



## From Music Notes to C-Notes:

### The Music Industry Pathway from UNPAID to PAID

Once upon a time, DSPs couldn't find every music copyright holder whom they owed royalty payments...

# 50 million +

Notice of Intents (NOIs) filed with U.S. Copyright Office.



...so an estimated

# \$2 billion

in unclaimed royalties were left in escrow, never paid to the rightful music owners.



## Meanwhile, the Music Industry Was a Crescendo of Caffeinated Growth



# \$1.2 billion

historical rights holder payouts



# 100 million

subscribers

Apple Music (50m), Amazon Music (30m) and Google/YouTube Music (16m) counted 96m paying music subscribers between them at the end of March. *(source WSJ)*



On Spotify Alone, **10 Songs** Have Been Streamed **1 billion +** times

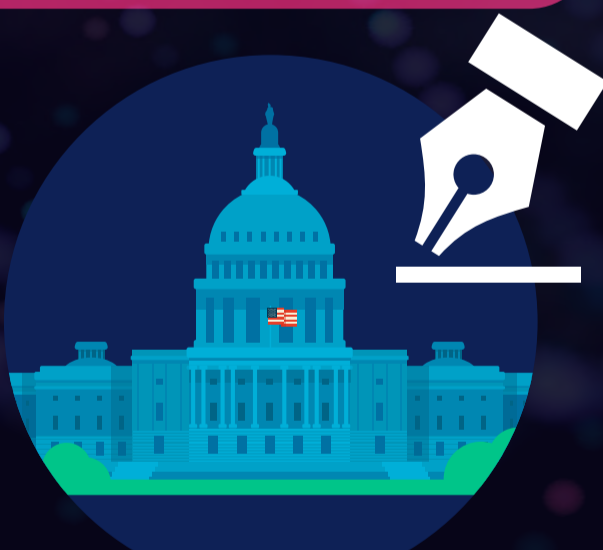


Every **30 days**, **1 million** new tracks get added to the digital music ecosystem

## So...the Music Modernization Act (MMA) Was Signed to Police those Payables

### The Mechanical Licensing Collective (MLC):

- A group of music publishers and songwriters, designated by the U.S. Copyright Office, will help DSPs identify and pay music copyright holders.
- The MLC audits DSPs
- Copyright holders can audit the MLC
- Checks & balances are now in place



Many lines of code creates a digital avalanche. So how can DSPs & the MLC be ready?

Solutions from enhanced Rights and Royalties software:

#### Industry Hurdles

- Highest amount of code in the history of streaming
- More copyright holders than ever before
- More complex payment contracts
- Record-breaking amount of claims payouts
- Accelerating demand for systems to manage unprecedented amounts of unclaimed royalties

- Manages enormity of tangled data
- Optimizes Accuracy
- Delivers Transparency
- Grants Visibility
- Heightens Trust
- Maximizes Profitability

#### About Vistex®

The rapid-fire changes in the digital music landscape and the mass adoption of streaming music have amplified sales transactions and the complexities arising from numerous income streams. Today's music companies are confronted with processing this unwieldy detail in an effective, efficient manner. Vistex provides a high-volume, easily configured solution poised for traditional, current and future music business trends. Contracts, metadata and all royalty activity are captured in a single system, which is used for registration, licensing, sales, royalty reporting, analytics and more. This enables music companies to manage all aspects of their industry in a single solution.