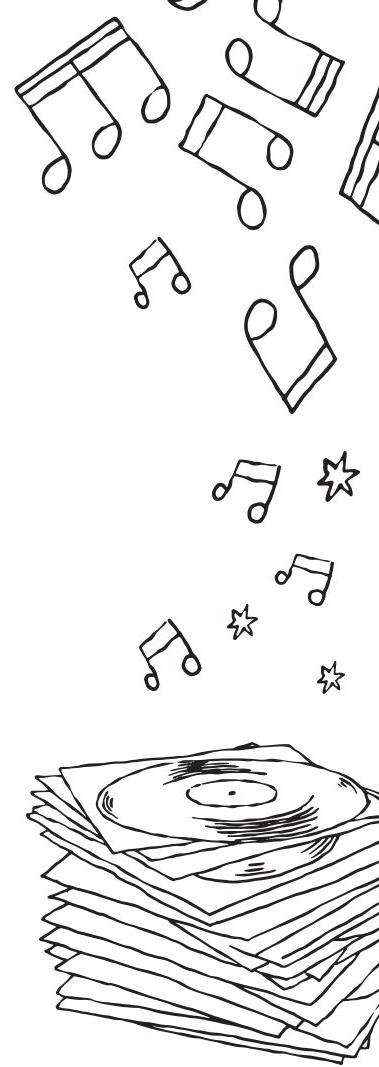


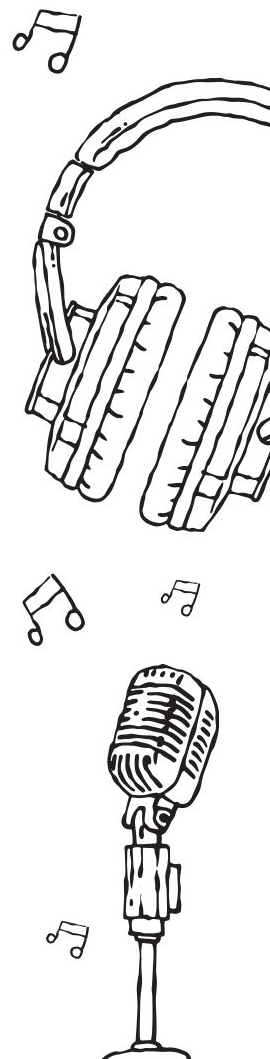


Songtrust®



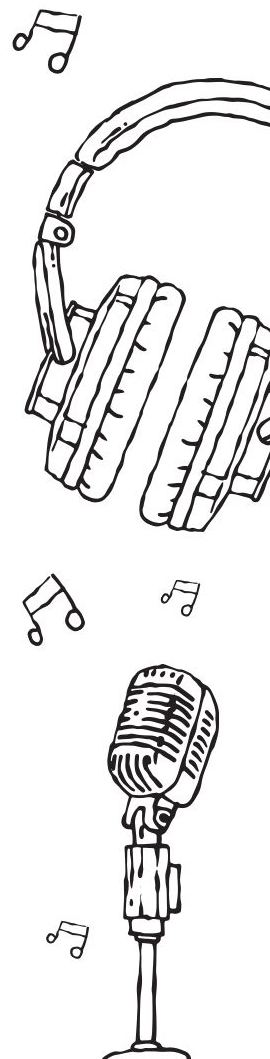
Welcome - we'll get started **soon.**

While you wait, use the chat box to let us know **where** you're tuning in from and answer the **poll**.



Songtrust: Powering Your Global Royalty Collection

Songtrust Webinar

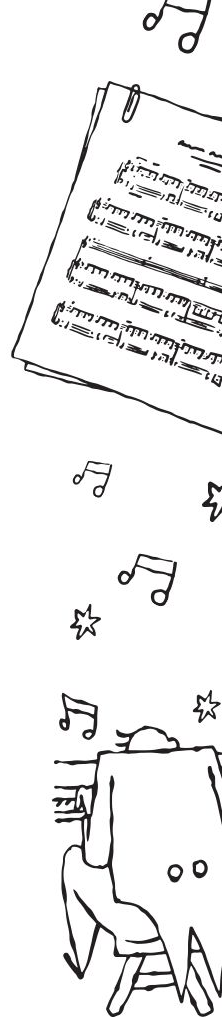




Anna Bond
Sr. Director of Global
Business Development



CJ Olivieri
Sr. Director of Client Acquisition



Today's Agenda

Today you'll:

