

 **ORDIOR**

Music Rights & Distribution Specialists





# Music Industry Overview

Music Labels and Publishers have increased in value during the CoVid period reinforcing recession proof nature of industry

## Industry Growth

Goldman Sachs<sup>^</sup> has predicted that Music Industry Revenues will grow from USD20.8bn in 2020 to USD44.6bn in 2030 i.e. 114% growth in 10 Years.

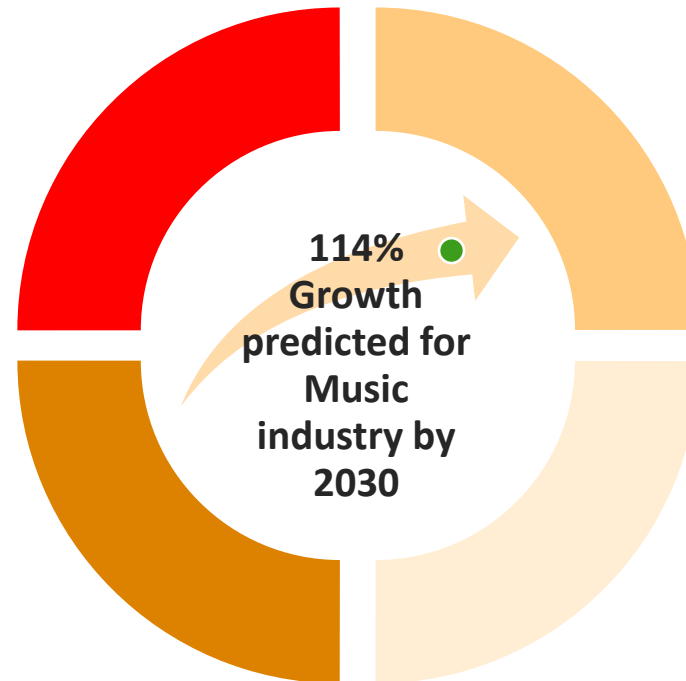
Goldman is forecasting that the live industry will rebound to \$29.1bn global trade annual revenues in 2023, and that this number will rise again to \$38.7bn in 2030

## Music Subscription Services

Global Subscribers to Music services are currently forecast at 416m in 2020 with 24% of those based in the USA<sup>^</sup>.

By 2030, music service subscribers are forecast to grow to 1.22bn of which 20% of these will be in China and 13% in the USA<sup>^</sup>.

<sup>^</sup> Goldman Sachs' Music In The Air 2020 Report  
+ IFPI Global Music Report 2019  
# Hipgnosis Annual Report 2020



## Strong Asian Music Industry Growth Predicted

The Asian industry has been experiencing strong growth with 11% plus being recorded in the last 3 years+.

Japan is currently the number 2 market globally, with Korea at 6, and China at 7. India will soon join the Top 10, moving the Asian region to the 2nd largest region globally+.

## Music as an Investment Class

There is a strong recognition that music can deliver strong, reliable, and regular returns.

With music assets and M&A activity on the rise during the CoVid period, the outlook for music asset values appears very strong, and with returns approximating 5%+, will compete very strongly with low interest bonds and deposits#.

# Music Industry Overview

## Unclaimed Royalties

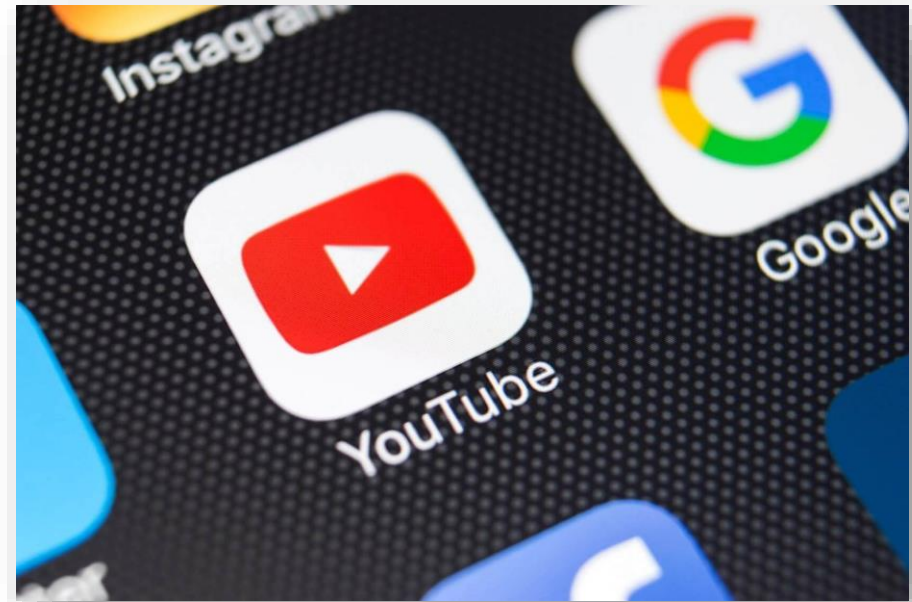
### Artificial Intelligence v Manual Processes

The use of Artificial Intelligence is driving the copyright recovery process. The ability of AI to match music metadata, fingerprints and other components is allowing high volume searching across the various music and social media platforms.

Artificial intelligence is an inherently complex subject. However, AI can make the process of attributing royalties just as elegant as a duck gliding across a pond. We don't see the furious swimming beneath the surface, just the result. With a robust library of metadata, AI can connect the intricate web of relationships existing between recordings, significantly decreasing the amount of unclaimed royalties and ensuring all revenue is collected.

However elegant AI can be, it must be used in conjunction with manual processes. AI is very good at detection, but manual processes are better at assessing the claim, identifying breaches and using processes that AI has not yet been able to conquer.

Interestingly, many top AI rights management companies are also using low costs labour solutions in conjunction with technology.



