

CLICKNCLEAR'S LICENSE VERIFICATION SYSTEM



CLICKNCLEAR[®]

An overview of the License Verification System and its use at the International Skydiving Commission's Fourth Annual Indoor Skydiving World Cup.



**MANAGE.
PROTECT.
EMPOWER.**

THE LICENSE VERIFICATION SYSTEM (LVS)

The complexities around music licensing have commonly plagued sports and fitness organisations where music is intrinsic to routines ('performance sports').

ClicknClear's technology provides a direct gateway for such sports and fitness organisations to fully license popular music industry content.

Our unique proprietary online tools are the key to protect and empower performance sports federations and event producers:



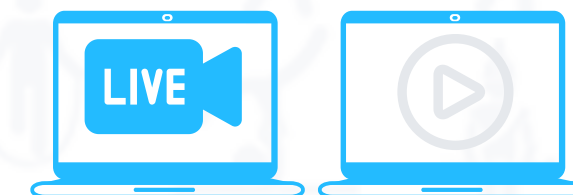
Manage

Automatic verification of all athletes music and licenses competitions gives a comprehensive, accurate tool for the audit and reporting of music licensing.



Protect

Alerts of infringing music allow you to ensure all events are fully licensed and protect yourself against the risk of risk of copyright infringement



Empower

Confidently use online video with music to increase online engagement and participation using live stream and video on demand of events.



MUSIC LICENSING FOR INDOOR SKYDIVING

The Fédération Aéronautique Internationale/The International Skydiving Commission (FAI/ISC) was hosting the fourth annual World Cup of Indoor Skydiving in Belgium, during the first week of April 2022.

Athletes (known as Flyers in this sport) from around the world were preparing for the competition, choreographing their amazing freestyle routines to music.

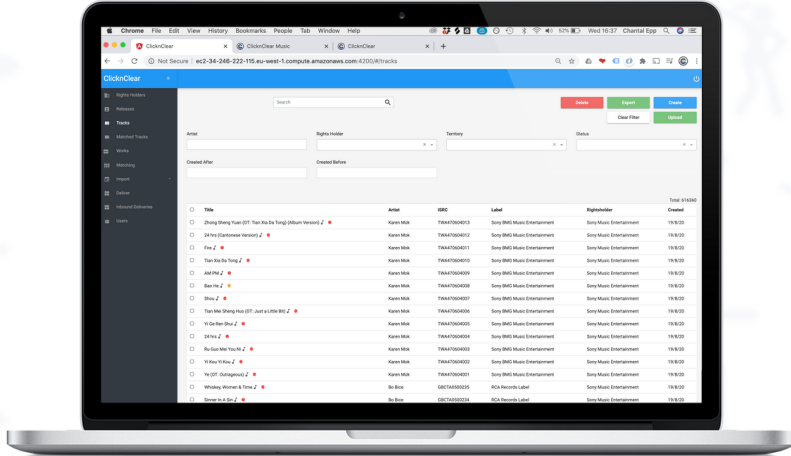
FAI needed an effective way to verify that the athletes had licensed their music correctly in accordance with copyright law, and then get the appropriate live stream and video on demand licenses for their competition.

They needed an easy to use system to help them ensure no infringement occurred and identify which routines could go online.



HOW IT WORKS

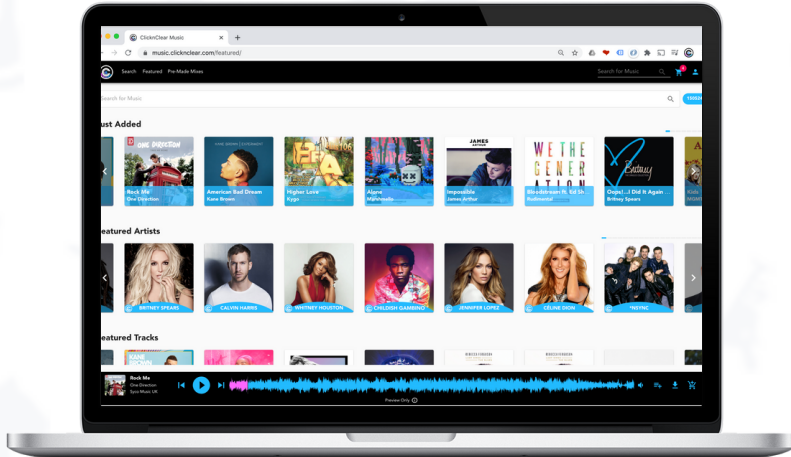
1



Rights Management Database
Internal database to match music ownership information



