



COMPREHENSIVE PLATFORM GUIDE BOOK

TAKE CONTROL OF YOUR CONTENT

Hello and welcome to Equity Distribution! We are excited to add you to our roster of talent from around the world. It's our mission to empower the businesses behind creators and their teams, so we have developed a universal distribution and content management solution for you to manage your audio and video content from one easy-to-use platform.

You will now have access to our award-winning technology, which streamlines:

AUDIO & VIDEO DISTRIBUTION

Grow your audience globally through one convenient platform. Deliver content to the world's leading video, audio, and broadcast destinations in just a few clicks.

ADVANCED RIGHTS MANAGEMENT

Control your content across YouTube, Facebook, and Instagram. Manage complex ownership splits by territory for every asset type and set protection policies to handle third party uploads.

ROYALTY PAYMENTS

Pay multiple parties with ease. Invite and pay collaborators (Payees) royalties on your content as needed. Once the invitation is accepted, they will begin to receive their share of earnings as revenue is generated going forward.

PERFORMANCE ANALYTICS TRACKING

Stay on top of your content's performance from any web browser on a desktop or mobile device. Keep a pulse on playlisting, streams, and more to measure your success across all platforms. In order to help you make the most of Equity Distribution's robust suite of services, we have compiled a comprehensive guidebook to walk you through the different workflows you will encounter. Now that the introductions are out of the way, we can't wait to see what you create!

Sincerely,

Team Equity Distribution

P.S. If at any time you have a question, please contact our Equity Distribution Support team!

TABLE OF CONTENTS

Upload Content	5
Video Distribution	6
Premium Partners	7
Audio Distribution	9
Royalty Center	10
Payor	11
Payee	12



UPLOAD CONTENT

UPLOAD CONTENT

From upload to distribution, our technology provides the digital infrastructure needed to streamline content and metadata ingestion to ensure it meets partner specifications. In order to access the full potential the platform has to offer, you must upload an audio or video file to get started. Here's how:

STEP #1

Select My Content from the top menu bar.

STEP #2

Click Upload Content and select the type of file(s) (Video, Audio, or Artwork Video Creator) you would like to add to your catalog.

STEP #3

Select or add a new Creator that is associated with the content that is being uploaded. Click Continue to File Upload.

STEP #4

Upload your file(s).

- For audio - only .wav file types are supported.
- For video - only .mp4 or .mov file types are supported.

STEP #5

Complete the metadata for the video or track.

STEP #6

Specify whether you own and/or control the rights for your content. Once complete, click Continue to Policies.

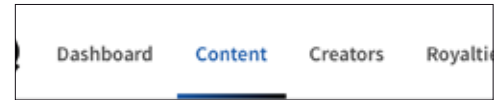
STEP #7

Set your specific protection policies for Facebook, Instagram, and YouTube. Once the policies are chosen, complete the release.

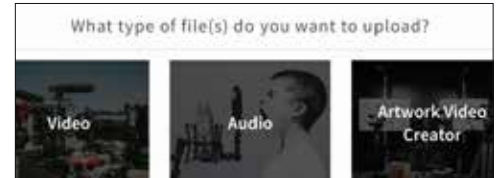
YOU'RE ALL SET!

Your content is ready to distribute to over 200 of the industry's leading audio, video, and broadcast destinations around the world.

