



Prepared for A2IM INDIE WEEK

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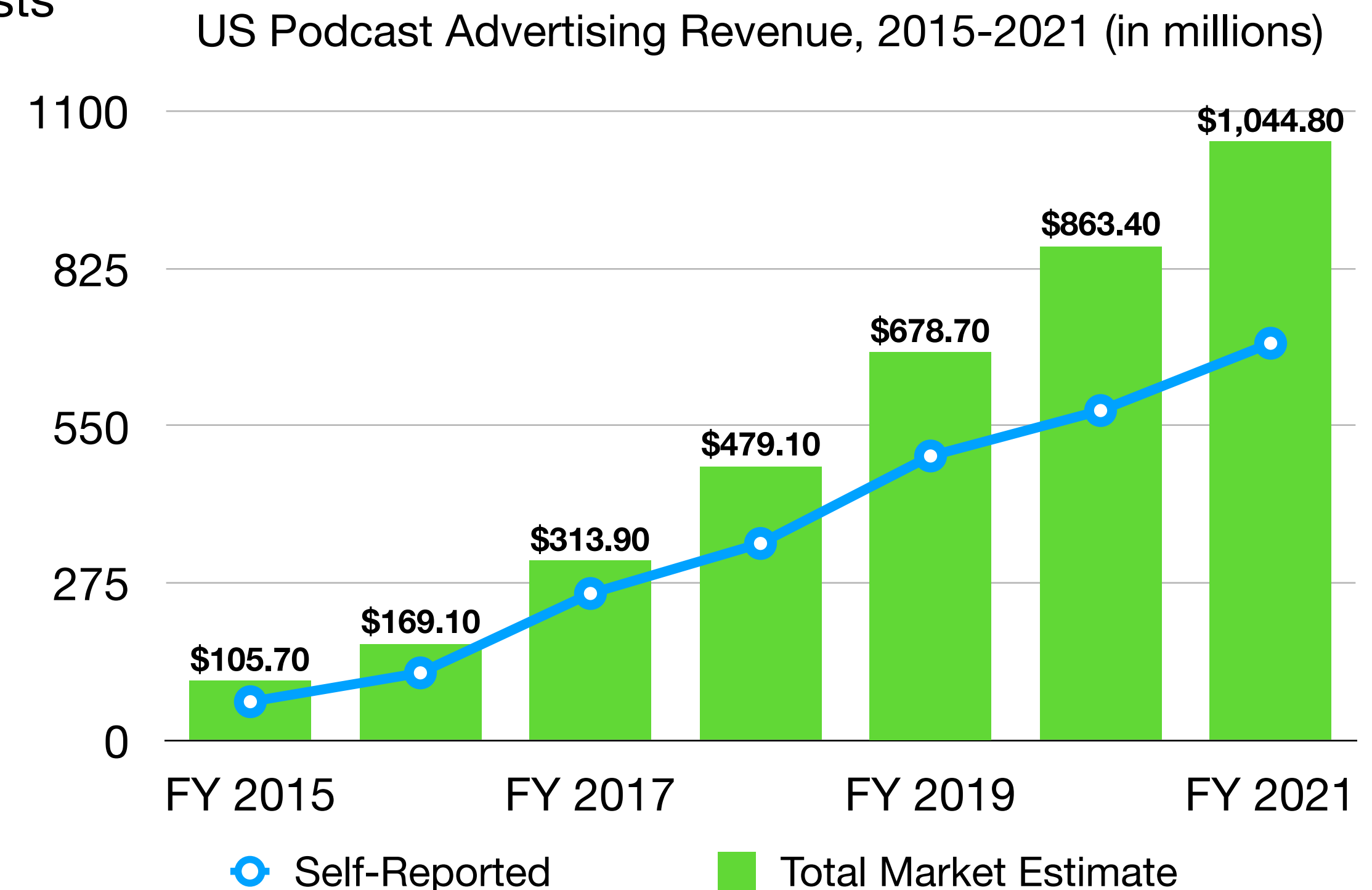
www.podcastmusic.com



“Why Can’t Music Be Played in Podcasts?”

