

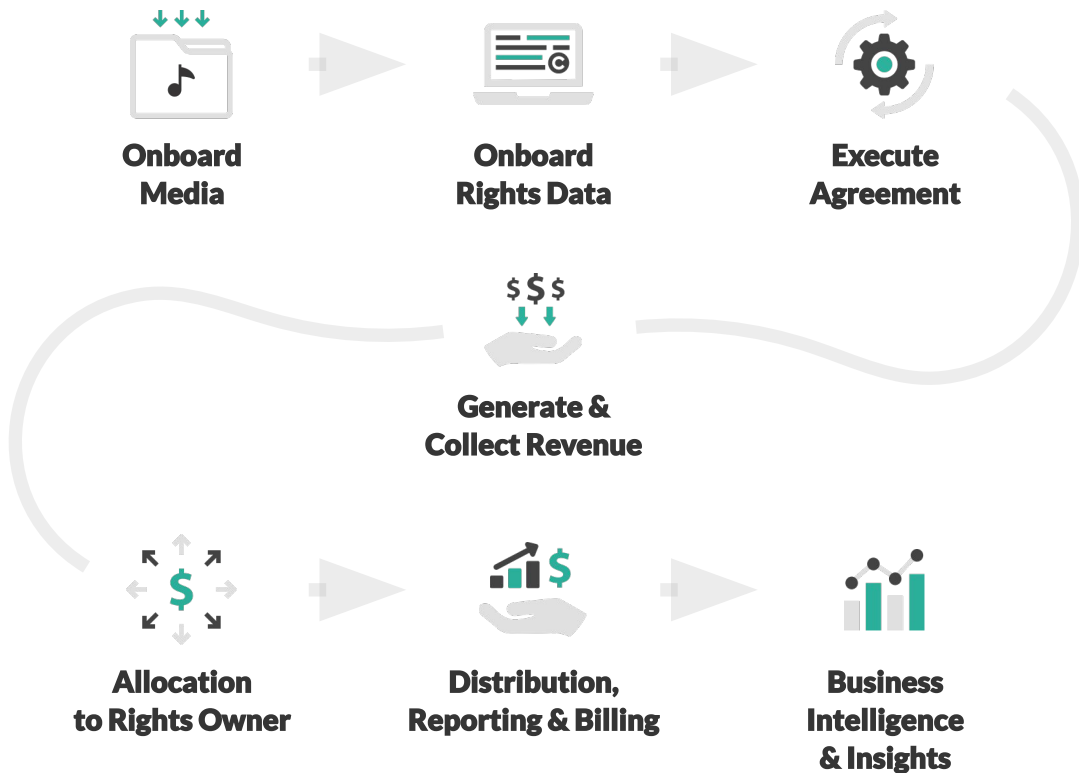


ORFIUM
MUSIC

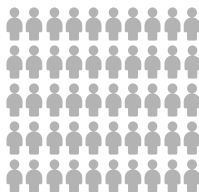
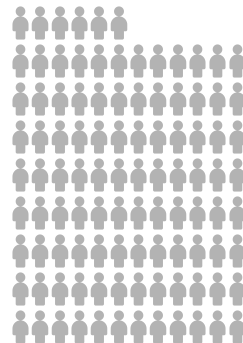
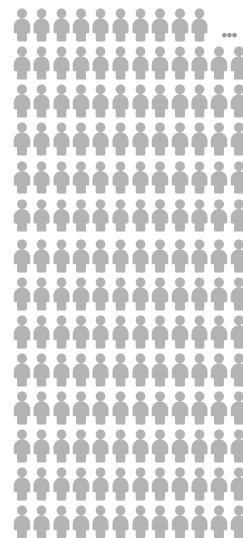


The R&D Department

ORFIUM builds a
Digital Infrastructure
for the **Music Industry**



From a web application
to a **Music Platform**, to **Music Products**

**4 Employees****5 Employees****7 Employees****12 Employees****50+ Employees****100+ Employees****200+ Employees****Mar 2015**

