



VERIFI RIGHTS DATA ALLIANCE OCTOBER 2022



THE PROBLEM

CORRECT DATA ACROSS ALL THESE PARTIES IN THE DIGITAL SUPPLY CHAIN IS A CHALLENGE

CREATORS

- ◆ Main Artists
- ◆ Featured Artists
- ◆ Studio Musicians
- ◆ Producers
- ◆ Engineers
- ◆ Composers
- ◆ Lyricists

PUBLISHERS

- ◆ Original Publishers
- ◆ Sub-Publishers
- ◆ Administrators
- ◆ Non-Controlled Writer Publishers
- ◆ Self-Published Artist Publishers
- ◆ Sync Agents

LABELS

- ◆ Label Services Companies
- ◆ Labels
- ◆ Sub-Labels
- ◆ Self-Owned Artist Labels

SOCIETIES

- ◆ Local PRO
- ◆ Foreign PROs
- ◆ Mechanical Licensing
- ◆ Neighboring Rights
- ◆ CMOs

DISTRIBUTORS

- ◆ Digital Distribution
- ◆ Physical Distribution
- ◆ Foreign Distribution

STREAMING

- ◆ Streams
- ◆ Downloads
- ◆ Video Plays
- ◆ Artist Profiles
- ◆ Artist Playlists
- ◆ Audio-Tagging
- ◆ Pre-Save URLs



MUSIC BUSINESS CAN'T KEEP UP WITH DIGITAL DATA VOLUMES

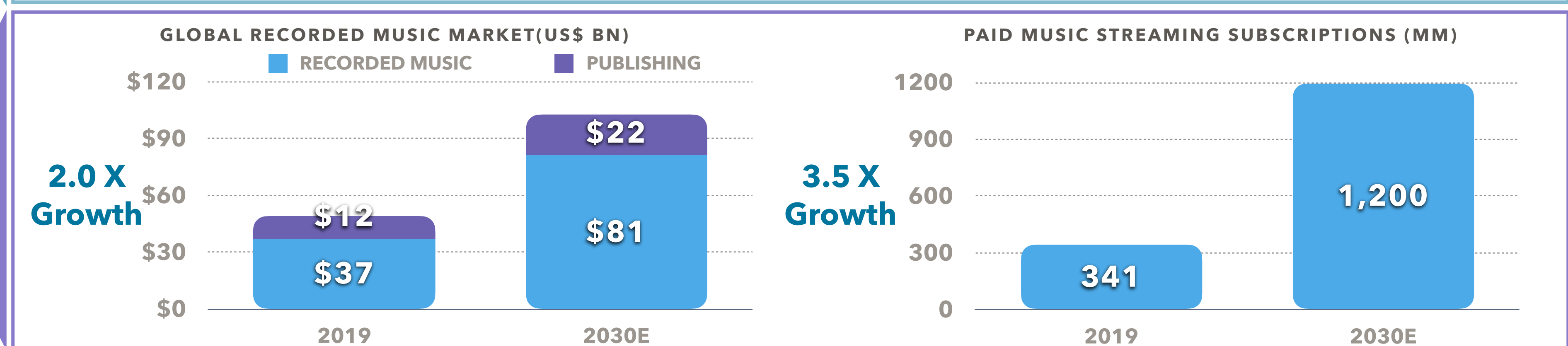
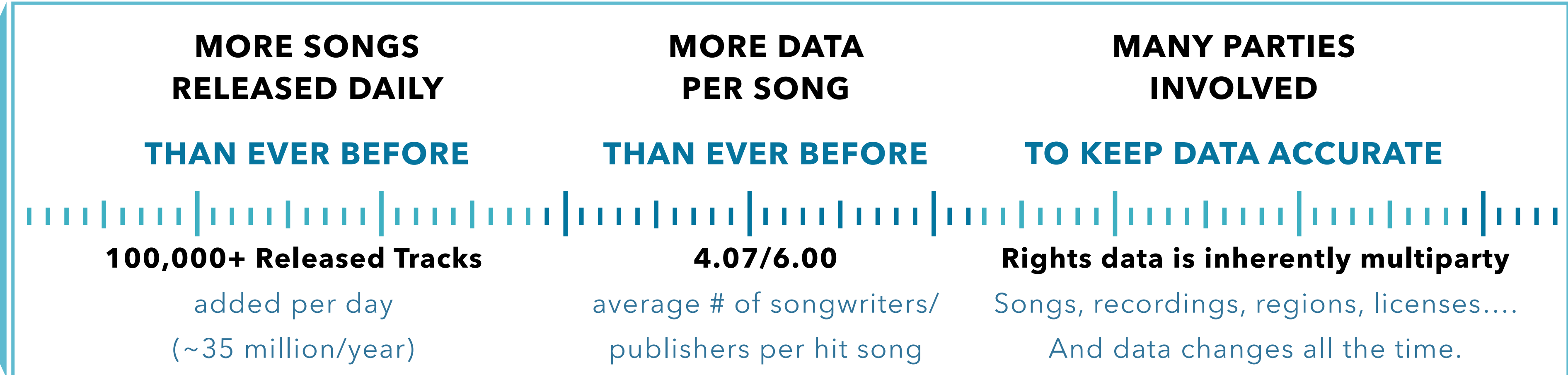
**RAPIDLY
INCREASING
DATA
COMPLEXITY**



