



Custom data report

Sample market share report

Pex custom data report

Identify your catalog and determine its prevalence on platforms

How it works

- ✓ Specify platforms and time period to be analyzed. Provide Pex assets to track.
- ✓ Pex returns data on estimated market share and other custom insights as requested.
- ✓ Leverage data to negotiate licenses or inform other business decisions.
- ✓ \$50 per asset per platform. Minimum 500 assets per report.

Platforms

- YouTube
- Facebook
- Instagram
- TikTok
- Twitter
- SoundCloud

Methodology for sample report slides

Here's a look at how we'd run a report on Facebook

1. **Rightsholder provides assets** to serve as a representative sample of its catalog.
2. **Pex identifies uses of these assets** in public Facebook videos (excluding stories), and captures the historic performance of each use over time (views, likes, etc).
3. **Pex estimates the Facebook video market shares** of the overall catalog by comparing the performance of the provided assets to the total number of identified videos on Facebook. This calculation assumes the provided songs perform similarly to the other songs in the rightsholder's catalog.

**All numbers on the samples slides have been changed for the privacy of the client.*

Sample slides from customer report

Summary

Platform videos identified by Pex

- Pex identified 1.2B videos on Platform A and 1.8B videos on Platform B. The videos received 2T and 3T views respectively.
- 56% of identified Platform A videos contain music and 67% of identified Platform B videos contain music. Across both platforms, 78% of videos contain music.

Videos containing Rightsholder's assets

- The assets rightsholder provided were found in 1M videos across Platform A and B, generating 3B views.
- Other custom data can be provided

Pex estimates the market share of Rightsholder on Platforms A and B as:

Platform A: 5.3% of music videos with 22% of views

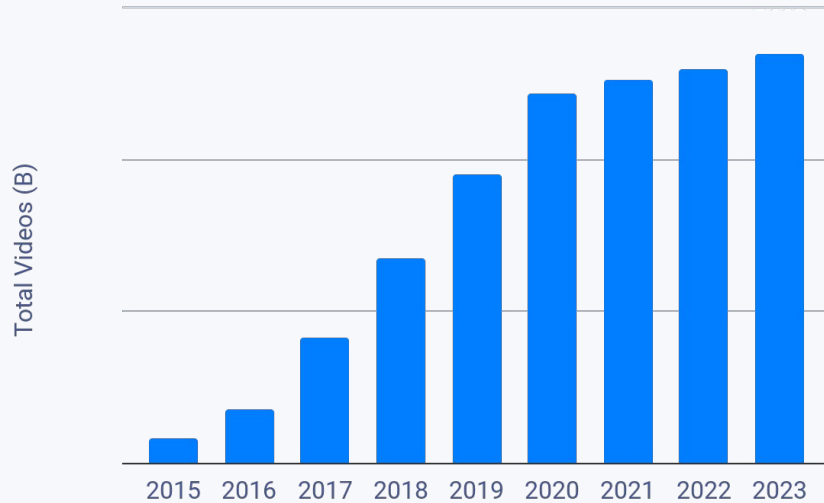
Platform B: 2.5% of music videos with 12% of views

Combined: 3% of music videos contain Rightsholder music

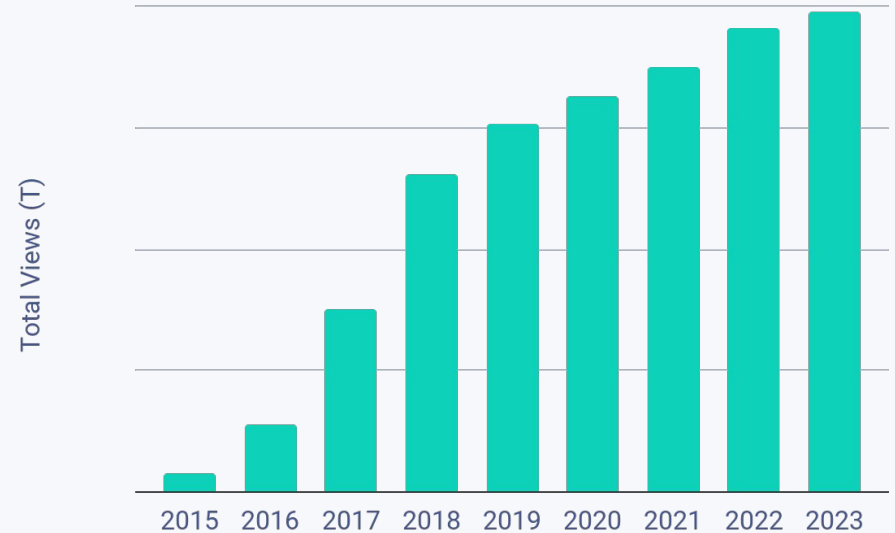
Combined: 25% of views are on videos with Rightsholder music

Platform: Total videos uploaded grew by 30% since 2019 while total views increased 8%

Videos



Views



Prevalence of music on Platform

56% of videos on Platform contain music*.
These videos account for 45% of all views.

	Videos through April 2023	Videos with music through April 2023	% of videos
Videos	1,234,567,891	1,234,567,891	56%
Views	12,345,678,910,112	12,345,678,910,112	45%
Reactions	123,456,789,101	123,456,789,101	34%
Comments	12,345,678,910	12,345,678,910	23%

Platform videos with Rightsholder music through April 2023

1,234,567

Platform videos through 2023

The assets provided generated:

- **1,234,567** videos
- **123,456,789,101** views
- **1,234,567,891** reactions
- **123,456,789** comments

Rightsholder market share on Platform through April 2023

5.3%

Share of Platform videos with music

3.2%

Share of total Platform videos

Generated from assets provided

Category	Platform videos	Platform videos containing music	Rightsholder sample assets	Rightsholder catalog (estimated)
Videos (or Copies)	1,234,567,891	1,234,567,891	1,234,567	1,234,567
Views	12,345,678,910,112	12,345,678,910,112	123,456,789,101	123,456,789,101
Reactions	123,456,789,101	123,456,789,101	1,234,567,891	1,234,567,891
Comments	12,345,678,910	12,345,678,910	123,456,789	123,456,789

Rightsholder's true presence on Platform is estimated at 50 million videos.

- 1 million Platform videos with Rightsholder music
- 50,000 assets in Rightsholder's catalog / 1,000 Rightsholder assets provided = 50 scalar
- 1 million x 50 = 50 million videos

Rightsholder's shares of Platform videos with music and all Platform videos are 5.3% and 3.2%, respectively.

- 50 million / 1 billion = 5.3%
- 50 million / 2 billion = 3.2%



Thank you

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