SXSW - How The MLC, ClicknClear, ONErpm, and Jaxsta are Crafting a Transparent Future

March 13, 2025



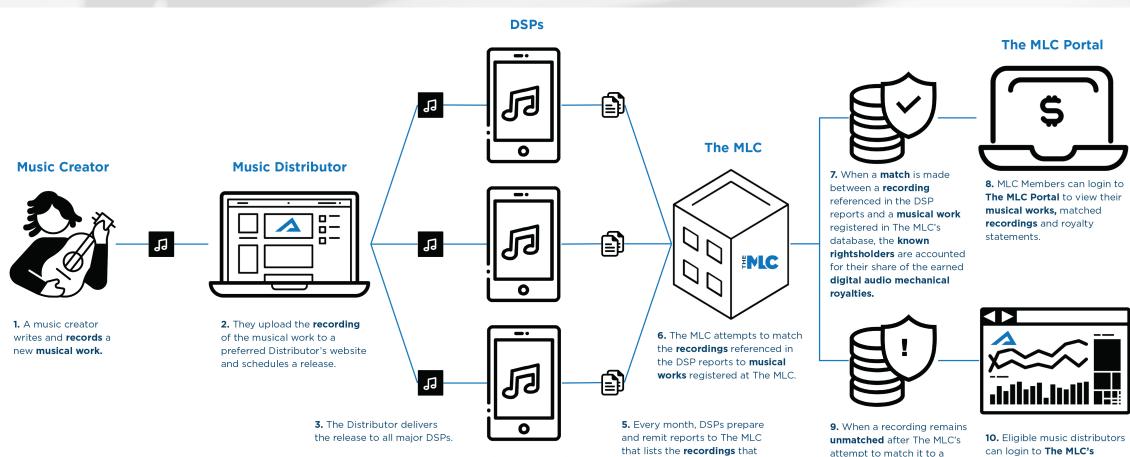


The MLC's DURP Explainer Video





DURP Data Flow



4. Music fans stream the

recording across all

platforms generating

mechanical royalties for

the underlying musical

work.

have been streamed or

and the amount of digital

earned for the underlying

musical work.

audio mechanical royalties

downloaded on each platform

10. Eligible music distributors can login to The MLC's Distributor Unmatched Recordings Portal to view and export data about the unmatched recordings that were distributed by the music distributor and begin the process of working with The MLC towards the goal of paying out the unmatched royalties to the rightful parties.

musical work in The MLC's

database, the unmatched

recording is posted to The

recommend matches and to

distributors and aggregators.

MLC's **Matching Tool** for

Members to view and

The MLC's Distributor

Unmatched Recordings

Portal for eligible music

DURP Outreach: Music Distributors









We conduct outreach through in-person and virtual events in the US and abroad.

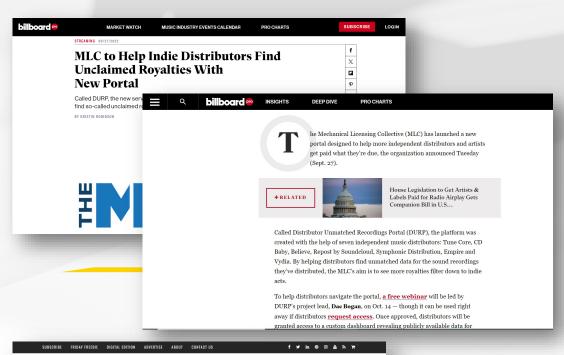








DURP Outreach: Music Distributors





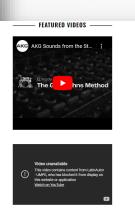
THE MLC'S PORTAL FOR INDEPENDENT MUSIC DISTRIBUTORS EXPANDS. HELPS ARTISTS FIND HUNDREDS OF THOUSANDS

The Mechanical Licensing Collective (The MLC) announced the expansion of its Distributor Unmatched Recordings Portal (DURP), which now includes over 75 distributors, aggregators and other eligible sound recording distributors, representing over 2.8 million sound recordings. This expansion marks a milestone in The MLC's ongoing mission to support independent music creators and pay right sholders their