**AMPLIFIES
FRICTION IN
MUSIC BUSINESS**



**IN A RAPIDLY
GROWING
INDUSTRY**



WHAT IS METADATA?



DSP unique identifiers
Label unique identifiers
Publisher unique identifiers
CMO unique identifiers





VERIFI DATA ENGINE



IP ASSETS

- Audio files, video files
- images, lyrics, etc.



RECORDING DATA

- Metadata (e.g. Titles, ISRCs)
- Ownership data (territories, shares, owners etc.)



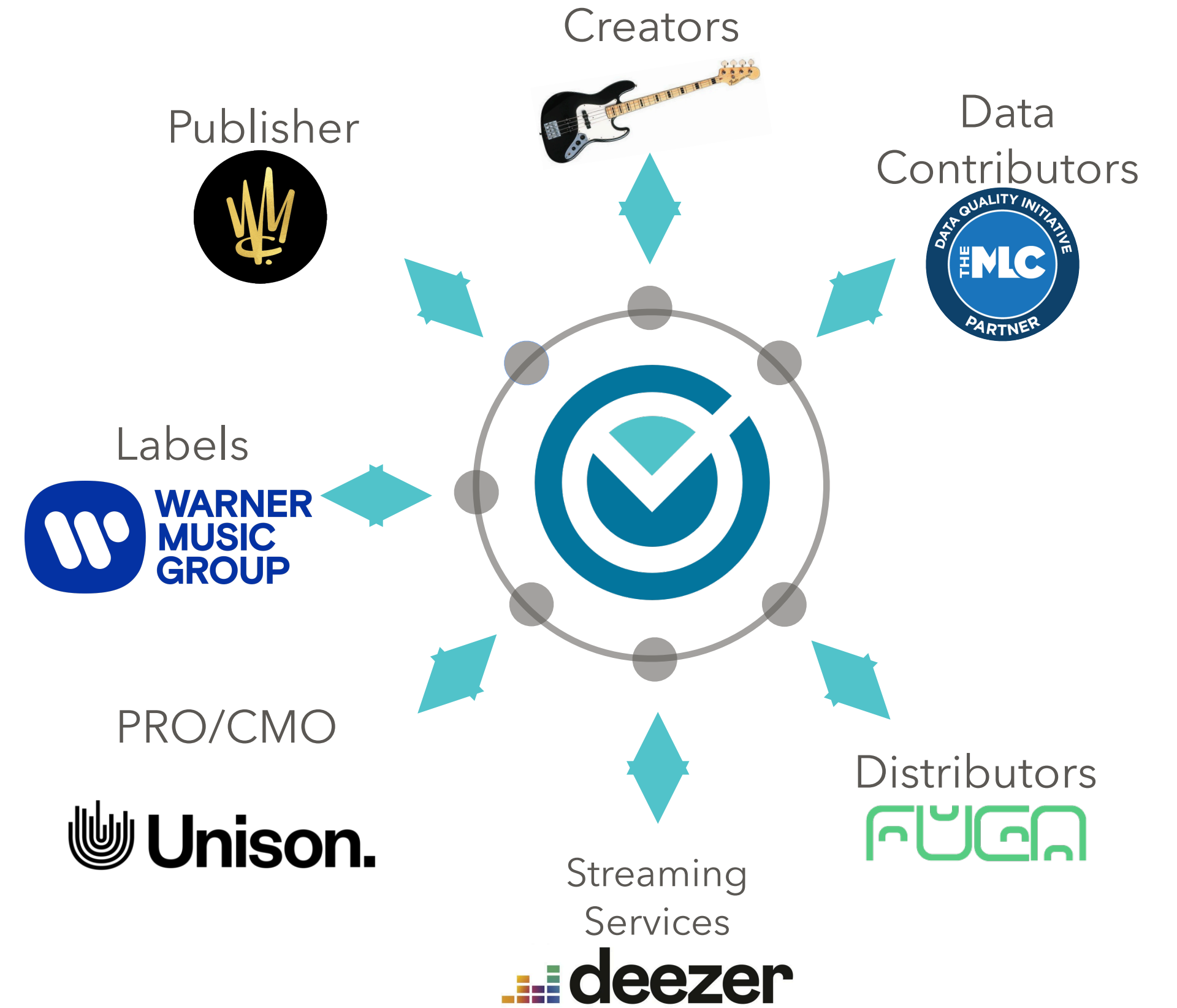
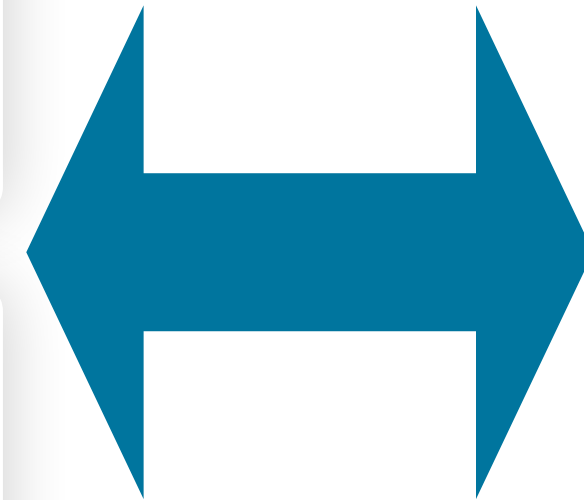
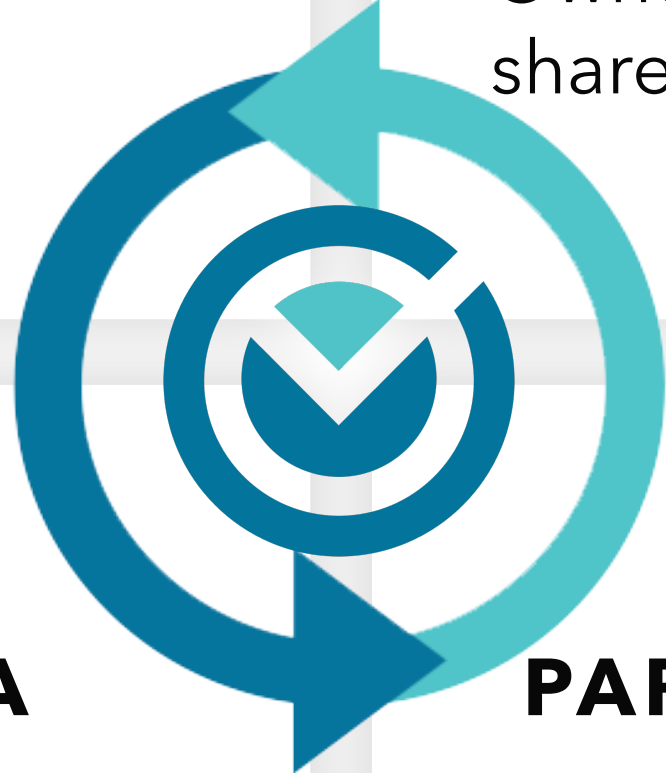
WORKS DATA

- Metadata (e.g. Titles, ISWCs)
- Ownership data (territories, shares, owners etc.)



