



consolidated
independent

THE COMPLETE SOLUTION FOR POWERING YOUR DIGITAL
BUSINESS

PRESENTER: ROB WEITZNER, CI NORTH AMERICAN REPRESENTATIVE



CI is the leading provider of digital supply chain services to the world's premier independent music companies.

- Founded in 2003
- 1000+ labels represented
- 650,000+ Tracks
- 2,000+ Videos
- 225+ DSP platform integrations
- 500+ Online & Mobile delivery points
- 20+ passionate and experienced employees



- Within the very near-term **digital** will represent greater than **50%** of the **overall revenue mix** for music labels and distributors.
- The **value** of the high-cost %-of-revenue “old school” distribution model employed by large digital distributors is **rapidly diminishing**.
- The **capability** of the self-service “long-tail” focused discount model targeted at the hobbyist market is **severely limited**.



- ◆ CI addresses the trends with a solution tailored to cost-effectively meet the needs of today's savviest independent music companies with a vision for tomorrow's challenges and opportunities.
- ◆ CI's Digital Catalogue Management (DCM) service is the trusted industry solution for digital media asset management and distribution.
→ Scalable → Flexible → Economical → Efficient → Secure → Proven
- ◆ CI delivers a multi-tiered, bespoke "industrial strength boutique technology platform" enabling you to be in complete control of your digital destiny.



◆ CI core DCM services include

IMPORT → Digitization and creation of master digital asset catalog archive.

EXPORT → Encoding and delivery to any digital media service in any format.

WAREHOUSE → Hosting, Management and Archiving of digital assets.

◆ CI Media Platform functionality includes:

- Territorial management of pricing and release dates; bespoke product and track-based pricing.
- Licensed export facility enabling you to seamlessly partner with other CI platform users.
- Complex integrations with music services such as YouTube, MySpace, data services such as Gracenote and Rovi and business services such as RoyaltyShare and Rightsflow allow you to centralize all of your digital activity.

◆ CI Media Platform futureproofs your business:

- Compliance with the most advanced metadata standards including DDEX.
- Ability to develop your own customized applications via our API including D2C and B2B apps.



CI provides a range of customer support services including:

- ✓ Comprehensive series of online video tours to explain services in a user-friendly way.
- ✓ Detailed user manual (online and PDF).
- ✓ Regular newsletter updates including details of new service developments and newly integrated retailers/platforms.
- ✓ Web-based ordering of deliveries with user-friendly interface and automated customer alerts.
- ✓ Online ticketing system for problems/issues with max 24 hour response time.
- ✓ Readily available detailed profiles on the CI support site of each digital retailer serviced.



CI's turnaround and delivery times are the fastest and most reliable in the digital market:

- Standard delivery time from any raw source (CDs or WAV) to digital retailer: 3-4 days to over 225 integrated platforms.
- Premium orders turned around within 24 hours; 1 day turnaround for new integrations with digital music services.
- Weekly deliveries to 80-100 different retailer platforms on behalf of clients (labels, label groups, distributors and aggregators).
- More than 80,000 track deliveries per week.
- Continuous and automated ingestion process with content being received from over 1,000 record labels.
- Virtually 100% success rate of delivery times and order completions.



A DIFFERENT BUSINESS MODEL

- ✓ 100% of your digital revenue is paid directly to you.
- ✓ CI simply charges fees for services.
- ✓ CI does not license your rights.
- ✓ CI does not take a share of your revenue.



CI's menu-service offering allows you to select the exact service you need and how to pay for it (subscription, ala carte).

CI's pricing philosophy reflects the CI technology platform -- flexible and adaptable to your market needs and usage requirements.

CI works with you to build a fee structure sculpted to your specific market experience. (e.g. weekly dynamic deliveries to 75 DSPs, or static digital warehousing).



DISTRIBUTION FLEXIBILITY, EFFICIENCY & SCALE

CI gives you the ability to deploy content when, where & how you choose in order to best achieve your marketplace objectives.

