



ORFIUM  
MUSIC

Argyris Argyrou

SVP, Data Science & Analytics

We help artists and writers  
to get paid fairly on digital platforms,  
by sharing revenue with content creators  
who use their music

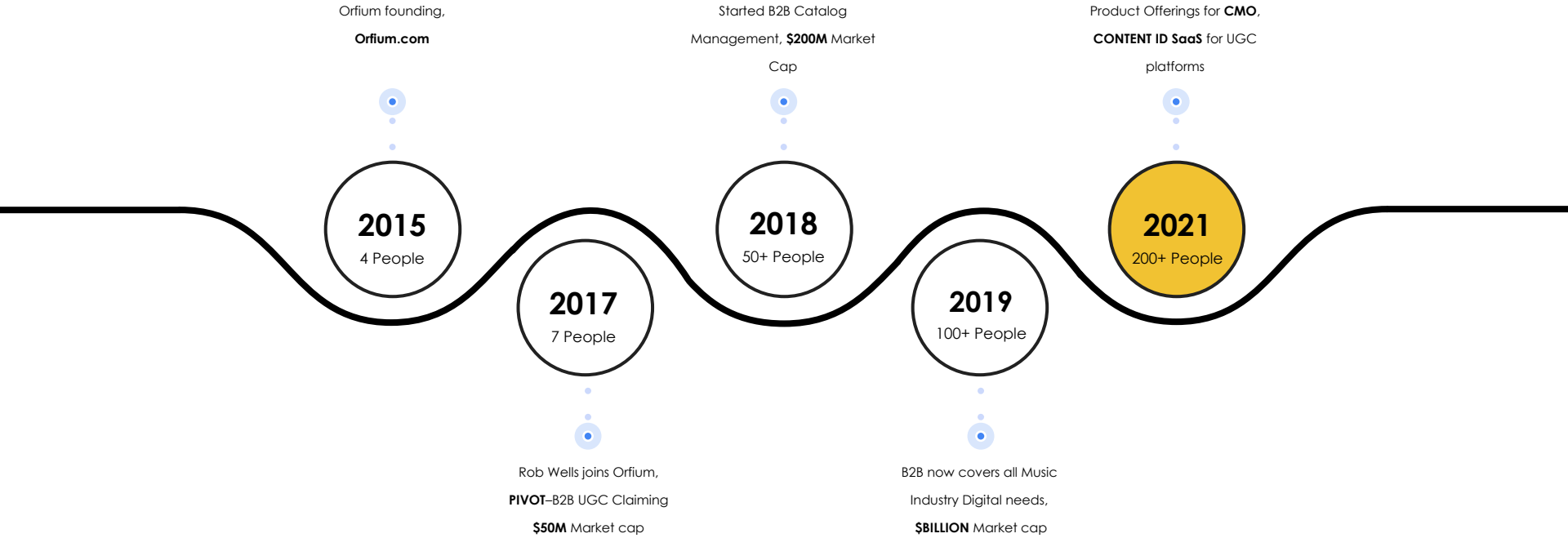
Orfium is a unique **Copyrights Management and Information Technology Company**, that empowers major music companies to administer rights and collect royalties on digital platforms

Music revenue comes from monetizing  
streaming music,  
via paid subscription services, ad-supported  
on-demand platforms or UGC platforms  
(youtube, twitch, tik tok etc)



We developed the technology that identifies music usage **from TB data and millions of video on Youtube**—using our proprietary content recognition technology, resolving meta–data issues—data deficient, rev share conflicts etc, and attribute royalty usage to the rights holders—**Major Records labels and Publishers**