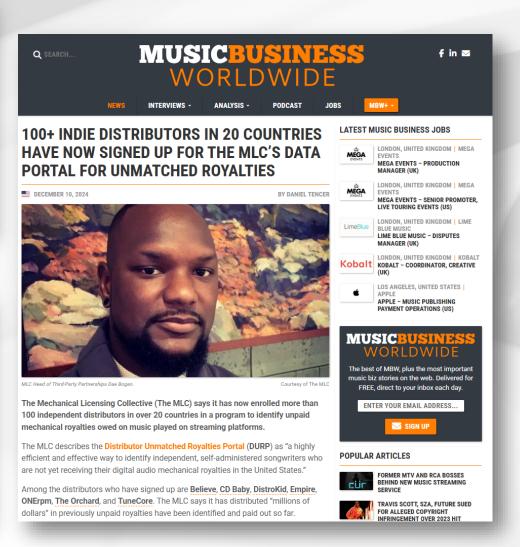
The DURP allows distributors to see the publicly available data The MLC has compiled for unmatched royalties that relate to streams of sound recordings they have distributed, enabling them to work with their customers to register their songs with The MLC and claim any unmatched royalties for their songs that The MLC has accrued. Since its launch in 2022, the DURP has played a pivotal role in identifying and distributing hundreds of thousands of dollars in royalties to music creators globally.

Singer-songwriter, Kyle Hume, is among the many independent creators that have had mechanical royalties identified in the DURP. "The MLC helped me find money I had no idea that I had," says Hume. "As an independent artist, navigating the landscape of music royalties can be challenging. The MLC ensured I

Music producer and D.J. Attom, also discovered royalties through the DURP, "Thanks to The MLC. I found out I had mechanical royalties waiting for me," says Attom. "It can be difficult to stay on top of everything, so it's great being a member of The MLC, as they work to find songwriters and pay 100% of these

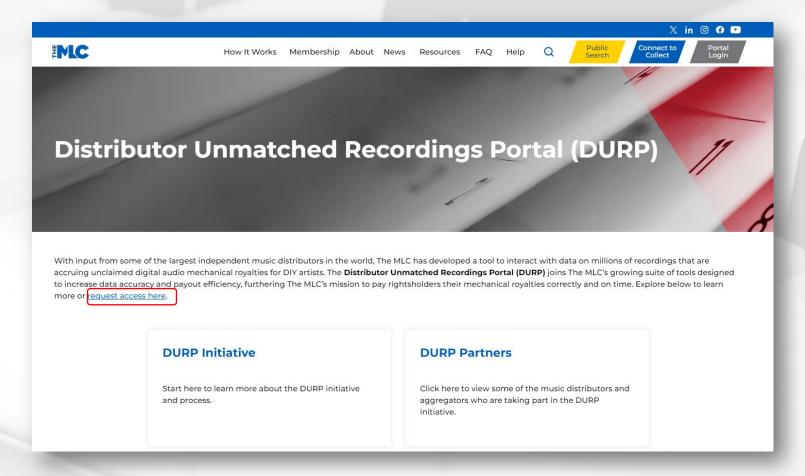


- MUSIC CONNECTION PRESENTS -



DURP Outreach: Music Distributors

Eligible music distributors and aggregators may request access to the DURP by clicking the **request access here** link on the DURP webpage at <u>www.themlc.com/durp</u>.







