Kobalt Music Group is the leading global, independent music services company, offering Music Publishing, Label Services, and Neighbouring Rights services worldwide.

We represent some of the greatest and most successful talent around the world, including over 5,000 artists, 600,000 songs, and 200 publishing companies worldwide.

In 2013, Kobalt Music Group was honored as the ASCAP Publishing Administrator of the Year. The company was named Independent Publisher of the Year for the sixth consecutive time at the 2014 Music Week Awards (UK).
“WE ARE CREATING A MUSIC INDUSTRY FOR THE FUTURE—BUILT ON TECHNOLOGY, TRANSPARENCY AND TRUST.”

WILLARD AHDRITZ, FOUNDER & CEO
REMEMBER WHEN MUSIC WAS SIMPLE?

TODAY, WE HAVE MORE CHOICES THAN EVER BEFORE.
MORE DEVICES.
MORE CHANNELS.
MORE STORES.
MORE OPTIONS.

AND FORTUNATELY, MORE MUSIC.
ONE HIT SONG WILL GENERATE BILLIONS OF TRANSACTIONS AROUND THE WORLD.

1 Hit Song
3 Writers
87 Countries
124 TV Ads
3,752 Record Stores
850,000 Radio Spins
1,024,536 Local Pubs
4,800,000 iTunes Downloads
89,200,000 Spotify Streams
524,000,000 Vevo Plays
752,000,000 YouTube Views

BILLIONS OF TRANSACTIONS
GOOD NEWS FOR MUSIC. BUT INCREASINGLY DIFFICULT FOR ARTISTS AND WRITERS TO EFFICIENTLY GET PROMOTED, SOLD, OR PAID IN THIS COMPLEX NEW WORLD.
EACH STEP IN THE COLLECTION PROCESS COSTS MORE TIME AND MORE MONEY—LEAVING MORE ROOM FOR ERROR AND REVENUE UNACCOUNTED FOR.

TRADITIONAL COLLECTION METHOD

KOBALT’S ADVANCED TECHNOLOGY PLATFORM BYPASSES THE MIDDLEMAN AND COLLECTS DIRECTLY FROM SOCIETIES.

KOBALT SOLUTION
AND IN MANY CASES, KOBALT COLLECTS DIRECTLY FROM THE SOURCE, INCLUDING ITUNES, SPOTIFY, YOUTUBE AND MOST MAJOR DISTRIBUTORS. FEWER FEES, LESS TIME, MORE MONEY.
IN THE TRADITIONAL MODEL, ARTISTS & WRITERS LOSE OUT

ANTQUATED, COMPLICATED REPORTING
2.5 YEAR PAYMENT LAG
CONSTRUCTING CONTRACTS
NO CONTROL OR OWNERSHIP
LESS MONEY

WITH KOBALT, ARTISTS & WRITERS COME FIRST

POWERFUL TRANSPARENT REPORTING
FASTER PAYMENT IN 3-6 MONTHS
FLEXIBLE CONTRACTS
OWNERSHIP & CONTROL
20-30% MORE MONEY
“ONCE ARTISTS AND WRITERS SEE THE FACTS, 9 OUT OF 10 CHOOSE KOBALT.”

WILLARD AHDRITZ
THE KOBALT SOLUTION

1 COLLECTING 20–30% MORE MONEY, FASTER
2 POWERFUL TRANSPARENT REPORTING
3 FLEXIBLE CONTRACTS
4 SYNCH & BRAND DEALS
5 CREATIVE SERVICES
6 YOUTUBE MAXIMIZATION
Kobalt’s pioneering collection technology saves time and money, resulting in lower fees, quicker turnaround, and on average 20–30% higher revenues for our artists and writers.

A direct comparison of three singles with two writers each—one with Kobalt and the other with a major publisher—illustrates both the speed and significant increase in revenue collected by Kobalt.

