

# **AN EMERGING SONGWRITER IN THE SUBWAY - TOZ ANTONIO PIRETTI**

**MAKE THE MOST OF A NEW VISIBILITY CONCEPT IDEA & IMPROVE THE NEW TREND:  
SPONTANEOUS PRESENCE IN PICTURES & VIDEOS POSTED BY PEOPLE IN SOCIAL MEDIA**

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# **AN EMERGING SONGWRITER IN THE SUBWAY - TOZ ANTONIO PIRETTI - FIRST PART**

## **MAKE THE MOST OF A NEW VISIBILITY CONCEPT IDEA & IMPROVE THE NEW TREND: SPONTANEOUS PRESENCE IN PICTURES & VIDEOS POSTED BY PEOPLE IN SOCIAL MEDIA**

### **INTRODUCTION**

I'm a professional singer-songwriter (on the last slide you can find the links to my music)  
(classy adult contemporary pop – singer-songwriter style – indie soft rock).

I've noticed that when I play on the streets of Toronto, a large number of people, stop by and take pictures and videos of me performing or take selfies beside or with me.

### **THE NEW SOCIAL MEDIA TREND**

I'm confident that my performance is of a professional level, but It seems also that the people are looking for something «particular» to post or to talk about on their social media. Nowadays, from my point of view, the people «are looking for» or «very prompt about» something particular to shoot, to post and then to chat about with their friends' community on social media.

### **EVERYTHING IS AROUND PICTURES, VIDEOS, MUSIC**

the main streams are pictures, videos and the music that I'm performing.

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this is just happening, but.. **HOW TO IMPROVE AND MAKE THE MOST OF IT..?**

When I play on the streets, I'm dressed in a «normal» way (t-shirt & pants & sports shoes) and I sing and perform voice & guitar as I'm used to (professionally skilled). (on the streets there're many restrictions, as in theory no amp allowed, no posters, no CDs for sale, etc.). So I said to me, and what about if you could amplify this trend and benefit from it ?

### **3 YEARS LICENSE – TTC MUSIC SUBWAY STATIONS PROGRAM**

On June 2018, I finished 2° on 182 auditions, in the new contest managed by TTC & UNIVERSAL MUSIC CANADA, to receive the next 3 year TTC license that allows musicians to perform in the subway stations of Toronto with a daily schedule for the next 3 years. The first 90 musicians will receive the license, that will be active from October 8° 2018 for the next 3 years.

I've been already a subway musician for the TTC in the past and I know that when I'm performing in my daily spot I can amplify my guitar, exhibit a poster/signboard, business cards, CDs, etc.

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**TRANSFORM A SUBWAY BUSKER'S SPOT LOCATION IN A COOL ATTRACTIVE STAGE**

my new concept is to re-create a cool «fashion» attractive stage every time that I'll play in the subway to amplify and benefit of the new pictures, videos, selfie online media trend.

What do I mean for **ATTRACTIVE STAGE** ?

A cool presence and spot  
very well dressed (in a particular/fashion / stylish way) taking care of all the details of my location/spot to ensure that each photo or video or selfie will be a cool memory to post and share with friends online in the social networks.

I'll play voice & guitar standing (not sitting) - I'll carry all my equipment in a nice suitcase. There won't be an opened guitar's case laying on the floor, but a nice box with business cards, CDs and a functional hole /space for the spontaneous donations. There will be a cool signboard / poster in which in addition to my name and web references, the names & logos of my sponsors will appear, etc..

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A first sample of what I mean by an interesting image,  
can be a character that changes weekly (wearing professional costumes)



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### **TRANSFORM A SUBWAY BUSKER'S SPOT LOCATION IN A COOL ATTRACTIVE STAGE**

if you can imagine a professional songwriter, dressed in a cool particular attractive way, performing in the busy subway in a spot where all the smallest details are set up carefully, you can also imagine how many pictures, videos and selfies will be shot, posted and shared on the online social networks.

When I'm able to write my and my sponsor partner's names & logos on a cool signboard and when I have my and my sponsor partner's business cards on a nice box (es. treasure coffer), then there won't be only pictures, selfies or videos, but it will be a **new marketing concept, a natural new visibility, a new way to be in touch with people, a winning and potential new way to be in touch with a lot of new potential clients. A smart way to be present in any part of a new spontaneous way of communication, through pictures, videos & selfie.**

See In the next slides the statistic data of the TTC (Toronto Transit Commission system)

## TTC (Toronto Transit Commission) - System Quick Facts - 2016

### Daily Trips (Average Business Day)

Revenue Passengers (Fares Collected) ... 1,690,000 (number of linked journeys taken)