BUSINESS CONTROL

CI gives you the freedom to structure the unique terms of DSP agreements and establish specific marketing priorities directly with the retail platforms.

FINANCIAL ADVANTAGE

CI's relentless focus on delivering a digitally scalable world-class technology solution reduces the need for large overhead costs. These scale efficiencies are passed through in the form of competitively low fees.

TECHNOLOGICAL SOPHISTICATION

CI continuously develops innovative enhancements to its core service engine keeping its rightsholders at the cutting edge of the digital marketplace. For example, CI Media Platform deliveries are DDEX compliant; CI offers powerful API functionality and has XML ingestion and delivery capability.

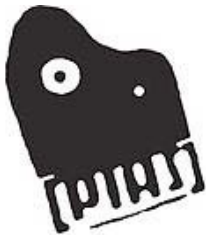


CURRENT CLIENTS

CI's clients represent many of the world's leading independent record labels and distributors



INDEPENDENT MUSIC FOR THE INDEPENDENTLY MINDED



[PIAS]ENTERTAINMENT GROUP



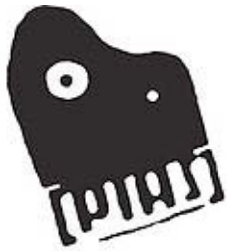


Plugged into 100s of partners





WORD OF MOUTH



"Making the digital supply chain professional relies on **really understanding** the processes involved and, crucially, being **able to deliver** - the [PIAS] Digital services works closely with CI to do just that." -- **Adrian Pope**, Head of [PIAS] Digital

"I Love **CI**. They **Rock my world**" – **Brian Larson**, iTunes Production



[PIAS]ENTERTAINMENT GROUP



"When it comes to music distribution Consolidated Independent is in a class of their own. CI is one of **the most professional and efficient digital music distributors** that we work with. Thanks to them we've been able to quickly and easily add hundreds of thousands of tracks to Spotify." -- **Elias Raan**, Content Manager, **Spotify**



"If all digital distribution companies were as **passionate and efficient** as CI, it would make the job of getting content into our service much faster and correct the first time. They definitely have a strong solution and understand the space." -- **Jean Chadwick**, Director of Content, **Napster**



"Since **we switched to using CI**, we have found the whole **process much, much simpler** than doing it ourselves. When we've had to call on their support services they've been extremely responsive. These guys are professionals in the best sense of the word" – **Bruce Iglauer**, Owner, **Alligator Records**



"Working with CI has **enabled us** to access the digital marketplace. It's as simple as that." -- **Simon Wheeler**, Head of Digital, **Beggars Group**



The Dashboard - Home page

Diogenes' Production Team logged in [logout](#)

[Home](#) / [Catalogue](#) / [DCM](#) / [Support](#) / [Websites](#)

Diogenes Music

Audio orders

[Browse orders](#)
[Raise an order](#)

ASR orders

[Browse orders](#)
[Raise an order](#)

Catalogue

Support

[DMS - Request Integration](#)
[DMS - Integrated](#)
[DMS - Integration Schedule](#)
[DMS - Updates and takedowns](#)

[Download Templates](#)
[Download Documentation](#)
[Tutorial Videos](#)
[Metadata - Product Information](#)
[Metadata - Track Information](#)
[FAQs](#)

[Contact Us](#)

Welcome to CI

Latest news

13.01.09 CI has integrated with a new service in its platform: [Wa3](#).
[\[Read more \]](#)

- [Wa3 \(WWW\)](#) is a chinese music platform. Please contact [Matthew Daniel](#) if you are interested in delivering content to their service.

23.12.08 CI has integrated with a new service in its platform: [Aspiro](#).
[\[Read more \]](#)

- [Aspiro \(ASP\)](#) is a mobile service provider for Northern Europe. Please contact [Kjetil Hestvedt](#) if you are interested in delivering content to their service.

