



FIXING THE BROKEN RECORD:

ADDRESSING THE MUSIC INDUSTRY'S ROYALTY PAYMENT PROBLEM



CHALLENGE:

Music Artists & Songwriters Aren't Getting Paid in the Digital Age

25% of royalties are going unpaid by streaming services due to identification difficulties*

Industry experts estimate unpaid royalties between \$50 and \$75 million*

Audiam has identified 53 million streams that a leading Digital Service Provider has failed to pay out on*

Overview of Music Copyright Ecosystem



Here's how to fix it.

Two Mutually Independent Solutions



The Blockchain Half-Step

Blockchain eschews centralized music rights information databases with open distributed transaction processing. It is secure and scalable, but cannot ensure blockchain data remains linked to music.



Audio Watermarking & Identity

Digital audio watermarking, like Digimarc Barcode, is a way of embedding inaudible data directly into audio files. The signal can't be removed or changed in any way.



Joining Technologies



The Blockchain & Watermarking Answer

Blockchain with audio watermarking allows the identity in a blockchain transaction record to be linked to a music file via an identifier, enabling rights to be confirmed and royalties to be distributed efficiently and unambiguously.



DOWNLOAD THE WHITEPAPER: "Watermarking Technology and Blockchains in the Music Industry" at digimarc.com/music

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*"Publishers Said to Be Missing As Much as 25 Percent of Streaming Royalties," Billboard, Oct. 20, 2015