Fewer fees, less time, more money.
With Kobalt, you have access to all your data, at any time. Our industry-defining Kobalt Portal provides full transparency with real-time updates, powerful reporting, and user-friendly analysis tools that make it easy to review and understand complex publishing income, from Registration to Synch.
Every piece of information collected by Kobalt’s advanced technology platform feeds into the Kobalt Portal.

DASHBOARD
Check the dashboard to see what's happening with your account globally or explore the full range of services that Kobalt provides, from Registration to Reporting to Synch.

REPORTING
Instant access to everything you want to know about the collection of your global income. Download your last statements or drill down into detailed, historic accounting on income streams and types.

CATALOGUE
Full access to your compositions with a global summary of all work registrations, key data, and analysis of earnings on a work, product, or recording basis.

CREATIVE
Complete transparency in a traditionally opaque area. Quickly see and understand your global Synch revenue pipeline through every stage of the licensing process.

ONLINE ADVANCES AT YOUR CONVENIENCE
REAL-TIME, GLOBAL FEED OF ACTIVITY ON YOUR ACCOUNT
WEEKLY ACCOUNT BALANCE UPDATES
FULL ACCESS TO BESPOKE REPORTING ON THE MICRO DETAIL OF YOUR INCOME
WATCH, MONITOR, AND SEE REAL EARNINGS FROM YOUTUBE UGC VIDEOS
MONITOR COLLECTIONS ON A RELEASE-BASIS, COMPARING RECEIVED UNITS WITH EXPECTED UNITS
Flexible contracts mean artists and writers have more control over their work—and their future. With no commitment to deliver a minimum number of songs and no lock-in, clients are free to make the artistic choices that are right for them.

<table>
<thead>
<tr>
<th></th>
<th>TRADITIONAL</th>
<th>KOBALT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TERM</strong></td>
<td>10 years to life of copyright</td>
<td>3 years</td>
</tr>
<tr>
<td><strong>RATES</strong></td>
<td>25% or More</td>
<td>Standard, low rate around 10%</td>
</tr>
<tr>
<td><strong>OWNERSHIP &amp; CONTROL</strong></td>
<td>Rights owner gives up ownership and control over their works</td>
<td>Rights owner retains full ownership and control of their works</td>
</tr>
<tr>
<td><strong>LOCK-IN</strong></td>
<td>Locked in by “minimum songs” release commitments</td>
<td>No commitment, no lock-in</td>
</tr>
<tr>
<td><strong>ADVANCES</strong></td>
<td>Increased terms and album commitments that extend term</td>
<td>Flexible contractual advances and online advances taken at client’s convenience</td>
</tr>
<tr>
<td><strong>UNALLOCATED MONEY</strong></td>
<td>Held by publisher, not distributed to clients</td>
<td>Full commitment to distribute all income received</td>
</tr>
<tr>
<td><strong>ACCOUNTING</strong></td>
<td>Semi-annual accounting with minimal detail</td>
<td>Quarterly accounting with line-by-line detail on every type of income</td>
</tr>
</tbody>
</table>
At Kobalt, we pride ourselves in our quick turnaround and personalized, hands-on approach to Synch. We work releases early to find mutual placement opportunities and have a strong track record procuring music across advertising, TV shows, films and trailers, and games.

Our proactive, experienced team of 45 synch and brand partnership experts across 25 countries matches artists and writers with the right partners, worldwide.
Kobalt’s Creative Services team works closely with a select group of songwriters to help them develop their career. We provide a dedicated A&R/Creative point person who aggressively pitches their songs for other artists to cover, secures collaborations with other songwriters, and presents them with leads and briefs for upcoming projects. Our Creative team also supports our songwriters in artist development and makes introductions to key A&R execs, managers, producers, and more.

“Our priority is to create both songwriting and networking opportunities for our writers around the world.”

SAS METCALFE, PRESIDENT GLOBAL CREATIVE SERVICES
KOBALT’S CREATIVE TEAM HAS PROCURED COLLABORATIONS WITH SOME OF THE WORLD’S GREATEST TALENT.
A hit song today influences up to 50,000 user-generated YouTube videos, many of which remain undetected and unpaid. Our unique integration with YouTube solves that problem, significantly increasing the speed and accuracy in which we find and claim missing content for our artists and writers. Kobalt is a YouTube certified partner, monetizing over one billion YouTube streams per month.

