



BMAT to collaborate with Turkish Music Collecting Societies to monitor performances in broadcast media

Barcelona, Spain – 9 September 2009. BMAT (Barcelona Music and Audio Technologies) announced today that they will partner with M3 (Müyorbir Media Monitoring) to monitor more than 120.000 Turkish songs and 4.000 videos. M3, the Turkish Music Collecting Societies MESAM, MÜYAP and MÜYORBİR, was created to protect the rights of copyrighted musical works being broadcast throughout Turkey.

M3 will use BMAT's digital pattern-recognition algorithm known as *Vericast* to capture performances of its repertory in programming on 40 radio and television terrestrial broadcasts throughout the country. Currently being run as a pilot program, the system will be fully operational by 1 January 2010. M3 will also be using BMAT's *Vericast Cover* technology to monitor copyrighted music on 15 national TV channels where more live events are traditionally broadcasted. *Vericast Cover* is a world unique solution able to detect derivative works such as live performances or covers.

About BMAT

BMAT is an innovative company developing solutions for the music industry. BMAT focuses their knowledge and passion on one goal – organize and track all the music everywhere. Headquartered in Barcelona, BMAT provides music discovery, copyright detection and audio edutainment for companies in Asia, Europe, America and Africa. For more information go to www.bmat.com.

About MÜYORBİR

MÜYORBİR was established by 52 founding members under the Intellectual and Artistic Works Law as a Performers' Collective Society in Neighboring Rights on 09.04.1999 and in 2000, MÜYORBİR was approved and incorporated by the Ministry of Culture. Today MÜYORBİR has 1136 members. Their Turkish music repertoire represents 95% of the recorded productions of the Turkish Music Industry. MÜYORBİR's main objective is to follow the legal proceedings, collection and remuneration of the revenues which are being collected against the usage of sound recordings by Broadcasters (TV-Radio), Online Internet Services, GSM Operators, Public Performances, for its members with a given certificate of authority from its members.

MÜYORBİR is the only collection society in Turkey in its Performers Rights field that has the power to give authority to the users of the music content which is mentioned in section 80 of Intellectual and Artistic Works Law on behalf its members. For more information go to: <http://www.muyorbir.org.tr>

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