# Bootstrapped from LA to Athens, from a Social Music Platform, to Music Industry's Digital Infrastructure



# Meet Our founding Team



**Rob Wells**  
Founder & CEO



**Drew Delis**  
Founder & COO



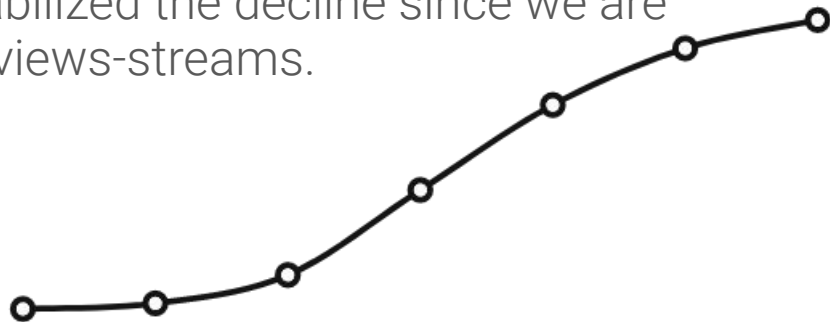
**Christopher Mohoney**  
Founder & CFO



**Michalis Petychakis**  
Founder & CTO

# COVID 19 and Orfium, growth/ hiring

Hiring x2, signed new deals, building new product lines  
Although we've seen a **decline in CPM** because of less spent in advertising budgets, the **increase** of streaming stabilized the decline since we are monetizing based on views-streams.





# COVID 19/clients, streaming is driving the growth

No surprise here, but streaming music revenues continued an upward climb last year, with paid subscription services, ad-supported on-demand platforms and digital radio providers contributing to \$10.1 billion in overall revenue generated, a growth of 13.4%.

Source: RIAA

# COVID 19/clients, streaming is driving the growth

No surprise here, but **streaming music revenues continued an upward climb last year**, with paid subscription services, ad-supported on-demand platforms and digital radio providers contributing to \$10.1 billion in overall revenue generated, a growth of 13.4%.

Source: RIAA

# COVID 19/clients, streaming is driving the growth

No surprise here, but **streaming music revenues** continued an upward **climb last year**, with **paid subscription services**, ad-supported on-demand platforms and digital radio providers contributing to \$10.1 billion in overall revenue generated, a growth of 13.4%.

Source: RIAA

# COVID 19/clients, streaming is driving the growth

No surprise here, but **streaming music revenues** continued an upward climb last year, with **paid subscription services, ad-supported on-demand platforms** and digital radio providers contributing to \$10.1 billion in overall revenue generated, a growth of 13.4%.

Source: RIAA

# COVID 19/clients, streaming is driving the growth

No surprise here, but streaming music revenues continued an upward climb last year, with paid subscription services, ad-supported on-demand platforms and digital radio providers contributing to \$10.1 billion in overall revenue generated, a growth of 13.4%.

