



Mixcloud Taps Gracenote for Advanced Music Recognition to Improve Royalty Payment Process for Rights Holders

Next-generation audio fingerprinting helps Mixcloud identify and catalog copyrighted music within user-generated content

Emeryville, Calif. - December 20, 2017 – Gracenote®, a Nielsen company (NYSE: NLSN), announced today that it will power advanced music recognition for Mixcloud, the world’s fastest growing digital audio streaming platform. Using Gracenote MusicID, the industry’s leading music recognition technology, Mixcloud will more accurately identify copyrighted audio content on its music platform to ensure proper royalty payments to rights holders.

Mixcloud’s catalog maintains more than 12 million DJ sets, radio shows and podcasts and ingests more than 1,000 hours of user-generated content every day. As the Mixcloud community of more than 1.2 million creators upload music mixes, radio shows and podcasts, Gracenote automatically fingerprints each piece of content to identify copyrighted work and enable compliance. Once Gracenote MusicID identifies a song, Mixcloud maps it to its proprietary database of artist, label and publisher rights holders to facilitate proper and timely royalty payments.

“We’re living in a world where user generated content is growing exponentially, but most traditional catalogue streaming services are not focusing on this enormous area,” said Nico Perez, Co-Founder and Director of Content at Mixcloud. “At Mixcloud, we’ve invested a lot of energy in the technology around user generated content to properly identify and pay the creators what they’re owed, and we’re thrilled to add Gracenote as a new partner to help solve this difficult problem.”

“Mixcloud has emerged as the destination for both established and emerging radio presenters and DJs to present their shows and mixes to fans around the world,” said Brian Hamilton, General Manager of Music and Auto for Gracenote. “Being a platform that focuses on helping curators breakout and find new audiences, Mixcloud recognizes the importance of being able to connect royalty payments to the proper rights holders and we are confident that Gracenote MusicID can help them address this important issue.”

Gracenote, the world’s leading entertainment data and music recognition technology provider, has been delivering cutting edge audio recognition technology to the industry since the beginning of the digital revolution. In addition to powering media monitoring, Gracenote MusicID helps enhance music experiences by delivering relevant imagery and music data, such as song name, artist and album information for the more than 200 million songs in its database. Gracenote music recognition also sits at the core of next generation search, discovery and interactive experiences across entertainment platforms, services and devices.

About Mixcloud

Launched in 2009, Mixcloud is a digital audio streaming platform that offers a diverse collection of serialized, long-form, and exclusive audio content — over 12 million radio shows, DJ sets, and Podcasts. These shows are produced by over 1 million of the best curators and tastemakers in the business including: DJs such as Carl Cox and Tiesto, Talking Heads frontman David Byrne, independent radio

stations like London's NTS, and The Guardian Podcasts. Mixcloud's brand partnerships arm works with leading brands such as Red Bull, Adidas, Dr. Martens, W Hotels and Heineken to help them invest in culture to connect to their consumers. For more information on Mixcloud, please visit www.mixcloud.com.

About Gracenote

Gracenote, a Nielsen (NYSE: NLSN) company, provides music, video and sports content and technologies to the world's hottest entertainment products and brands. Gracenote is the standard for music and video recognition and is supported by the largest source of entertainment data, featuring descriptions of more than 200 million tracks, TV listings for 85+ countries and statistics from 4,500 sport leagues and competitions. Gracenote is headquartered in Emeryville, Calif. and supports customers around the globe. For more information, visit www.gracenote.com.

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