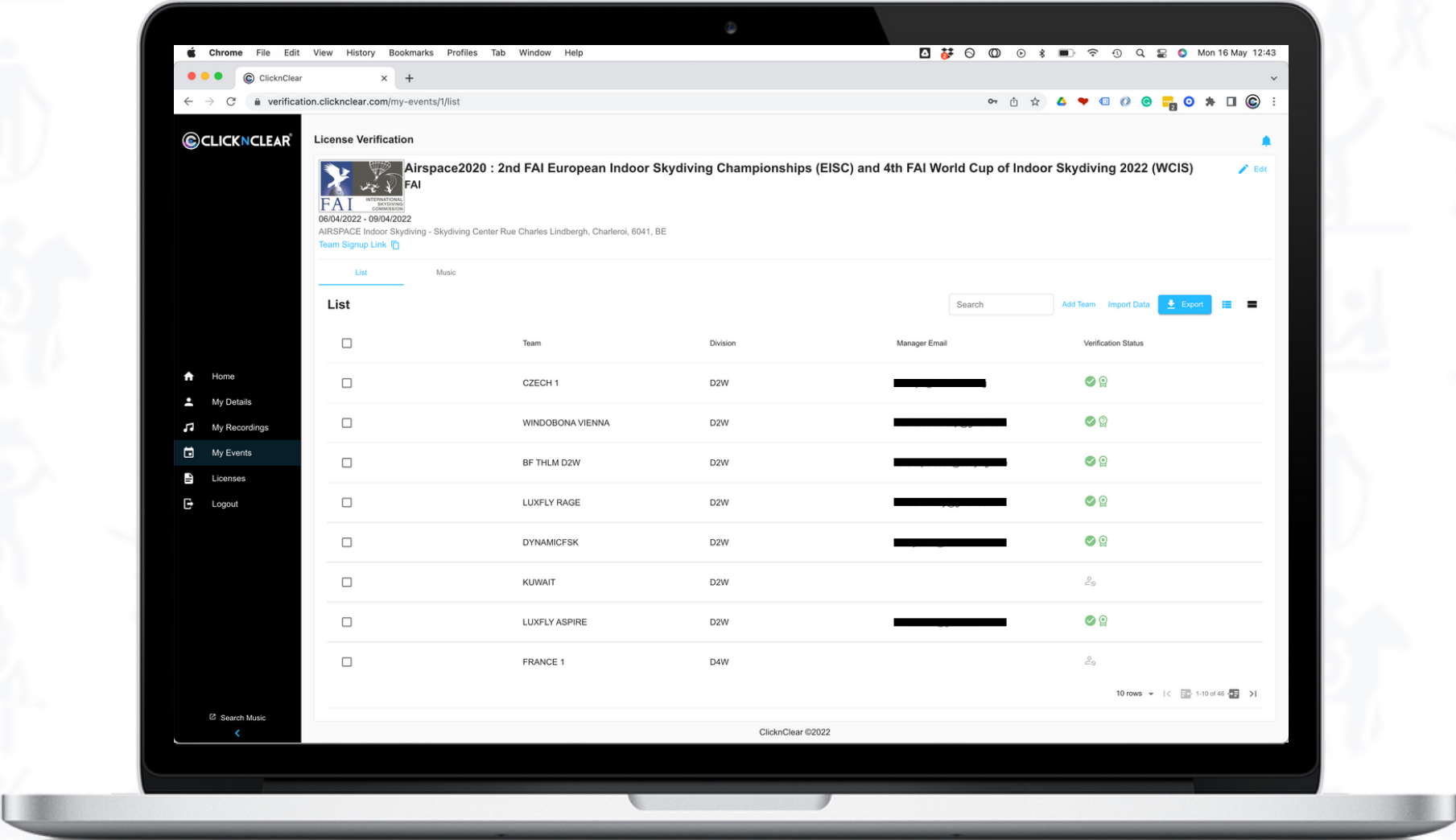
2



Licensing Platform
Online marketplace for teams & athletes to purchase pre-cleared music for sports



