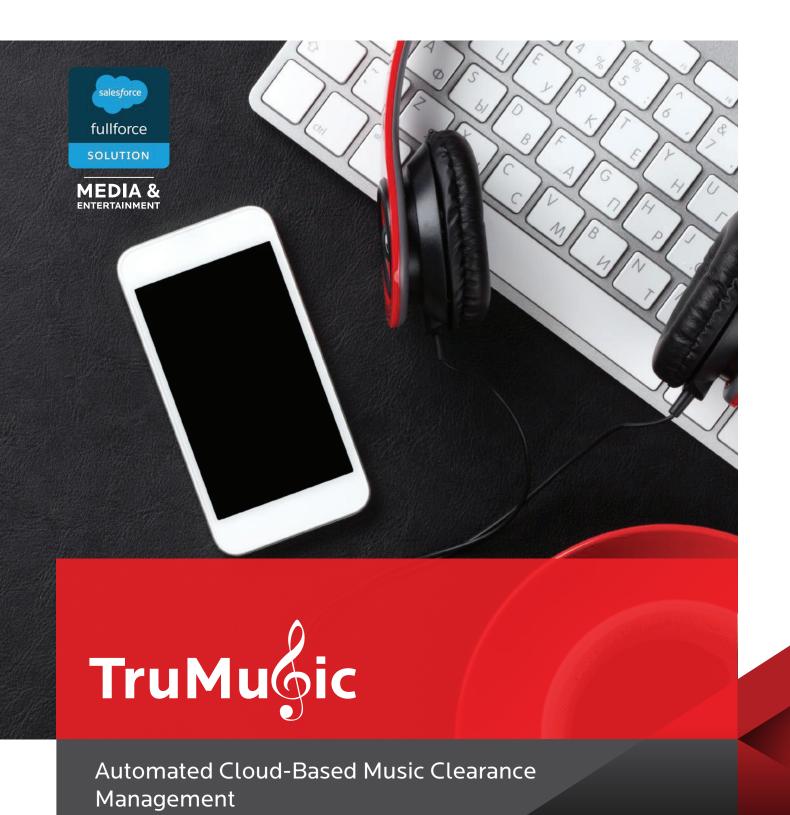
birlasoft



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.

Current Challenges in the Music Clearance Lifecycle Ecosystem



GENERAL



LEGAL



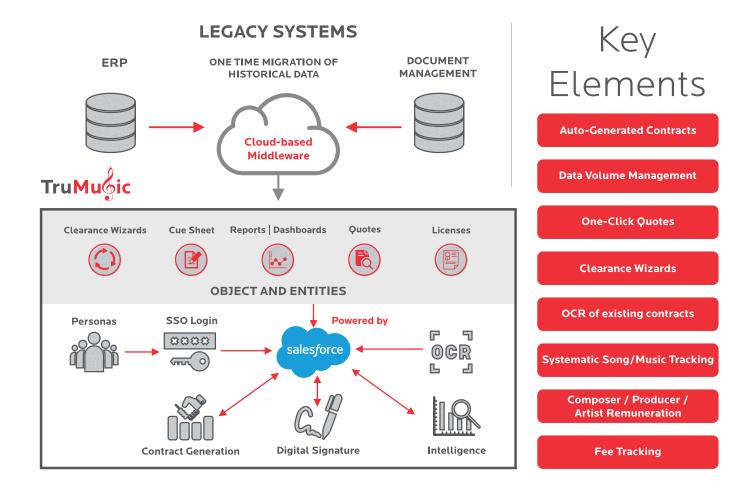
TECHNOLOGY

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

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

- 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.









RESOURCES

marketing@birlasoft.com | birlasoft.com

Enterprise to the Power of Digital™

Birlasoft combines the power of domain, enterprise and digital technologies to reimagine business processes for customers and their ecosystem. Its consultative and design thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion diversified CK Birla Group, Birlasoft with its 10,000 engineers, is committed to continuing our 150 year heritage of building sustainable communities.