

Media Release – Gavin Parry appointed as Chairman of Music Tech start-up Fairphonic

Fairphonic and Ordior sign strategic partnership

7 April 2021

Fairphonic Pte. Ltd., the digital music rights management start-up today **announced the appointment of Gavin Parry**, (ex-Executive Vice President of Sony Music Asia Pacific) as Chairman.

Fairphonic is a music tech start-up with plans to **revolutionise digital rights management**. It's proprietary Artificial Intelligence (AI) Copyright Recognition Technology – AI Audio Fingerprint (AIFP) has proven highly successful **identifying unclaimed masters, live recordings, covers, user generated content and reproduction content** across social media and music platforms.

Fairphonic is unique in its ability to **detect the copyright of media content across variation from a single reference audio file**, meaning it's valuable to artist, labels, writers and publishers in empowering a 'Fair Play, Fair Pay' mechanism in the digital landscape.

Tang Heng Yang, CEO of Fairphonic said "we are extremely happy for Gavin to join the Fairphonic board. He brings with him **20 years of experience in the digital music space** having developed the digital music business in the Asia Pacific region with Sony Music from its earliest beginnings. We look forward to applying his **technology and business acumen** as we grow the platform".

fairphonic

ordior 

Gavin Parry said “having worked with Fairphonic for only a short time, I have been **super impressed with the results they are achieving** in uncovering unclaimed tracks on social media and video streaming platforms. In a recent trial for one of the largest Asian music labels, Fairphonic was **able to identify 1 billion unclaimed views from just a 20-track sample**”.

“As digital music continues to accelerate in all its forms, having a **great partner that can protect your copyright 24/7 will become an essential service**. With music now seen as an investment grade asset, **returns to owners and investors must be fully optimised** and Fairphonic has the technology to achieve this.”

Today Fairphonic also announced its strategic partnership with Ordior. **Ordior is a NSW regional based music label distribution business** with 100 plus label clients that has developed a significant competency and a battle hardened team for collecting unclaimed royalties for labels and artists across the globe.

Damien Reilly, CEO of Ordior said “we are very excited about the strategic partnership with Fairphonic. **Our two companies go hand in hand**, with Fairphonic using its unique technology to identify revenue opportunities and unclaimed royalties, and then for Ordior to use our **experienced staff, systems and forensic processes to maximise the collections**”.

Ordior, based in the Southern Highlands employs 30 staff in NSW and 40 staff globally and is seen by the Australian State and Federal governments as a **major regional employer with a strong export potential**. Grants to promote local employment have already been received.



Parry also said “**Many of the technology players in rights management have back end teams in South East Asia or India which have mixed results.** What we have achieved with this partnership, is a back end team for Fairphonic that **is well trained, experienced, cost effective and supported.** As Fairphonic grows we expect that Ordior **will launch offices in other NSW regional centres,** providing high quality employment to youth in those communities”.

Fairphonic is planning **significant additions to its Board in the next few months,** and a Series A round is planned in late 2021. Reilly will also join Fairphonic as a Strategic Advisor.

About : Fairphonic

Fairphonic is a technology-first approach to Digital Rights Management We provide a complete suite of cutting-edge software to help transform your digital rights operation. www.fairphonic.com

About : Ordior

Ordior is for content owners and digital rights managers worldwide. Outsource your royalty collection, accounting, reporting and distribution to Ordior. Keep doing what you do best – creating content. www.ordior.com

Contact – gavin.parry@palisady.co
Gavin Parry 0407 955 836