Revenue Passengers and Transfer Fares ... 2,700,000 (number of unlinked boardings)

Of the 154 conventional bus and streetcar routes, 150 make 247 connections with the Subway/Scarborough RT system during the A.M. rush period. Friday, November 30, 2016: highest 1-day ridership ... 1,846,000

### Rail Transit Quick Facts

#### (Subway, Scarborough Rapid Transit, Streetcar) - Daily Trips (Average Business Day)

Revenue Passengers (Fares Collected) ... 899,000

Revenue Passengers and Transfer Fares ... 1,252,000

#### Busiest Stations (Estimated passenger trips to and from trains daily)

Bloor (Yonge-University) ... 216,200

Yonge (Bloor-Danforth) ... 183,200

St George (Yonge-University) ... 136,200

St George (Bloor-Danforth) ... 129,000

Union ... 118,400

Finch ... 100,800

Dundas ... 81,300

Sheppard-Yonge (Yonge-University) ... 76,800

Eglinton ... 72,700

Kennedy (Bloor-Danforth) ... 69,800

# AN EMERGING SONGWRITER IN THE SUBWAY - TOZ ANTONIO PIRETTI - SECOND PART

## TTC (Toronto Transit Commission) – Operating Statistics - Section Two 2016

### 538 Million Riders

In '16, the TTC set an all-time record of 538.1 million rides, surpassing its previous all-time total of 537.6 million set in '15.

TTC ridership has increased each year for the last 13 years. Total ridership in '03 was 405.4 million.

The TTC is projecting a new annual record ridership of 544 million in '17. Ridership broke the half-billion plateau for the first time in '11. The TTC's highest single-day ridership in '16 was 1.846 million customers on Nov. 30. In 2016, there were 18 days in which the TTC carried more than 1.8 million rides in a single day.

On Aug. 3, '15, the TTC carried its 30 billionth customer – or four times the world's population – since its inception in 1921. With one billion customers carried approximately every 22 months, the TTC's 31 billionth customer is expected on June '17.

Nearly 85 percent of all local transit trips in the GTA are made on the TTC. With more than 1.7 million customers on an average weekday, the TTC maintains a cost-recovery rate of more than 70 percent from the farebox – one of the highest on the continent.

The TTC has the third largest ridership in North America, after **Mexico City** and **New York City** – cities with populations greater than eight million people.

### Rider Stats (in millions)

|             |             |
|-------------|-------------|
| 2016: 538.1 | 2009: 471.2 |
| 2015: 537.6 | 2008: 466.7 |
| 2014: 534.8 | 2007: 459.8 |
| 2013: 525.2 | 2006: 444.5 |
| 2012: 514.0 | 2005: 431.2 |
| 2011: 500.2 | 2004: 418.1 |
| 2010: 477.4 | 2003: 405.4 |



# AN EMERGING SONGWRITER IN THE SUBWAY - TOZ ANTONIO PIRETTI - SECOND PART

## PRUDENT WEIGHTED ESTIMATION

average daily ridership 2.754.500 million passengers:

1,425,300 by bus,  
271,100 by streetcar,  
46,400 by intermediate rail,  
1,011,700 by subway.

In **2017**, the Weekday (250 days) **USAGE is 243,773,381 for Subway** (232,835,041) and **Scarborough Rt Trains** (10,938,340)  
All the **above data** was provided to me by the Corporate Communications Department TTC.

The **following data** derive from a prudent and weighted estimate calculation. I've been already a licensed busker for the TTC, so I've experienced the system (each following point presents its explanation in brackets).

|  |                |
|--|----------------|
| <b>AVERAGE WEEKDAY (WEEKDAY USAGE 243,773,381 DIVIDE BY 250 WEEKDAYS)</b>  | <b>975,094</b> |
| <b>STATION RIDERS AVERAGE WEEKDAY (CONSIDERING 75 STATIONS)</b>  | <b>13,001</b>  |
| <b>STATION RIDERS AVERAGE WEEKDAY (WHERE IT'S ALLOWED TO PLAY – ESTIMATED 30% INCREMENT OF TRAFFIC)</b>  | <b>16,902</b>  |
| (it's allowed to play only in 30 stations on 75. Usually, they are the best stations, so it's been estimated a 30% increment in average traffic. You can see also the «Busiest Stations (Estimated passenger trips to and from trains daily)» in the slide nr 7) to ascertain that these numbers are completely realistic and prudent. |                |
| <b>ESTIMATED AVERAGE RIDERS PER HOUR IN THE 30 STATIONS IDENTIFIED (FROM 6 AM TO MIDNIGHT – 18 HOURS)</b>  | <b>939</b>     |