22.12.08 CI has integrated with a new service in its platform: [Dada.net](#).
[\[Read more \]](#)

- [Dada.net \(DAD\)](#) is a music community. Please contact [Susan Sabatini](#) if you are interested in delivering content to their service.

[Show/Hide news archive](#)

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CI Overview



The Dashboard - Raising Orders

Diogenes Music

Home > DCM > Audio > Raise an audio order

Audio orders

- Browse orders
- Raise an order** →

ASR orders

- Browse orders
- Raise an order

Catalogue

Support

- DMS - Request integration
- DMS - Integrated
- DMS - Integration Schedule
- DMS - Updates and takedowns
- Download Templates
- Download Documentation
- Tutorial Videos
- Metadata - Product Information
- Metadata - Track Information
- FAQs
- Contact Us

Imports

Full product

Data only

Exports

Full product

Data only

Takedown from DMS

Delete products from your CI Catalogue

What type of order do you wish to raise?

Delivering products to retailers via CI is a 2-sta

1) **IMPORT**: Sending your product to CI
 2) **EXPORT**: Audio encoding and delivery of pr

Each is managed differently according to the ty

- **FULL product** (Products **never** imported)
- **DATA only** (Products **already** imported/

You can also request CI to issue the following:

- **Takedown**: instruction sent to a specific
- **Permanently delete**: permanently delet

Home > DCM > Audio > Raise an audio order > Import > Full product

Turnaround Import/Export: PRI-4hrs; PRII-24hrs; PRIII-48hrs	Premium
Turnaround Import/Export: 7 working days	Frontline
Turnaround Import/Export: 10-15 working days	Catalogue

There are 3 Order types:

- **PREMIUM**: Few Products needing urgent action - must be raised before *12 noon*
- **FRONTLINE**: Regular weekly releases: 500 tracks limit
- **CATALOGUE**: Orders of over 500 tracks

NOTE: Be sure to hit the "Post Order" button after you have entered all the details of your order on the next page. You *must* do this for your order to be raised correctly. Also note that Premium Orders carry an additional charge.



The Dashboard - Browsing Your Catalogue

Diogenes Music

Browse Catalogue

by Release Format →

[View Deleted Products](#)

Reports

[Overall Statistics](#)

[Delivery Reports](#)

[Monthly DCM Reports](#)

[Catalogue Summary](#)

[Import Files](#)

Tools

[Amendment Tool](#)

Release formats

search release formats:

keyword (fastest)
 artist
 title
 barcode
 cat no.
 label
 type

paging: page 1 of 9 / [1] 2 3 4 5 6 7 8 9 > >|

[H]	[H] ↑ ↓	[H] ↑ ↓	[H]	[H]	[H] ↑ ↓	[H]	[H]	[H] ↑ ↓
P/SHOT	BARCODE	TITLE	ARTISTS	TYPE	CAT. NO.	LABEL	DELIVERIES	RELEASE DATE
	5060181860409	Sailor, Home From the Sea	The Lost Domain	album	DIGI005DD	Digitalis	<u>4</u>	22 Dec 08
	5060181860942	Under Bent Limb Trees	Hush Arbors	album	DIGI037DD	Digitalis	<u>6</u>	22 Dec 08
	5060181860980	Gold Leaf Branches (Part 3)	Various Artists	album	COMP001CDD	Digitalis	<u>4</u>	22 Dec 08
	5060181860959	The Stones Know Everything	Gianluca Becuzzi Fabio Orsi	album	DIGI038DD	Digitalis	<u>4</u>	22 Dec 08
	5060181860461	We've	Christina Carter Gown	album	DIGI018DD	Digitalis	<u>4</u>	22 Dec 08
	5060181860447	Catonapotato	Volcano the Bear	album	DIGI014DD	Digitalis	<u>6</u>	22 Dec 08
	5060181860430	Fire Mouth	Matt Rosin Dead Raven Choir	album	DIGI012DD	Digitalis	<u>4</u>	22 Dec 08
	5060181860416	Birdsong for Sewers	Birdsong for Sewers	album	DIGI007DD	Digitalis	<u>4</u>	22 Dec 08
	5060181860805	Between Two Skies & Towards the Night	Ilyas Ahmed	album	ACE003DD	Digitalis Arts & Crafts	<u>4</u>	22 Dec 08
	5060181860706	Hunted Gathering	Pocahaunted Robedoor	album	DIGI045DD	Digitalis	<u>4</u>	22 Dec 08
	5060181860775	At the Foot of Nameless Roads	Ensemble Economique	album	DIGI053DD	Digitalis	<u>4</u>	22 Dec 08