DURP Success Stories



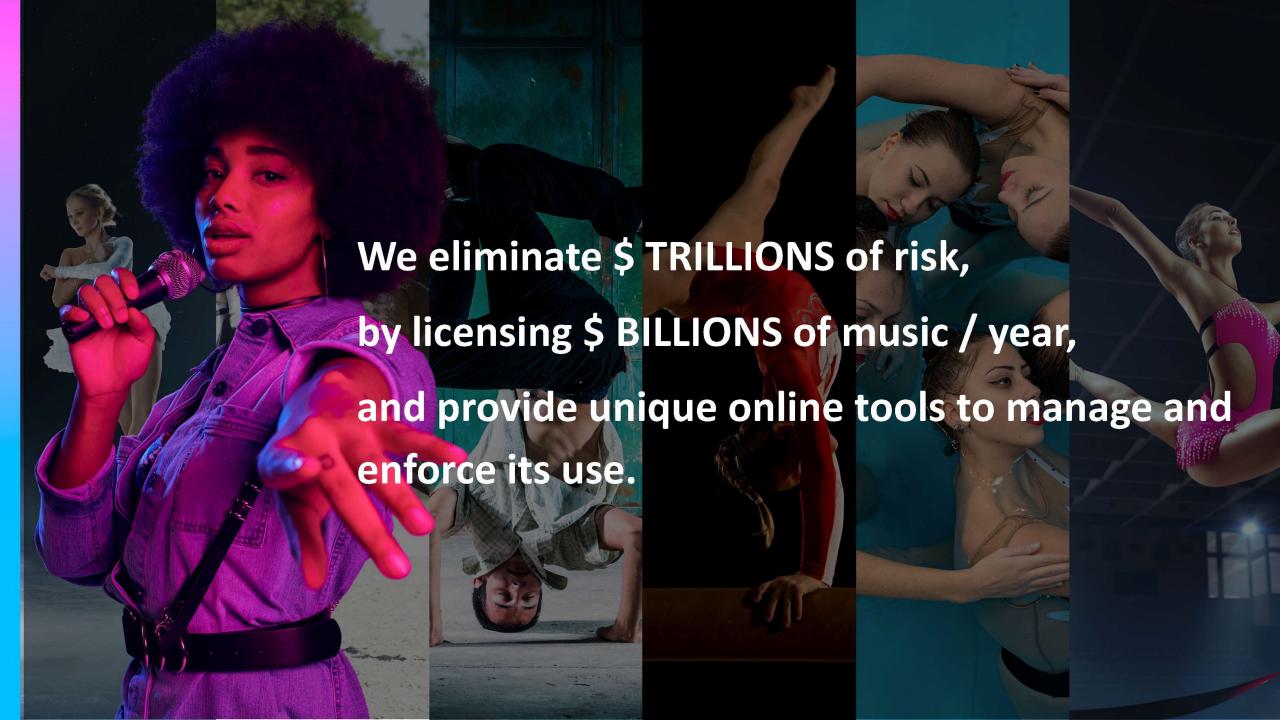


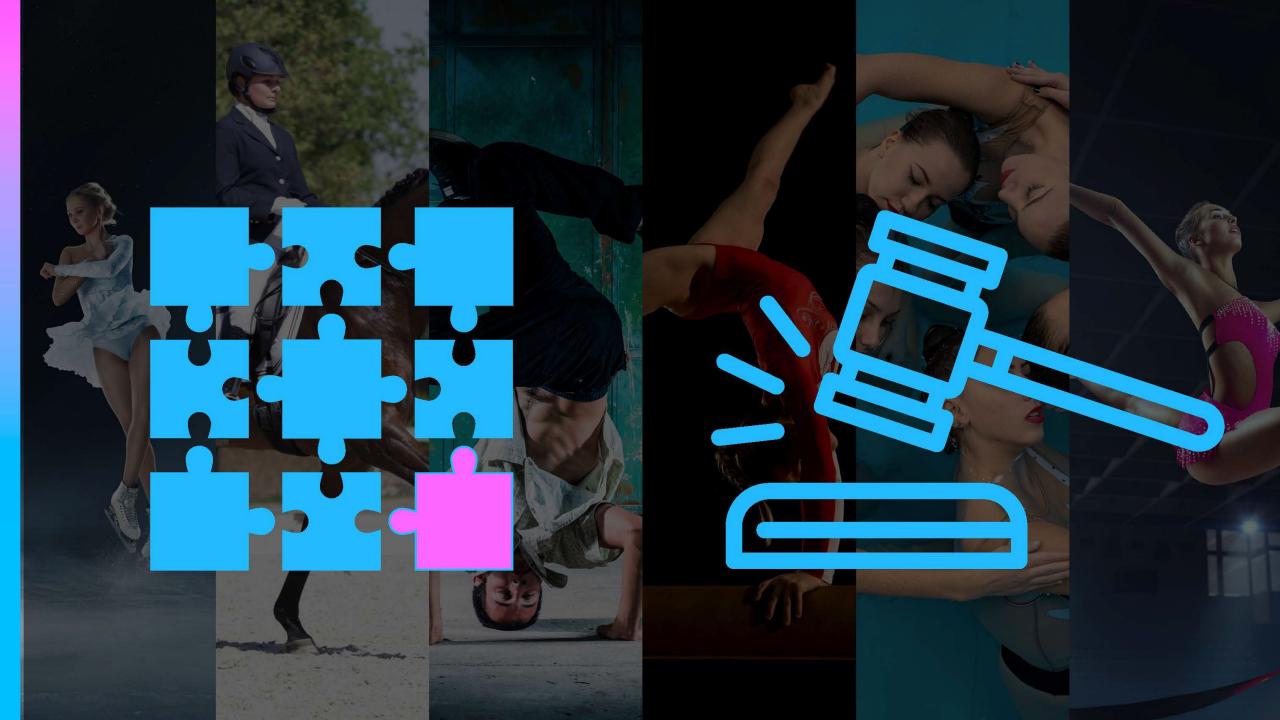


CLICKNCLEAR - CHANTAL EPP









CREATE TRANSPARENCY



Collaboration

with music rightsholders to secure the rights needed.



Improved understanding

and education of the market to adopt proper use of music.



End to End Licensing

and monitoring of licensing to ensure legal use of music.