# AN EMERGING SONGWRITER IN THE SUBWAY - TOZ ANTONIO PIRETTI - SECOND PART

## PRUDENT WEIGHTED ESTIMATION

|  |                  |
|--|------------------|
| <b>TRAFFIC AVERAGE PER HOUR FROM 2:45 PM TO 7:45 PM IN THE 30 STATIONS IDENTIFIED</b>  | <b>1,585</b>     |
| <b>(in those hours – <u>estimated 75% of the half of the daily riders – so, 75% of the half of the passengers move back</u>)</b> |                  |
| <b>DAILY (5 HOURS PLAYING FROM 2:45 PM TO 7:45 PM - ESTIMATED RIDERS IN THE 30 STATIONS IDENTIFIED)</b>                          | <b>7,923</b>     |
| <b>WEEKLY (4 DAYS – 5H DAILY FROM 2:45 PM TO 7:45 PM - ESTIMATED RIDERS IN THE 30 STATIONS IDENTIFIED)</b>                       | <b>31,691</b>    |
| <b>MONTHLY (4 DAYS – 5H DAILY FROM 2:45 PM TO 7:45 PM - ESTIMATED RIDERS IN THE 30 STATIONS IDENTIFIED)</b>                      | <b>126,762</b>   |
| <b>YEARLY (4 DAYS PER WEEK – 5 HOURS DAILY - FROM 2:45 PM TO 7:45 PM ESTIMATED RIDERS IN THE 30 STATIONS IDENTIFIED)</b>         | <b>1,647,908</b> |
| <b>Per 3 YEARS</b>   |                  |
| <b>(4 DAYS PLAYING PER WEEK) - FROM 2:45 PM TO 7:45 PM - ESTIMATED RIDERS IN THE 30 STATIONS IDENTIFIED</b>                      | <b>4,943,724</b> |

## PARTNERSHIP - COLLABORATION - DEVELOPMENT OF EVENT AND SHOW IDEAS

**LET'S COLLABORATE TOGETHER MANAGING THIS RISING TREND AND HAVING A ROLE IN THIS  
NEW SPONTANEOUS WAY OF COMMUNICATION.**

**CREATIVITY HAS NO LIMITS, CAN CREATE MAGIC IN MANY WAYS.**

**IN A FURTHER STEP, WILL BE PRESENTED NEW CONCEPTS OF EVENTS, SHOWS, ETC..**

# AN EMERGING SONGWRITER IN THE SUBWAY - TOZ ANTONIO PIRETTI - ABOUT THE ARTIST

## THIRD PART

"following passions.. a step in heaven a step in hell.. music is to share emotions, songs are messages to **communicate experiences & beliefs**".

Toz Antonio Piretti is a singer-songwriter with Italian roots and an international spirit. He started his music project in Italy in '06. In '09 he came to Canada, **changing his life completely, from an entrepreneurial career "suit & tie" - Arthur Andersen & Kpmg Consulting & successful business projects - to a passionate songwriter adventure "lyrics & guitar"**. In Toronto, music became his way of living.. being also a licensed musician for the subway system (**TTC**), joining **gospel churches** and acting for theatrical plays. Nowadays he can be found on any kind of stage in venues, festivals, churches, theaters.

He released **4** albums, demos, singles and performed in more than **400** gigs between North American and Europe. **Last releases:** ["#Stronger"](#) in '18, ["In 10 Years"](#) in '14 - ["My Name Is Not Important"](#) in '12 - ["Acoustic Italian Versions"](#) in '10.

Toz writes music sharing messages to encourage people to live a better life and care about one another, in this spirit, he has founded in '14 ["Art Takes Action for Charity"](#) to organize art events to support charitable projects.

In '15, Toz did a milestone music tour ["Roommates of the Same Planet"](#): a Canadian coast to coast from Sep to Oct '15 performing in 22 shows a new show format: "Audio Visual" a live performance in which music & screened videos melt together to amplify the messages of the songs and to create a unique intense atmosphere.

In '16, he had set off on a European tour adventure: ["Unconventional Tour"](#). The tour brought him to 9 countries all over Europe, playing 23 concerts from May to the end of December '16.

