



hfa[®]

The Harry Fox Agency, Inc.



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Senior Director of Strategic Technology



What you already know

Established in 1927

- Foremost mechanical licensing, collection, and distribution agency for music publishers in the U.S.

Represents over 45,000 music publishing clients

- Issuing licenses and collecting and distributing royalties



What you already know

Provides international support

- Monitoring licenses and collecting and distributing royalties for music sold in over 100 territories around the world

Issues licenses for various applications

- CDs, ringtones, permanent digital downloads, interactive streams, limited downloads, lyrics, tablature, jukeboxes and more



What you may not know

More than 80 years of music business experience

- Repeatedly witnessed the impact of disruptive technology on the industry
- Well-acquainted with operating in an ever-changing and dynamic environment

Agile leadership style and flexible platforms

- Able to rapidly respond to the drivers impacting the music distribution landscape
- Provide high level of customer service



What you may not know

Technologically innovative

- Developed a diversified suite of outsourced copyright, licensing, royalty distribution, and technology services designed to support highly complex data management and processing with solutions that provide 100% licensing and ultimately streamline our customers' back-office operations



What you may not know

Introduced Administrative Services

- Ensures our customers speed-to-market, accuracy in data management and processing, and complete transparency into all transactions

Outsourced back-office solutions

- Allows our customers to focus on their core competencies and business strategies



5 Services Cornerstone

TECHNOLOGY

PROCESS

MUSIC RIGHTS DATABASE

GLOBAL RELATIONSHIPS

RESOURCES





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- Only music industry company to be named on InformationWeek's "Top 500 Relentless Innovators" list in 2009
- Hardware platforms are both scalable and flexible to accommodate the rapidly growing and highly complex data demands of the ever-changing music distribution landscape

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RESOURCES



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- Instituted a formalized Program Management discipline to facilitate and expedite the development of new products and services ensuring customer speed-to-market

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GLOBAL RELATIONSHIPS

RESOURCES

TECHNOLOGY



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GLOBAL RELATIONSHIPS

RESOURCES

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RESOURCES

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PROCESS



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- Constantly evolving, dynamic aggregation of musical works and master recording information facilitating customized business solutions and end-to-end data transparency

GLOBAL RELATIONSHIPS

RESOURCES

TECHNOLOGY

PROCESS



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RESOURCES

TECHNOLOGY

PROCESS



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GLOBAL RELATIONSHIPS

RESOURCES

TECHNOLOGY

PROCESS

MUSIC RIGHTS DATABASE



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GLOBAL RELATIONSHIPS

RESOURCES

TECHNOLOGY

PROCESS

MUSIC RIGHTS DATABASE



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GLOBAL RELATIONSHIPS

- Represents over 45,000 publishers, including some of the largest in the world
- Reciprocal licensing arrangements with 35 societies around the globe

RESOURCES

TECHNOLOGY

PROCESS

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TECHNOLOGY

PROCESS

MUSIC RIGHTS DATABASE



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RESOURCES

TECHNOLOGY

PROCESS

MUSIC RIGHTS DATABASE

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TECHNOLOGY

PROCESS

MUSIC RIGHTS DATABASE

GLOBAL RELATIONSHIPS



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- Agile leadership team, extensive rights management expertise, and unparalleled technical know-how ensures we keep pace with the growing demands and complexities of the new music marketplace

TECHNOLOGY

PROCESS

MUSIC RIGHTS DATABASE

GLOBAL RELATIONSHIPS



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GLOBAL RELATIONSHIPS



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MUSIC RIGHTS DATABASE

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RESOURCES



The new music landscape

Emerging market forces are changing the face of the music industry

- The widening gap between music distributors and music makers amplifies the need for effective navigation of rights management
- Synchronization rights management is becoming paramount as music is combined with a visual experience
- The likely evolution of copyright laws and regulations driven by changes in music distribution make expertise in Intellectual Property management imperative



Administration Transaction Arc



Speed, Accuracy and Transparency





Administration Services Transaction Arc

Administration Services solutions

- Provides customized suite of outsourced copyright, licensing, royalty distribution, and technology services designed to navigate the ever-changing music distribution landscape

Transaction Arc

- Identifies key elements of HFA's Administration Services and is the foundation necessary to develop rights management solutions



POINT 1: Relationship Administration

Customer's single point of contact

- Maintaining and administering relationships with the highly fragmented publishing community ensuring timely and accurate licensing
- Representing 45,000 publishers nationwide and 35 international societies with whom we are engaged in reciprocal licensing agreements facilitating streamlined communications
- Offering solutions for 100% licensing



POINT 2: Information Management

Exchange of recording information

- Critical element to timely and accurate issuance of licenses accelerating revenue
- Systems engineered to ensure ease and flexibility throughout the data exchange process



POINT 3: License Issuance & Reporting

Solutions for 100% licensing coverage

- Provides customers with a full-service solution and complete transparency into the end-to-end exchange of recording information
- Continuously updated database ensures accurate copyright ownership and licensing in fragmented and changing publishing community



POINT 4: Royalty Calculations & Distribution

Information Integrity

- Ability to support highly complex and data intensive royalty calculation and distribution process
- Ensure data transparency by creating secure web-based tools to allow our Administrative Services customers and publishers to view important transaction information



POINT 4: Royalty Calculations & Distribution

Services include:

- Processing sales and usage information
- Calculating royalties due to all publishers
- Generating detailed royalty reports
- Issuing single, consolidated invoice
- Distributing royalties to all publishers on behalf of our customers



POINT 5: Customer Support

Full service solutions

- Ensure customer support for inquiries regarding licensing agreements, royalties calculations, royalties distribution, and any Intellectual Property related matter

Combining more than 80 years of music industry know-how with technological innovation to help companies navigate the new music landscape.



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