Accurate reporting

of licensed music & royalties

based on data delivered.

CLICKNCLEAR

BRIDGES THE GAP BETWEEN MUSIC AND SPORT











PARTNERSHIPS

APPROVED PLATFORM



EDUCATION VERIFICATION





CLICKNCLEAR®

LICENSING (REQUIRED)

International Olympic Committee







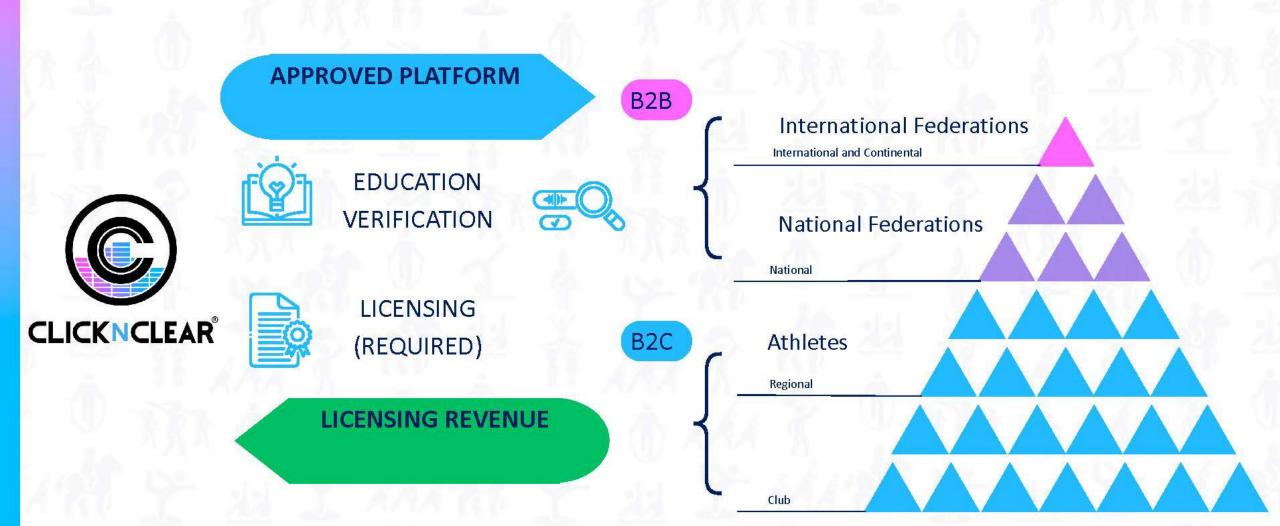








B2B2C



OUR IN-HOUSE TECHNOLOGY

1

Rights Management Database (RMD)