PARTICIPANT DATA

- Participant/Creator info
- Licenses and Contracts
- Sync agreements

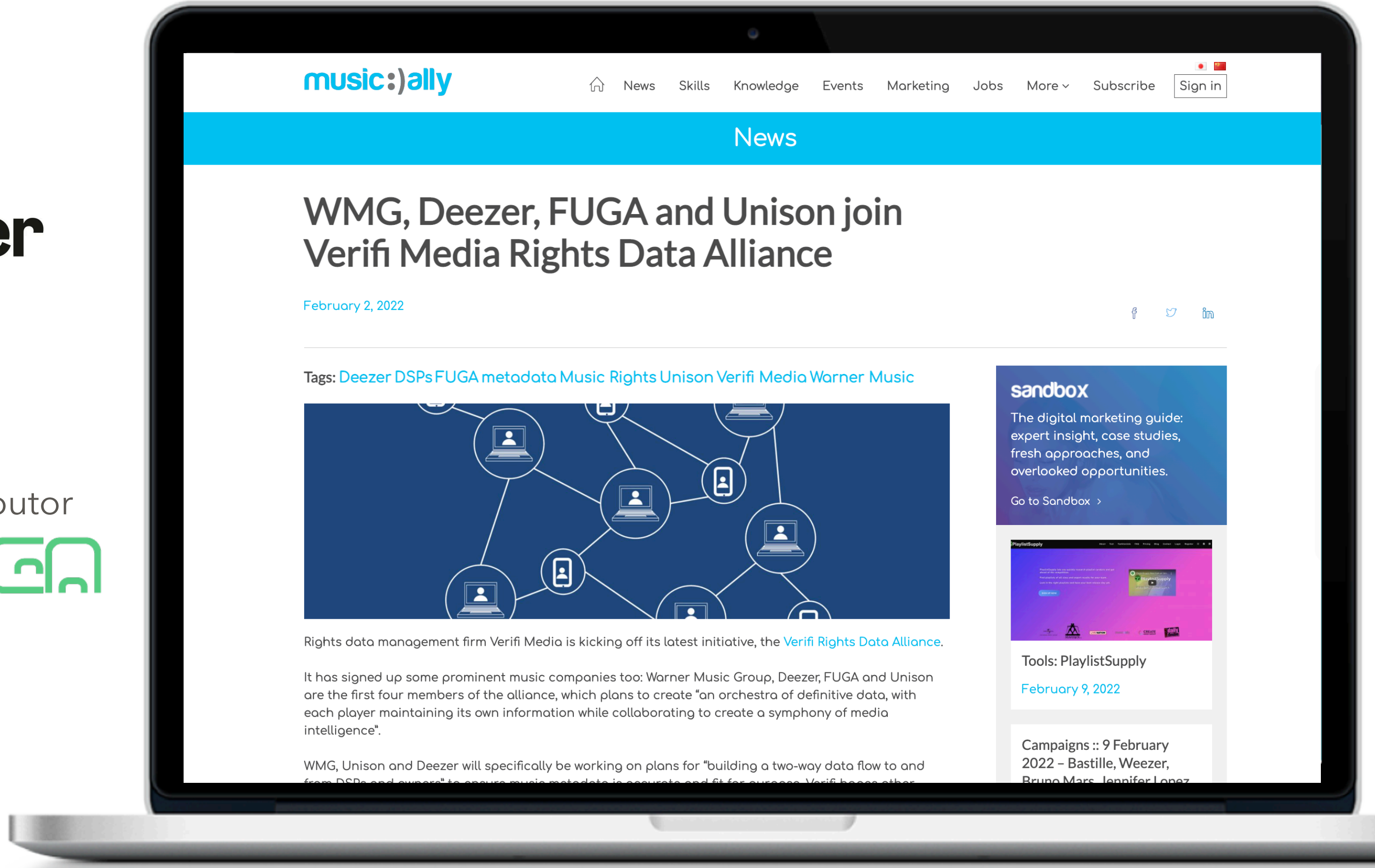
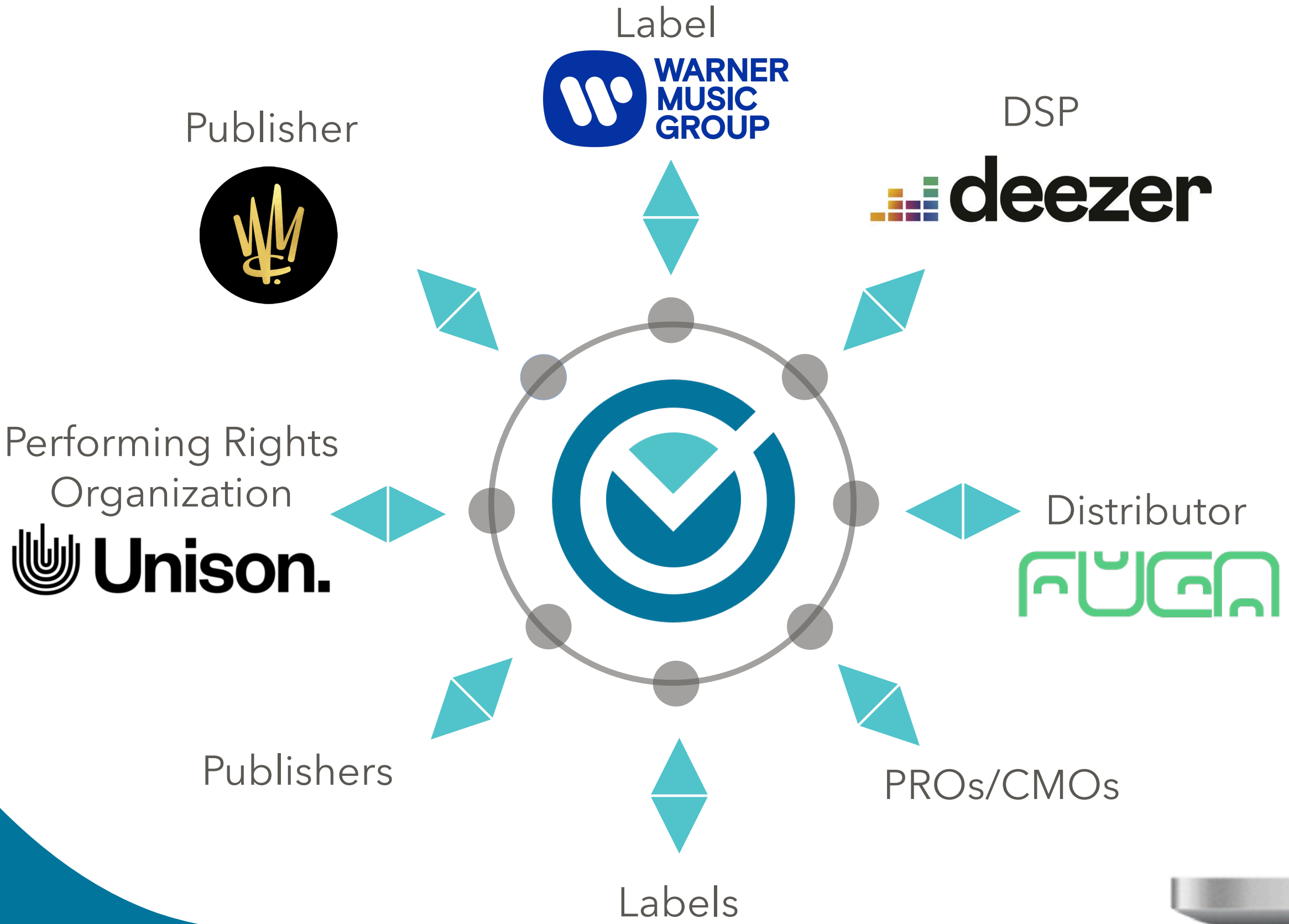


