

**[ P I A S ] U K**

## OVERVIEW

Based in London, [PIAS] UK provides a range of services to over 100 premiere repertoire owners. The services that we offer are structured to match the needs of the label or repertoire owner in respect to their day to day business as well as having the ability to provide key projects with a more bespoke level of service.

The service levels are broken down into Core, Plus and Integral. Each service is outlined in more detail below.

## [PIAS] UK - CORE

The Core service provides the foundation and backbone to the range of solutions that [PIAS] UK can offer. The following elements apply:

### ■ ROUTES TO MARKET

- Access and supply to all relevant physical & digital accounts
- From HMV to iTunes; Independent stores retail to Nokia
- Administration and timely supply of products and data to accounts

### ■ LABEL MANAGEMENT

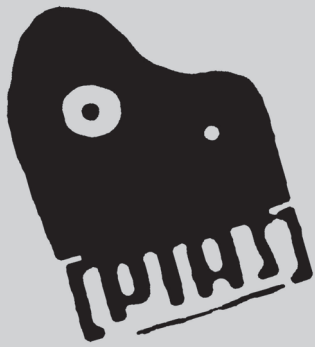
- Management of sales and distribution functions in territory
- Formatting products
- Release scheduling
- Pricing strategies
- General advice re market place
- General advice re charts
- Co-ordination of production and mechanical payments where applicable.

### ■ SALES SERVICES

- Access to online stock movements and sales tools
- Access to OCC sales flashes and weekly charts
- Sales & Retail Marketing services
- National Account sales, including online and digital services
- Organization and implementation of retail marketing packs
- Retail catalogue campaign management and implementation
- Reps & Telesales covering independent physical retail
- Sales Support including the creation and supply of sales notes, release schedules, amendments etc

### ■ ACCOUNTING & REPORTING

- Timely and quality assured reporting of sales, revenues and expenditure
- Aggregated reports for physical and digital



[PIAS]UK

## [PIAS] UK PLUS\*

[PIAS] Plus is offered on a selective basis to clients and projects that need access to a more tailored level of service. [PIAS] Plus builds upon the Core service by offering a bespoke solution for a particular label or artist project and includes the following elements:

### ■ LABEL MANAGEMENT PLUS

- Marketing advice and strategy
- Promo advice and support
- Initial Project and Budget Planning
- Sales and marketing analysis
- Product management and asset coordination
- Ensuring all elements come together for strategically timed product release

### ■ SYNC & BRAND AFFINITY

- Access to [PIAS] Sync (see separate document)

### ■ RELEASE ROYALTY AND RIGHTS ADMINISTRATION

- Chart Registration and Catco
- PPL/VPL administration and reporting
- Mechanicals (optional)
- Compilation Admin

### ■ PRODUCTION SOLUTIONS AND CO-ORDINATION

- Manufacturing
- Repro management – (POS, Graphics, posters etc)
- Access to PIAS Media Agency
- Preferential rate card and media buying leverage

\* PIAS Plus includes all the Core service Plus those listed