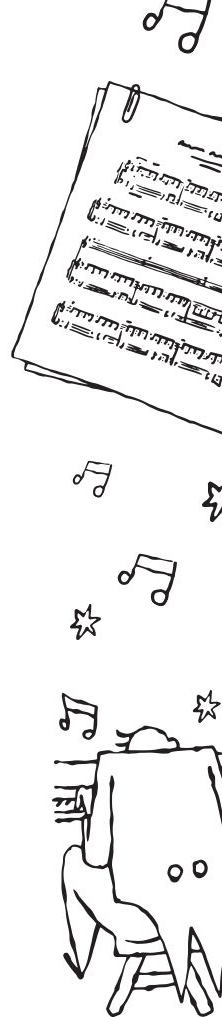
- Learn the **role publishing plays** in your global royalty collection and the importance of **early registration**
- Discuss the **benefits of a publishing administration deal** including global registration, copyright ownership, and creative control
- Understand the **core mission** behind Songtrust as a publishing administrator
- Know more about the **music publishing resources** Songtrust produces to help you better navigate the music industry including videos, webinars, blog articles, and more











Music Publishing is Important

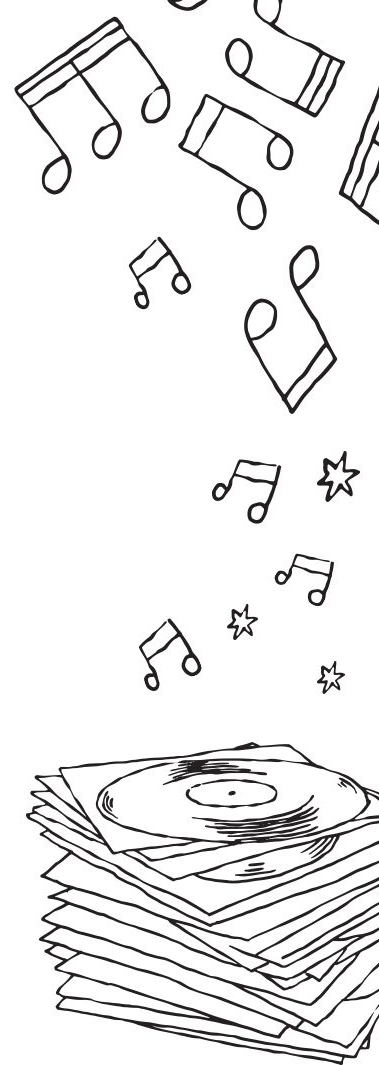
It's important to understand:

- Music publishing is **major part** of your revenue as a creator. Understanding the fundamentals sets you up to make better business decisions.
- Understand that music publishing deals are **complex agreements**. Don't fall prey to complicated terms and signing away ownership without fully understanding what that means.
- Learn the difference between deals, how your song ultimately earns money, and what you need to be **set up for global royalty collection**.



Publishing Administration vs Traditional

	 Songtrust™ Terms	Traditional Publishing Deal
 Deal Length	Cancel at any time after one year	Locked into a longer term, usually three or more years
 Accounting	Pays four times per year	Pays only two times per year
 Catalogue	Register only the songs you want Songtrust to represent	Generally required to register all of your songs written prior to or during the term
 Copyright	Keep 100% of your copyright	Give publisher 25-50% of your copyright for life
 Sync Rights	Control your sync rights	Give up sync rights for publisher to exclusively license
 Fees	15% fee on publishing royalties administered. Client receives 85%	Varying percentage of all royalty streams including upwards of 50%
 Tech	Technology focused and client centered	Offline, manual process