OUR DATA ENGINE ENABLES COMPREHENSIVE RIGHTS DATA TO BE SHARED BY ALL PARTIES, CONTINUOUSLY IMPROVED, SYNCHRONIZED AND STAY UPDATED OVER TIME



VERIFI RIGHTS DATA ALLIANCE (VRDA)

A GROUP OF ENTERPRISE ORGANIZATIONS THAT COLLECTIVELY BELIEVE IN THE OPERATIONAL BENEFITS FROM SHARED AND DYNAMIC DATA



Verifi Rights Data Alliance Explained

VERIFI DATA VISUALIZATION: ORGANIZE, SHARE, CONNECT

IMPORT



VIEW



EDIT



CONNECT

The collage features several overlapping screenshots of the Verifi app interface:

- Import:** A 'Miss Lead' page with a 'Bulk Upload' button and a list of writers including 'Jeremy Frugte'.
- View:** A 'Perceive - Extended Mix' page by 'Holt, Lake Avalon' showing a 'CREATOR' section for 'Holt // Jeremy Frugte' with IPI and ISNI numbers. Below are sections for 'Products' (e.g., 'Close My Eyes', 'Halos') and 'Works' (e.g., 'Above', 'Anomia').
- Edit:** A 'Title' page with fields for 'Title', 'Paranetical', 'LIVE', and 'Code Type'.
- Connect:** An 'Integrations' page with a 'Soundexchange' section and an 'Add Artists & Contributors' section.

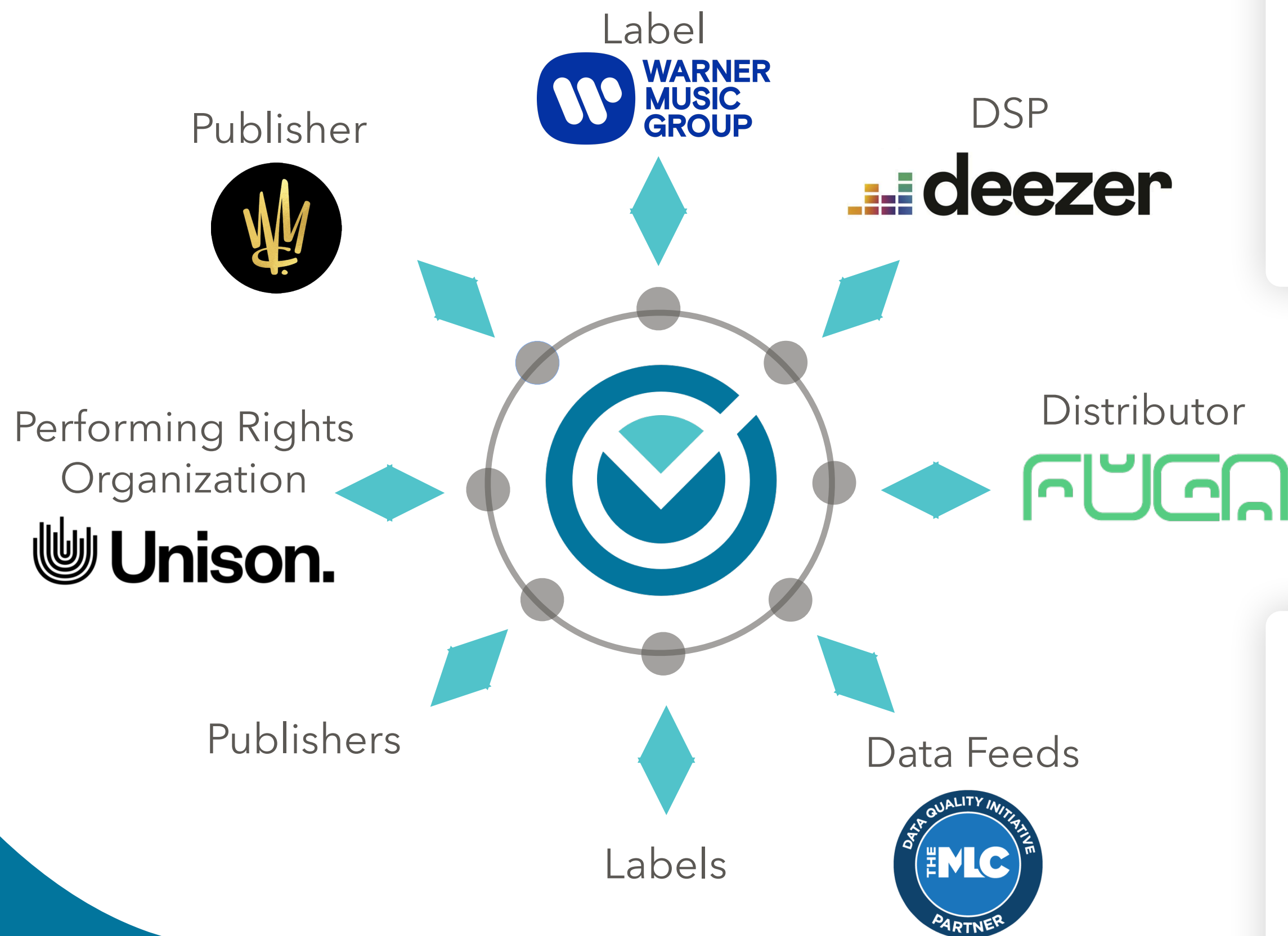
Overlaid on the screenshots are two collaboration notification cards:

