



## **HFA and Audible Magic Announce Strategic Collaboration to Facilitate Content Identification and Licensing**

May 15, 2007 - The Harry Fox Agency, Inc. (HFA), a leading U.S. music rights licensing organization, and Audible Magic (AM), a leading provider of electronic media identification and copyright tracking services, announced that they are collaborating to streamline the process of identifying the underlying musical compositions in user-supplied content. This innovative content recognition solution will facilitate licensing for all types of user-supplied content distributors, including peer-to-peer audio and other audio-visual content delivery networks.

HFA and AM will work together to combine AM's ability to identify sound recordings with HFA's capacity to identify musical compositions embodied in those sound recordings, along with the associated music publishing rights holders.

"The results of this collaboration will be a breakthrough for all kinds of online consumer-generated content services to license properly the material on their systems," said Gary Churgin, HFA President and CEO. "We're excited to develop this new service with Audible Magic, given their ability to deliver copyright compliance technology."

"This service provides the 'missing link' between publisher rights holder information and our sound recording fingerprint library," said Vance Ikezoye, AM CEO. "With their expertise in publisher data matching, HFA is the natural partner for this innovative solution for user generated content companies."

For additional information about HFA's content recognition and licensing services, please contact Lauren Apolito, VP of Business Development, at [lapolito@harryfox.com](mailto:lapolito@harryfox.com) or call 212-922-3225.

### **About HFA**

Established in 1927 by the National Music Publishers' Association, HFA represents almost 35,000 music publishers for their licensing needs in the United States, issuing licenses and collecting and distributing the associated royalties. In addition to being the premier mechanical licensing agent in the U.S., which includes CDs, ringtones, digital downloads, interactive streams, limited downloads and more, HFA is dedicated to finding new ways for its affiliates publishers to recognize value for their catalogs, including lyrics and tablature. Further, HFA provides collection and monitoring services to its publisher clients for music distributed and sold in over 95 territories around the world. For more information about HFA, or to become an affiliate publisher or a licensee, see [www.harryfox.com](http://www.harryfox.com).

### **About Audible Magic Corporation**

Audible Magic Corporation provides content management and anti-piracy services to the media and entertainment industries as well as business, governmental, and educational institutions. The company's offerings utilize patented content identification technologies and an extensive reference database of audio and video content that includes one of the largest collections of copyrighted digital song recording fingerprints in the world. Its digital technology and services were designed to monitor, track, manage, filter and monetize digital content in all its forms. The company has been actively providing services for the Web 2.0 user-generated content video sharing sites including MySpace, Microsoft (Soapbox), Break.com, Dailymotion, Eyespot, GoFish, and Grouper. The company also has an agreement with Viacom's MTV Networks (MTVN).

Corporate partners include EMI Recorded Music, Palisade Systems, Sony/BMG Music, Universal Music Group, V2 Music, Warner Music Group, and EMI Recorded Music. Audible Magic is also employed by

iMesh and PlayLouder MSP music service. Audible Magic products include the CopySense P2P Plug-In, CopySense Network Appliance, and RepliCheck.

For more information please visit: <http://www.audiblemagic.com/>

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