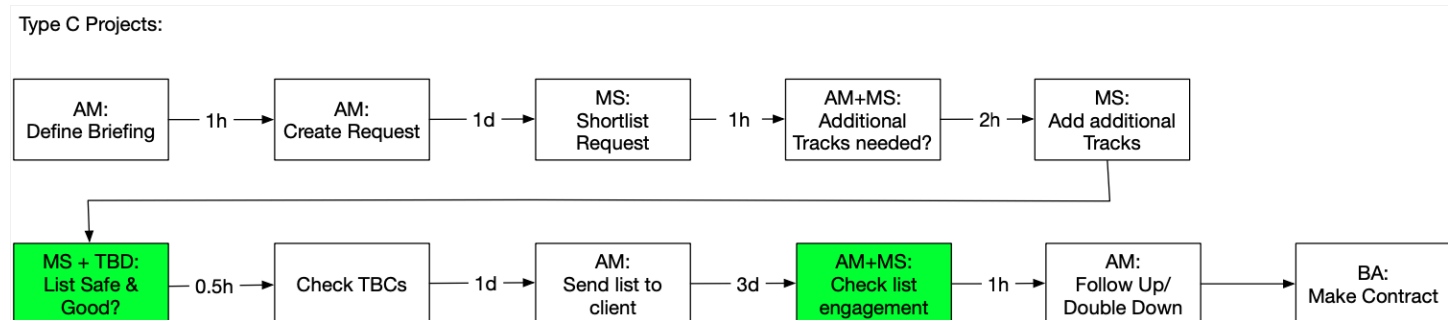


Client project types and processes

We analyzed our previous projects and did a statistical evaluation of the success factor. Based on this, we are separating 3 synch project types.

Synch C-Type: $\leq 25k$ EUR budget

Process:



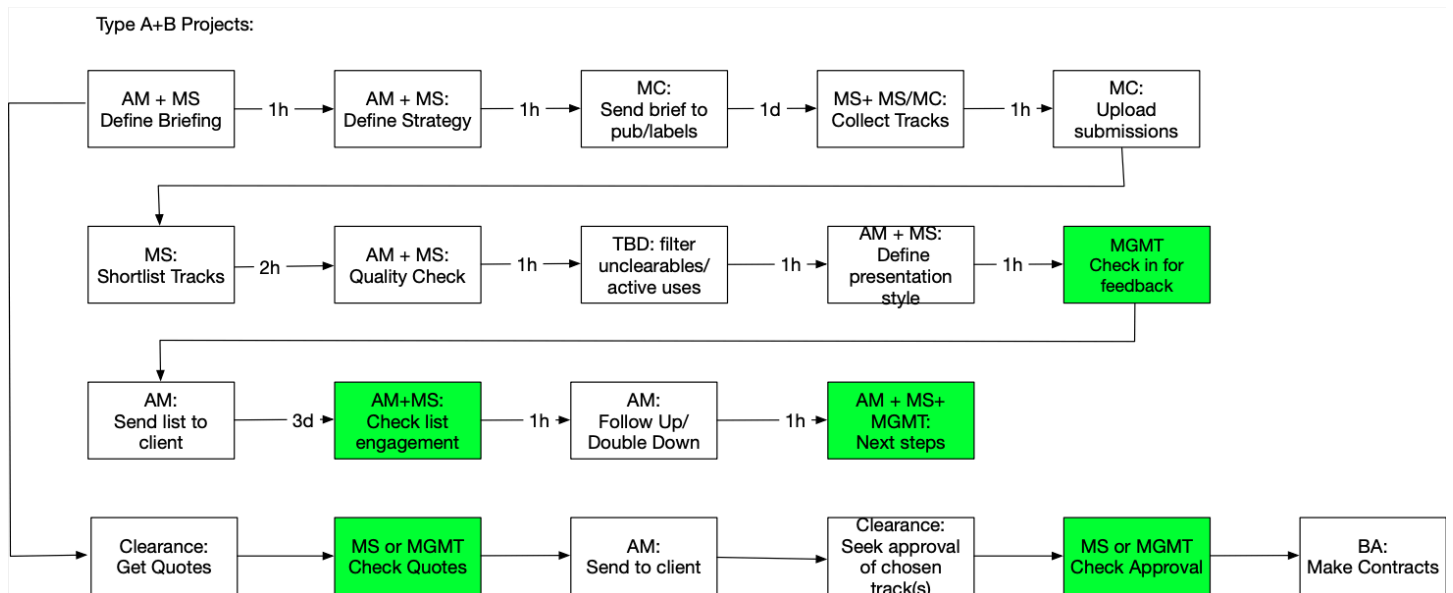
Rules:

Request first: we create a request for every search! They haven proven to be the most successful

Music Team shortlists requests and in collaboration with PM makes judgement call if additional tracks are needed (the "check submissions" step in the workflow).

Once the shortlist is finalized, music team checks list (member and admin submissions) for potential question marks and checks TBCs where needed ("check TBC submissions" step in workflow).

Synch B-Type: $>25k$ EUR budget



Rules:

Playlist or Request and by default a custom mailout to labels/publishers unless there is a strong reason not to

Music Team collects submissions and adds own ideas

Music Team and Projekt/Account Management make final list (50/50 split is the ideal)

Synch A-Type: >100k EUR budget

Process: see B-type projects

Rules:

Playlist or Request and by default a custom mailout to labels/publishers unless there is a strong reason not to

Music Team collects submissions and adds own ideas

Music Team, Account/ Project Manager and/or Senior Music Supervisor/ Management make final list (50/50 split is the ideal, management submissions only where needed)