

Client - One of the leading music companies of India and the biggest music label in Andhra Pradesh/Telangana

Background

The client is one of the leading music companies of India and the biggest music label in the Telugu Film Industry. It was established in the late nineties where the business was distribution and marketing of audio cassettes under various labels. Later the company started acquiring its own rights and ventured into manufacturing of cassettes, CDs and DVDs. Today they own the music rights for most Telugu movies and are a household name.

The company is a member of PPL & IPRS – organisations for Music licensing & Performance Rights. The major revenue is generated from Audio rights through web music player, TV programs and selling of CDs & DVDs. They required tracking mechanism of song wise rights reconciliation based on information provided from licensed organization and other areas.

Challenges

- Revenue recognition from rights of each song from licensed organization and other entities such as Google, TV Channels for rights given by client on Quarterly basis etc.
- Reconciliation of Customers accounts other than the audio rights on monthly basis
- Customer outstanding reports

Solution

The biggest revenue earner for the client are the audio rights and hence tracking the transactions around them is paramount. Oremus has the unique ability to design tracking models using structured formats for data collection suitable to the requirements for each customer.

Our team interacted with various licensed organisations associated with the client and gathered information regarding the transactions for the rights of each song.

A model was established which helped pass on the revenue information from each song to the books of accounts.

Customised reports were also developed which helped the management get visibility into critical areas like customer outstanding, monthly revenue from non rights streams and so on.



USA

Indiana

Oremus Corporation NA
101 W Main St Lebanon IN 46052
Tel : +1 650 338 6393

INDIA

Hyderabad

#305, #507, #613 - Topaz Building
Panjagutta, Hyderabad (AP) - 500 082
Tel: + 91 40 4903 7800
Fax: + 91 40 3912 2771

Bengaluru

1244 1st F Main, 8th A Cross
Girinagar II Phase
Bangalore (KN) - 560 085
Tel: +91 77320 44477

Chennai

No.4, Kuppu Arcade,
Venkatanarayana Road, T Nagar, Chennai.
Tel : +91 81243 80700
Fax: +91 44 6665 9001