



55 Music Square East
Nashville, TN 37203

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Contact:

SESAC
Hunter Williams
615-320-0055

BMAT
Oliver Ble
+34 93 486 94 07

SESAC Announces Pilot Program to Streamline Performance Licensing, Tracking and Payment Process

BMAT Partners with SESAC

Nashville, TN – August 19, 2009 – SESAC, (“SESAC”), the nation’s second oldest and fastest growing performing rights organization (PRO) representing songwriters, composers, and publishers, today announced that Barcelona Music and Audio Technology (BMAT) has become a technology partner in its new program aimed at utilizing the latest advances in audio-recognition technology to improve the performance rights licensing and distribution supply chain.

SESAC will utilize BMAT’s digital pattern-recognition algorithm known as *Vericast* to capture performances of its repertory in programming on broadcast and cable television. Thousands of audio files from select SESAC publisher affiliates will be monitored across top broadcast and cable outlets. Vericast will be complimented by a suite of other enabling technologies, including watermarking, to develop a technology-agnostic, but holistic solution for performance rights licensing, tracking, and royalty distribution.

Hunter Williams, Senior VP of Strategic Development at SESAC, said, “The technological solution to the challenges we face in the new music economy is multi-faceted. It is imperative that we continue to utilize leading technologies like Vericast to help navigate the changing tides of music delivery and tracking, and make the royalty payment process faster and more efficient for our constituents. BMAT’s well-rounded and versatile approach to audio-recognition solutions makes it an ideal strategic ally in this initiative.”

Alex Loscos, CEO of BMAT, commented, “We are currently monitoring content across terrestrial broadcasts and digital streams in Europe, Africa, Latin America and the West Indies. The next logical step was the US and the partnership with SESAC gives us the opportunity to introduce Vericast to this vital market. We are very proud to partner with SESAC, with whom we share the vision for new ways of artist royalty distribution based on transparency and accuracy.”

About SESAC

Founded in 1930, making it the second oldest performing rights organization in the U.S., SESAC’s repertory has diversified to include today’s most popular music, including R&B, Hip-

Hop, Dance, Classic Rock, Country hits, the best of Latin music, Contemporary Christian, Jazz, and TV and Film music from Hollywood's hottest composers. SESAC prides itself on developing individual relationships with both songwriters and publishers. SESAC's corporate headquarters in Nashville houses all of the company's divisions, from creative to licensing to administration. The company also has offices in New York, Los Angeles, Atlanta, Miami and London. For more information, please visit www.sesac.com.

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.

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