3



License Verification System

- Ingests teams music mixes
- Recognises the music in each mix (like Shazam)
- Verifies results against the license agreement
- Creates a cue sheet for reporting to collecting societies
- Event playlisting tool

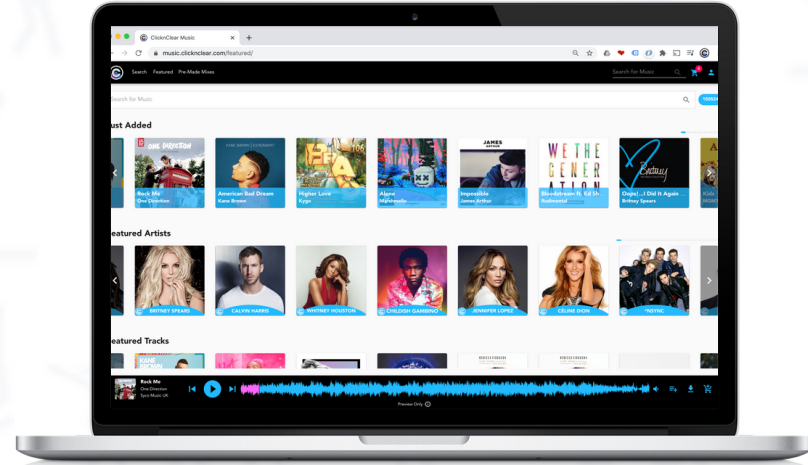
Licenses and Reports Live Streaming and Video on Demand use



EVENT TIMELINE

1

Athlete and/or Teams search, preview, and license their music from the Licensing Platform.



3

The teams receive a link from the Federation/Event Producer to upload their mix into LVS. Tracks are ID'd and cross-checked against the licenses for the team.



5

Federations and event producers can schedule music playback, export a cue sheet to report to PROs, and license any additional rights (like VoD) after the event.



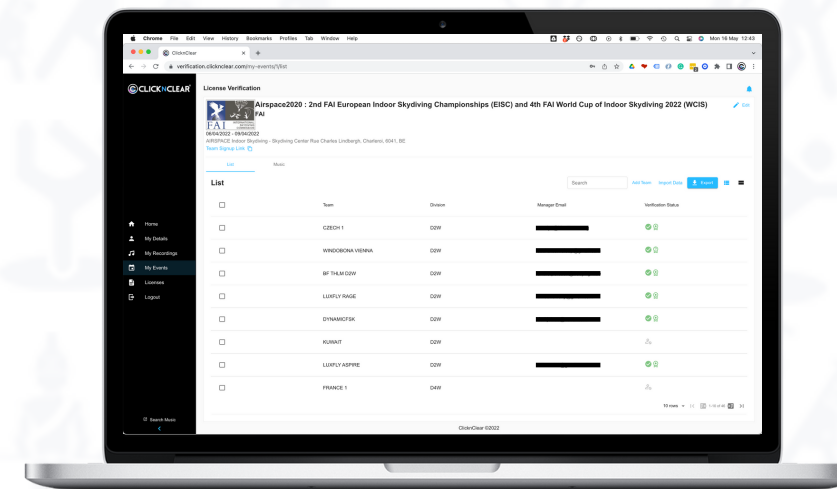
2

Athletes/Teams create their mixes (off-platform) and choreograph their routines.



4

The mixes are linked to their respective teams on the Event providing the Federation a full overview of legal music use.