Sailor, Home From the Sea - Format (File Album)

TITLE: **Sailor, Home From the Sea**
 ARTIST(S): **The Lost Domain**
 RELEASE DATE: **22 Dec 2008** [\[edit\]](#)
 LABEL: **Digitalis**
 BARCODE / UPC: **5060181860409**
 CATALOGUE NO: **DIGI005DD**
 P Copy: **2004 Digitalis**
 C Copy: **2004 Digitalis**
 TRACK COUNT: **6**
 PRICE BAND: **full**
 EXPLICIT CONTENT: **no**
 Genre: **Folk|Alternative|Experimental**
 Availability: **available from: 2008-12-22 worldwide**
 Import ID **DIO_FL20081215182802**



[Other titles by The Lost Domain](#)

All vour titles

- **1 (On) the Waterfront, Part I (11:12)**
 by *The Lost Domain*
 ISRC: **GBRFT0701121**
 Available encodes: 5 [\[hide\]](#)

CODEC FAMILY	BITRATE	PREVIEW	CODEC	ENCODING NAME	DESCRIPTION
wav					
mp3	64	Yes (30s)	mp3	mp3_64_30cm	mono low quality preview at
mp3	128	No	mp3	mp3_128c	128k cbr mp3 with 2 channels
mp3	192	No	mp3	mp3_emusic	high quality VBR mp3 encoded using lame "-preset standard" encoding.
mp3	256	No	mp3	mp3_256c	256k mp3 cbr

Deliveries

DATE	DMS	BATCH ID
18/12/08	Emusic	915170470158
20/12/08	Lala	918106960158
13/01/09	Spotify	935627860158

Contact us regarding this format

[Click here to open the contact form](#)

- **1 (On) the Waterfront, Part I (11:12)**
 by *The Lost Domain*
 ISRC: **GBRFT0701121**
 Available encodes: 5 [\[show\]](#)
- **2 At Sea The Storm (3:45)**
 by *The Lost Domain*
 ISRC: **GBRFT0701122**
 Available encodes: 5 [\[show\]](#)

- **2 At Sea The Storm (3:45)**
 by *The Lost Domain*
 ISRC: **GBRFT0701122**
 Available encodes: 5 [\[show\]](#)
- **3 Leagues (4:35)**
 by *The Lost Domain*
 ISRC: **GBRFT0701123**
 Available encodes: 5 [\[show\]](#)
- **4 Night Boat (4:11)**
 by *The Lost Domain*
 ISRC: **GBRFT0701124**
 Available encodes: 5 [\[show\]](#)



◆ Because of CI's scale, efficiency and expertise we guarantee to:

- **Reduce the hard costs** and effort expended in managing your digital assets and getting product to market.
- **Give you full control** over these assets and the revenue generated from their exploitation.
- **Future proof your business** against the escalating demands of the growing digital industry.



Explore

Review our interactive video tutorials located at <http://www.ci-info.com/tour> to gain in-depth exposure to our powerful technology platform and learn more about the engine that should be driving your digital business forward.

Experiment

Allow us the opportunity to deliver a **gratis** sample test of your content through our pipeline. Experience how shifting to the CI platform is simple and quick. Whether you have 100 tracks or 100,000 tracks our team will ensure a smooth and rapid transition. Our expertise in this area is peerless.

Conclude

CI is the right strategic partner for your digital business delivering a high-value, low-cost, market-tested, and scalable world-class solution.



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