Licensing Platform (LP)



A marketplace for athletes/ teams to instantly license music. License Verification
System (LVS)



Global scale enforcement tool.

Recognises music used.

Verifies music against license agreement(s).

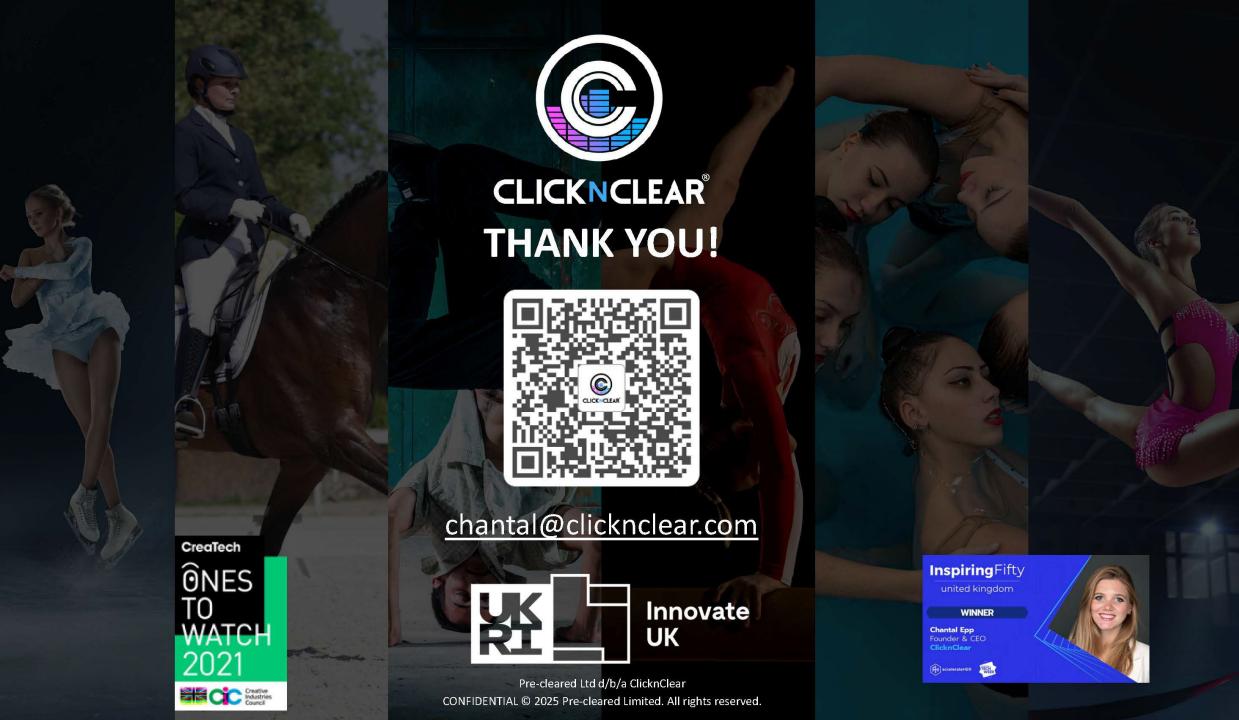
Enables live streaming and VoD licensing at scale.

MixM8° LAUNCHING SOON



A mobile and desktop audio mixing tool for athletes.
Security and verification advantages.

Direct data feeds
(DDEX, CWR, Excel).
Controls upload of 100%cleared music to the LP.