In '17 Toz's biggest challenge - ["from the Roots in the Right Direction"](#) a bike & a guitar - from Vancouver to Halifax - 120 km each day - from mid April to mid July 2017, from the roots, combining the naturalness and the purity of biking with the most natural way of singing, just voice and guitar, bringing music among people for #Canada150. In the same year, from August to mid-September, another adventurous tour ["EnjoyWild"](#) merging music & adventure, in the best rafting & outdoor sport activity centers across Italy

# AN EMERGING SONGWRITER IN THE SUBWAY - TOZ ANTONIO PIRETTI – SOME MEDIA & PRESS RELEASES

Vote for Antonio “Toz” Piretti to play his music in the TTC [Canadian Immigrant \('18\)](#)

The Daring Issue [Post City Magazines Toronto \('18\)](#)

Antonio Piretti, più "Stronger" che mai! [Corriere Italiano Montreal \('18\)](#)

Interview – Antonio Piretti TOZ [Canadian Beats \('17\)](#)

Musician Antonio Piretti rides bike for cross-country concert tour [InsideToronto.com \('17\)](#)

44 giorni per attraversare il Canada in bici, Toz ce l'ha fatta. E ora un nuovo progetto in Italia [Agenziadire.it \('17\)](#)

"Italian-born Antonio Piretti is celebrating Canada's 150th with a cycling/music tour from Vancouver to Halifax" [Canadian Immigrant \('17\)](#)

From coast to coast for MSF: Musician bikes and sings across Canada to raise funds [MSFCanada \('17\)](#)

"From The Roots In the Right Direction – 6,000km Music Cycling Tour Celebrates Canada 150" [Pedal Canada's Cycling Magazine \('17\)](#)

Una voce, una chitarra e una bicicletta! [Corriere Italiano Montreal \('17\)](#)

Toz, il ciclocantautore italiano che ha sedotto il Canada [Bikelitalia.it \('17\)](#)

Il Canada 'coast to coast', una bicicletta e una chitarra: la 'folle' idea di Toz [AgenziaDire.it \('17\)](#)

'Toz', 6600 km in Canada con bici e chitarra" [Il Resto Del Carlino - Bologna \('17\)](#)

Canada 150 Tour [CityLifeMagazineVaughan \('17\)](#)

A song, a bike & a dream [Mississauga News \('17\)](#)

Antonio Piretti (TOZ) - Canta e pedala attraverso il Canada [L'Or di Ottawa \('17\)](#)

Fundraising tour starts in King [King Sentinel \('17\)](#)

da Vancouver ad Halifax con bicicletta e chitarra [Il Cittadino Canadese \('17\)](#)

"He is taking a new approach on his live show and throughout October he toured across Canada bringing his acoustic show alive with visuals like pictures and videos to bring life to his songs." [Canadian Beats \('15\)](#)

"Antonio vorrebbe cambiare il mondo.." [L'Or di Ottawa \('15\)](#)

"Antonio in arte Toz è un musicista che ha guardato dentro di sé ed ha preso la decisione di vivere di musica.." [TheWaveInvasion.com \('13\)](#)

"Piretti writes songs about social issues he hopes to change..." [The Star, Toronto \('12\)](#)

"Man gives up big salary to busker on the street" [Global Toronto News \('12\)](#)

# AN EMERGING SONGWRITER IN THE SUBWAY - TOZ ANTONIO PIRETTI – CONTACTS

**an updated monthly communication impact of more than 30,000 fans**

Official WebSite (an email database with **more than 20,000 fans** – accounts updated monthly)

[antoniopirettitoz.com](http://antoniopirettitoz.com)

## Social Media (more than **9,000 followers / subscribers**)

Instagram: [instagram.com/tozantoniopiretti/](https://www.instagram.com/tozantoniopiretti/)

YouTube: [youtube.com/user/byToz](https://www.youtube.com/user/byToz)

Facebook (page): [facebook.com/Antonio.Piretti.TOZ](https://www.facebook.com/Antonio.Piretti.TOZ)

Facebook (profile): [facebook.com/TozAntonioPiretti](https://www.facebook.com/TozAntonioPiretti)

Twitter: [twitter.com/TOZmusic](https://twitter.com/TOZmusic)

Google Plus: [plus.google.com/+AntonioPirettiTOZ](https://plus.google.com/+AntonioPirettiTOZ)

## Music Pages (**more than 1,000 listeners**)

ReverbNation: [reverbnation.com/Toz](https://www.reverbnation.com/Toz)

Spotify: [open.spotify.com/artist/4uRmBCN7QVLrNdVQyL3aEq](https://open.spotify.com/artist/4uRmBCN7QVLrNdVQyL3aEq)

SoundCloud: [soundcloud.com/bytoz](https://www.soundcloud.com/bytoz)

others..

## Digital Stores

iTunes: [itunes.apple.com/us/artist/toz-antonio-piretti/id577734937](https://itunes.apple.com/us/artist/toz-antonio-piretti/id577734937)

BandCamp: [antoniopirettitoz.bandcamp.com/](https://antoniopirettitoz.bandcamp.com/)

Amazon, Deezer, Shazam, etc..

Email: [cool@antoniopirettitoz.com](mailto:cool@antoniopirettitoz.com)