



A licensing and royalty service provider

RightsFlow.com

The U.S. Music Industry Challenge

Digital music services face a tremendous challenge in delivering fully licensed music in the United States. They must identify all underlying published works for millions of sound recordings, secure licenses, and then report and pay each publisher for each composition. All of this must be done accurately while keeping pace with non-stop release schedules and increasing consumer consumption and demand.

Publishers are equally overwhelmed with data requests, license requests, and Section 115 "Notice of Intent" submissions from thousands of potential licensees. After licensing, publishers are inundated with hundreds of report variances often containing inconsistent and incorrect data that require a team of people to administer.

The RightsFlow Solution

RightsFlow is the leading cost-efficient, technology-driven mechanical licensing and royalty service provider. Our customized automated systems associate master recordings with the underlying published works, license the rights, report all uses, and pay royalties to publishers.

By compiling millions of license requests and royalty statements from 12,000+ clients, RightsFlow delivers an economy of scale for licensee customers and a simple, streamlined licensing and reporting channel for publishers. From enterprise-level digital and mobile music services to up-and-coming garage bands, licensees choose RightsFlow because we provide simple and affordable service options. This simplicity increases compliance driving revenues for all.

RightsFlow is...

- Privately owned, venture capital backed.
- Headquartered in New York City, satellite office in San Francisco.
- Serving 12,000+ clients including record labels, music distributors, digital music services, artist, broadcasters, and major global brands.
- Powered by proprietary custom-built technology compiling publishing and label metadata for 23.5M recordings.
- Enabling companies to outsource entire copyright and royalty departments driving substantial cost savings.
- Delivering service offerings including B2B backend and direct-to-consumer online options.
- Representing clients including Rhapsody, Muzak, The Orchard, INgrooves, Thumbplay, Guvera, Dada Entertainment/Play.ME, Scattertunes, [PIAS], Alliance, Kontor New Media, Zynga, Beatport, Hoodiny, CAM, Zebralution, E1 Canada & US Distribution, CD Baby, Disc Makers, and X5 Music Group.
- A member of DDEX, DiMA, NARM, and AZIM.

"We respect RightsFlow as a market leader in mechanical licensing and welcome their progressive approach to accounting to publishers."

**Frank Liwall, President
The Royalty Network**



"Limelight is one of 5 Online Tools Helping Musicians Make Money."

MusicianWages.com

RightsFlow.com

**RightsFlow Innovates:
Limelight (songclearance.com)
Our Online Mechanical Clearance Utility**

RightsFlow is dedicated to developing tools that automate, simplify, and reduce the cost of licensing. Our consumer product, Limelight™, enables musicians, church groups, universities, and others to easily license compositions via Section 115 Copyright Act regulations. Mechanical royalties are calculated and paid in advance to publishers and songwriters in full — no commission on royalties is deducted.



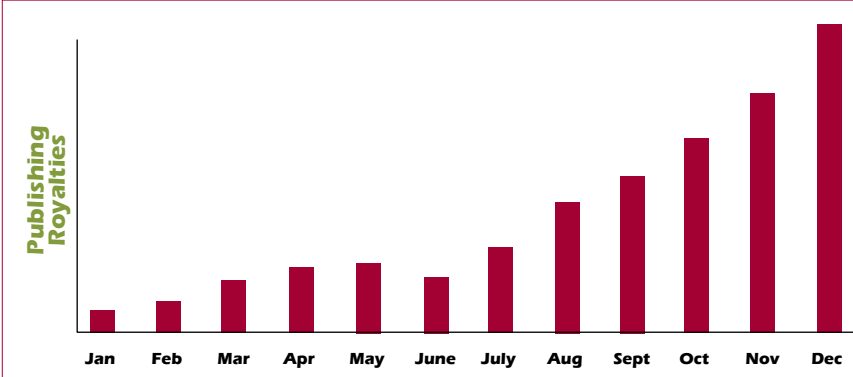
- Adopted by thousands of artists and bands throughout the USA & in 79 countries.
- Simple, efficient, and inexpensive for the licensee.
- Partnerships with ASCAP, CD Baby, Disc Makers, Christian Copyright Solutions, MEIEA, and many others.
- Millions of dollars in publishing royalties paid to date.
- 100% of royalties are paid in advance to publishers and songwriters.
- Provides licensee access to 100% of the publishing market.
- Encourages cover songs, creating new revenue for publishers and songwriters.

"Limelight is by far, the most easy, customer friendly, and straightforward process to license mechanical copyrights I've ever used... Limelight has made the process a cinch - and with research services, quick and super helpful customer service – they blow the doors off of the processes their competitors have, in comparison."

**Jeremy Peters,
Director of Licensing,
Ghostly International**

"Limelight gives ASCAP members a simple solution to not only address their own mechanical licensing needs but also to share with our colleagues and friends in the broader music and musician communities as well."

**Phil Crosland,
ASCAP EVP and CMO**



Since launch, Limelight has quickly reached global adoption by musicians, bands, choirs and other musical groups in 79 countries and all 50 states. Growth has been rapid and dramatic driven by key partnerships and extremely positive word-of-mouth support from the community with a **720% growth in publishing royalties paid during 2010!**



Why Publishers Should Work with RightsFlow

- **Reduce administrative burdens.** RightsFlow consolidates thousands of independent license forms, accounting statements, and royalty payments into a single report in a format dictated by you.
- **No cost.** RightsFlow does not take a percentage of publisher royalties. Every dollar in royalties is paid to you.
- **Access and communication.** Publishers have access to RightsFlow's network of licensees enabling expeditious and far reaching communication.
- **Find new revenue.** RightsFlow's business development outreach educates emerging music services regarding copyright law and user obligations. By expanding the market of compliant licensees we help increase royalty revenues for publishers often extending to royalties already accrued. Plus, RightsFlow can help identify the emerging music services complying with copyright obligations and working towards a legal and long-term future.
- **Transparency.** RightsFlow's reports identify exactly who is distributing your works, the type and volume of use, and provide detailed royalty calculations.

Help Us Work With You

Help ensure that RightsFlow can always locate you, expedite the licensing process, and pay royalties as quickly and accurately as possible.

- Provide your catalog metadata to ensure that we accurately match your compositions to master recordings. This enables us to quickly and accurately account and pay royalties. **All data is stored in RightsFlow's firewalled database and is not available for public access or resold.**
- Enter into a Blanket License Agreement with RightsFlow to expedite licensing and avoid the overwhelming volume of Section 115 license requests and NOIs. Alternatively, identify a list of pre-approved compositions ("rolling schedule").

What If I Use a Third Party Agent/Administrator?

- Working with RightsFlow does not interfere with your existing arrangements.
- Continue to work with your agent and/or administrator, but also work with us by providing your catalog data so that we can expedite clearance and royalty payment.
- A direct relationship with RightsFlow will ensure that you promptly and correctly receive publishing royalties from RightsFlow's licensee clients and Limelight customers.

"[RightsFlow] is well on its way to establishing itself as an industry standard."

- Berklee's Music Business Journal

Change The World of Music

RightsFlow is making the world of licensing simpler and better for everyone.

Let's work together.
Get started TODAY, please contact:

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Think licensing, think RightsFlow.