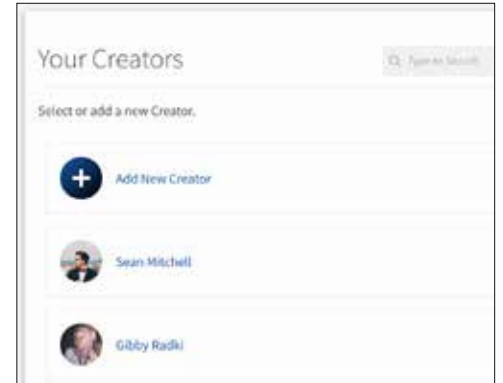
STEP #1



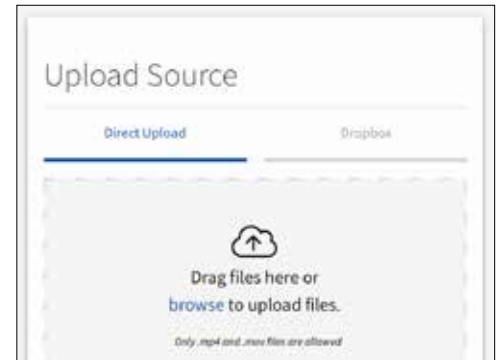
STEP #2



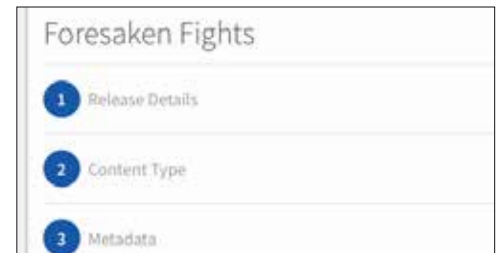
STEP #3



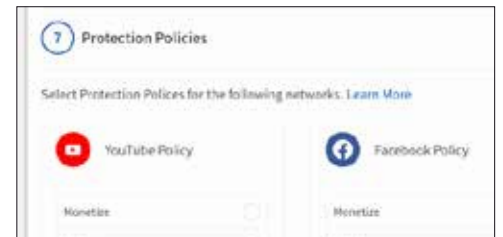
STEP #4



STEP #5-6



STEP #7





VIDEO DISTRIBUTION

PREMIUM PARTNERS

From one convenient platform, our video distribution services allow you to:

Deliver to Premium Partners - Send your videos to our network of premium video partners including Apple Music, Vevo, etc.

Once logged into your account, complete the following steps:

STEP #1

Select My Content from the top menu bar and choose the video you would like to distribute.

STEP #2

Select Create Release and choose Deliver to Premium Partners.

STEP #3

Select where you want to distribute your video by selecting your available destinations.

Customize Post

- If you are publishing to Vevo, you will be prompted to customize a post.

STEP #4

Schedule when you would like your video to go live and click Continue

***Please note** - Video distribution may take up to 5 business days as your video needs to be reviewed, accepted, and published on the requested partner platform(s).

STEP #5

Review the release details and select Submit Video.

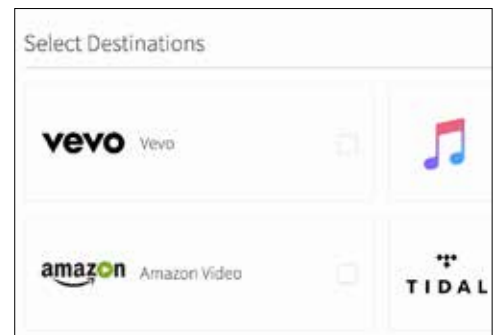
YOU'RE ALL SET!

Your video will now be reviewed. Once your video has been delivered, you will receive a notification.

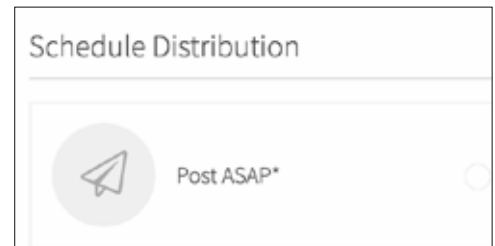
STEP #1



STEP #3



STEP #4





EQ
AUDIO DISTRIBUTION

AUDIO DISTRIBUTION

Efficiently package and deliver your audio content to streaming platforms including Spotify, Apple Music, TikTok, & more! Once logged into your Equity Distribution account, complete the following steps:

STEP #1

Select My Content and filter your view by choosing Albums from the left menu bar.

STEP #2

Click Create New Album.

STEP #3

Select the audio file(s) you would like to add to your album tracklist.

- Pro Tip: Drag and drop the added audio file(s) to customize the order of your tracklist!

STEP #4

Populate the album artwork and metadata. Once complete, click Create Album & Distribute.

STEP #5

Select your audio destination(s).

STEP #6

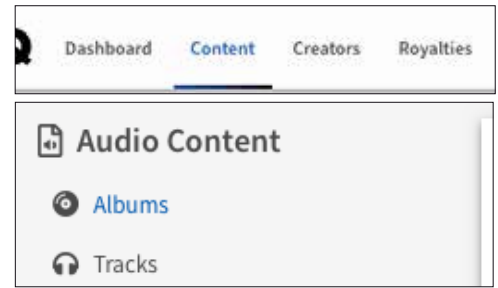
Schedule when you would like your album to go live and click Continue.

STEP #7

Review the release details and select Distribute Album.

***Please note - Audio distribution may take up to 5 business days to be reviewed, accepted, and published. Once your video has been delivered, you will receive a notification.**

STEP #1



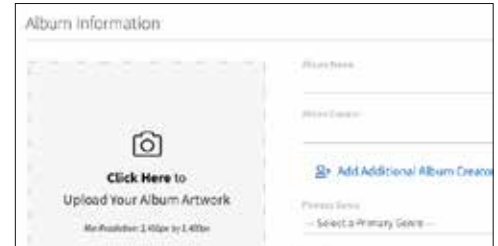
STEP #2



STEP #3



STEP #4



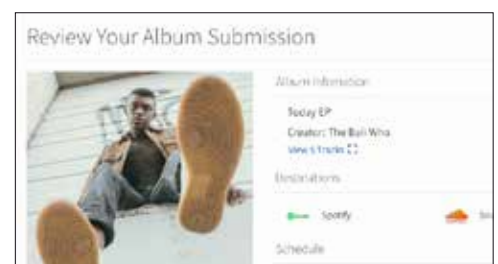
STEP #5



STEP #6



STEP #7





EQ
ROYALTY CENTER

PAYOR - INVITE A PAYEE

Pay multiple parties with ease. Invite your collaborators (aka Payees), assign royalty percentages on individual assets and once confirmed, our technology distribute funds accordingly to ensure everyone gets paid their share of earnings. Here's how to get started:

STEP #1

Select Royalty Center from the top menu bar and click Assign Royalties to invite a new Payee.