ONERPM - DIEGO MALDONADO



CRAFTING A TRANSPARENT FUTURE FOR MUSIC RIGHTSHOLDERS

DIEGO MALDONADO





ABOUT DIEGO

Data Nerd!

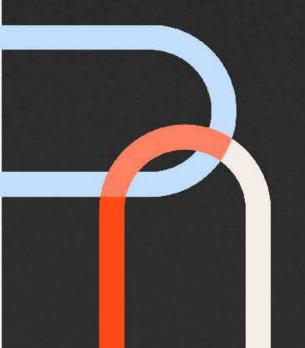
Based in Bogotá, Colombia

10 years @ ONErpm, 14 years with the fam.

MD for the Caribbean Andean region

Since 2020 Global Head of Publishing & Rights Management

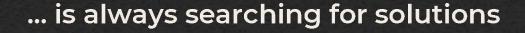
Task force: Analytics and Innovation Lab





- Next-gen Music Company. Full suite of music solutions
- 52 Offices, 35 Countries
- In-house development
- Distribution -> Marketing -> YouTube -> Rights Mgmt
- Rights Mgmt -> Publishing, Neighboring, Sync





... challenging the status quo

... raising the bar

... helping the music ecosystem thrive

... bridge the gap





PUBLISHING DISTRO Unclaimed/Unmatched Copyright Dept **Fingerprinting** Catalogue Auditing **Catalogue Auditing** YT + LATAM + BR **Collection System** YT Excellence Royalty Split System

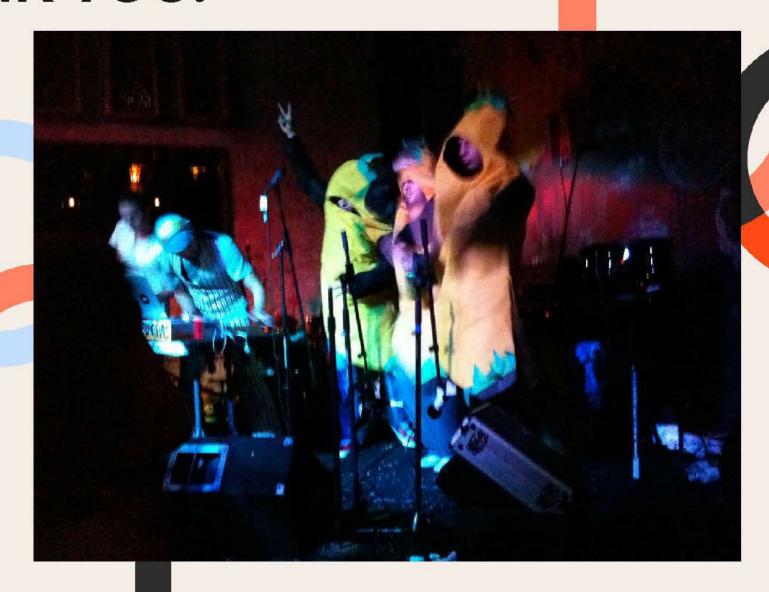
BUILDING THE FUTURE

1. Standardization: Tech + Transparency

2. Data Collaboration (Centralized DB's)

3. Synergies + Partnerships

THANK YOU!



VINYL GROUP - JOSH SIMONS





Understanding the value add

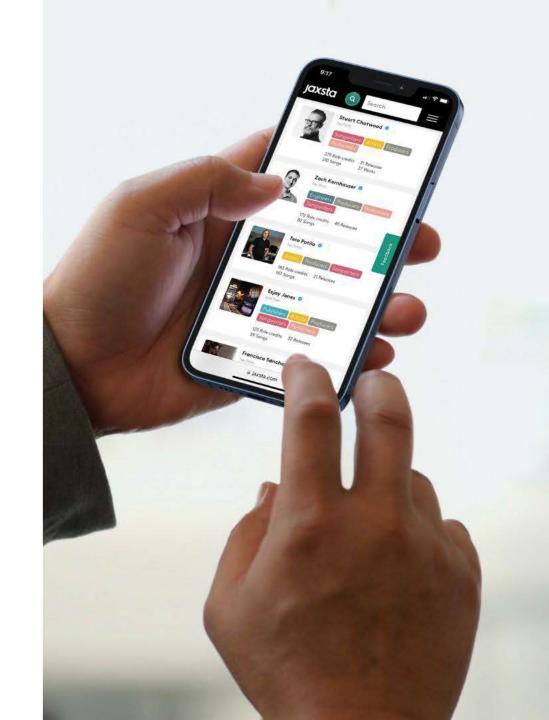
The industry gold standard in exposing and highlighting metadata from DDEX which has historically been truncated