Foundation

- Drew Delis
- Chris Mohoney
- Michael Petychakis

Dec 2015

B2C app

- ORFIUM web app

Mar 2017

New CEO

- Rob Wells joins the company

Sep 2017Pivot to B2B:
Claiming

- Finding music on social media

Sep 2018B2B: Catalog
Management

- Solving music problems on YouTube

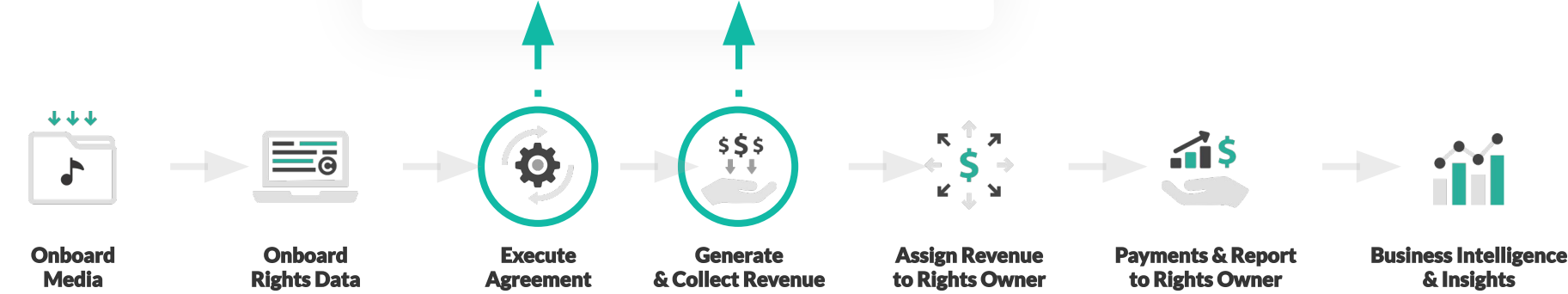
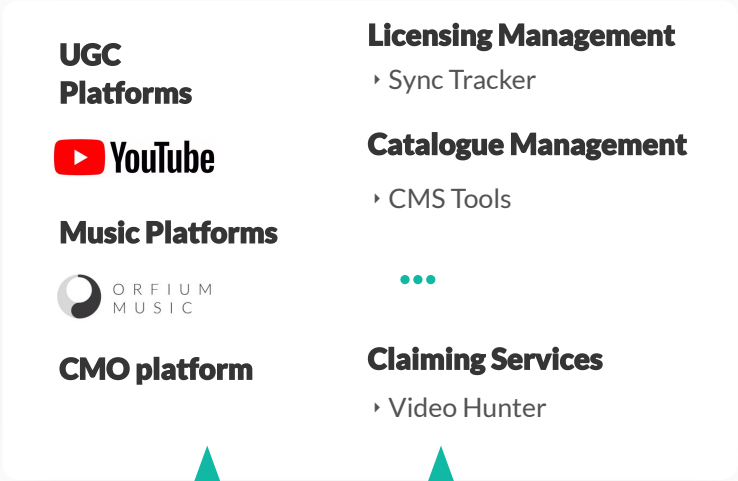
Oct 2019B2B: Music
Infrastructure

- Solving the biggest problem of music: data and metadata

2020

B2B: Music Platform

- End-to-end solutions



Serving **UGC** content **at scale**

ORFIUM's **automated content identification service** is a scalable rights management system that enables UGC platforms to provide a healthy ecosystem for rights owners, creators, and users.

Empowering the **largest music catalogs**

Four **major music companies** use ORFIUM's services to **administer rights** and **collect** royalties from YouTube.

STRATEGY & BUSINESS

- Strategy
- Business Development
- Operations
- Business Intelligence

&

R&D

- Engineering
- Data (AI) & Business Intelligence
- Audio Intelligence
- Product Management
- Product Design
- Business Development
- Operations

LEAN

- Fast Prototyping
- Data-Driven Feature & Product Selection
- Contract-Driven Team Development

VS

AGILE

- Kanban
- Continuous Delivery
- Full Agile Teams
- Under Design Thinking
- Weekly Sync with USA

TRUST

- › English-speaking Teams
- › Access to EU-Market
- › Western Culture
- › Support in Bootstrapped Strategy
- › Distinct Roles
- › Reasonable Costs
- › OKRs & KPIs

CULTURE

- › Effective, Agile teams
- › Native & Repatriated Talent
- › Measurable Outcomes
- › Personal & Continuous Development
- › Continuous Optimizations & Improvements of Processes
- › Approachable, Young Management Team
- › Startup Habits



60 Engineers & Product

PhDs in Computer Science

How we excel - **Tech Excellence**

Machine Learning
in Review & Forecasting

NLP

AWS Partners

Meet-ups for AWS User Group, API

International Experience

Startup Experience

- 100+ Engineers & Product
- PhDs in Computer Science
- Machine Learning in Review & Forecasting
- NLP
- AWS Partners
- Meet-ups for AWS User Group, API
- International Experience
- Startup Experience

PEOPLE & TECHNOLOGY

DATA & BUSINESS INTELLIGENCE

- BI Tableau Dashboards
- Unique Intelligence in Media Behaviour from YouTube
- Handling **500k** videos per day
- **1.2TB** processed per month
- Stacked up to **10TB** unique Data
- **30B** Rows
- **5K** Reports
- Low Processing costs over AWS
- Audio Intelligence
Data Mining
Predictive Modeling





ORFIUM
MUSIC

THANK YOU