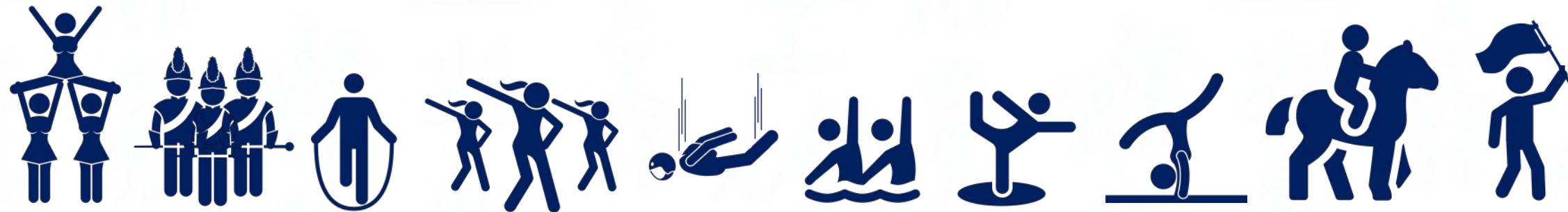




**CLICKNCLEAR<sup>®</sup>**



MUSIC LICENSING FOR  
COLOR GUARD

[WGI.CLICKNCLEAR.COM](http://WGI.CLICKNCLEAR.COM)

# INTRODUCTIONS



CHANTAL EPP

FOUNDER & CEO

Head of Business Development & Sync - CueSongs

Musician (Piano, Violin)

Music Producer - Synergy Sounds

World Champion Cheerleader (2017)

International Cheer Union Committee Member

Multi Award-winning Entrepreneur



DAVID WALSH

DIRECTOR

30+ years experience in software  
technology/engineering, business development,  
marketing, IP licensing and more in high growth  
B2B & B2C markets.







MUSIC INDUSTRY CONTENT

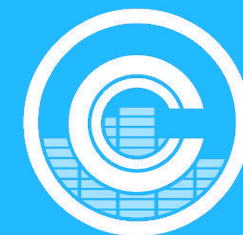
DRIVES SPORTS

PARTICIPATION,  
REACH, AND  
ENGAGEMENT.

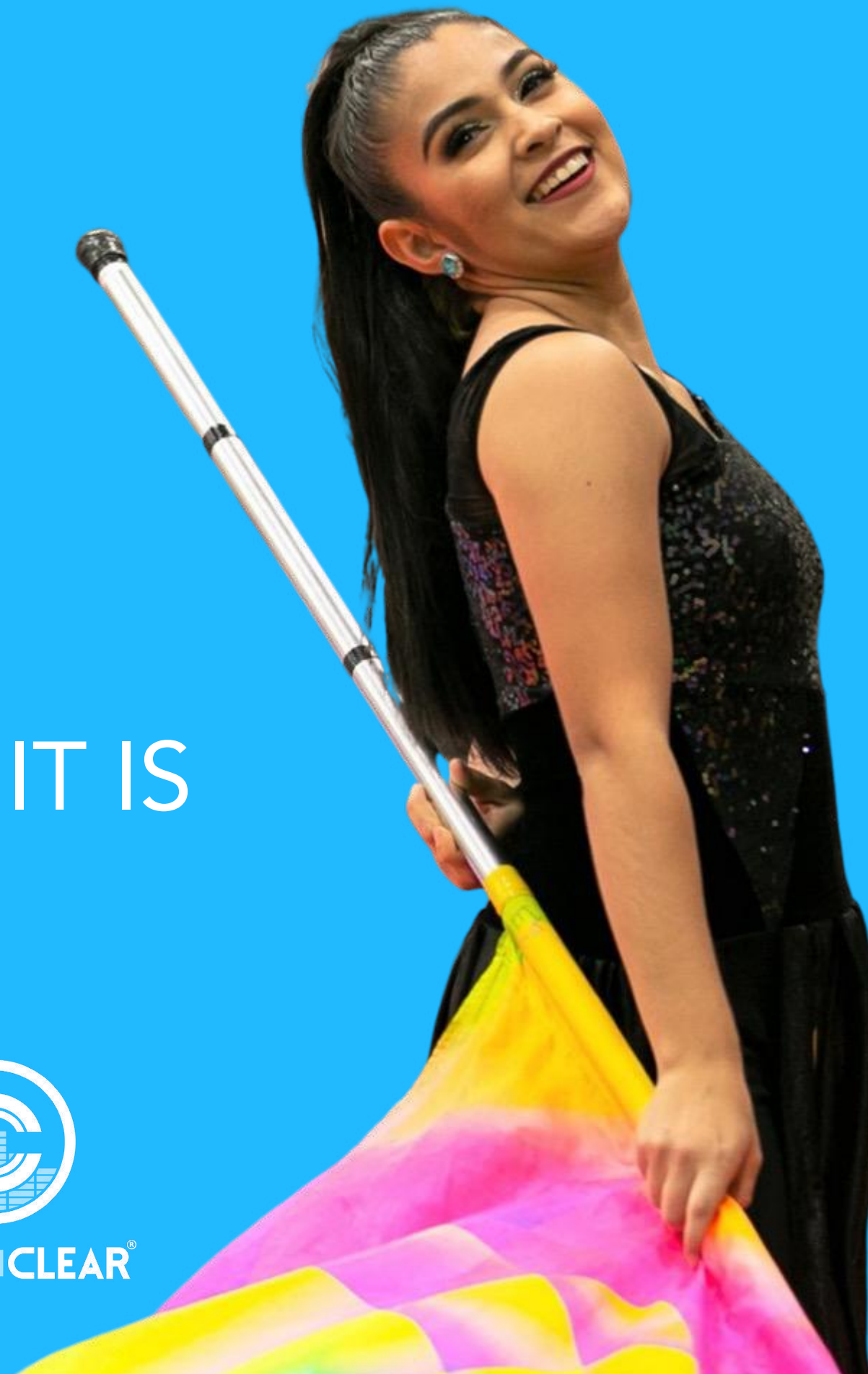
BUT...