*“Unclaimed Music Royalties is fast becoming one of the largest issues for Artists, Management, Labels and Publishers. It is not uncommon for up to 20% of revenues being uncollected.”*





# ■ ABOUT ORDIOR







# About Ordior

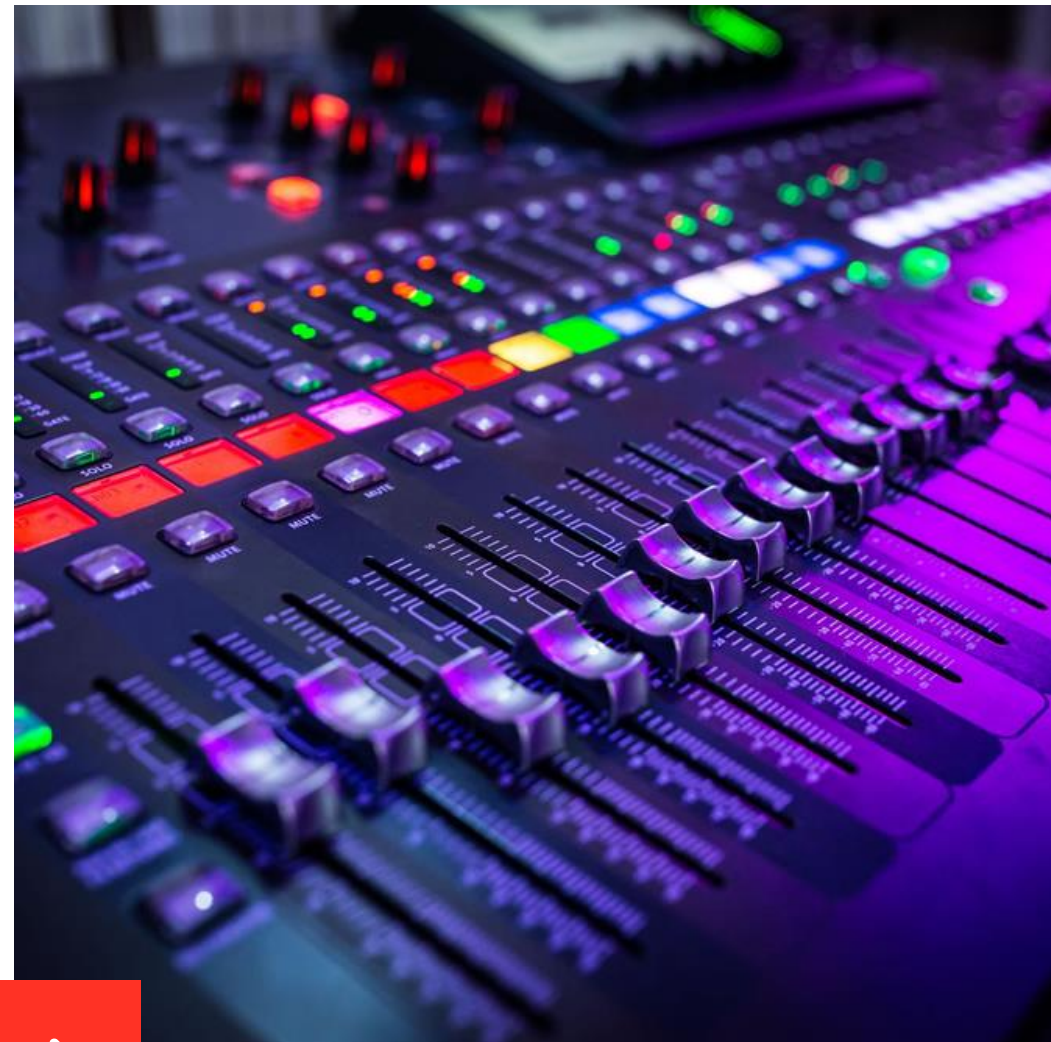
## Forensic Music Rights & Distribution Specialists

Throughout our 10 year history, Ordior has been working in the royalty recovery, rights management, and catalogue administration services sector of the Music Industry. Working with a roster of leading independent record labels, artists and music publishers across the globe. Ordior has completed over 4Bn in transactions with its Royalty Vault software and growing rapidly.

ORDIOR specializes in Youtube, Facebook, & Instagram rights management, UGC monetization, copyright enforcement, digital music distribution, and micro sync licensing.

Every minute 1000 hours of content is uploaded globally to digital & social platforms.

### How much of that is yours?



# The Ordior Process



## fairphonic

Fairphonic is **cutting edge technology able to detect** existing & future forms of media content on digital and social platforms.

Fairphonic Audio Fingerprinting empowers **robust copyright recognition** across digital variations all from a single reference track.

High level detection of **masters, covers, live performances**, and samples in user generated content.



## ordior

Ordior has **15 years experience** of collecting music revenues for the music industry.

Our specialist **forensic and legal team** work on unclaimed and unlawful copyrights detected to maximise collections.

Ordior has relationships with all global PRO's, collecting societies, social media platforms, and DSP's with the **experience and techniques** to recover what is yours.



## ordior

The extent of daily posting by artists and users on digital and social platforms means that any forensic **rights management process needs to be ongoing and regular**.

Ordior can implement a **regular detection and collection program** ensuring that you have security over copyrights and appropriate collections all year round.

**Distribute through our world class all inclusive operational platform** OR we can provide an account management team that will **prepare regular reports** and provide advice and assistance to your own operational and legal teams.

# The Team



**40**

## People

Passionate and experienced employees.



**5**

## Offices

A global network of offices based in key territories.



**10**

## Forensic & Legal Experts

An experienced digital music rights team.



**10**

## Content Managers

A team of local content managers speaking more than 10 different languages.



**5**

## Trade Marketing Experts

Building the best strategies across stores to maximise the impact of releases.



