

# FIXING THE BROKEN RECORD:

ADDRESSING THE MUSIC INDUSTRY'S ROYALTY PAYMENT PROBLEM

### CHALLENGE:

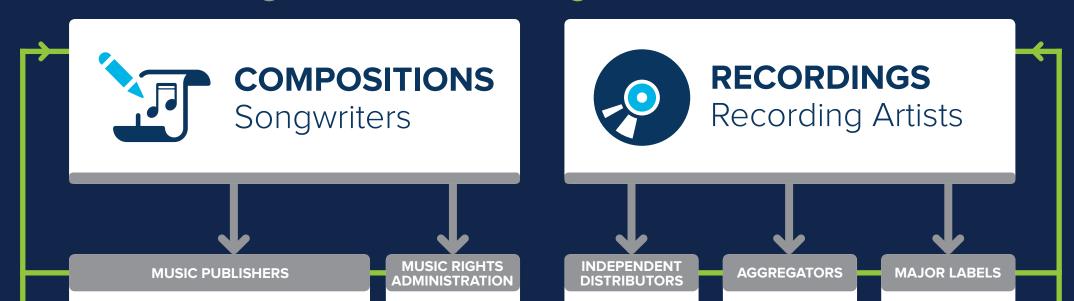
Music Artists & Songwriters Aren't Getting Paid in the Digital Age **25%** of royalties are going unpaid by streaming services due to identification difficulties\*

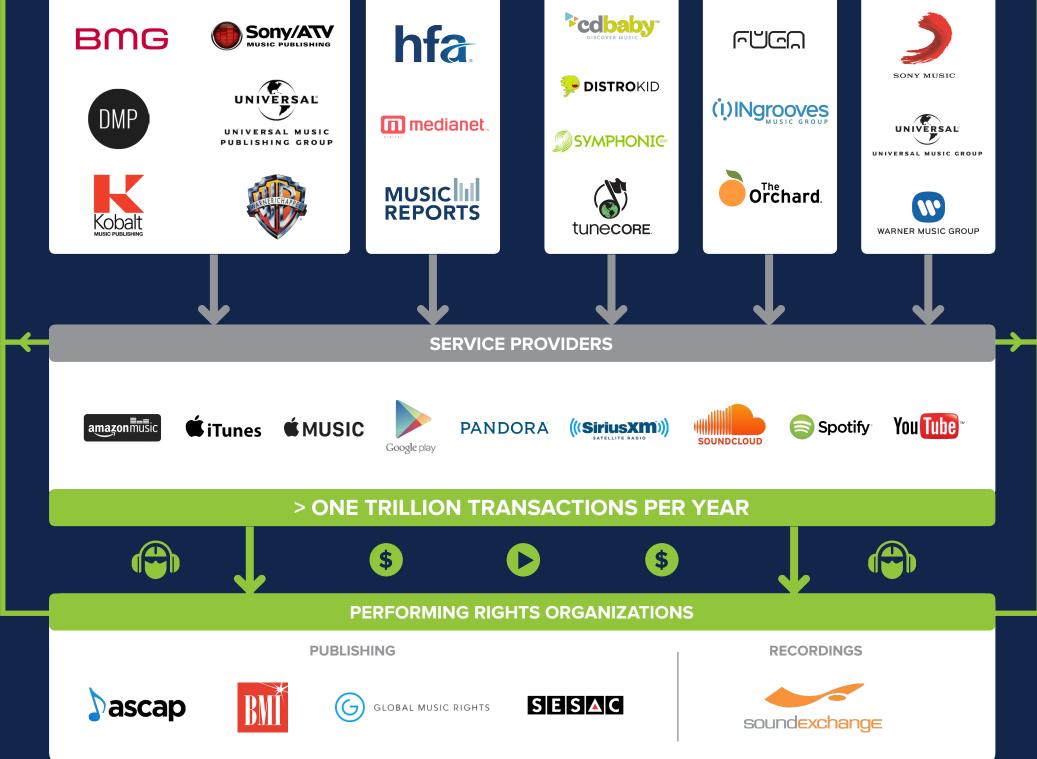


Industry experts estimate unpaid royalties between \$50 and \$75 million\* Audiam has identified **53 million streams** that a leading Digital Service Provider has failed to pay out on\*

### **Overview of Music Copyright Ecosystem**

= flow of audio-related content = flow of royalty payments





## Here's how to fix it.

**Two Mutually Independent Solutions** 

**Joining Technologies** 









#### 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.

### 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