



Sony Music Partners with Dubset To Monetize and Manage Song Uses In Streaming DJ Sets and Remixes

SME Becomes First Major to Use MixBANK Rights Management Platform

Content To Be Featured In Dubset DJ Sets and Remixes Distributed Through Subscription Services

(SAN FRANCISCO, CA., August 22, 2017) Dubset Media, a leading company bringing transparency, control, and royalties to rights holders through the distribution of DJ sets and song remixes, today announced that Sony Music has become the first major label to allow for the use of its masters in Dubset DJ sets and remixes available on premium music services.

Under a groundbreaking new agreement that unlocks a new revenue stream for its artists, Sony Music will use Dubset's MixBANK Rights Management Platform and Cross Clearance Network to monetize and manage the inclusion of its catalog in DJ sets and remixes that Dubset distributes on behalf of DJs, producers, and other artists to approved subscription streaming platforms.

"This is a watershed moment for Dubset that demonstrates how critical the MixBANK tool and programs are proving to be with rights holders," says Dubset Media CEO Stephen White. "Hundreds of millions of music fans are streaming DJ and remix content, and labels, publishers, and performance societies need robust solutions for managing the use of their catalogs within this massive category of under-monetized music. We are honored that Sony Music has selected Dubset to help identify and unlock the value in these uses of their catalog."

Dubset's MixBANK™ technology platform adeptly serves rights holders by solving the complex problem of identifying the underlying musical recordings sampled within DJ sets and remixes. Once the tracks are identified, the platform determines the label and publishing rights holders (a DJ set could have as many as 100 different rights holders), and simultaneously clears the DJ sets or remix across all rights holders within minutes. Dubset enables record labels and music publishers to set permissions for access via a simple rules-based system which enables catalogs to be efficiently monetized and precludes the need to conduct time consuming searches and initiate claims.

"There is a large global audience for DJ sets and remixes, and we think this agreement will benefit premium music subscribers by bringing more of that content into the product mix for electronic and dance fans," said Andre Stapleton, Senior Vice President, Digital Partner Development, Sony Music Entertainment. "We have worked closely with Dubset on a deal that not only protects our artists, but also provides us with the tools to harness new revenues for them, while amplifying the popularity of the original master recordings at the same time."

Bob Barbieri, Dubset Media Chief Strategy Officer and SVP of Global Licensing stated, “Poorly monetized user generated content (UGC) has already cost the music industry billions in lost revenue. DJ sets and remixes, like original music, must be independently registered, tagged, and cleared before entering any subscription music streaming service – which up until now has not been possible. At Dubset we have solved this problem. “

“Our toolset enables participating distribution partners to support and protect artists and composers, by requiring mix content to be registered and cleared through Dubset. We fully expect that all music services who want to offer DJ set mix and remix content will follow this path, ensuring proper identification, registration, reporting and compensation to rights holders for use of their intellectual property.”

Upon closing its Series A round of funding in January, Dubset has begun activating the over thirty-five thousand labels and publishers that have signed up for MixBANK. All rights holders utilizing MixBANK are inter-connected via Dubset’s proprietary Cross-Clearance Network, which powers real-time review and clearance across multiple and unlimited label, publishing, and society rights holders. This provides DJs, producers, and other content creators with a single platform to distribute to all music services and removes the administration challenges and liabilities for the music services offering this content.

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About Dubset Media Holdings

[Dubset Media Holdings](http://www.dubset.com), Inc. (www.dubset.com) is a media technology company solving the challenges associated with identification and monetization of UGC (User Generated Content). Through its innovative MixBANK™ platform and MixSCAN® technology, Dubset is powering distribution and monetization opportunities for content creators and rights holders built on transparency, control, and simplicity, solving a critical problem for the music industry.

About Sony Music Entertainment

Sony Music Entertainment is a global recorded music company with a current roster that includes a broad array of both local artists and international superstars. The company boasts a vast catalog that comprises some of the most important recordings in history. It is home to premier record labels representing music from every genre, including Arista Nashville, Beach Street Records, Black Butter Records, BPG Music, Bystorm Entertainment, Century Media, Columbia Nashville, Columbia Records, Day 1, Descendant Records, Disruptor Records, Epic Records, Essential Records, Essential Worship, Fo Yo Soul Recordings, House of Iona Records, Insanity Records, Kemosabe Records, Latium Entertainment, Legacy Recordings, Masterworks, Masterworks Broadway, Ministry of Sound Recordings, Monument Records, Okeh, Polo Grounds Music, Portrait, RCA Inspiration, RCA Nashville, RCA Records, Relentless Records, Reunion Records, Sony Classical, Sony Music Latin, Star Time International, Syco Music and Volcano. Sony Music Entertainment is a wholly owned subsidiary of Sony Corporation of America.