



## [PIAS] ENTERTAINMENT GROUP

### OVERVIEW

The [PIAS] Entertainment Group is the definitive marketing, sales, distribution and licensing solution offering a highly professional and flexible service for music, film, comedy and sport repertoire on an international basis.

#### ■ INTRODUCTION

Headquartered in Brussels, Belgium, [PIAS] Entertainment Group supplies a broad range of highly professional services for leading repertoire owners across both physical and digital routes to market. The group also has significant operations in the UK, France, Netherlands, Spain, Germany, and Ireland. In addition to its local operations [PIAS] Entertainment Group has an international network of partners that enables it to offer its services on a truly global basis.

In addition to the services it provides to third party rights owners, [PIAS] Entertainment Group owns significant premium repertoire via its [PIAS] Recordings, [PIAS] Visuals, [PIAS] Comedy and Strictly Confidential (publishing) operations. It also has significant interests in the UK based record label Wall of Sound and Belgian film company Twin Pics.

The Group is a long established and reputable company, founded in 1982 by Kenny Gates and Michel Lambot who are still the Co-Presidents of the Group.

#### ■ PIAS SERVICE

Through its broad range of services, [PIAS] Entertainment Group can offer independent artists, management companies or labels a tailored level of service ranging from an entry level of product sales and distribution to a more comprehensive solution that manages every aspect of their business. Such a service allows our clients to compete at the highest

level, retain control and ownership of their rights and concentrate on the continued development of their repertoire.

The Group can provide its full range of services on a modular basis, tailored to the needs of each specific label or project. The services can be supplied in a specific territory or on a pan-European or global basis and co-ordinated via the [PIAS] International division.

The fact that [PIAS] Entertainment Group is able to offer this complete range of services combined with an ability to cohesively market and sell the repertoire it represents across all formats and territories, is a distinct competitive advantage for both [PIAS] and its clients.

The Group has expanded over the last few years from its traditional sales & distribution base to provide a complete range of services to its customers including:

- Sales, marketing & distribution of physical, online, mobile and other products
- Production & supply services for physical, digital and mobile products
- Offline marketing services, including press, promotion, tv, radio etc
- Digital Marketing services across online, mobile and other media
- Full Artist & Label focussed product management & marketing services
- Pan-European and/or global distribution services
- Pan-European and/or international licensing deals
- Compilation licensing services
- Synchronisation licensing
- Brand Affinity services
- Direct to Consumer marketing and e-commerce solutions
- Neighbouring rights management including public performance and video performance incomes
- Administrative support services including copyright reporting.

#### ■ SUMMARY

[PIAS] Entertainment Group is proud to work with and represent some of the worlds finest independently owned repertoire. Our services are tailored to the needs of both our clients and the constantly evolving market.

For further details on specific services and operations from physical to digital, from marketing to direct to consumer activities, please refer to additional documentation available upon request or by visiting [www.pias.com](http://www.pias.com).

**WWW.PIAS.COM**

A MEMBER OF THE [PIAS] ENTERTAINMENT GROUP