

BRING LEGACY MUSIC BACK INTO FANS' HANDS.

A new physical sales channel for catalog owners, labels, estates and rights holders.

TapTunes has developed a Print On Demand Smart Media Album platform designed to turn authorized legacy recordings into collectible physical products with no inventory commitment required from the rights holder.

SMART MEDIA ALBUMS | PHYSICAL MUSIC REIMAGINED

**SMART
MEDIA
ALBUMS**



Streaming gave music reach. Physical music gives it ownership.

For decades, albums, CDs and cassettes gave fans something tangible to own. Streaming transformed access, but it also removed much of the physical connection between a recording and the listener.

Legacy catalogs are uniquely positioned to benefit from that connection. Their audiences already know the songs, understand the artists and often have a strong emotional relationship with the recordings.

The challenge has been economics.

Traditional physical reissues can require manufacturing commitments, inventory, warehousing, fulfillment and the risk of unsold product. That can make smaller catalog opportunities difficult to justify even when the music still has an audience.

TapTunes changes the equation.

A Smart Media Album can give a legacy recording a new physical product without requiring the rights holder to fund or manage a traditional inventory program.

Why legacy catalog fits

- **Recognition already exists.** The release begins with music that has history and an established audience.
- **Collectibility matters.** A physical object can restore a sense of ownership around recordings currently experienced primarily through streaming.
- **POD reduces inventory risk.** Product can be manufactured in response to demand instead of requiring a large speculative run.
- **Catalog can become active again.** A new format creates another reason to merchandise, promote and rediscover existing recordings.

Introducing Smart Media Albums

Smart Media Albums are physical products that unlock a dedicated digital album experience using technologies such as NFC or QR activation. Fans purchase a physical item, activate it, and access the associated album and content through a dedicated digital experience.

SEP 8

Luminate announced Smart Media tracking in 2026

OCT 2

CONNECT tracking begins in the U.S. and Canada

Industry recognition

Luminate announced that Smart Media Album sales will be tracked in CONNECT, API and Data Share beginning October 2, 2026, categorized alongside established physical products. Luminate described this as the first new physical music format it has added since CDs. Eligible Smart Media sales can also count toward official Billboard chart rankings when program requirements are met.

Luminate defines Smart Media products as physical objects that can be activated to unlock digital album content, with activation mechanisms including QR codes and NFC chips.

Physical product. Digital experience. Measurable connection.



Source: Luminate, "Luminate to Track Smart Media Album Sales in CONNECT," Sept. 8, 2026; Luminate CONNECT support documentation on Smart Media product format and registration.

Built to reconnect physical music with the digital world.

TapTunes has spent years developing products and technology around a simple idea: music can have the convenience of digital access without giving up the value, identity and connection of a physical product.

Our platform combines NFC and QR technology with dedicated mobile music experiences, artist content, fan engagement and release analytics. No special app is required for the listener.

The TapTunes model

1	SMART MEDIA	Physical NFC + QR products built around a release.
2	DEDICATED EXPERIENCE	A mobile-first album experience designed for direct fan access.
3	PRINT ON DEMAND	Manufacturing aligned with actual demand rather than speculative inventory.
4	FULFILLMENT	A direct path from production to the purchaser.
5	MEASUREMENT	Sales and post-purchase engagement become visible to the rights holder.

For legacy music, this means a rights holder can authorize a new physical release without having to become the manufacturer, warehouse, fulfillment company or technology provider.



From manufacturing to consumer, one connected system.

TapTunes is designed as a point-to-point physical music platform. The same ecosystem can support licensing, production, fulfillment, retail access, fan engagement and analytics.

01 LICENSE

Rights holder and TapTunes identify mutually approved recordings and release terms.

02 BUILD

TapTunes creates the Smart Media Album and dedicated digital release experience.

03 MANUFACTURE

POD production reduces the need for large upfront inventory commitments.

04 SELL

Releases can be sold direct and through the growing DropTaps retail partner network.

05 FULFILL

Product moves from manufacturing toward the purchaser through the TapTunes ecosystem.

06 MEASURE

Sales and engagement data return to the platform for reporting and insight.

One relationship. One release path. One view from product to audience.

LICENSE → MANUFACTURE → RETAIL → CONSUMER → ANALYTICS

A physical product that keeps reporting after the sale.

Traditional physical media can tell a rights holder how many units were manufactured and sold. TapTunes is designed to add visibility into what happens after the product reaches the fan.

UNITS	Produced and sold
AUDIENCE	Unique release access
ENGAGEMENT	Track plays and release interaction
GEOGRAPHY	Where engagement occurs
DEVICE	Operating system and device insights
TIMING	When fans access and play the release



DropTaps: the consumer marketplace

DropTaps is the consumer-facing retail portal for Smart Media Album releases. It gives TapTunes a direct-to-consumer destination while a growing retail partner program is being developed to expand distribution through online music retailers and other qualified sellers.

Powered by TapTunes. Sold through DropTaps and our growing retail partner network.

For a catalog owner, the objective is simple: create a new authorized physical revenue channel while gaining better visibility into how the product reaches and engages its audience.

Start with one release. Build a catalog relationship.

TapTunes has developed a POD physical music format specifically suited to legacy catalog. We'd like to establish a catalog licensing relationship that allows us to identify mutually approved titles and create authorized Smart Media Album releases with no inventory commitment required from the rights holder.

Rather than approaching the relationship as a one-time license, our goal is to work together to identify recordings that make sense for the format, establish appropriate release terms and build from the results.

RIGHTS HOLDER	TAPTUNES
Approve catalog and release scope Provide authorized masters and assets Approve agreed presentation Receive contracted royalties/reporting	Create product and digital experience Manufacture and fulfill Support direct and partner retail Track sales and engagement analytics

LET'S IDENTIFY THE FIRST RELEASE.

A conversation can begin with a single title, artist
or catalog segment.

You provide the music. We put it back into fans' hands.

TapTunes® | Smart Media Albums | Physical Music Reimagined

taptunes.com | Consumer retail: droptaps.com

Industry reference: Luminate announced Smart Media Album tracking on Sept. 8, 2026. Tracking in CONNECT begins Oct. 2, 2026 in the U.S. and Canada. Eligibility for Billboard chart reporting is subject to Luminate's Smart Media vendor, registration and product eligibility requirements.