INDOOR SKYDIVING WORD CUP - LVS RESULTS

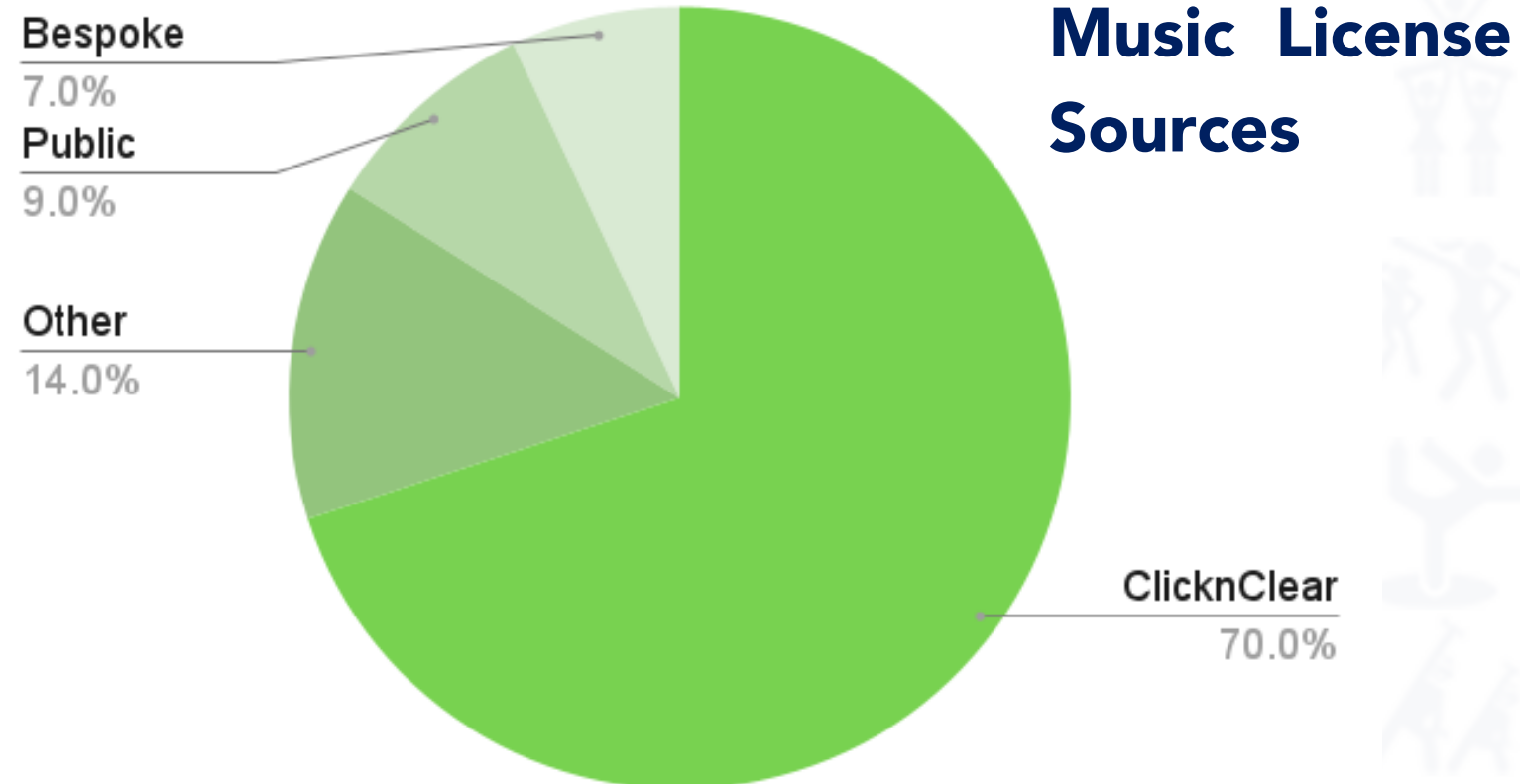
100%

Of the music used at the event was licensed properly



19

Countries represented



100%

Of athletes were happy with their music choices

Example songs licensed:



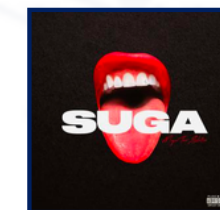
Bad Habits
Ed Sheeran



Polarize
twenty one pilots



Last Resort
Papa Roach



Captain Hook
Megan Thee Stallion



Sweet Home Alabama
Lynyrd Skynyrd





TESTIMONIAL

All competitors licensed music that they liked.

It was a great success.

It was very reassuring to see all the green marks approving we are doing things right.

Ron Miasnikov

Chair, Artistic Event Committee
FAI / ISC



SUMMARY



ClicknClear exists to make music licensing simple for performance sports & fitness organisations.



**MANAGE.
PROTECT.
EMPOWER.**

Our technology and tools allow governing bodies, event producers and fitness organisations worldwide to:

- manage music licensing at in-person & online events
- protect against copyright infringement
- empower music use online to increase engagement and participation.



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