- amplifmedia.com, May 25, 2017

- **The market is huge.** Over 600,000-700,000 podcasts. Apple Podcasts reports adding 5,000 new podcasts a week.
- **Explosive growth** with \$600m in ad dollars expected this year, over \$1bn by 2021.
- **Few dollars (if any) going to the music industry** because licensing music is too difficult and confusing.
- **Many podcasters want to use music and pay a reasonable fee.** However, “there is no place where you can pay one fee to some sort of clearing house to get all the rights you need.”
- **Music podcasts are the third largest category of podcasts (41,000+).** Without an easy licensing solution, some use music unlicensed and subject the hosting services to interminable take-down notices.
- **Even current legislation (MMA) doesn’t directly address the unique needs of podcasts.**
- **SourceAudio seeks to empower podcasters and music labels to work together.** There’s a growth industry that’s basically shouting to record labels “Take my money!” Let’s help them out.



“I would like to see a platform created where a company that wants to do a podcast can come to one place and easily buy the rights that it needs to include specific songs in its programming. I have talked to a couple of companies that are looking at creating platforms where at least some songs are available at set prices. I hope that this kind of platform develops in a big way to ease licensing. **It would benefit both the podcaster who can eliminate the licensing risks and the music rights holders who can get a new stream of revenue.**”

**“Maybe one day someone will come
up with a simplified system of
clearing ‘hits’ for podcast uses.”**

–David Oxenford, Partner, Wilkinson, Barker, Knapp, LLP.

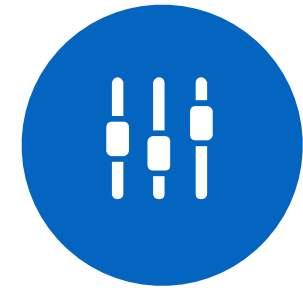
Enter



P O D C A S T M U S I C

ONE-STOP MUSIC LICENSING FOR PODCASTS

Who We Are: SourceAudio



SourceAudio: The world's largest distributor of production music.

- SourceAudio currently hosts over 30 million tracks from 4000+ libraries in the cloud.
- Innovation is in our DNA and all SourceAudio users continually benefit from new tools, features, and enhancements for their search, collaboration and production needs
- SourceAudio — our parent company and software platform — powers the music businesses of many of the world's most admired public and private companies including...

VIACOM

SHOWTIME

starz

TURNER

amc

@Entercom

Red Bull

NBCUniversal
Music

FX

premiere
NETWORKS

Epitaph **ANTI-**

pepsi

Microsoft

GoPro
Be a HERO.

iHeartMEDIA

BMG

Who We Are: PodcastMusic.com

- Launched by SourceAudio in late 2017, PodcastMusic.com is the largest collection of music and sound effects (700,000+ tracks) with a license designed specifically for podcasts.
- The SMART podcast license bundles the master use, sync, mechanical and the direct performance license in one transaction.
- PodcastMusic.com currently offers two licensing models, a monthly subscription and a single track buyout option.
- All PodcastMusic.com tracks are watermarked using state-of-the-art inaudible signals to enable monitoring of subscribers' finished podcasts.
- PodcastMusic has recently started working with a variety of independent labels seeking exposure in podcasts.
- PodcastMusic.com is in use by iHeartRadio, NPR, Entercom and Cadence 13, and well as many independent podcasters.

PodcastMusic.com:

How the SMART License works:

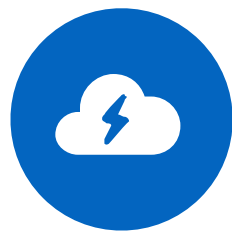


Why PodcastMusic.com? The 4 Business + Creative Must-Haves.

Music, Technology, Innovation and Revenue. We are your new one-stop music distribution, licensing, and ecommerce partner.



#1: One Stop Music Distribution with a License Designed for Podcasts. No development or market introduction needed. SourceAudio's PodcastMusic.com platform is a mature distribution/ecommerce/licensing solution with an existing deep market penetration in the podcast production space, in use by iHeartMedia, Entercom, Cadence 13 and NPR.



#2: The Powerful Software & Workflow Enhancements. PodcastMusic.com's established search and delivery platform was built to enhance creative workflows and improve how production teams work on a daily basis. On top of the best and most music available anywhere, we are incredibly proud to use the top music software solution chosen by dozens of major broadcasters worldwide.



#3: The Platform Roadmap and Constant Innovation. PodcastMusic.com is built to scale with evolving business needs and opportunities — like simulcasts, streaming, video, monitoring, reporting, workflow improvements, and more — and all users reap the benefits of these new game-changing features as they roll out on a regular basis.



