

ROBA

ROBA Music Monitoring

Efficient recognition of broadcasted music

ROBA

Agenda

1. Starting situation
2. Solution
3. Services
4. Benefits
5. Six steps to higher revenues
6. Summary
7. In depth royalty analysis
8. Appendix: Q&A
9. Statement

ROBA

Starting situation

The inadequate capture of broadcasted, copyrighted music leads to enormous discrepancies between the music played and the compensation paid by collection societies .

As a result publishers are facing significant royalty losses.



There is a need for a publisher that can claim the money that is due to you!



We offer you this service free of charge



Does your (sub)publisher provide this service and an in depth royalties analysis tool?

ROBA

Solution

The problem

- Based on the music broadcasted there was no tool and no publisher in the market that supported you in enforcing monetary claims against GEMA and other societies
- As a consequence you had a loss of royalties

Our solution – Your benefit

- The system we use identifies music tracks within two seconds and generates a protocol that enables an easy settlement of your claims against collecting societies like GEMA (We can also do retro-scans)
- Within a few weeks after importing your songs we compile a detailed claim protocol which enables us to maximize your royalties

ROBA

Services

Key facts	Description
Import of music tracks	Required for all following steps
Detailed monitoring	Documentation and storage of each individual broadcast of the song with channel, duration, time and type of performance (trailer, program, ad etc.)

ROBA

Services

Key facts	Description
Deviation protocol	Alignment of GEMA clearing in order to receive a GEMA accepted protocol
Video proof	"Match" will be audio / video recorded including pre- and post scenes (each 30 sec)

ROBA

Services

Key facts	Description
Track import	The metadata for each track has to be supplied in form of an Excel, CSV or Counterpoint-List (ROBA will do this for it's sub publishing clients)
First monetary estimation	The base-scan is a non-weighted analysis and will not be classified or verified manually The base-scan provides the per-title data for the forecasted GEMA royalties in EURO

ROBA

Services

Key facts	Description
Detailed monitoring	The accuracy of the calculated per track royalties in the base-scan amounts to approx. 85%, and provides a guidance for GEMA's future pay outs within the respective fiscal year By comparison with the detailed GEMA list of the annual income it is possible to recognize existing discrepancies per track
Deviation protocol	The deviation protocol calculated by ROBA will be used to place complaints against GEMA

ROBA

Services

Key facts	Description
Audio	If there are doubts on the validity of individual complaints, we can give GEMA access to the appropriate broadcasted videos to proof this claim
Retrosconn	If reasonable doubts on the royalties settlement do consist for the last fiscal years, we can also conduct an analysis of the previous years

ROBA

Benefits

⇒ Customer benefits

- Additional revenues by post clearing revenues
- Provision of post clearing document to submit to GEMA
- Digital control („Fingerprinting“)
- No costs if (sub) published with ROBA!

ROBA

Six steps to higher revenues



Music upload



Monitoring



GEMA-Alignment

- You provide us with royalty-relevant music titles and files
- We perform a monitoring and show you exactly on which TV channels, when and for how long your songs have been played
- We get the data in the right form so that it is accepted by GEMA

