

NAVIGATING THE NEW FRONTIER

IN MUSIC, MEDIA AND BRAND LICENSING



\$2
TRILLION
Media & Entertainment

\$270
BILLION
Trademark Revenue

3.16
MILLION
Worldwide Patent Applications

900+
BILLION
music streams in the U.S.A alone in 2018

AN INDUSTRY AS VAST AS THE GALAXY

Companies **managing multiple rights** attract more customers

DTC, OTT, SVODs
Netflix, Amazon, Disney+ & Apple TV+

Streaming Music and Diversification
Spotify changed the model, now attracting under-25s with original content; Apple Music, Amazon & more to follow

Today's celebrities are online influencers **building & licensing their digital brands**

AN INDUSTRY CHANGING AT WARP SPEED

Adds Up to Many Moving Parts



Massive volumes of data in streaming music will manifest in other Rights & Royalties industries



Companies must to automate managing multiple rights to remain competitive



Profitable decisions hinge on real-time analytics



Data duplication must be avoided while servicing varied lines of business



Vistex provides Software from Launchpad to Liftoff

- 360° view of all rights for all exploitations
- Forecasting tools in a sales-friendly workflow
- Foremost flexible royalty calculator
- Streamlines incoming revenues & outgoing royalties
- Automates sub-ledger functions—revenue recognition, AR/AP, amortization

About Vistex®

Vistex solutions help businesses take control of their mission-critical processes. With a multitude of programs covering pricing, trade, royalties and incentives, it can be complicated to see where all the money is flowing, let alone how much difference it makes to the topline and the bottomline. With Vistex, business stakeholders can see the numbers, see what really works, and see what to do next – so they can make sure every dollar spent or earned is really driving growth, and not just additional costs. The world's leading enterprises across a spectrum of industries rely on Vistex every day to propel their businesses.