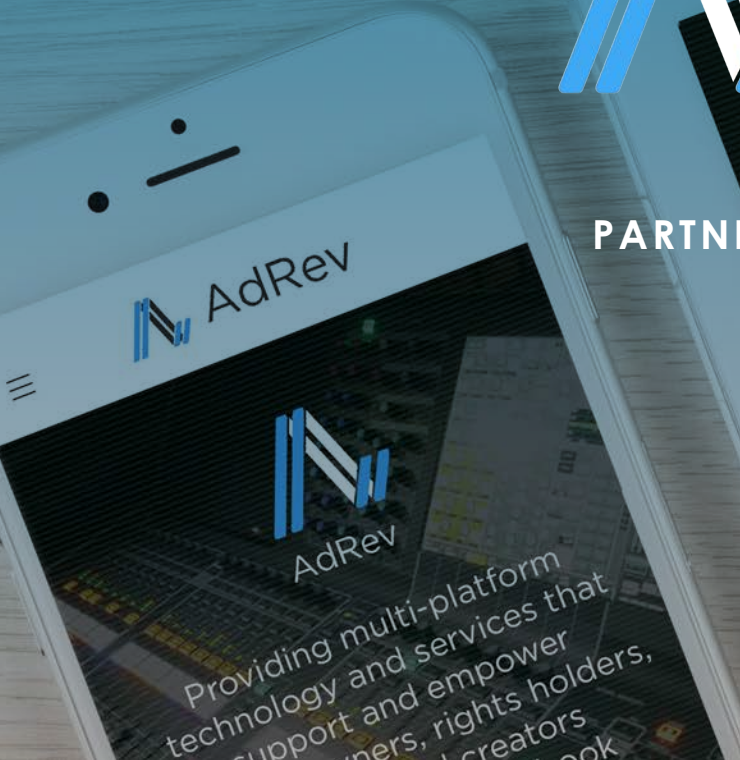


# MANUAL CLAIMING FOR MUSIC PUBLISHERS & LABELS

BROUGHT TO YOU BY:



THE LEADING STRATEGY  
PARTNER AND ASSET ADMINISTRATOR FOR





# ADREV BACKGROUND

AdRev is a YouTube certified copyright admin partner to the music publishing industry for end-to-end YouTube Content ID management

5+ years dedicated focus within YouTube's content ID System - locating unlicensed usages and compensating rights holders

Over 3 decades of collective experience in copyright management, artist services and royalty accounting

**You Tube**  
CERTIFIED



# MANUAL CLAIMING DIVISION

AdRev's team of YouTube certified, musically inclined experts have proven experience maximizing manual claim revenue

We have flexible contract options and can scale our partnership from only manual claiming all the way up to full CMS management

Using AdRev proprietary technology our team finds and monetizes the videos that YouTube's Content ID system might not detect such as:

- Covers
- Remixes
- Lyric videos
- Slowed and sped up alterations
- Mashups
- Live performances
- Short usages missed by Content ID
- Improperly released claims
- And more...

# TECHNICAL EXPERTISE

A variety of proprietary software ensures we transparently maximize our clients' revenue, provide our clients with accurate, timely reports and payments, and generate increased efficiency

## **ADREV CONTEXTUAL SEARCH TOOL**

Our proprietary search software supplements YouTube's fingerprinting by utilizing a combination of YouTube's API and contextual search to surface more uses

## **ADREV PARTNER DASHBOARD**

Our client dashboard gives partners the ability to review every single video claim and asset discovery we make, see their views and earnings, and print/sort custom performance reports