**65**

## Leading Partners

A global network of some of the world's leaders in rights management, royalty collections and content monetisation partners.



# Benefits



## Earn more, keep more

High level detection of your unclaimed royalties, optimise the collection.



## Work With The Best

We've got decades of experience in copyright management, monetization, and distribution.



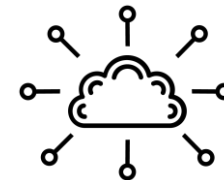
## Superior Detections

Ordior fingerprint matched with more UGC vids than the competition.



## Reach

Monetize all assets types (sound recordings, compositions, and audiovisual productions) in more territories than others.



## One-stop Shop

Manage and monetize all of your copyrights from one central command post within the Ordior dashboard.



# Competitive Landscape

Competitors	Ordior Service
Competitors relying on technology solutions only.	Ordior combines technology and manual processes that require a sophistication that technology and AI cannot address.
Competitors relying on manual processes based in India and SE Asia that have low skills and poor language translation.	Ordior employs trained, native English speaking , and cost effective staff in regional Australia.
Competitors based in distribution businesses do not provide high level of service or give level of attention due to volume of business.	Ordior employs account management process to ensure each client is fully informed and receive regular progress reports.
Competitors operate rights management as a secondary or ancillary business	Ordior are Rights Optimisation specialists
Competitors have a simple, one technique, linear process of detection and claim.	Ordior has over 60 identification, claims and recovery processes that operate as a matrix. These processes form a Patent Pending – Rights Optimisation Process.

# Technology | The Ordior Royalty Vault

## Manage, promote and monitor your catalog

Ordior has always invested in time, financial & human resources to offer the best digital tools on the market in order to manage, promote and monitor your catalogue via a unique interface: the Ordior Royalty Vault.

### Full distribution software

The Ordior Royalty Vault is built to:

- Smartly create all your releases and/or ingest all your back catalogue.
- Manage and optimise your catalogue, including past and new releases.
- Track your delivery, check your in-store promotional achievements and control rights conflicts.
- Provide you with transparent financial reports and monthly payments.

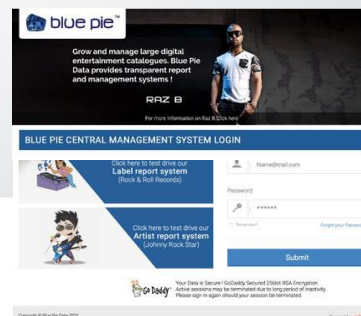
### Suite of analytics

The Ordior Royalty Vault contains purpose built, innovative tools to cover all your needs:

- Music players via our partners for online promotion
- In-depth Google analytics platform and Ordior's in-house data & analytics solution.

### Customised reporting

Access to fully customisable reporting, to make it easier to split royalty reports per artist and label.





# Rights Management | Chart Tracking | Chart Reporting | Chart Strategies

## Rights Management

Ordior works a leading network of rights management partners to build custom made and bespoke solutions for our content partners and labels to maximise monetisation of their content.

This includes working with a global network of partners to recover lost, unpaid and unclaimed royalties.

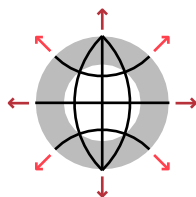


## Chart Tracking & Reporting | Chart Strategies

- Track the positions of your releases across major store charts with Billboard, The UK Chart Company, ARIA and AIR Charts.
- Global Chart Registration Strategies Developed by Release.
- Chart Monitoring via Nielsen Soundscan.



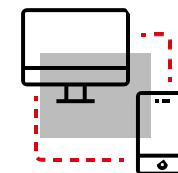
# Distribution Solutions



## Your music,

All music and video formats.

Singles, EPs, Albums,  
Pre-order, Instant gratification,  
Ringtones, Videos...



## on all platforms,



## fully optimised.

High security levels,  
operations & dedicated support.

Anti Leaks Process  
Content Control

  
CERTIFIED

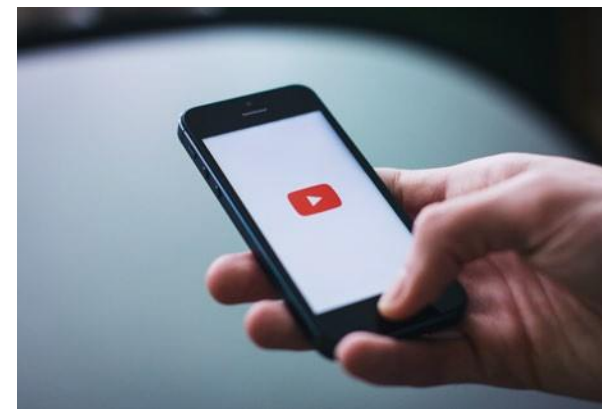
  
CERTIFIED



# Video Distribution

**We offer one of the music industry's widest networks of video monetisation services available today.**

We've invested and developed in house technology and resources in order to maximise the potential of our client's videos. Our video service is centred around our user friendly video content management system, which allows our clients to upload video content through Ordior's Rights Management Platform and Systems which then allows us to distribute to one of the largest video streaming networks in the world today, including MTV, MTV Africa, VEVO, Vimeo, World Star Hip Hop, YouTube, Facebook, Facebook Premier and many others.



# Artwork Restoration Services | Public Domain Catalogues

Ordior and its label partners provide artwork restoration services to our labels and catalogue owners. Working with our clients we create artwork to the new millennium standards. This allows our archive and restoration teams to bring new life to recordings that otherwise would remain trapped in archaic vinyl recordings.





# Marketing, Promotion & Social Media Design

## Strategy & Editorial

Bespoke digital release strategies for artists & labels across all platforms increasing visibility, engagement, sales and streams.

## A team of local experts

Ordior utilise local Trade Marketing expertise and strong relationships with all services to position your products, maximising editorial.