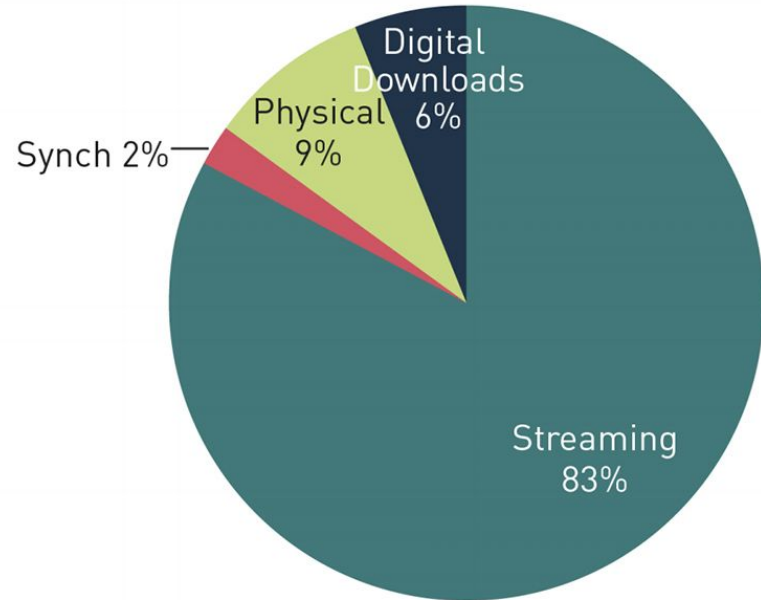
Source: RIAA

## COVID 19/clients, revenue

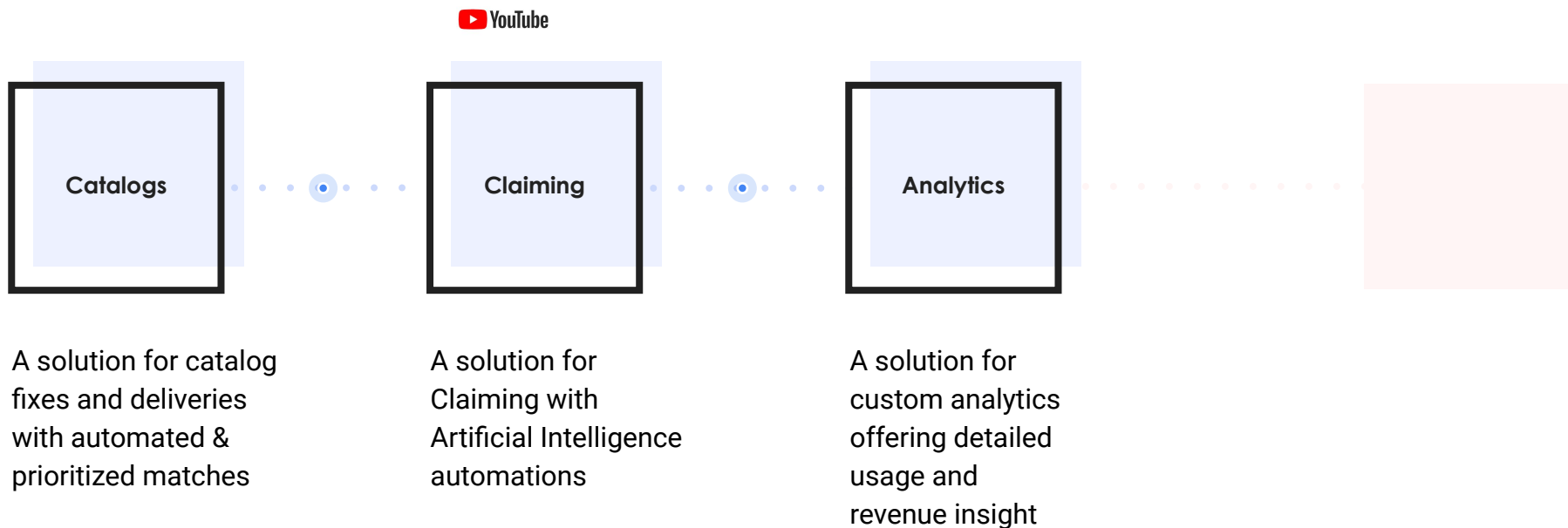
On-demand services, like **Spotify** and **Apple Music**, paid subscriptions continued to contribute the majority of **recorded music revenues** (each year since 2018), but in 2020, grew 14.6%, to \$7 billion.

## U.S. MUSIC INDUSTRY REVENUES 2020

Source: RIAA



# Orfiums' Product Offerings



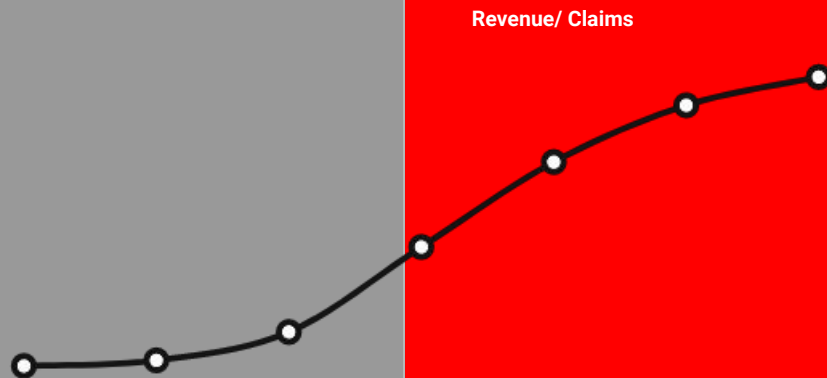


## PRE-CLAIMING

Bad metadata, no content strategy,  
means billions in unclaimed royalties  
from streaming music services such as  
Youtube

## POST-CLAIMING, ORFIUM

Increased revenue resolving conflicts,  
better content recognition and  
combining state of the art algorithms  
and human in the loop





# Thanks!

Questions

Feel free to contact me at [argyris@orfium.com](mailto:argyris@orfium.com),  
or @argyrisargyrou