# MANUAL CLAIMING REVENUE CYCLE

STEP  
1



You give AdRev claiming access in your CMS

STEP  
2



You tell AdRev which songs to focus on or let us analyze

STEP  
3



AdRev enters all metadata into our claiming software

STEP  
4



AdRev finds & monetizes unclaimed videos and assets that are missing ownership

STEP  
5



AdRev records all new video and asset claims in a personal dashboard

STEP  
6



AdRev claim reports are analyzed against monthly performance reports

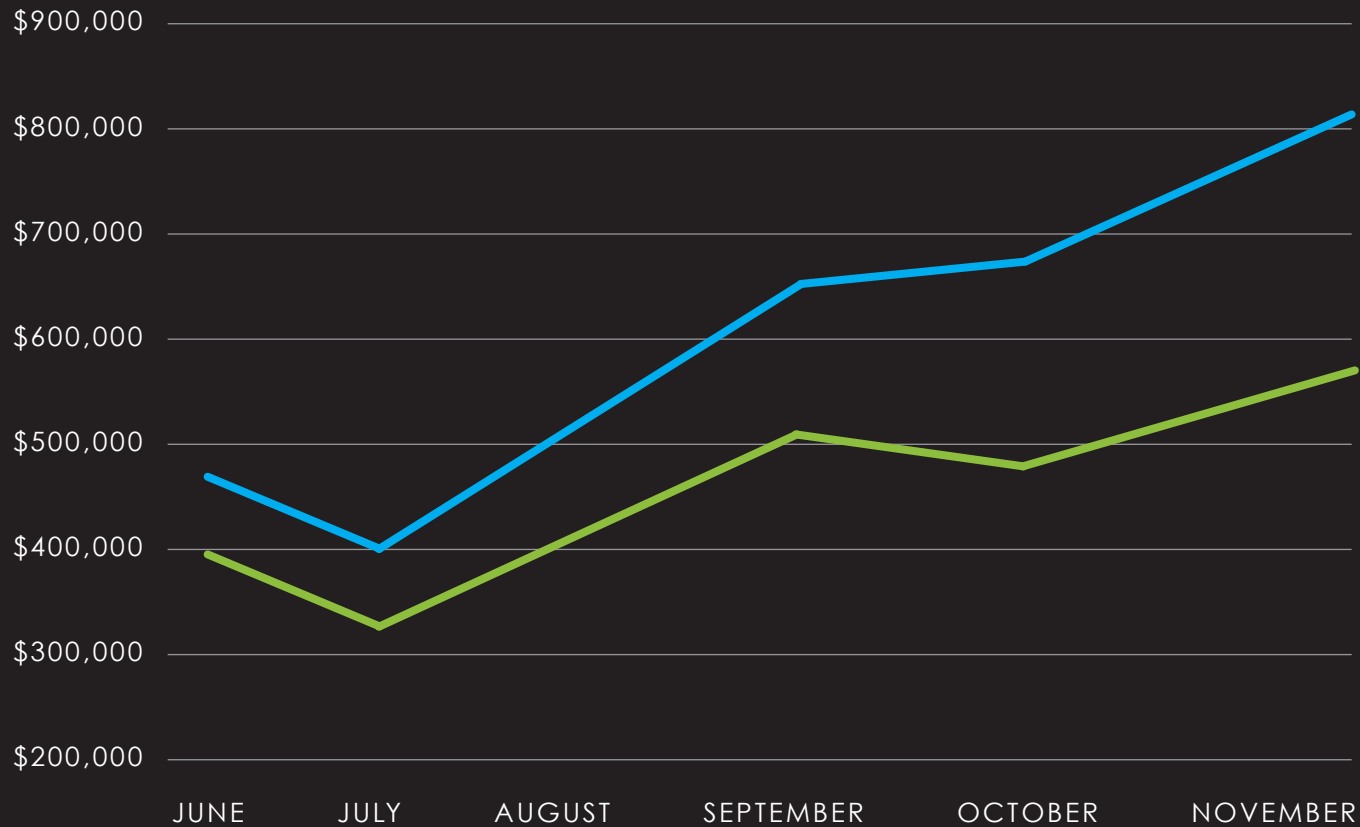
STEP  
7



AdRev invoices quarterly (flexible options available)

# GROSS REVENUE GROWTH

## EARNINGS AFTER MANUAL CLAIM HELP FROM ADREV



— STANDARD EARNINGS — EARNINGS + ADREV

*\*Above is actual client monthly earnings data, however altered by a certain percentage for confidentiality*

# OUR PARTNERS INCLUDE...



## CONTACT

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