## New release & catalogue

Working with artists & labels to build bespoke strategies for both new releases and catalogue.

## Playlist inclusion

Responding to an ever evolving landscape, we use playlist pitching to drive streams and engagement, employing our in-house analytical technology to deliver real time reporting.

## International campaigns

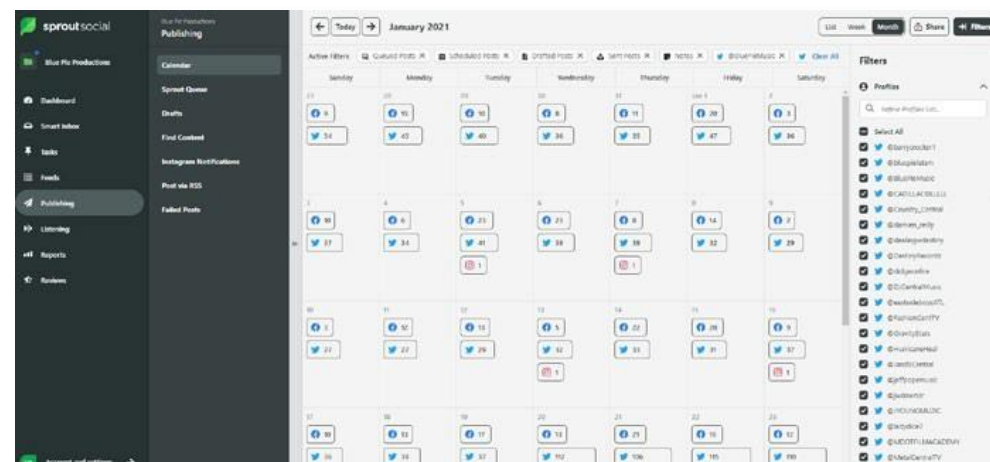
Ability to coordinate and scale campaigns through an unrivalled global network.



# Multi Language Media Tools and Systems

The Ordior global marketing, media and promotion team works with our partners to not only promote and market our label and content owners music but to help position and grow new fans, listeners and engagement across multiple social media platforms in French, English and Spanish.

Ordior works with leading media partners around the world to engage and penetrate new markets using bespoke systems and technology like Sprout Social and other leading message aggregation and disbursement tools.





# Reporting | Information Flow | Stats | Virtual Office Systems and Basecamp

Ordior has an unlimited Basecamp account. Every customer, partner, associate and rights holder enjoys the same customer experience.

The system allows for a seamless virtual office environment to be made available to all our customers.

Basecamps are customised to our clients needs and allow for full audit and transparent communication practises to be provided across all our business units.

This reduces risks across all centralised communication systems and allows for collaboration across multiple markets and multiple countries.

The image shows two screenshots of the Basecamp interface. The top screenshot is the Basecamp homepage, featuring the headline "The All-In-One Toolkit for Working Remotely." and a call to action "Give Basecamp a Try". Below this is a section titled "Get set up to work remote" with a "Honcho Co" example and a "Add/remove people" button. The bottom screenshot shows a project dashboard for "Basecamp 2" with a grid of project cards. Each card includes a title, a brief description, and a list of team members represented by profile icons.

# Reporting | Information Flow | Stats | Virtual Office Systems and Basecamp

**Basecamp 2** Projects Calendar Everything Progress Everyone Me

**BLUE PIE - CONTENT TEAM + CONTENT AGGREGATION + SALES + CATALOGUE MANAGEMENT + BACKUPS + STAFF + INTERN MANAGEMENT**

All things content + ingestion + coding + commercialisation + office and systems management

472 Discussions 1 completed to-do 150 Files 26 Text documents Events

**Latest project updates**

- 6:15am** Damien R. saved a new version of a document: [Blue Pie Records USA | Content Manager | Priority Tasks | August 2020](#)
- Aug 20** Anthony M. updated a message: [Anthony Milton | Daily Report](#)
- Aug 20** James M. commented on [James McDonald | Daily Report](#)

**Discussions**

- James M.** [James McDonald | Daily Report](#) - James McDonald (James McDonald) | Daily Report Date: 20:8:20 Arrived: 13:00am Lunch: 40 mins Departed: 5:00pm Hours: 8 Internship Days: Aug 20
- Brendan P.** [Brendan Paragias | Daily Report](#) - Brendan Paragias | Daily Report Date: 20/08/2020 Arrived: 9:00am Lunch: 30 minutes Departed: 1:45pm Total: 4.25 hours Permanent Full Time Staff Start: Aug 20
- Anthony M.** [Anthony Milton | Daily Report](#) - Role: Content Team Internship Start Date: 20.08.2020 Arrived: 11:00 Lunch: 1 Hour Departed: 5:00 Total Hours: 5:00 Date: 20/08/2020 Symphonic, Completed: Aug 20
- Ethan R.** [Ethan Roe | Daily Report](#) - Ethan Roe | Daily Report Arrive: 9:15 am Lunch: 60 minutes Departed: 5 am Total: 7:75 Date: 19/08/20 Internship Start Date: 11/08/20 Report: Monday to Aug 19
- LynndonBarham** [Lynndon Barham | Daily Report](#) - Lynndon Barham | Daily Report Arrived: 9:00am Lunch: 60 minutes Departed: 5:00pm Total: 7 hours Date: 19/08/20 Internship Start Date: 20/1/20 Aug 19

460 open discussions • 12 archived discussions

460 open discussions • 12 archived discussions

**To-do lists**

Completed info: [Check verification certificate of Blue Pie Records USA | Content Manager | Priority Tasks | August 2020](#)