**HIGHER QUALITY METADATA**
Kobalt provides YouTube with an additional range of high-quality metadata for each song that enables faster, more efficient content matching and reporting.

**DAILY CONTENT UPDATES**
We deliver automated feeds of new, claimed, and blocked YouTube content daily to ensure the fastest turnaround possible.

**PROKLAIM™**
In addition to YouTube’s powerful Content ID platform, we use our own advanced detection technology PROKLAIM™ to monetize the millions of unmatched, user-generated videos within YouTube’s ecosystem.

**TRANSPARENT REPORTING**
Our leading Kobalt Portal provides transparent, user-friendly live reporting that enables artists to drill down on the full range of their YouTube activity and accounting.

**ACTIVE MARKETING STRATEGY**
In order to ensure that each piece of content is maximized, our digital marketing experts provide strategic channel and video optimization planning, premium monetization via advertising and sponsorship sales, and pre-clearance content pitching.
“TOO MANY ARTISTS AND WRITERS ARE MISSING OUT ON DIGITAL REVENUE WITHOUT EVEN KNOWING IT.”

WILLARD AHDRITZ
Kobalt now has over 200 employees in 8 offices around the world, as well as agents in over 20 major territories, committed to helping artists and writers do what they do best.

We provide each client with a dedicated client manager. We’re there to answer any administrative question, including work registrations, license requests, royalty earnings and statements, rates, advances, YouTube collection, digital providers, and more. We also provide personal tutorials on using the Kobalt Online Portal.

In addition to Publishing Services, Kobalt Music Group also has Label Services and Neighbouring Rights collection divisions, all working toward offering artists and songwriters a better solution. We work for you.
Kobalt is the largest independent music publisher in the world, growing 35% in revenue annually. We represent some of the greatest and most successful talent around the world, including over 5,000 artists, 600,000 songs, and 200 publishing companies worldwide.

### A FEW OF KOBALT'S ARTISTS & WRITERS

<table>
<thead>
<tr>
<th>Artists &amp; Writers</th>
<th>Artists &amp; Writers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adam Lambert</td>
<td>Kelly Clarkson</td>
</tr>
<tr>
<td>Alt-J</td>
<td>Kelly Price</td>
</tr>
<tr>
<td>Ariel Pink</td>
<td>Kid Cudi</td>
</tr>
<tr>
<td>Ariel Rechtshaid</td>
<td>Kid Rock</td>
</tr>
<tr>
<td>B-52s</td>
<td>Killswitch Engage</td>
</tr>
<tr>
<td>Beck</td>
<td>Geoff Barrow</td>
</tr>
<tr>
<td>Benny Blanco</td>
<td>Mogwai</td>
</tr>
<tr>
<td>Big &amp; Rich</td>
<td>Lady Antebellum</td>
</tr>
<tr>
<td>Billy Steinberg</td>
<td>LMFAO</td>
</tr>
<tr>
<td>Bon Iver</td>
<td>LCD Soundsystem</td>
</tr>
<tr>
<td>Brian McKnight</td>
<td>Little Boots</td>
</tr>
<tr>
<td>Cirkut</td>
<td>Little Dragon</td>
</tr>
<tr>
<td>Cut Copy</td>
<td>Lindy Robbins</td>
</tr>
<tr>
<td>Dave Grohl</td>
<td>Local Natives</td>
</tr>
<tr>
<td>Dave Stewart</td>
<td>Maroon 5</td>
</tr>
<tr>
<td>Dennis Matkosky</td>
<td>Max Martin</td>
</tr>
<tr>
<td>Dr. Luke</td>
<td>Miles Davis</td>
</tr>
<tr>
<td>Dum Dum Girls</td>
<td>Moby</td>
</tr>
<tr>
<td>Eg White</td>
<td>Neil Finn</td>
</tr>
<tr>
<td>Gary Go</td>
<td>Noah “40” Shebib</td>
</tr>
<tr>
<td>Gary Numan</td>
<td>OneRepublic</td>
</tr>
<tr>
<td>Gostye</td>
<td>Panic! At The Disco</td>
</tr>
<tr>
<td>Grimes</td>
<td>Paul McCartney</td>
</tr>
<tr>
<td>Guy Chambers</td>
<td>Peaches</td>
</tr>
<tr>
<td>Gwen Stefani</td>
<td>Pearl Jam</td>
</tr>
<tr>
<td>Holy Ghost!</td>
<td>Phoenix</td>
</tr>
<tr>
<td>Iain Archer</td>
<td>Poliça</td>
</tr>
<tr>
<td>Jake Bugg</td>
<td>Queens of the Stone Age</td>
</tr>
<tr>
<td>Jimmy Eat World</td>
<td>Rammstein</td>
</tr>
<tr>
<td>Joss Stone</td>
<td>Rod Stewart</td>
</tr>
</tbody>
</table>
Roxette  
Rufus Wainwright  
Ryan Tedder  
Savan  
Serj Tankian  
Shane McAnally  
Shellback  
Shelly Peiken  
Skrillex  
Sonic Youth  
Steve Winwood  
Stevie Nicks  
Tears for Fears  
Tiesto  
Todd Edwards  
The Cardigans  
The Dresden Dolls  
The Head and the Heart  
The Hives  
The Lumineers  
The Offspring  
The Presidents of the United States of America  
Tiesto  
Trent Reznor  
Wavves  
William Orbit  
Yeasayer  
Zedd  
50 Cent