- QUICK COLLAB:** A card with the text 'Invite your teammates to quickly prep for a release by letting them enter their own information:' followed by a list: '- Writer IPI', '- Artist ISNI', '- Publisher', '- Label', '- Checking splits, etc.' It includes an illustration of a hand holding a smartphone with a cloud icon and the text 'Verifi's App'.
- Anya Marina:** A notification from 'Anya Marina' inviting collaboration on 'Queen of the Night - LP - 2020-09-25', with 'DECLINE' and 'ACCEPT' buttons.
- Chloe Johnson:** A notification from 'Chloe Johnson' stating 'Chloe Johnson has added two IPI numbers to the writer MARINA ANYA. > Review', with 'DECLINE' and 'ACCEPT' buttons.

DATA ENHANCEMENT & VALIDATION



USING CLIENT-DEFINED RULES, VERIFI CAN QUICKLY SCAN DATA RECEIVED FROM THIRD PARTY FEEDS OR INTERNAL SYSTEMS TO **VALIDATE CORRECT MATCHES** AND **FIND NEW RECORDINGS**



GET BETTER DATA WITH TRUSTED PARTNERS

- Collaborate with trusted partners to create a composite truth of comprehensive meta and rights data.
- Use algorithms to identify/correct discrepancies
- Use the better data to achieve specific business objectives

ENHANCE & VALIDATE DATA

- Comprehensive links between works and recordings
- Allow for music assets to be “cleared” for licensing
- Complete data sets from authoritative sources
- Validate internally used datasets with Verifi’s data

MANAGE DATA CHANGES

- Verifi allows for sharing of changes over time to the data
- Subscribe to data feeds from trusted sources
- Faster communication of data across organizations

DATA COLLABORATION EXAMPLE



Description	Participant 1	Participant 2	Normalization Tool	Participant 3	Participant 4
Work Title	---	---	---	When Boy Meets Girl	When Boy Meets Girl
ISWC	---	---	---	---	T9185906245
WC Work Code	---	---	WW004898785000	WW004898785000	WW004898785000
Writers/Indirect Contributors	---	B. Gibb C. Hugo K. Spivey M. Gibb M.Scandrick P. Long P. Williams Q.Parker R. Gibb T. Lucas	---	Williams, Pharrell L., 00243778641 Combs, Sean, 00334934848 Gibb, Barry Alan, 00011811727 Gibb, Maurice, 00011811825 Gibb, Robin, 00011812038 Hugo, Chad, 00344055189 Long, Robbie, 00136622289 Lucas, Tammy, 00126913968 Parker, Quinnes Daymond, 00337610571 Spivey, Keisha, 00189204552 Scandrick, Marvin, 00337611470	Williams, Pharrell L.
Publishers	---	---	---	Waters of Nazareth Publishing, 00192989113	Emi Pop Music Publishing Waters of Nazareth Publishing
Main Artist	Total	Total	Total	---	---
Contributors	---	112, Background Vocals Chad Hugo, Producer Doug Wilson, Second Engineer Paul Logus, Mixer Pharell Williams, Producer Sean "Puffy" Combs, Producer Tammy Lucas, Vocal Producer Total, Vocals	---	---	Pharrell Williams
Track Title	When Boy Meets Girl	When Boy Meets Girl	When Boy Meets Girl	When Boy Meets Girl	---
ISRC	USBB40581141	USBB40581141	USBB40581141	---	---
Release Title(s)	1. Do You Think About Us & When Boy Meets Girl 2. Total	1. Do You Think About Us & When Boy Meets Girl 2. Total	Total	Total	---
Release EAN/UPC(s)	1. 603497926480 2. 603497927555	1. 603497926480 2. 603497927555	603497927555	---	---
Label(s)	Rhino Atlantic	Rhino Atlantic	Rhino Atlantic	---	---