**Files**

- MUTV - Brendan Paragias Overtime \$520 v060820.pdf**  
Added by Brendan P. on Aug 9 - 17 KB  
1 comment
- MUTV - Nathan Rhodes - Poy Summary v060820.pdf**  
Added by Damien R. on Aug 9 - 1 KB  
119 comments
- BPP - Ethan Roe - NDA v050820 BP.pdf**  
Added by Lloyd C. on Aug 9 - 1 MB  
4 comments
- NM - Nedjon Media - WIP Report v30820 BP.xlsx**  
Added by Lloyd C. on Aug 9 - 1 MB  
1 comment
- BPP - Video Claims Manual v310720 NR.docx**  
Added by Nathan R. on Jul 31 - 402 KB  
3 comments
- NM - Nedjon Media - WIP Report v150720 BP.xlsx**  
Added by Brendan P. on Jul 15 - 1 MB  
1 comment

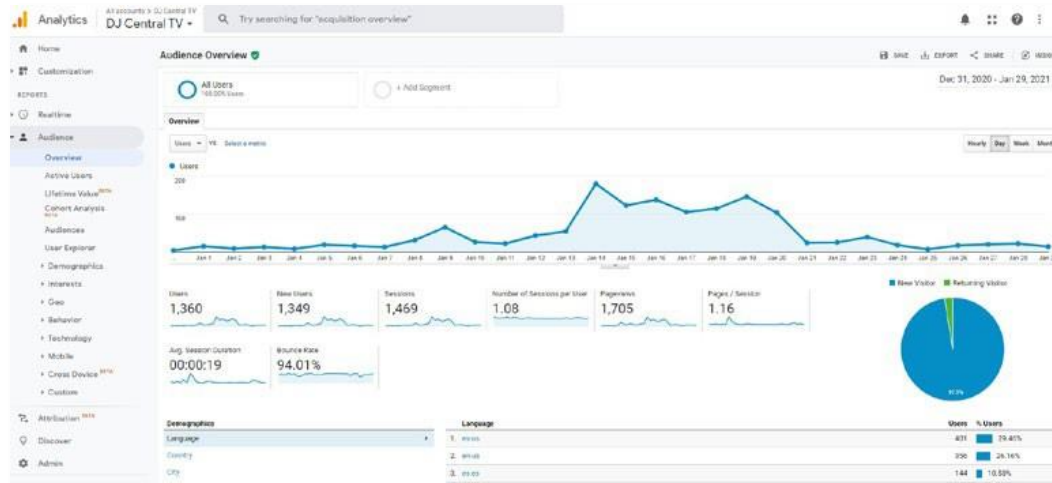
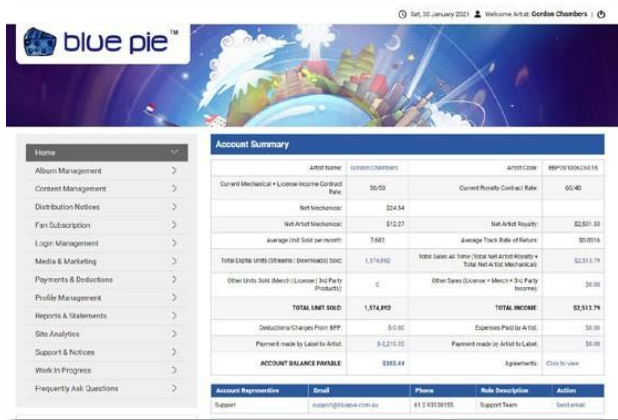
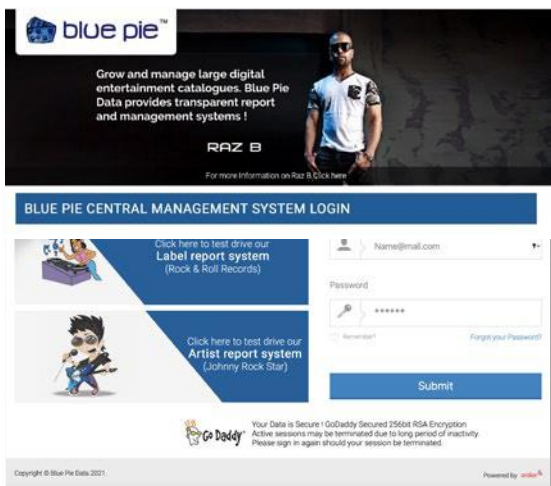
**Text Documents**

- Blue Pie Records USA | Content Manager | Priority Tasks | August 2020**  
Saved by Damien R. on Aug 21
- Blue Pie Records | DJ Central Records | New Releases | June 2020**  
Saved by Brendan P. on Aug 17
- Blue Pie Records | Symphonic | Active Track Count | Ingestion Report | August 2020**  
Saved by Damien R. on Aug 12
- Compilations | Afrotop Grooves Vol. 1 - 50 | Catalogue Links | Tracklisting | August ...**  
Saved by Lloyd C. on Aug 10
- Blue Pie Records | AdRev Video Content | Videos To Claim | July 2020**  
Nathan R. commented Jul 11  
1 comment
- Blue Pie Records | DashGo Track Count | Content Report | June 2020**  
Saved by Damien R. on Jul 14



# Analytics | Reports | Ordior Royalty Vault

Turn audience engagement into sales, and track every download & stream using the Ordior Royalty Vault systems, integrating Google Analytics for traffic and detailed audience engagement metrics tracking your web media tools around the world 24x7.



# Additional Services



## Financial solutions

We understand the resources and investment needed to release music and market a record. On selected projects, Ordior can provide financial support.



## Neighbouring rights

Ordior has direct NR deals with PPL, SPPF, SOUND EXCHANGE, GVL, SIMIM, AGEDI, SENA, SOPROQ, ABRAMUS and many more for quicker registrations and revenue distribution with fully transparent reporting. Your ownership rights are easily updated via the Ordior Backstage NR Data update tool.