**PUBLISHERS**

MPL  
McCartney Productions Ltd.  
Inside Passage  
Macklemore & Ryan Lewis  
B-Unique Music  
Big Life Music  
Cherry Tree  
Communion  
Defend Music  
Disney  
In Australia & New Zealand  
Getty Images/Pump Audio  
Lateral  
MPCA/Bicycle  
National Geographic  
Owsla  
Polar Patrol  
Razor and Tie  
San Remo  
Secretly Canadian  
Soul Kitchen Music  
Ten  
Third and Verse

**KOBALT NEIGHBOURING RIGHTS**

30 Seconds To Mars  
Akon  
Barry White  
Beck  
björk  
Bob Dylan  
Carly Simon  
Cher Lloyd  
Dave Stewart  
Dr. Luke  
Duran Duran  
Eg White  
Ella Eyre  
Ellie Goulding  
Foxes  
Gotye  
Icona Pop  
Jake Bugg  
Jessie Ware  
John Newman  
Macklemore & Ryan Lewis  
Max Martin  
One Republic  
Paul Epworth  
Passenger  
Scissor Sisters  
Simon & Garfunkel  
Taio Cruz  
Tom Odell  
Train

**KOBALT LABEL SERVICES**

Andrew Bird  
Courtney Love  
Band of Horses  
Band of Skulls  
Best Coast  
Big & Rich  
Billy Idol  
Blonde Redhead  
Boy George  
Dan Wilson  
Dave Stewart  
David Gray  
Die Antwoord  
Eric Hutchinson  
Johnny Flynn  
Larry Callahan  
Lenny Kravitz  
Little Boots  
Macy Gray  
Martina McBride  
Maya Jane Coles  
Neil Finn  
New Kids on the Block  
Nick Cave & The Bad Seeds  
Pet Shop Boys  
Sean Forbes  
Steel Panther  
The Birds of Satan  
The Head and the Heart  
Travis
“WE WILL NOT STOP UNTIL WE HAVE ELIMINATED EVERY OBSTACLE FOR ARTISTS AND WRITERS IN THIS INDUSTRY.”

WILLARD AHDRITZ
With all the choices in music today, can’t artists and writers have more choices, too?
Can’t the power of digital work both ways – technology serving the consumers AND the creators?
It can. The future of music really is this simple.
Kobalt.