March 2025

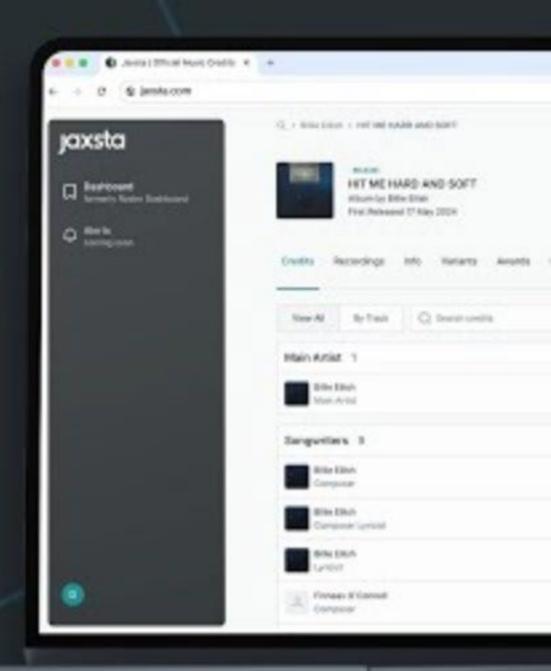
A **V//VYL** Group Company

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See How Jaxsta Just Got Better



Enrichment Processes and Matching

- Works data ingestion and Matching to Recordings
- Charts enrichment
- Awards enrichment
- Spotify and Apple Music matching
- Musicbrainz matching
- Image enrichment/improvement and resizing
- Bio enrichment

Part of the MLC Supplemental Matching Network:

https://musicbiz.org/news/music-biz-member-the-mlc-launches-new-supplementa l-matching-network/



Taylor Swift
Releases 4553
Recordings 7285
Works 309

•••



Credits Info Collaborators Awards Charts

Overview

We are helping the industry compile the world's most exmusic credits, ensuring that everyone gets proper credit working with labels and distributors to improve data, so support@jaxsta.com if you spot any errors and we'll hap on to the right people.