## Sync services

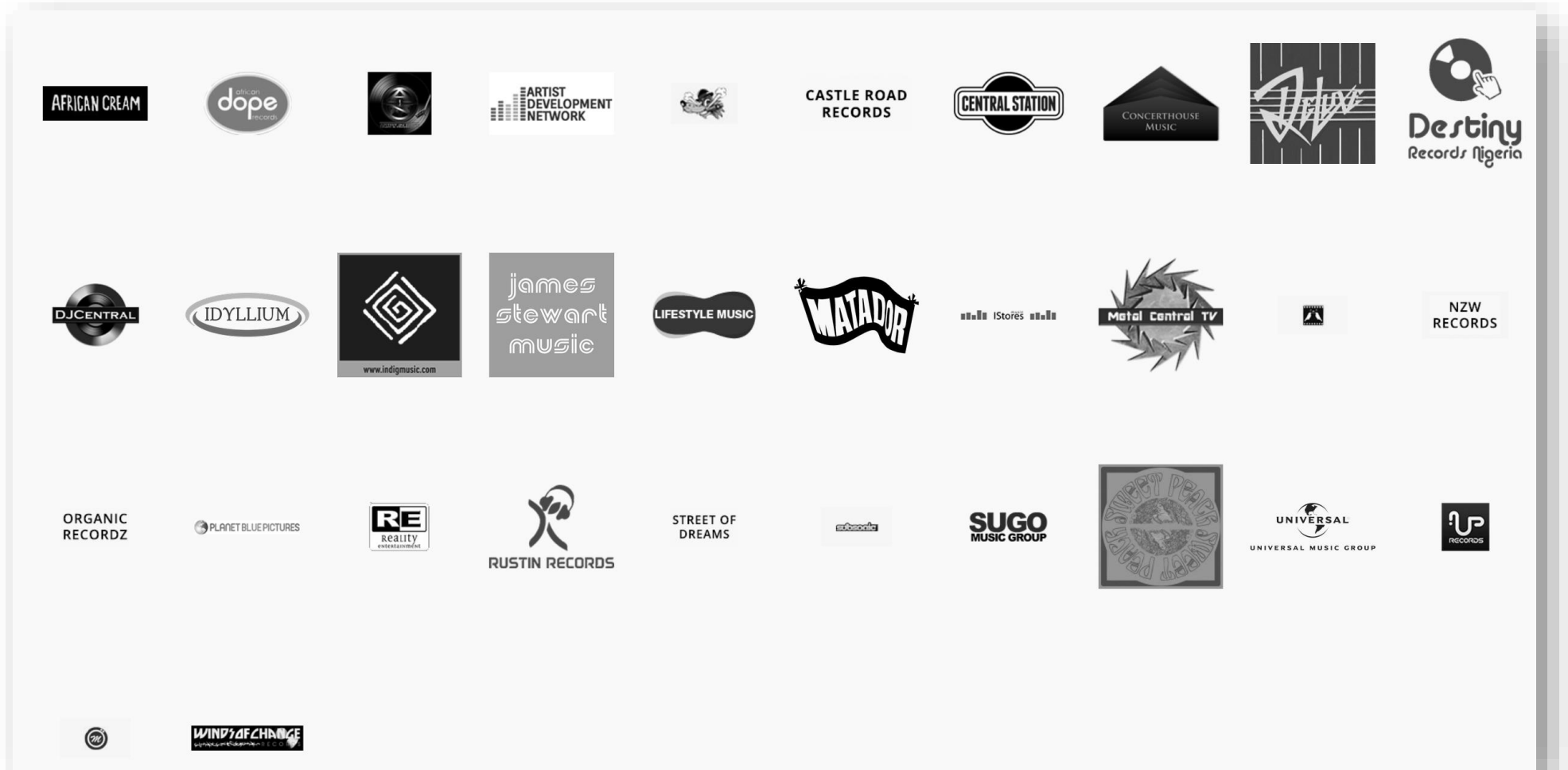
With staff working across the globe, Ordior Sync is a full service sync department working on direct licensing, creative marketing and new business.



## International campaign management

Ordior has 32 staff in 5 offices globally.

# Clients





# Case Study – DL Down3r

Over 2,700,000,000 streams worldwide across YouTube, Spotify, Facebook, TenCent and the global digital streaming retailers.



Latest Release	
Side Chick, Vol...	SEP 26, 2020

Popular		
1	Suga Boom Boom	24,602,314
2	Suga Boom Boom - Remix	273,999
3	You Ain't My Homie	263,582
4	Suga Boom Boom - The Origin...	129,532
5	Sucker For Pain	43,309
6	Suga Boom Boom - Part 2	1,987,094
7	Suga Boom Boom	9,154
8	Throw It Up	64,495
9	Stuck In My Ways	287,876
10	Suga Boom Boom - Extended Club Mix	15,589

**DL Down3r**  
@jwdown3r  
3,525 Tweets

I am ready to take my music to the world and make a positive impact on everyone who comes into contact with it.  
Se unió en mayo de 2016

55 Siguiendo

**AirPlay DIRECT**

**DL Down3r**

Urban Inspirational / Hip-Hop / Trip-Hop  
Location: AMERICA NORTH: USA/California (CA)

**deezer**

**Downer**  
338 fans

Discography Top tracks Similar artists Comments

**Top tracks >**

- Suga Boom Boom (feat. James Williams) (Radio Edit)
- Side Chick (feat. Nicho Savant & Vyson)
- Lay You Down (feat. Ripped)
- And The Block Say

**Jango** Down3r Radio

Rank #1

**Downer - FanPage**  
@DLDown3r-Music

30,963 people like this  
44,227 people are following this

POST POSTED  
Downer - FanPage

**DL Downer**  
Hip Hop - Oakland, CA

Rank #1

# Case Study - The Eastside Boyz

Over 800,000,000 streams worldwide across YouTube, Spotify, Facebook, TenCent and the global digital streaming retailers.