#4: Affordable Hosting and New Revenue Sources. Not only can PodcastMusic.com bring new revenue to your label and your artists, but your own branded website opens up all the possibilities of the SourceAudio ecosystem.



SourceAudio Pricing for A2IM Members

Free Hosting for Six Months!

Publishers & Labels

Tracks Hosted	Per Month
0-99	\$29
100-499	\$99
500-1,999	\$149
2,000-3,999	\$199
4,000-19,999	\$299
20,000-29,999	\$349
30,000-49,999	\$399
50,000-99,999	\$599
Over 100k	\$599 + \$150 for every 25k tracks

- Your label's own branded website
- No setup fee - free for the first six months!
- No contracts, commitments or risk
- Simple pricing that adjusts with your track count
- License revenue share for [PodcastMusic.com](#) (TBD)
- Full access to the entire SourceAudio ecosystem beyond [PodcastMusic.com](#)
 - Centralize all of your sync licensing under one website
 - Easily email playlists, pitch music supervisors from one searchable website
 - Allow rights holders to verify metadata
 - SourceAudio Detect, SourceAudio Collect and more! (contact us for details)

Closing Thought

PodcastMusic.com is the only music + technology service built specifically to improve and enhance the distribution, technical, licensing and financial needs of podcasters and music labels of all sizes.

Thank you for your time and consideration. We are incredibly excited to explore opportunities with independent record labels in developing the exciting world of podcasting!



APPENDIX



Appendix: Screenshot example of the Artists List page

Search 395 tracks by keyword or audio file

Menu

My Playlists (0)

Search Playlists

General (0)
No Playlists in this folder.


NEW PLAYLIST

BLUE CANOE RECORDS

Artists Albums Playlists Tracks

All Artists

Sort Name View Simple Art Detailed




Featured

Cody Carpenter

Cody Carpenter is a third generation musician. His father, John Carpenter, is a director and composer and his mother, Adrienne Barbeau, is a star of film, television and the Broadway stage. His grandfather, Howard Carpenter, was a founding member of the Nashville Strings. Cody was introduced to his first musical instrument around the age of three and has been playing and composing original music since. In addition to contributing music for two of his father's films, Vampires (1998) and Ghosts of Mars (2001), Carpenter composed and performed the full-length score for "Cigarette Burns" and "Pro-Life" in Showtime's Masters of Horror (2005) movie series.

Tracks: 11




Bill Hart

Bill Hart was born and raised in Ontario, Canada and began playing guitar at the young age of nine years old. Hart immediately felt drawn to the instrument and would find every opportunity to covertly rendezvous with his guitar. A lifelong connection was formed.

Hart started taking lessons when he was thirteen. Initially, he played rock, influenced by the diverse guitar styles of Jimi Hendrix, David Gilmour, and Jimmy Page. One day, in a music store, he saw a jazz musician playing guitar and doing the most incredible things. Bill wanted to know how the guitarist played that amazing music. Thirty years later, Hart modestly says he is still trying to figure it out. Currently, Hart is the one playing the

Tracks: 20



Bob Marbach

Bob Marbach is a talented composer/pianist originally from Denver, Colorado and currently living in New York City. Bob has performed and/or recorded with many diverse artists such as; Bill Frisell, Phineas Newborn Jr., Kenny Garrett, Blue Mitchell, Mike Pope, William Parker, Bill Mobley, Alex Chilton, Pete Yellin, The Moody Blues, Jimmy Witherspoon and Smokey Robinson among others.

Navigation icons

No track selected

0:00/0:

Music Labels can automatically create lists of all of their Artists available, including photograph, biography and a direct link to that Artist’s album and track lists. In addition, we have the ability to allow interested music podcasters to directly contact a label via a form to arrange a podcast interview with the artist - a terrific boon for indie labels seeking exposure!



Appendix: Screenshot example of an Album page

PODCAST MUSIC

Search 618,669 tracks by keyword or audio file

Styles
Moods

Shopping Cart

Settings

User Profile

HOME

TRACKS

ALBUMS

CATALOGS

MUSIC BEDS

SFX

PLAYLISTS

GENRES

BUYOUT MUSIC

SUBSCRIBE NOW

Filter Tracks

Cue Type

Genre

SFX - Sound Design

Catalog

Tempo

Has Vocals

Key

Cutdowns

Length

My Playlists (2)

Search Playlists

General (2)

Pop (2298)

Test (8)

NEW PLAYLIST

My Cue Sheets (0)