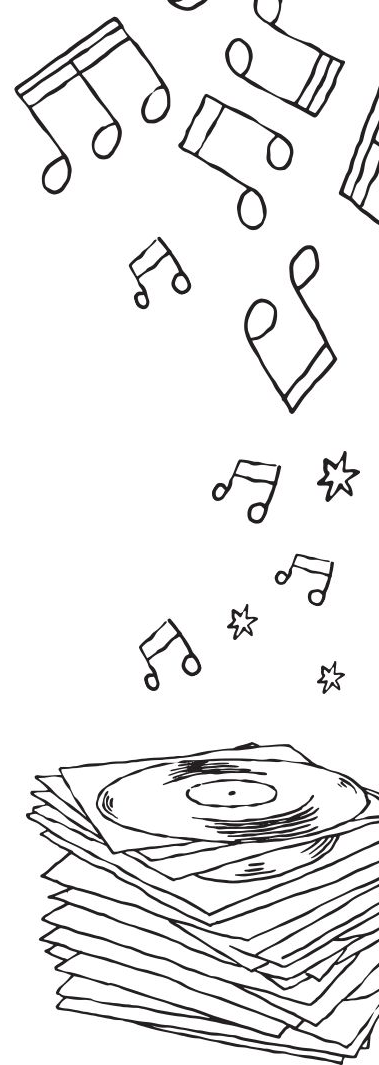
How Songtrust Fits In

300K+

**Songwriters registered
with Songtrust**

2MM+

Copyrights represented



PUBLISHING TIMELINE

GENERAL

START	6 WEEKS - 6 MONTHS	9-12 MONTHS	12-18 MONTHS	15-18+ MONTHS
SUBMIT SONGS FOR REGISTRATION WITH COLLECTION SOCIETY				
	SONGS ARE REGISTERED WITH SOCIETY, TRACKING STARTS			
		FIRST ROYALTY CHECKS START ARRIVING		
			INTERNATIONAL ROYALTY CHECKS START ARRIVING	
				RETROACTIVE ROYALTIES START ARRIVING



Songtrust Resources

BLOG

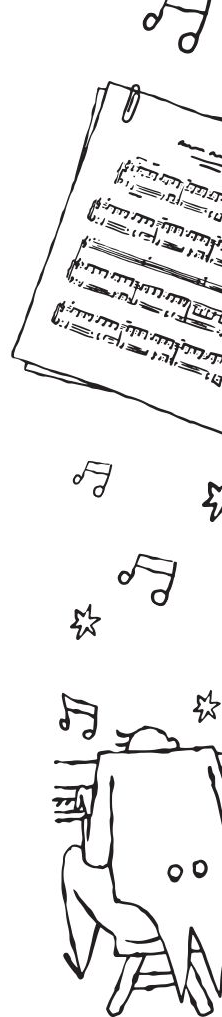
**WEEKLY
NEWSLETTER**

**VIDEO
CENTER**

**HELP
CENTER**

**LITERATURE
&
COURSES**

**WORKSHOPS
&
EVENTS**



Royalty Checklist

Every creator needs:



Distribution

Get your music to the masses



Publishing

Be covered for global registration
and royalty collection



Affiliate with a collection society

Make sure you and your songs can
be found for royalty payout

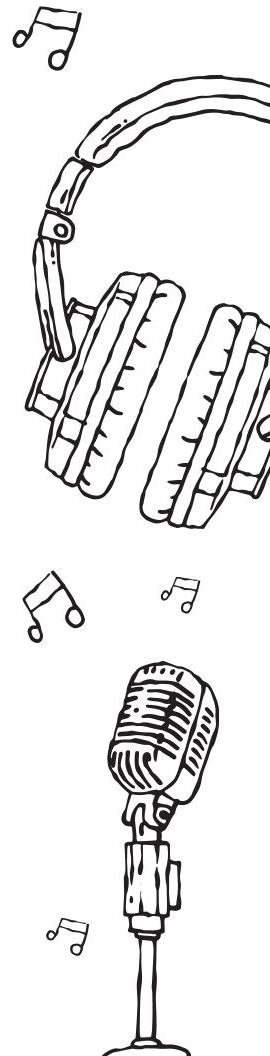


SoundExchange

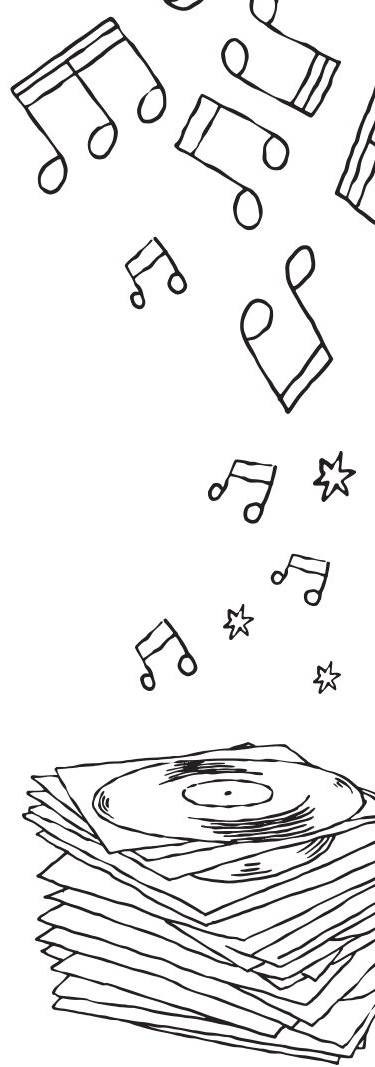
Don't forget about those digital
performance royalties



Questions & Answers



For further questions, email us.
contact@songtrust.com





Songtrust®