Rank	Track Name	Streams
1	Get Low	266,612,070
2	Lovers And Friends	64,420,095
3	Salt Shaker	64,661,311
4	What U Gon' Do	16,974,453
5	Throw It Up	23,984,385
6	Real N***A Roll Call	9,765,609
7	I Don't Give A Fuck	11,227,257
8	Get Low Remix	4,781,833
9	Da Blow	3,441,729
10	Bia' Bia'	4,967,246

therealeastsideboyz  
@eastsideboyzATL

The Boyz are back! We made "Crunk" mainstream. New single "All I Want" & Album All-Stars (Pre-order) Available on iTunes NOW!

Atlanta, GA [itunes/us/RYLubb](#) Se unió en enero de 2016

211 Siguiendo 18,3 mil Seguidores

Tweets Tweets y respuestas Fotos y videos Me gusta

therealeastsideboyz @eastsideboyzATL · 8 nov. 2020  
The "Greatest Hits" from the greatest Eastside boyz! 🤘

Greatest Hits - Eastside Boyz  
[openspotify.com](#)

Instagram

therealeastsideboyz [Sign up](#)

225 publicaciones 9,945 seguidores 3,661 seguidos

The Eastside Boyz  
Official Eastside Boyz!!!  
We made "CRUNK" mainstream!  
New Single "Get It Low" feat ReZ E  
Booking: eastsideboyztix@gmail.com  
kingsofcrunk.com

Publicaciones Etiquetadas

THE EASTSIDE BOYZ  
OFFICIAL EASTSIDE BOYZ!!!  
WE MADE "CRUNK" MAINSTREAM!  
NEW SINGLE "GET IT LOW" FEAT REZ E  
LIVE AT MACON ARTS CENTER  
4570 PLO HUND AVE MACON, GA

FRIDAY  
EASTSIDE BOYZ  
BUCK ON EM!

SHAWTY GOIN BERSERK

The Eastside Boyz  
@therealeastsideboyz Musician / Band

1,570 people like this

1,342 people are following this

information

POST POSTED

The Eastside Boyz  
2:30 · a few days ago · @  
#THEKINGSOFCRUNKAREBACK CHECK OUT OUR NEW ALBUM "ALL-STAR" ON ITUNES. featuring our hit single "ALL I WANT" -> [http://thereal.com/EastSideBoyz-AllStars](#) #KawardsBoyz





# ■ ORDIOR x Fairphonic







ordior  fairphonic

# AI Fingerprint Extraction & Matching Technology

Copyright Recognition

# Artificial Intelligence Audio Fingerprint (AIFP)

Creation of 'Superhuman Listening' at scale built to detect copyrights of all existing and future forms of digital music content

## Full Copyright Recognition

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Copyright detection of Original & Reproduction Content identifying recording and composition copyright activation

## Across Media Variation

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Applicable for all media form ( UGC, Livestream, Short-form etc.) , robust to noise and signal manipulation across transmission channels

## ' One For All '

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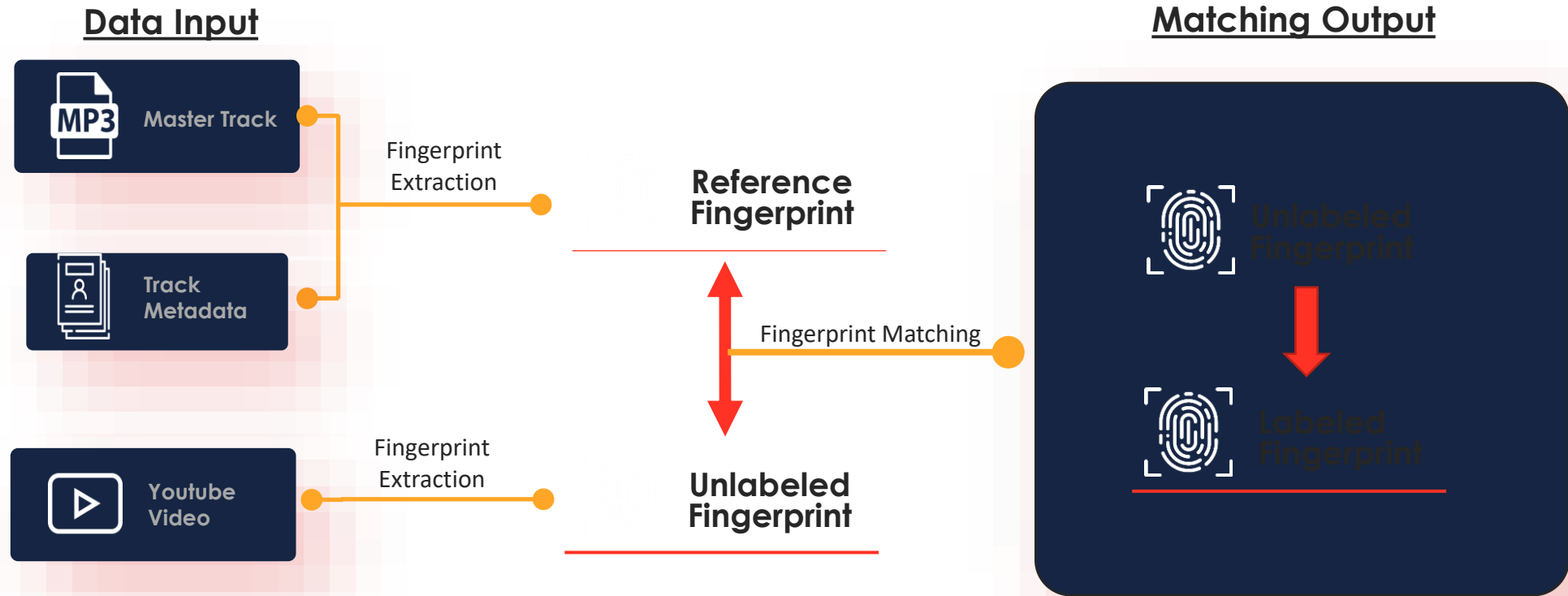
Single reference track to detect across content variation

