



Counterpoint **Systems**

the world's leading provider of rights and royalties software

Media Kit

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About Counterpoint Systems

Company Profile

Counterpoint Systems is the world leader in software solutions for rights management, royalty accounting and product licensing for the media & entertainment, music and brand licensing industries. The company's specialized software products employ the most sophisticated and up-to-date technologies and its dedication to research and development ensures that Counterpoint keeps pace with changes in legislation and industry practices. Counterpoint services over 500 active customers in over 25 countries, across the following industries (with associated products):

- Television, Broadcasting, Film, Gaming, Interactive and Mobile Communications (Media Maestro)
- Brand Licensing and Merchandising (License Maestro, Media Maestro, ProFiles)
- Record Labels, Distributors & D-Distributors (Record Maestro, Counterpoint Online)
- Music Publishing (Music Maestro, Maestro 400, iMaestro, Counterpoint Online)
- Production Music (Music Books)

With nearly 100 staff members in London and Los Angeles, Counterpoint's implementations are managed using an in house team recruited from the industries it serves including employees with experience working for companies such as 2 entertain, BBC Worldwide, Channel 4 Television, Entertainment Rights, Paramount Studios, Pathé Films, Sony/BMG Records, Twentieth Century Fox, Universal Music Group, and Warner Music Group.

Company History

Counterpoint Systems was founded in 1987 by Robert "Bob" Katovsky, to provide rights and royalty management software to the music industry. In 1996, Amos Biegun joined Bob to expedite the growth of Counterpoint and to develop new revenue streams by expanding into other industries that also required software for rights management and royalties accounting. These included film, television, merchandising, and brand licensing companies.

The first non-music-related product developed by Counterpoint was Movie Maestro, a rights monitoring, royalty accounting and auditing system for film production and distribution companies. This system was developed in-house and is considered to be the most comprehensive package of its kind. Movie Maestro was renamed Media Maestro in subsequent versions, and version 5.0 of the product was launched at NAB 2010 in Las Vegas. Media Maestro 5.0 is now a powerful rights and royalties management solution that supports clients in the broadcasting, games and interactive, new media, and mobile communications industries.

In 1999, Counterpoint Systems acquired the Profiles licensing software and the 10 person team of the California-based TL Creates, a highly respected product licensing provider, in order to build Counterpoint's brand licensing and merchandising business. This tightly knit team continues to produce the software that now dominates the licensing software arena.

In 2000, the opening of the Los Angeles office paved the way for Counterpoint to acquire Fresh Ground Software in 2000. Fresh Ground, a Los Angeles company, developed the Music Books and Music Source Online suite of products for music production libraries. These provided library and inventory management, and a web-based search engine and exploitation tool which allowed music production libraries to be published to the web so that users could search for, sample and select items to license. The benefit to Counterpoint's clients has been substantial because clients can now secure and publish their information within an integrated Counterpoint system.

In 2011, Counterpoint launched License Maestro at the Licensing International Expo in Las Vegas. The solution, introduced as a successor to Counterpoint's ProFiles software was developed with a wider spectrum of Consumer Products, Merchandising Licensing and Intellectual Property (I/P) Licensing sectors in mind.

Counterpoint continues to grow its product and service offerings and client base across myriad licensing sectors. Now, in its 25th year the company is the established world leading provider of rights and royalties software.



FAQ

COMPANY

Q. When was Counterpoint founded? By whom? Where?

A. Counterpoint Systems was founded in 1987 in London by Robert “Bob” Katovsky, to provide rights and royalties management software to the music industry.

Q. How large is Counterpoint? Where are Counterpoint offices located?

A. Counterpoint services over 400 active customers in 24 countries with offices in London, Los Angeles, and New York.

Q. What markets does Counterpoint support?

A. To date, Counterpoint’s clients represent a broad spectrum of companies from the media & entertainment, mobile communications and licensing industries. Within those industries, Counterpoint provides specialist solutions for the following markets – television and broadcasting, film, music publishing, recorded music, production music libraries, brand licensing, merchandising, consumer products and software gaming.

