TruMusic
Automated Cloud-Based Music Clearance Management
### Music Clearance Lifecycle

**Ideation**
- Obtaining input from the production house regarding proposed music usage.
- Receiving required music tracks from the producer.

**License Requirement Mapping**
- Gathering information about music usage to select the required license type.

**Identification of Usage Options**
- Generation of different licensing / proposal options agreeable to the production house.
- After approval, generate the quote request for Licensor.

**Settling Deal with Licensor**
- Negotiation on quotes & selection of mutually agreed upon option between the production house and Licensor.
- Acceptance of quote from Licensor with rights assurance.

**Compliance**
- Reporting usage of licensed music for tracking purposes.
- Management of all recorded music in addition to Licensor submission.

**License Agreement**
- Submission of agreement terms & conditions to Licensor as per negotiation.
- Obtaining license for the recording, granting producer usage rights.

**Finance Approval**
- Decision on payment terms and agreement regarding the usage of recorded music in given license type.
- Agreement of both the parties on mode & period of royalty payment.

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### Current Challenges in the Music Clearance Lifecycle Ecosystem

**General**
- Complex Licensing Process
- Payment validation through Licensor difficult
- Transparency deficit between stakeholders
- Incomplete Cue sheet reporting

**Legal**
- Licensor regulations
- Obscure pre-digital laws
- New Performance forms/technology
- Managing compulsory licensing
- Multiple legal regimes
- Inefficient contract regimes

**Technology**
- Tracking music usage
- Lengthy negotiations with Licensor
- Error proof cue sheet reporting
- Redundant service processes
An industry-leading solution giving greater visibility into the Music Clearance Process and cue sheet management

Key Benefits

Program Information
• Enables comprehensive program view – Song Title, Composer, Clearance, Season/Episodes etc

Cue-Sheet Management
• Reduction in time to prepare cue-sheet, generating reminders for upcoming cue sheet deadlines

New Gen User Experience
• Built on Salesforce Lightning, the platform provides a natural 360-degree of information at the show, episode, film and music levels

License Management
• Facilitates license negotiation and generation. Enables the generation of detailed license fee information while managing and tracking payments
• Generating quote request for companies, reduction in time for quote generation

Electronic Signature Capability
• DocuSign e-signature capability facilitates data security, document assembly, signature authentication and process flow
Success Stories

Client: Fortune 10 Global Entertainment Leader
What TruMusic Accomplished: 100% automation of the music licensing process with a 360-degree view of license terms and conditions. Achieved 33% savings in the time required for quote and license generation.

Client: Fortune 10 Media Company
What TruMusic Accomplished: 42% reduction in time required to prepare Cue Sheet. Comprehensive 360-degree view of music usage. Improved and more intelligent negotiations with licensors.