STEP #2

Add or Choose the Payee you would like to assign royalties.

STEP #3

Select the content for which you would like to split royalties.

***Please note - Only the audio and video content for which you have asserted 100% ownership over the Sound Recording and/or Music Video rights will appear here. If there is content missing, please update the metadata accordingly or reach out to Equity Distribution Support for assistance.**

STEP #4

Assign royalty percentage(s) per asset to inform how Equity Distribution's technology will distribute funds. Once completed, click Continue.

STEP #5

Review the Royalty Assignment Details to ensure the Payee and Asset information are correct.

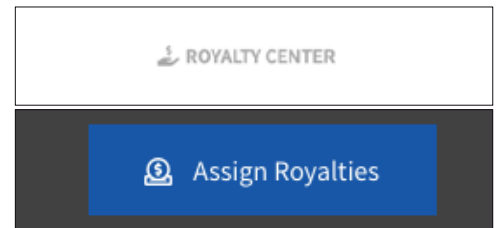
STEP #6

Accept the Royalty Center Authorization, which enables Equity Distribution to pay out stakeholders on your behalf.

STEP #7

Select Confirm and Invite.

STEP #1



STEP #2



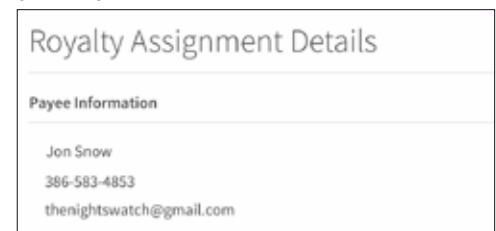
STEP #3



STEP #4

Asset Type	Music Video Asset Royalties
	5 % 95% Remaining
	0 % 95% Remaining

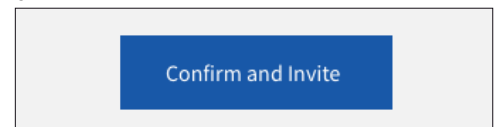
STEP #5



STEP #6



STEP #7



Invitations expire after 30 days, however, you can initiate and send a new invitation at any time. A Payee will not receive any portion of the shared earnings until they have accepted their invitation. Once an invitation has been accepted, the Payee will begin earning their share of revenue generated during the month in which they accept the invite (not any time prior).

***Please note - payout for these earnings are distributed as per the partner payout schedule which can be 1-4 months delayed.**

PAYEE - SET UP ACCOUNT

You've been invited by one of our users to start collecting royalties through the platform! The sooner you accept the invitation, the quicker you'll start receiving earnings for streams and downloads on your shared content. Here's how to get started.

STEP #1

Log into your Equity Distribution account.

STEP #2

Fill in your payment information in order to accept royalty split on on your available assets.

***Please note - It may take up to 15 minutes for the payment information to be processed.**

STEP #3

Review the invitation details to ensure the assigned royalty percentages are correct.

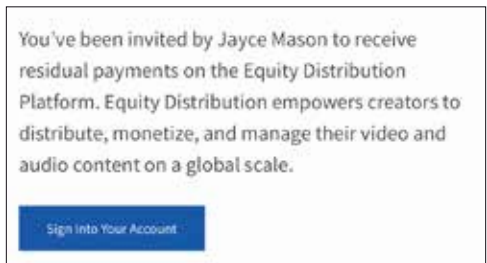
STEP #4

Accept or Reject each pending invitation. Once accepted, Equity Distribution's payment system will distribute funds accordingly.

***Please note - As a Payee, you will begin earning your share of revenue generated during the month in which you accept the invite (not any time prior). Please note, payout for these earnings are distributed as per the partner payout schedule which can be 1-4 months delayed.**

You can track shared revenue with transparency by heading over to the Shared with Me folder located within My Content.

STEP #1



STEP #2

STEP #3

Invite Date	Music Video Royalty %	Sound Recording Royalty %
06/03/19	10%	N/A
06/03/19	15%	5%
06/03/19	2%	80%

STEP #4

Video Royalty %	Sound Recording Royalty %	Actions
10%	N/A	Reject Accept
15%	5%	Reject Accept