ROBA

Six steps to higher revenues

⇒ Deviation protocol

⇒ GEMA clearing

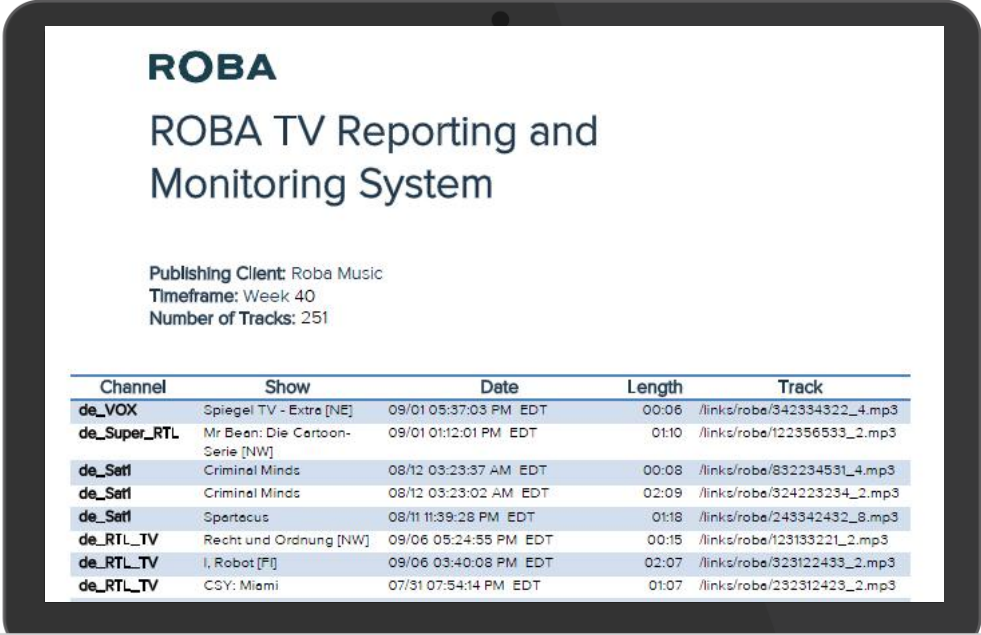
⇒ Costs?

- We compare the old GEMA protocol with our analysis and create a GEMA accepted difference protocol!
- Based on the difference protocol created by us additional revenues can be calculated and will be paid out by GEMA
- ROBA provides this service for free for it's (sub) publishing partners

ROBA

Summary

- Monitoring will be one of the key factors of music publishing income tracking
- We can monitor the use of our clients songs in ads and TV via audio fingerprints



ROBA

ROBA TV Reporting and Monitoring System

Publishing Client: Roba Music
Timeframe: Week 40
Number of Tracks: 251

Channel	Show	Date	Length	Track
de_VOX	Spiegel TV - Extre [NE]	09/01 05:37:03 PM EDT	00:06	/links/roba/342334322_4.mp3
de_Super_RTL	Mr Bean: Die Cartoon-Serie [NW]	09/01 01:12:01 PM EDT	01:10	/links/roba/122356533_2.mp3
de_Sat1	Criminal Minds	08/12 03:23:37 AM EDT	00:08	/links/roba/832234531_4.mp3
de_Sat1	Criminal Minds	08/12 03:23:02 AM EDT	02:09	/links/roba/324223234_2.mp3
de_Sat1	Sportecus	08/11 11:39:28 PM EDT	01:18	/links/roba/243342432_8.mp3
de_RTL_TV	Recht und Ordnung [NW]	09/06 05:24:55 PM EDT	00:15	/links/roba/123133221_2.mp3
de_RTL_TV	I, Robot [F]	09/06 03:40:08 PM EDT	02:07	/links/roba/323122433_2.mp3
de_RTL_TV	CSY: Miami	07/31 07:54:14 PM EDT	01:07	/links/roba/232312423_2.mp3

ROBA

In Depth Royalty Analysis

- ROBA offers it's authors and sub publishers a state of the art online client portal



www.my.ropa.com

ROBA

Home » Financial » \$customResources: Financial_Resource

Period Analysis

Details for the selected period. This text can be customised from Site Administrator.

Select...

Period: [» Analyse all periods](#)

Period Summary

Period	Transactions				Sub-Total	Income		Balance		Statements
	Date	Advances	Payments	Transfers		Royalties	Opening	Closing	Click to download	
06/		0,00	(-7.973,37)	0,00	0,00	(-7.973,37)	68.770,02	7.973,37	68.770,02	

[» Export to Excel](#)

- Royalty Statement, pdf
- Summary Statement, pdf
- Royalty Transfer File, csv
- Royalty Transfer File, roy

Your payment frequency and currency
6-Monthly, Not available

Financial Transactions for this period

Date	Type	Reference	Description	Amount
------	------	-----------	-------------	--------

ROBA

Appendix: Q&A

How does it
work?

