![identity systems logo]
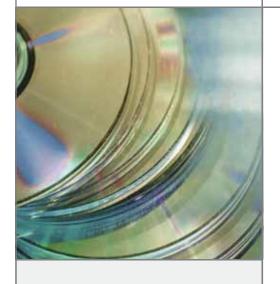
EMI Music Publishing

Identity Systems Helps EMI Music Publishing Improve Song Copyright Compliance

In terms of copyrights owned, controlled or administered, EMI Music Publishing, with offices in 30 countries and rights to more than one million musical compositions, is the world's largest music publisher.

> " *After consulting with specialists from Identity Systems, EMI experienced a 16 to 20 percent improvement in automatic match quality over its existing methods.*
>
> *To say the least, we were very pleased. We can match files from infringing companies and claim our rights more accurately and faster, and this results in increased revenue.* "
>
> *Alec Malyon,*
> *IT Director, EMI*

Music publishers are in the business of acquiring and marketing the rights to musical compositions by entering into agreements with composers and writers for the use of their copyrighted words and music. Their business is to ensure that the songs are heard and enjoyed, typically by licensing them for performance, broadcast and inclusion in television programs, advertisements and motion pictures. They also make certain that all royalties due on such licensing agreements are collected and distributed.

EMI relies heavily on technology and has long been a pioneer in using it to further its business. It was the first major music publisher to establish a website, the first to use an advanced lyric search engine and the first to process licensing applications online.

EMI also uses computers in its back-end processing to perform data matching. For example, when a performing society sends it a batch of performances or a retail organization sends it information about CD's, tapes or DVD's sold for which they are not sure who holds the copyright, they must be matched against EMI's copyright database to determine if EMI is the custodian of a particular song and, if so, to whom the royalties for that performance should be distributed.

Another important function of data matching is to check for copyright compliance and infringement. There are many Internet sites that offer songs for downloading and, because of recent legislation, they must now ask the Music Publishers for permission to use this copyrighted material. Accurate data matching means a fairer distribution of royalties and increased revenue.

Because there is no reliable universal song numbering system, EMI must use a combination of strategies to match song titles and writer names to its database. Inevitably, there are always some unmatched songs at the end of the process that must be matched manually (e.g. the song "LOVE" by the writer "SMITH"). The greater the number of songs that need to be manually matched, the greater the drain on productivity.

EMI sought to improve the reliability of its data matching and reduce the number of required manual matches. It turned to Identity Systems, a software company with expertise and a long history in identity data searching and matching. Identity Systems develops and distributes a number of products that enable organizations to improve on in-house methods of searching for and matching identity data in databases and file systems.

EMI was particularly interested in Identity Systems' Data Clustering Engine, a product that is specifically designed for batch data matching and grouping work (Identity Systems also has products for online

searching). Based on the results of proof-of-concept tests, EMI decided to purchase the Data Clustering Engine. A snapshot of Clustering results are shown in the diagram.

Although Identity Systems had a number of customers already using its software for music-related searching or matching, EMI's data required some fine-tuning of its rules. v.

"To say the least, we were very pleased," said Alec Malyon, EMI's IT Director. "We can match files from infringing companies and claim our rights more accurately and faster, and this results in increased revenue." Malyon added: "Processing new files is low effort---when we receive third party files we convert to a standard format before sending it to the server (where the Data Clustering Engine runs) and thus need minimal changes to the Identity Systems rules for this job. The actual runs are well within our processing time thresholds".

"EMI's needs were an exciting challenge for Identity Systems, particularly due to the nature and variability of the data and the potential ROI that EMI could achieve, especially in the copyright infringement area", said Michael Dunkerley, Identity Systems vice president of global marketing. Dunkerley added "the Data Clustering Engine can operate in a number of modes, including grouping the data in one or many files, screening an external transaction file against internal reference data, and looking for the "non-matches" between files, an important process in compliance work."

The Data Clustering Engine runs efficiently on Unix and Windows platforms, and can source data from either flat files or directly from relational databases.

For more information on this product, visit www.identitysystems.com/products/dceT.htm, or for more information about other Identity Systems identity search and matching products.

For more information on EMI Music Publishing and to browse the largest number of sound clips available from any publisher on a Web site (over 100,000), visit www.emimusicpub.com.

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00000117 emi   0  AFTER THE LOVE HAS GONE                     FOSTER, DAVID/GRAYDON, JAY/CHA
         txn 100  After The Love Has Gone                     J. Graydon    D. Foster    B. Champlin
00000205 emi   0  AL OTRO LADO DEL SOL (THE OTHER SIDE OF THE SUN)  IAN, JANIS/HAMMOND, ALBERT/GOM
         txn  92  The Other Side Of The Sun                   Albert Hammond    Janis Ian
00000459 emi   0  FRIENDS & CO.                               SAFKA, MELANIE
         txn  92  Friends And Company                         Melanie
00003011 emi   0  AFRO                                        SPENCE, ALEXANDER LEE
         txn  97  Grey - Afro                                 Alexander Lee Spence
00003026 emi   0  AFRICANO                                    WHITE, MAURICE/DUNN, LORENZO R
         txn  97  Africano - Power                            M. White        L. Dunn
00003547 emi   0  ARMAGIDEON TIME   N.O.P. AS OF 10/13/84     J.MITTIO,W.WILLIAMS
         txn  92  Armagideon Time
00003715 emi   0  BABY CAN I HOLD YOU                         CHAPMAN, TRACY
         txn  95  Baby Can I Hold You                         Tracy Chapman
00003747 emi   0  BABY GRAND                                  JOEL, BILLY
         txn  92  Baby Grand - Duet With Ray Charles          B. Joel
00003883 emi   0  BABY, I'M YOURS                             MCCOY, VAN
         txn  95  Baby I'm Yours                              Van McCoy
00004166 emi   0  BACK IN THE U.S.S.R.                        LENNON, JOHN/MC CARTNEY, PAUL
         txn  92  Back In The USSR                            John Lennon        Paul McCartney
00009172 emi   0  I COULDNT BE ME WITHOUT YOU                 BILLY JOE SHAVER    JOHNNY RODRIGUES
         txn  92  I Couldn't Be Me Without You                Johnny Rodriguez
00010188 emi   0  DUDE (LOOKS LIKE A LADY)                    CHILD, DESMOND/TYLER, STEVEN/P
         txn  92  Dude - Looks Like A Lady                    Tyler
00010358 emi   0  DEVIL GAME                                  HOPE, DAVID C/WALSH, STEVE
         txn  92  The Devil Game                              S Walsh          D Hope
00011259 emi   0  DAYBREAK                                    NILSSON, HARRY
         txn 100  It Is He Who Will Be King - Outro - Daybreak
00014250 emi   0  FAME      (NEW ARRANGEMENT)                 LENNON, JOHN/BOWIE, DAVID/ALOM
         txn  92  Fame                                        John Lennon        Carlos Alomar
00031683 emi   0  OLD FIVE AND DIMERS LIKE ME                 BILLY JOE SHAVER
         txn  92  Old 5 And Dimers Like Me                    Billy Joe Shaver
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Sample Clustering Results

About Identity Systems

Identity Systems is the pioneer in enabling organizations to build and maintain high-quality identity data search and matching software solutions.

The company has been in this area of specialization since 1986, and has over 500 clients worldwide who rely on its robust, enterprise-wide software. For more information please visit our website.

www.identitysystems.com