Sony Music Entertainment



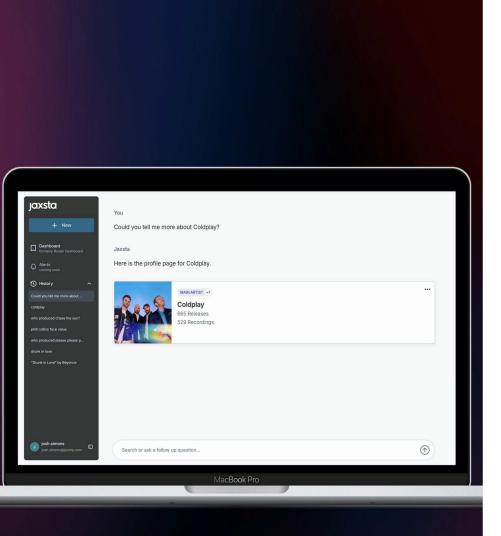
Universal Music Group



Warner Music Group



Kontor New Media GmbH



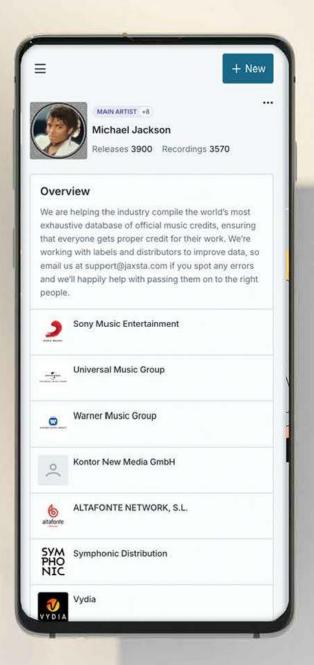
De-duplication Tools & Automation

- Auto-merge process to detect duplicate artists / entries and auto link/merge
- Manual toolset for merging

Data Sources

380+ direct licences with data partners including:

- Major labels
- Indie labels
- Publishers
- MLC
- RIAA





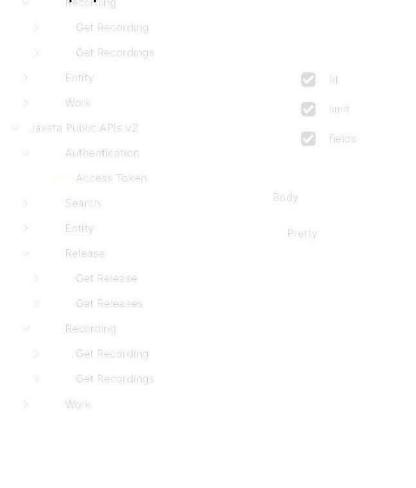
Ranking Process

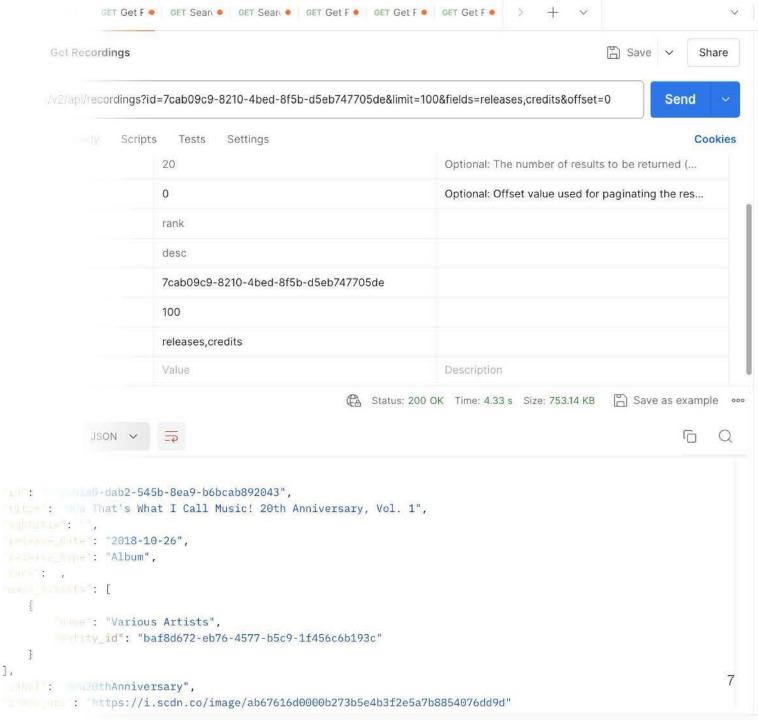
Po Jaxsta

https://

50

We rank artists / entities so that searches return the most popular / relevant results first





Thank you

Jaxsta exposes and highlights metadata from DDEX which has historically been truncated - credit where credit is due!





Bryan Patrick Franklin

Jaxsta Business User (CEO, GRID Management)

"As a business management firm specializing in royalty collection, Jaxsta's provided metadata has proven to be essential in our mission to maximize our client's royalties with various CMOs. Nowhere else on the internet are you able to find such specific and official metadata."

Crafting a Transparent Future for Music Rightsholders



DAE BOGAN The MLC



CHANTAL EPP ClicknClear



DIEGO MALDONADO OneRPM



JOSH SIMONS
Vinyl Group