Search cue sheets

No cue sheets matched

Album

Rock - Inspirational Rock (ALIBI655) (390)

Inspirational Postive Upbeat Friendly Welcoming Inspiring Warm Happy Emotive Driving Heartfelt Modern Rock Cues

DOWNLOAD ALL

More Options

Sort #

View Simple Wave

Showing all results

Title	#	Length	Description	Genre	Album	Catalog	Release Date	Add To Cart	
<div>ALIBI-Cliff Racer Full Mix</div> <div></div>	+25	1	2:40	Inspirational rock heartfelt confident positive emotive warm	Rock	Rock - Inspirational Rock (ALIBI655)	ALIBI Music Library	10/07/17	
<div>ALIBI-Time To Rise Full Mix</div> <div></div>	+25	6	2:16	Inspirational rock heartfelt confident positive joyous joyful	Rock	Rock - Inspirational Rock (ALIBI655)	ALIBI Music Library	10/07/17	
<div>ALIBI-Welcome Home Full Mix</div> <div></div>	+25	11	2:53	Inspirational rock heartfelt positive joyous joyful emotive warm	Rock	Rock - Inspirational Rock (ALIBI655)	ALIBI Music Library	10/07/17	
<div>ALIBI-Bright Stars Full Mix</div> <div></div>	+25	16	2:33	Inspirational rock heartfelt positive joyous joyful emotive warm	Rock	Rock - Inspirational Rock (ALIBI655)	ALIBI Music Library	10/07/17	
<div>ALIBI-Summer Madness Full Mix</div> <div></div>	+25	21	3:08	Inspirational rock positive joyous joyful emotive warm heartwarming	Rock	Rock - Inspirational Rock (ALIBI655)	ALIBI Music Library	10/07/17	

Album pages provide instant access to every song in an album—including all mix-outs and cut-downs — on one page. Albums can be saved and added to playlists. In addition, labels can offer the entire album or collection up for one-stop licensing and download.



Appendix: Screenshot of a single Library/Label within PodcastMusic.com

PODCAST MUSIC

Search 618,669 tracks by keyword or audio file

Search just this catalog

Styles

Moods

Filter Albums

Genre

Release Date

My Playlists (2)

Search Playlists

General (2)

Pop (2298)

Test (8)

NEW PLAYLIST

My Cue Sheets (0)

Search cue sheets

No cue sheets matched

NEW CUE SHEET

HOME

TRACKS

ALBUMS

CATALOGS

MUSIC BEDS

SFX

PLAYLISTS

GENRES

BUYOUT MUSIC

SUBSCRIBE NOW

Catalog 5 Alarm

Tracks (101,186)


Albums (977)

Libraries (10)


Sort Release Date

View Simple Art Detailed


Page 1 ... 10 Next »




Vaudeville Meets Gatsby
Tracks: 68
Released 01/17/2017




Offensive Dance
Tracks: 140
Released 01/12/2017




Close Harmony Capers
Tracks: 289
Released 12/02/2016




Organic Electronica 2
Tracks: 259
Released 12/01/2016




Dirty 70s Rock
Tracks: 290
Released 11/30/2016




Keep It Simple 4: Neutral, Serious, And Warm
Tracks: 207
Released 11/29/2016




Keep It Simple 3: Light Tension and Suspense
Tracks: 208
Released 11/28/2016



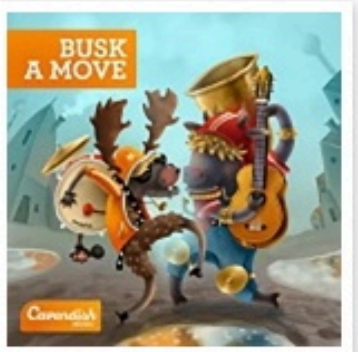
Funk Soul Disco Pop
Tracks: 191
Released 11/27/2016




Reality Indie - Trials And Tribulations
Tracks: 152
Released 11/01/2016



Classics Remade 3
Tracks: 148
Released 10/31/2016




Busk A Move
Tracks: 284
Released 10/30/2016



Mixtape Vol. 1
Tracks: 184
Released 10/29/2016

Love a specific library or label? [PodcastMusic.com](#) lets one easily select, search, sort, filter, and work within one label at a time if a podcaster is in love with a particular catalog's music.



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PODCASTMUSIC.COM

ONE-STOP MUSIC LICENSING FOR PODCASTS