# Vistex®

# NAVIGATING THE NEW FRONTIER



IN MUSIC, MEDIA AND BRAND LICENSING



Trademark Revenue

3.16 **MILLION Worldwide Patent Applications** 

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

## AN INDUSTRY AS VAST AS THE GALAXY

multiple rights attract more customers

### DTC, OTT, SVODs Netflix, Amazon,

Disney+ & Apple TV+

## **Diversification** Spotify changed the

**Streaming Music and** 

model, now attracting under-25s with original content; Apple Music, Amazon & more to follow



online influencers building & licensing their digital brands

Today's celebrities are

## CHANGING AT WARP SPEED Adds Up to Many Moving Parts

AN INDUSTRY

0101011 Massive volumes of data in streaming music will manifest in



Companies must to automate managing multiple rights to

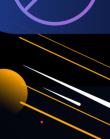
other Rights & Royalties industries



Profitable decisions hinge on real-time analytics

Data duplication must be

remain competitive



lines of business

avoided while servicing varied

- 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.



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