COMPOSITE DATASET FROM MULTIPLE PARTIES



Description	BEFORE
Work Title	---
ISWC	---
WC Work Code	---
Writers/Indirect Contributors	---
Publishers	---
Main Artist	Total
Contributors	---
Track Title	When Boy Meets Girl
ISRC	USBB40581141
Release Title(s)	1. Do You Think About Us & When Boy Meets Girl 2. Total
Release EAN/UPC(s)	1. 603497926480 2. 603497927555
Label(s)	Rhino Atlantic



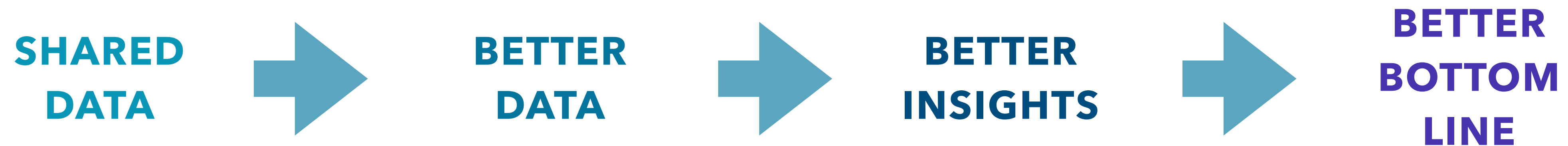
AFTER
When Boy Meets Girl
T9185906245
WW004898785000
Williams, Pharrell L., 00243778641 Combs, Sean, 00334934848 Gibb, Barry Alan, 00011811727 Gibb, Maurice, 00011811825 Gibb, Robin, 00011812038 Hugo, Chad, 00344055189 Long, Robbie, 00136622289 Lucas, Tammy, 00126913968 Parker, Quinnes Daymond, 00337610571 Spivey, Keisha, 00189204552 Scandrick, Marvin, 00337611470
EMI Pop Music Publishing Waters of Nazareth Publishing, 00192989113
Total
112, Background Vocals Chad Hugo, Producer Doug Wilson, Second Engineer Paul Logus, Mixer Pharell Williams, Producer Sean "Puffy" Combs, Producer Tammy Lucas, Vocal Producer Total, Vocals
When Boy Meets Girl
USBB40581141
1. Do You Think About Us & When Boy Meets Girl 2. Total
1. 603497926480 2. 603497927555
Rhino Atlantic

JOINING VRDA



MEMBER COMMITMENTS

- **DATA:** CONTRIBUTE/MAINTAIN A SUBSTANTIAL CATALOG
- **COLLABORATE:** AGREE TO SHARE YOUR DATA WITH VRDA PARTNERS
- **ENGAGE:** VRDA MEMBERS SOLVING DATA PROBLEMS TOGETHER



BY ENABLING MULTIPLE-LAYERED DATA FLOWS AND DATA MATCHING, THE VRDA OFFERS ITS MEMBERS INCREASED VISIBILITY LEADING TO BETTER INSIGHTS MORE REVENUES AND GREATER EFFICIENCIES

CURRENTLY OPEN TO ALL MUSIC COMPANIES



THANK YOU



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