SOLUTIONS

Q. What business problems does Counterpoint solve?

A. Clients primarily come to Counterpoint to solve a requirement in either rights management or royalty and participation accounting. The most common advantages gained by companies using the Counterpoint range of products is identifying what rights they can exploit and automating all of the financial reporting that comes with exploiting content.

Q. How does Counterpoint Systems software help media and entertainment companies manage their systems and operations?

A. Counterpoint’s software automates processes that are currently wholly or partially manual and improves processes that are being automated by legacy applications which no longer meet the business requirements to the level they once did. Each product is tailored for the needs of the specific industry it is addressing and supported by Counterpoint consultants who have worked within those industries; which means companies can continue to evolve safely knowing that Counterpoint solutions keep pace with industry standards.

Q. Approximately how much can a company save by streamlining its operations and using Counterpoint Systems software?

A. The ROI exercises undertaken by our clients that have been made available to Counterpoint have seen the companies recoup their investment within a range of one to three years. Therefore in addition to the immediate savings in manual administration time, a Counterpoint implementation offers permanent overhead reductions and allows resources to be shifted to the revenue generating areas of the solution such as identifying exploitation opportunities, compliance and income tracking.

Q. Does Counterpoint Systems provide customized software systems to fit the needs of individual companies?

A. Counterpoint’s products are extremely configurable to adapt to each unique nuance of its customers’ businesses. The products all leverage a shared code base but can look very different for each environment in which they are installed. Customizations are always conducted as a last resort and end up as part of the main code base.

Q. Would licensors be paid more efficiently if they were contracting with a company using Counterpoint?

A. The use of Counterpoint’s products has always led to a more efficient administrative process, which results in more efficient payments to rights owners. Companies have often used Counterpoint to improve the accuracy and frequency of their reporting specifically to make them a more attractive business partner.

Q. How is Counterpoint software advantageous to a company that has business in multiple territories which use different laws and currencies?

A. Counterpoint designs and builds its products in such a way that allows the administration of rights in multiple territories (including multiple geographical offices) from a single or multiple installations and the products can accommodate multiple currencies.

Q. How does Counterpoint charge for its solutions?

A. Each Counterpoint installation is comprised of a published license fee, annual maintenance fee and implementation and training fees. Any customizations to the standard package are billed at a pre-agreed rate consistent with industry standards.

COMPETITIVE LANDSCAPE

Q. Who are Counterpoint’s competitors and what makes Counterpoint different?

A. There are various competitors to Counterpoint, each focusing on a specific industry but none with the breadth, size, experience and broad industry reach of Counterpoint. Counterpoint’s closest single competitor has less than 10% of Counterpoint’s current customer base.

Q. Why would a company choose to go with Counterpoint vs. someone else?

A. Counterpoint designs and builds scalable software and offers end-to-end, rights and royalties solutions with facilities to interface seamlessly into corporate systems as well as with others in the Counterpoint user community (the largest in the world for rights and royalties). Other vendors offer isolated solutions while Counterpoint manages the entire business process.

Q. What does Counterpoint Systems provide above and beyond other software companies?

A. All products are provided with implementation, integration, training, and ongoing customer support services undertaken by a large team of media and entertainment industry veterans. Additionally, Counterpoint also offers consultancy services for both the industry and IT needs of its clients.



Executive Biographies



Robert Katovsky, Chairman

Robert (Bob) Katovsky, Chairman of Counterpoint Systems, is widely recognized as a world renowned expert in music industry rights and royalties software. For over thirty years, he has been developing and supporting specialist software systems for the music industry and is hailed as a true pioneer for implementing solutions around the world.

Bob started his career in rights and royalties software in the mid-1970's, when he worked for CMG, a London-based IT company that provided software to music publishers and record companies. There, he combined his passion for music, his strong understanding of the industry, and his system design skills to develop software that improved his clients' businesses by replacing outdated manual processes and

antiquated hardware.

