

# BMAT Licensing PRESENTATION

## 1.1. General presentation

BMAT is a world leader in music usage monitoring currently working with 35 percent of all world Copyright Collecting Societies (or CMOs). Started as a university spin-off 10 years ago in Barcelona by scientists, technologists and IT experts with more than 250 research publications, patents and books, BMAT has its own technologies developed throughout the past 15 years.



Figure 1: BMAT Collecting societies customers map

Since 2016 BMAT provides music reporting services directly to broadcasters, along with a service to manage their music catalogues through BMAT Content Management System. Among the broadcaster clients of BMAT are: MTV3 in Finland, ARD-ZDF in Germany, R.T.I. S.P.A. Spain, Eurosport, RAI in Italy, Tennis Channel in USA, TVN Chile and Media Capital in Portugal.

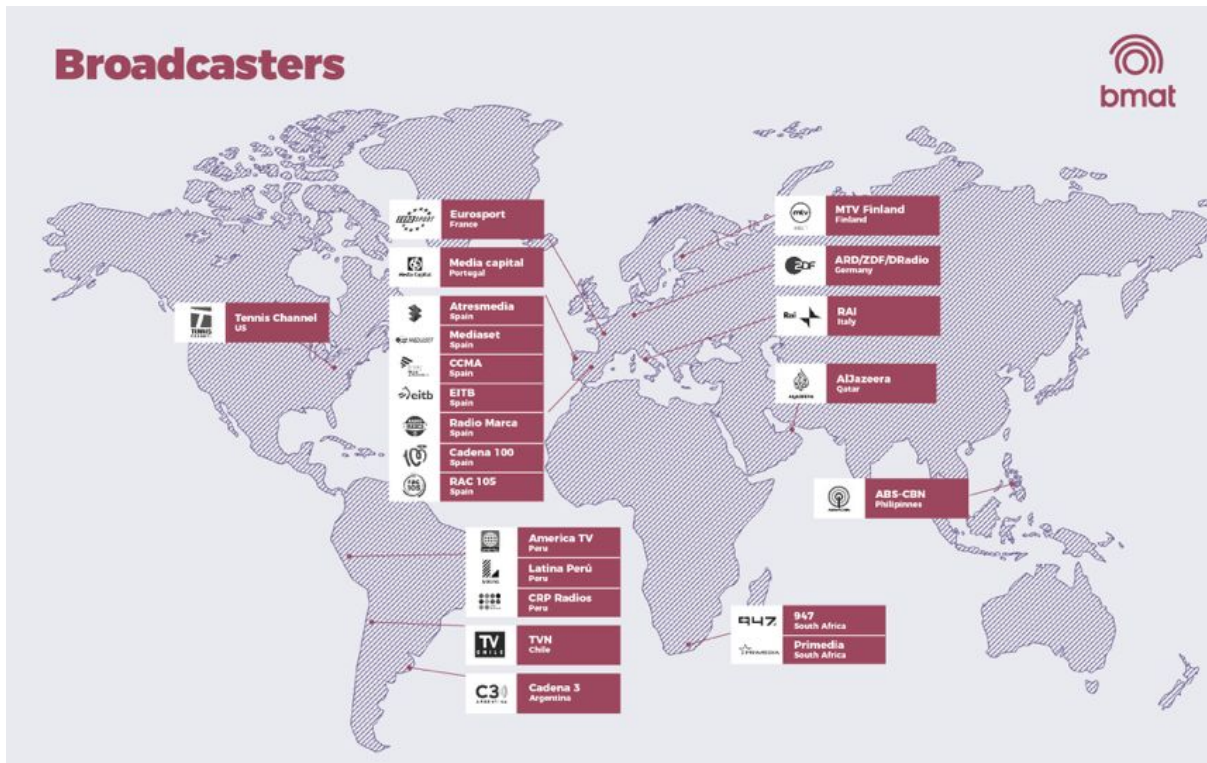


Figure 2: BMAT Broadcasters customers map

BMAT monitors uninterruptedly more than 7,000 sources of music including radios, TVs, streams and venues around the world; and compares against 70 million songs to serve our clients from all around the world - from New Zealand to Chile. Everyday, we monitor 1 million music usages and match more than 2.5 billion digital transactions.

BMAT is a trusted partner of CISAC, IFPI and SCAPR societies, as well as, main publishers, distributors and record labels. CISAC board approved BMAT as a one of the first companies allowed to report with ISWCs.

BMAT music catalogue boasts more than 72 million unique tracks from more than 120,000 labels, including the majors, as well as the main aggregators such as: The Orchard, IODA, Believe, Zebralution, Beggars, INgrooves, Kontor New Media, PIAS to name a few. BMAT is connected to hundreds of music libraries such as UPM, Epidemic, AudioNetwork, Extreme Music, SATV, WestOne and Upright. BMAT allows the ingestion of own music from broadcasters' libraries as well, and allows the upload through a web site from composers and publishers.

BMAT spends a third of its revenues in R&D and actively participates in research and innovation consortia with the European champions on:

- Big Data,
- High Performance Computing,
- Information Retrieval,
- Artificial intelligence,
- Natural language Processing,

- Music Technology and Audio Processing  
to ensure that any technological breakthrough from universities and industry is incorporated in the portfolio of services offered to our clients.