



Jukebox JAMS

Emerging Artists

Driving awareness, excitement and engagement for the jukebox music experience

AMOA, in cooperation with AMI Entertainment and TouchTunes, has developed Jukebox Jams, a new program to generate awareness, excitement and inspiration for the jukebox music experience nationwide.

This program will give operators the tools to engage with their jukebox locations and drive more jukebox revenue.

Jukebox Jams will showcase a select playlist of up-and-coming artists to drive more awareness of both the artists and the jukebox music experience. The 2021 Jukebox Jams program is scheduled to run from November 1st through National Jukebox Day (November 24, the day before Thanksgiving).

AMOA Program Overview

An industry program created to encourage jukebox fans nationwide to be inspired as they discover and play music from a select group of up-and-coming artists.

Operators...Get Engaged IRL!

- Now more than ever the jukebox is THE focal point in your locations. Keep the momentum going by engaging in this new AMOA program!
- Schedule and run music discovery events at your jukebox locations. Create excitement for jukebox play!
- Promote Contest Opportunities such as patron and location sweepstakes (increased play = increased revenue).
- Enhance your digital presence by promoting events and contests on socials.
- But more importantly get involved in promoting your jukeboxes and your locations with AMOA's new Jukebox Jams Emerging Artists program!

Music Industry Participation

AMOA is partnering with AMI and TouchTunes in bringing the Jukebox Emerging Artists program to life.

- Program will run across AMI and TouchTunes jukeboxes. *Initial focus will be on Country, Rock, Latin, Rap/HipHop and Pop genres.*
- AMI and TouchTunes will work with music labels to help drive engagement.

Will promote the program and extend awareness with the following:

- On screen jukebox and mobile app promotion.
- Create interactive jukebox experience in cooperation with labels.
- Promotion on social networks.

AMOA will provide:

- Digital marketing kit to assist in promoting the program.
- On Demand education to help operators leverage marketing assets along with how-to's on running music discovery events.
- Marketing of National Jukebox Day bringing awareness to the jukebox beyond our industry.
- Recognition for AMOA operators with most plays from Jukebox Jams playlist during contest period.