- We scan all relevant TV stations corresponding and record the music played
- Superimposed noise will be filtered out
- Fingerprints will be aligned with your music

Which technology
do you use?

- The algorithm was developed in cooperation with reputable physicists and programmers and is continually improved

ROBA

Appendix: Q&A

What is the difference?

- Detects short clips: detection within 1.6 seconds playing time
- Simple and retrospective: No necessity of daily scan, but scan of past fiscal year to incorporate a complete protocol

⇒ GEMA-accepted

Which benefit do we provide?

- Control over your songs broadcasted
- Additional revenues gained by post clearing settlements from GEMA and other collection societies
- Efficient post clearing revenues for the repertoire we (sub) publish

ROBA

Appendix: Q&A

Can the protocol really be used to submit claims?

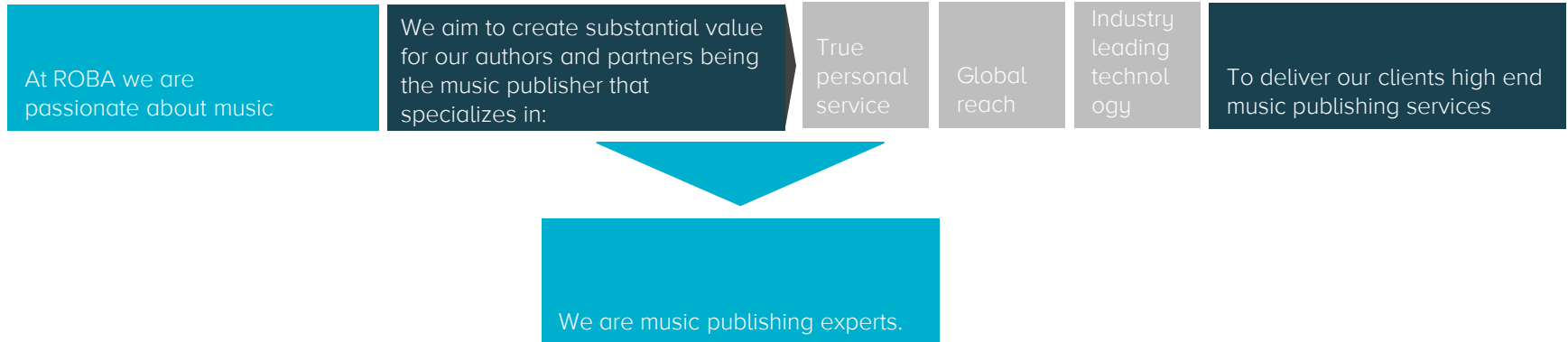
- The protocol contains all required mandatory metadata for billing royalties (Program classification, GEMA ID etc.) and therefore can be used to submit claims
- Video or audio confirmation can be provided additionally

What's the amount of additional revenues?

- Detailed figures of additional revenues can be stated after the first post clearing settlement protocol is created
- Based on experience, we assume a substantial increase in revenue of around 30 % for the original publisher

ROBA

Statement



ROBA

Disclaimer

This presentation was provided exclusively for use by the receiver. It is subject to strict privacy. The copyrights and usage rights over all suggestions, descriptions, manuscripts and contents contained in this presentation belong to their full extent and scope, independently of wording, to ROBA. It is not permitted to pass on the presentation, whether in whole or in part, nor to publish, reproduce, distribute or

replicate it. All documents, manuscripts and in particular written presentations are to be returned to ROBA on request. ROBA does not take over adhesion for the correctness and completeness of the made data.

ROBA

ROBA Music Publishing

Neue Rabenstraße 3

20354 Hamburg

Germany

T: +49 (0)40. 41 41 08 11

F: +49 (0)40. 41 41 08 77

info@roba.com

www.roba.com