Gracenote Content Partner Program

Gracenote, Inc.
2000 Powell Street, Suite 1380
Emeryville, CA 94608-1804
www.gracenote.com

1. Overview

Gracenote is a central component of media playing software and hardware devices and is used in every country in the world. We estimate that Gracenote products are installed in well over 300 million homes (and cars) around the world, and are used by over 1 million unique individuals each day to get the most complete and accurate information about the music they are listening to. There are several broad categories of products that we offer:

Music recognition

Home Audio Devices, Car Audio, Portables and Software
Gracenote has developed a variety of solutions that allow hardware manufacturers and software developers to easily integrate music recognition technology into their products. Music fans all over the world use Gracenote products to find information about their favorite music.

Mobile Music Recognition
From our core disc recognition technology we have branched out into song recognition using waveform recognition technology. Recently we have introduced a cell-phone based recognition service in conjunction with Philips.
This is the new frontier of the music experience: hear a song at home, in the car, or at the clubs and recognize it immediately. This gives the music industry a unique promotional and commerce opportunity.

Content delivery

Once we have identified a song or disc, we enable the organization and delivery of related information, including commerce opportunities and informational websites.

Example: This is the Winamp music browser, which is assembled and delivered using Gracenote technology:
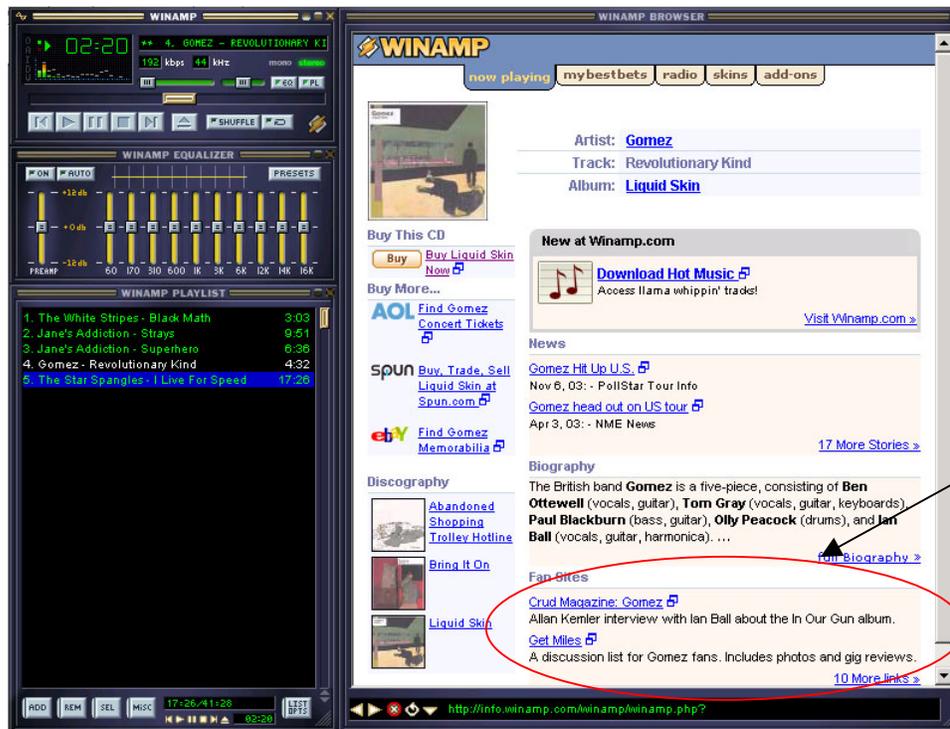
Fan sites are also provided by Gracenote

Discovery & recommendation

We have sophisticated recommendation and playlist generation technologies that are keyed from recognition, and empowered by our massive statistical information. These may also be connected with commerce opportunities.

2. Program

We have implemented a program that allows record labels to submit and lock their music-information. This includes the mathematical identifiers that we use to perform identification, as well as web sites related to artists or albums. There are two ways we can accept data:

1. Custom software. We will provide a simple Windows application that allows you to submit the data to our system directly on a per-album basis. It takes about 5-10 minutes to complete one disc. As mentioned before, we developed a new technology for music recognition over cell phones: so it is really important to get your music information into our database thru the Content Partner Program, and our application does just that.

2. Bulk Data Dumps or Back-Catalog Submit. We can accept most database formats, from excel spreadsheets to text files.

3. Benefits

Both the record labels and Gracenote receive tangible benefits:

Record Labels

Providing early and accurate information provides labels:
1. The opportunity to brand their artists and the label itself. This is most critical for new and developing artists, where recognition technology provides critical and timely information that helps to build broader awareness.
2. Direct, targeted delivery of artist or album URLs to millions of music fans, further increasing artist awareness.
3. Accurate commerce linking. Most Gracenote customers offer targeted links to online retail opportunities. By providing accurate and early information to Gracenote, labels will maximize their commerce revenue. This is particularly applicable and important for new and developing artists.
4. Complete security. Using the Gracenote Content Partner application means that the actual music stays with the label, while ensuring that music fans can have access to the information they need. Gracenote does not have, nor are we developing, a database of the music itself.

Gracenote:

1. Gracenote receives information from a trusted source, minimizing editorial review time while receiving information somewhat earlier than through other methods. This is particularly true for new and developing artists.
2. Gracenote also receives mathematical identifiers from a trusted source, somewhat earlier than from other sources.

4. <u>Proposal</u>

Your label should incorporate data submission as an integral part of the new release setup process. This ensures that music fans have early and accurate access to information about your artists and Gracenote can accurately link your albums and artists to our various retail and commerce partners.

Gracenote will supply your label and/or affiliated labels with information on how to easily transmit the necessary information for inclusion into our database. If not already in electronic form, Gracenote will supply custom software that allows the direct submission of data to the Gracenote database.

You may also submit a direct data feed of existing catalog in electronic format for Gracenote to check and lock existing data records.

These services are provided free of charge.