Bob's vision and experience led to the founding of CCS with a business partner, and then Counterpoint Systems in 1987. Today, Counterpoint is the world's leading supplier of rights and royalties software to the music and entertainment industries thanks in large part to Bob's drive and astute business acumen. In his role as Chairman, Bob continues to guide the company to provide strategic direction to ensure Counterpoint maintains its unrivaled position in the marketplace.



Amos Biegun, CEO

Amos Biegun, CEO of Counterpoint Systems, has spearheaded the company's accelerated growth since joining in 1996. Under his leadership, Amos has expanded Counterpoint's reach across the music, media, and brand licensing industries.

Amos' music industry experience started in 1990 in his role of Operations Manager at Carlin Music, one of the largest independent music publishers in the Europe. During his term at Carlin Music, he reduced staffing levels, increased profitably, and completely overhauled the company's back-office administration; including implementing a new music publishing system developed by Counterpoint. Amos's exposure to the software and to its founder, Bob Katovsky, made his transition to a leadership role at

Counterpoint a natural fit.

As CEO of Counterpoint Systems, Amos has defined the company's strategy for growth, including the acquisitions of Freshground Software and TL Creates, and setting up Counterpoint's US subsidiary and its Los Angeles, California offices. Under his guidance, the company has continued to grow steadily and has become the leader in providing rights and royalty solutions around the globe.



Steve Pitts, Senior Vice President & General Manager

Steve Pitts, Senior Vice President & General Manager, is responsible for overseeing U.S. operations and all professional services engagements worldwide.

Steve joined Counterpoint in 2007 with broad expertise in information technology and product management for the media and entertainment industries, honed through more than two decades of executive level experience with Hollywood studios and media-centric technology companies. Steve served as the Vice President of Information Technology at 20th Century Fox, and prior to that held senior positions at Sony Pictures Entertainment and MESoft. His background also includes service as a management consultant for PwC Consulting in its media and entertainment practice, and as Director of Global IS Production Services at Sony Pictures Entertainment.

Steve has led the unprecedented growth of Counterpoint's worldwide professional services business and is recognized with having firmly established Counterpoint's place in the U.S. market. Under his direction, the U.S. operations continue to grow its team of experienced professionals from the music, media and entertainment and brand licensing industries.





Ben Clasper, Vice President Sales and Product Strategy

Ben Clasper heads Counterpoint Systems' global sales and product strategy efforts having previously led the UK-based development team for all PC-based products in the Maestro range.

He joined the company in 1998 to lead development of Movie Maestro, Counterpoint Systems' first product for the film and television industries. He subsequently oversaw its launch in Europe and North America, as well as its further development as a comprehensive rights, royalty, media management and studio management solution as the Media Maestro Suite.

Ben started his career in home entertainment royalty accounting for a joint venture between Pathé Film & Fox Entertainment. He was involved in selecting Counterpoint to develop a royalty management solution for film distribution, and as Counterpoint's first Media Maestro client he was instrumental in the development of the royalty solution that became Movie Maestro.

In 1998 Ben joined Counterpoint Systems to oversee the continued development of Media Maestro. Under his direction, Media Maestro has become the market-leading solution for a number of industries. Initially designed for independent film distributors, it is today employed by major film studios, broadcasters and gaming companies worldwide.



Rob Leiper, Vice President Application Development & Client Services

Rob Leiper, Vice President Application Development & Client Services, manages the development, delivery and support for Counterpoint's software solutions worldwide.

Rob was one of the founding employees of Counterpoint in 1987. He was brought on board by Chairman, Bob Katovsky, as a team leader to spearhead the development of the company's first enterprise music publishing software. Rob had a unique depth of knowledge in the music industry having worked alongside Bob previously. Together they had developed software for some of the world's best known music publishers.

As Counterpoint's first chief designer for its Maestro400 solution, Rob is credited for leading some of the company's largest implementations with clients such as Virgin Music Publishers, Chrysalis and Bug Music. His influence permeates throughout the company, as he has instituted all of the customer support processes and controls currently followed worldwide to ensure total customer satisfaction.

Rob became Vice President Application Development & Client Services in 2008, and continues to oversee the rapid development and expansion of Counterpoint's solutions and is responsible for the ongoing quality assurance for the company.

