





HP Play

EXCLUSIVE VIDEOS

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Fans of HP Play got access to exclusive videos from some of the year's top artists including:

Far East Movement
Black Eyed Peas
Tamar Kaprelian
Jared Evans
A Thousand Horses





HP Play

Music

Announcements

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Fans can count on HP Play to be one of the first to announce new tracks, videos and other content from their favorite artists





HP Play The complete lyrics to Lady Gaga's much anticipated and yet-to-be-released track "Born this Way" were unveiled this week! What do you think?



Lady Gaga : News

www.ladygaga.com

The Official Web Site for Lady Gaga. Get the latest News, Photos, Video, Tour Dates and more.

January 29 at 10:39am · Like · Comment

Summer Oram, Patrick Fernandez, Rafik Zahaf and 30 others like this.



HP Play

Love the Black Eyed Peas? Check out their new video "Just Can't Get Enough". We are loving Fergie's sweet vocals full of unvarnished sweetness. What's your favorite video of all time?



Just Can't Get Enough by Black Eyed Peas

vevo.ly

Watch the music video for Just Can't Get Enough by Black Eyed Peas and more new Pop videos on VEVO.

34,934 Impressions · 0.19% Feedback

April 12 at 7:33am · Like · Comment · Share

62 people like this.



HP Play Check out Dr. Dre's new single "I need a Doctor" featuring Eminem and Skylar Grey! What do you think?



Dr. Dre 'I Need a Doctor' ft. Eminem & Skylar Grey

www.drdre.com

Listen to the official version of the new Dr. Dre song 'I Need a Doctor' featuring Eminem & Skylar Grey. Only at www.drdre.com. You can also buy it on iTunes at <http://bit.ly/hjT85f>

February 3 at 9:11am · Like · Comment





HP Play

Artist

Playlists

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Artists gave HP Play exclusive insight into their favorite songs by submitting playlists.





HP Play What is DJ Diplo listening to? Check out this dynamic DJ's eclectic list of tunes. And, tell us...what DJs are you listening to? <http://pub.vitruue.com/iLo>



Diplo Playlist...check it out...

Source: pub.vitruue.com

November 3 at 10:59am via Vitruue Publisher · Share

13 people like this.



HP Play Find out what British duo La Roux listens to when they are not curating and mixing the latest volume of synth-pop tracks! Among their favorites these days: Depeche Mode and Genesis. Check out the whole playlist here: <http://pub.vitruue.com/ZIZ>



La Roux Playlist

Source: pub.vitruue.com

Depeche Mode and Genesis are both La Roux favorites these days - see what other music they are listening to.

July 23 at 9:00am via Vitruue Publisher · Comment · Like · Share



HP Play Top Billboard-charting band Far East Movement shared their music playlist with us. See what tracks get them moving on the dance floor. Tell us if you've got some favorites in common! <http://pub.vitruue.com/ZHJ>

Check out the Far East Movement - Playlist

Source: pub.vitruue.com

October 19 at 10:06am via Vitruue Publisher · Like · Comment · Share

Jan Sedláček, Galit Rachmani, Elizabeth Ann and 12 others like this.

View all 4 comments