# Copyright Tracking Process Overview





# AIFP Processing Process Flowchart



# Example of AIFP Processing Result

Unlabeled Content	Matching Result	Matching Rating	Time Segment	Type Detected	Remarks
Petula Clark ~ Downtown (1964)	TRUE	1.0, 1.0, 1.0, 1.0, 1.0	0.0, 30.0, 60.0, 90.0, 120.0	Original	Official Release – Correct Match with High Confidence
Petula Clark - Downtown (Karaoke)	TRUE	0.825, 0.7166666666666666, 0.7916666666666666, 0.85, 0.9125	0.0, 30.0, 60.0, 90.0, 120.0	Reproduction	Reproduction Content – Correct Match with High Confidence
Petula Clark Chariot	FALSE	-	-	-	Irrelevant Content – No Match

# AIFP Matching Mechanism

## Matching Result – AIFP Detection of Reference in Test Data

- Direct Matching of Reference to Test Data – Output = TRUE or FALSE
- Performance independent from Size of Reference Library

## Matching Rating – AIFP Matching Confidence Score

- Rating  $\geq 0.85$  = True Positives only  $\rightarrow$  Match
- Rating 0.70 - 0.85 = True Positives with 5% False Positives  $\rightarrow$  Match
- Rating  $< 0.70$  = Varying level of False Positives  $\rightarrow$  No Match



# Snippet & Type Detection

## Snippet Detection = Length & Time of Reference Usage in Test Data

- Processing 60 seconds snippets with 30 seconds hop ( 0:00 – 1:00 , 0:30 – 1:30 , till end of video)
- Starting Snippet Time will be presented in matching output should Reference be detected in Test Snippet
  - [ 0.0, 30.0, 60.0, 90.0 ] = Reference detected in 0:00 – 2:30 of Test Data
  - [0.0, 150.0, 180.0 ] = Reference detected in 0:00 – 1:00 & 2:30 – 4:00 of Test Data

## Type Detection – Original/ Reproduction of Reference Detected in Test Data

- Type Detection is executed for every snippet with respective output produced.
  - [ 0.0, 30.0, 60.0 ] → [Original, Original , Original] = Reference detected in Test is an Original
  - [ 0.0, 30.0, 60.0 ] → [Reproduction , Original, Original] = Reference detected in Test is a Reproduction

# Case Study #1 – Blue Pie Records

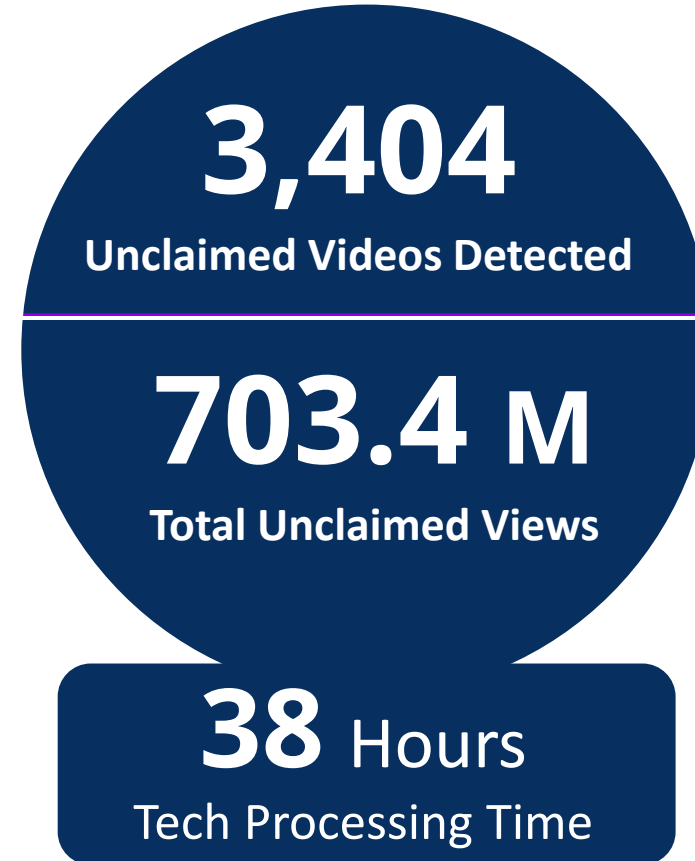


**Processing on 3,959  
Reference Tracks**

Total Youtube Content Coverage

**989,750**  
videos

**148,462**  
video hours



# Case Study #2 – Major Korean Label

## Processing on 50 Reference Track Catalogue

Our System has detected :

772

Unclaimed Videos  
Detected

933,532,135

Total Views of  
Unclaimed Videos Detected

	Number of Videos	Total Accumulated Views
No Claim ( Direct Copyright Claim)	752	716,068,699
False Claim ( Filing for Dispute)	20	217,463,436



# Detect, Collect, Manage, Let's go!

## **ORDIOR Australia**

**Clarence House  
Unit 6 No 9 Clarence Street  
Moss Vale, NSW 2577  
Australia  
W: [www.ordior.com](http://www.ordior.com)  
E: [damien@ordior.com](mailto:damien@ordior.com)  
P: +61 2 9310 0155  
F: +61 2 9310 0166**

## **Ordior USA**

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Ste 4 - 4002  
Wilmington, DE 19804 USA  
P: +1 646 291 8906  
F: +1 360 326 1527  
Toll Free Number: +1 877 772 3711  
E: [sales@ordior.com](mailto:sales@ordior.com)  
W: [www.ordior.com](http://www.ordior.com)**



 **ORDIOR**

**Music Rights & Distribution Specialists**

