

# JAXSTA AND REPOST LAUNCH METADATA INTEGRATION

## JAXSTA'S OFFICIAL DATABASE INCORPORATES 2.3+ MILLION MORE MUSIC CREDITS AFTER INGESTING NEW PARTNER DATA

**Sydney, Australia (15 December 2021) & Los Angeles, CA (14 December 2021):**

**Jaxsta** (**ASX: JXT**), the world's largest public-facing, dedicated database of official music credits, and **Repost**, the distribution and creator services division of SoundCloud, have launched a commercial data access integration made possible through Jaxsta's partnership with **Merlin**. The integration delivers 2.3+ million music credits from creators who are part of **Repost** by SoundCloud, the professional marketing and monetization service with industry-leading distribution, to Jaxsta's database, which now houses more than 215 million official music credits from 12.7+ million creatives.

In addition to further solidifying Jaxsta's position as the world's go-to source of official music credit information, the integration of credits from **Repost** by SoundCloud creators opens up Jaxsta's data-led music industry insights to many thousands of additional music creatives, whose credits will now be available on the site. As a result, these creatives – including artists, producers, engineers, songwriters and more – will be able to claim and customize their Jaxsta profile and use it to create career opportunities. They will also have access to industry-leading features such as Jaxsta's Chart Alerts and Credit Alerts; Jaxsta's One Sheet, which enables them to create their official music resume; insights from the world's Top 20 music markets; the ability to claim Neighboring Rights through their Jaxsta membership; and access to global chart and industry contact information, all in one place.

**Jacqui Louez Schoorl, Jaxsta's Chief Executive Officer and Co-Founder** said, "I've long admired SoundCloud's incredible platform, and the opportunities it and **Repost** by SoundCloud offer creatives globally. There is a wonderful synergy between **Repost** by SoundCloud and Jaxsta, as both are dedicated to helping music creatives reach and exceed their career goals. I'm thrilled that as a result of this partnership, thousands of creatives globally now have the opportunity to have their credits on Jaxsta, and to utilize all the incredible career-enhancing features of Jaxsta Pro."

“Like Jaxsta, we believe recognition for creative work is important and plays a critical role in an artist’s ability to continue to build and grow their career,” said **Jeff Ponchick, Vice President and Head of Creator, SoundCloud**. “Our new integration makes it easier for creators to claim their profile and their music credits, and is a natural addition to our Repost by SoundCloud offering, which offers solutions for creators at every stage to extend their creative journey while ensuring they retain creative and economic control.”

Jaxsta has access to the best data the industry can provide, and currently contains more than 215 million official music credits from over 1.4 million worldwide record labels, sourced directly from 274 data partners including publishers, royalty agencies and industry associations across the globe. Those organizations include the Australasian Performing Rights Association (APRA), Australian Recording Industry Association (ARIA), Music and Entertainment Rights Licensing Independent Network B.V. (Merlin), the Recording Industry Association of America (RIAA), The Recording Academy® (GRAMMYs), Sony Music Entertainment and The Orchard, Universal Music Group, and Warner Music Group, to name a few. The direct data feed provided by Jaxsta’s data partners (record labels, publishers, industry associations, and more) provides Jaxsta with official authoritative data sources as opposed to crowd-sourced information. This dramatically improves the accuracy of the data used in the Jaxsta Platform.

In August, Jaxsta introduced a new membership structure for Jaxsta Pro that allows members to choose between a freemium version, **Jaxsta Core**, or a paid version, **Jaxsta Plus**. Jaxsta Plus provides an extensive and evolving suite of world-first features for artists, music creatives, as well as the music industry professionals who represent them.

## **ABOUT JAXSTA**

Jaxsta is the world’s largest public-facing and most connected music credits database and technology. Partnered with the industry’s leading major and independent record companies, as well as publishers, distributors, royalty agencies and industry associations, Jaxsta is the go-to authoritative source of official music credits information, as opposed to crowd sourced information. The Company’s core platform, Jaxsta.com, is a free and paid subscription service and provides B2B data-solutions for the music and related media industries. Jaxsta Pro, the Company’s subscription service, harnesses the power of Jaxsta’s data to help music industry professionals connect, save time, and advance their businesses and careers.

Jaxsta’s state-of-the-art big data solution is now processing more than 730,000 new credits per day from the Company’s ever-expanding list of official music industry data partners.

## **ABOUT REPOST**

Created for serious artists who want to take their career to the next level while staying independent, Repost gives any artist access to professional marketing and monetization services and industry-leading distribution features. Artists getting traction through Repost could be eligible for the invite-only program, Repost Select – a program for professional artists who want to unlock their potential and take their music career full time. Repost Select offers support from a team of experts, first access to premium promotional opportunities, prime placement on music services and radio stations, and top consideration for funding and advances. To date, Repost has generated over 40MM in royalties for artists and grown the number of independent artists monetizing on SoundCloud to over 100K. For more information, visit: <https://www.repostnetwork.com>.

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#### ABOUT SOUNDCLLOUD

SoundCloud is a next-generation music entertainment company, powered by an ecosystem of artists, listeners, and curators on the pulse of what's new, now and next in culture. Founded in 2007, SoundCloud is an artist-first platform empowering artists to build and grow their careers by providing them with the most progressive tools, services, and resources. With over 275 million tracks from 30 million creators heard in 190 countries, the future of music is SoundCloud.

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SoundCloud