ACTUALLY LICENSING IT IS  
VERY CHALLENGING.

WE ARE THE  
SOLUTION.



CLICKNCLEAR®



# THE PROBLEM



PERSONAL  
CD'S, Spotify, YouTube  
streams  
are for  
**INDIVIDUAL USE ONLY.**



PRO "Performing  
Rights" Societies **ONLY**  
offer the right to play\*  
music, publicly.

\*"Perform" music unedited and  
unaccompanied



There have been  
**LAWSUITS**  
for music copyright  
infringement.

Sony Music sued cheerleading  
Figure Skating are being sued for  
infringement at the Olympics

**SPORT ROUTINES REQUIRE MANY SPECIALIST MUSIC  
RIGHTS**





# BENEFITS OF PROPERLY LICENSING MUSIC

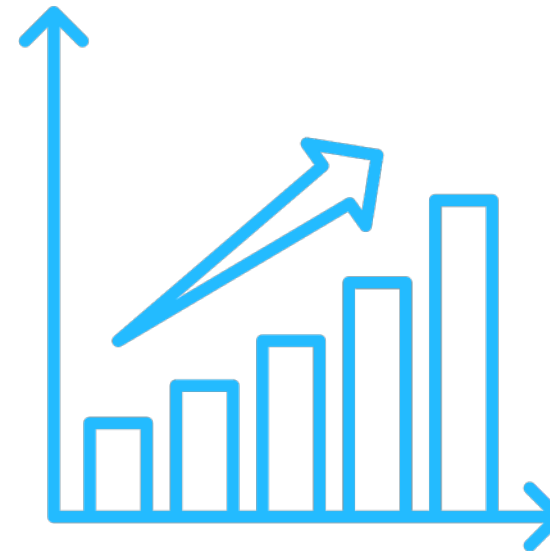


## IT'S THE LAW



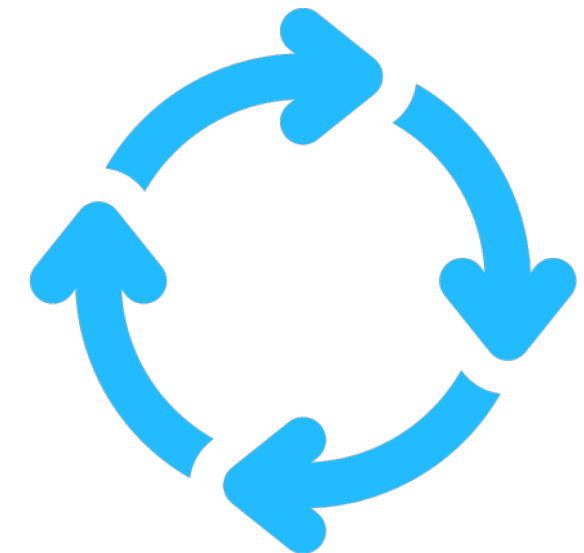
Legal action can be taken if you or your business infringe on copyright.

## HELPS GROW YOUR SPORT



Unlicensed music used in a mix leads to competition providers being unable to obtain the online sync rights and live streaming rights they need to make routine videos available online with the music.

## SUPPORTS MUSIC CREATORS



Being licensed to create and use your music in a mix supports music creators to continue creating music you love.

# MUSIC LICENSING: EXPLAINED

[https://youtu.be/Adj4cbr\\_QZg](https://youtu.be/Adj4cbr_QZg)



# RIGHTS REQUIRED FOR COLOR GUARD

## Performer(s) / Group / Team and / or Club

### Performer(s) or Music Producer making the Mix



Edit and adapt an existing song

Including combining the adapted song into a mix with voiceovers, sound effects, beats

### Performer(s) performing to the Mix



Set choreography to the mix



Make up to 35 copies of the mix for training and preparation.



Perform the routine in public with the mix



The majority of ClicknClear rightsholders are happy for you to use your licensed mix in non-commercial social media posts, and will choose to monetise this content rather than issue takedown notices, but this can't be 100% guaranteed.



To use your routine video commercially, a sync license is required. This can be obtained via ClicknClear

## Federation / Event Producer

### Federations / Event Producers for Competitions



Play music in a public venue (physical or online)

Obtained via a collecting society



Sell DVDs and other memorabilia with music mixes



Live Stream events / virtual competitions with music mixes



VOD / catchup of events / segments including music mixes



Linear media broadcast of events with music





# THE TWO SIDES OF MUSIC RIGHTS

## MASTER



RECORDING OF A SONG  
RECORDING ARTIST



Record Labels

## PUBLISHING



WRITTEN LYRICS AND MELODIES  
SONGWRITER(S)



Music Publishers





# COVER MUSIC

## COVER MASTER



NEW RECORDING OF A SONG  
DIFFERENT  
RECORDING ARTIST

## PUBLISHING



WRITTEN LYRICS AND MELODIES  
SONGWRITER(S)



Music Publishers



# TRADITIONAL LICENSING PROCESS


Traditionally, all of these rights need to be cleared directly with the rightsholders.

Research Who  
Owns the Rights


Contact  
Rightsholders

Negotiate a Fee

Permission is  
Denied or Granted

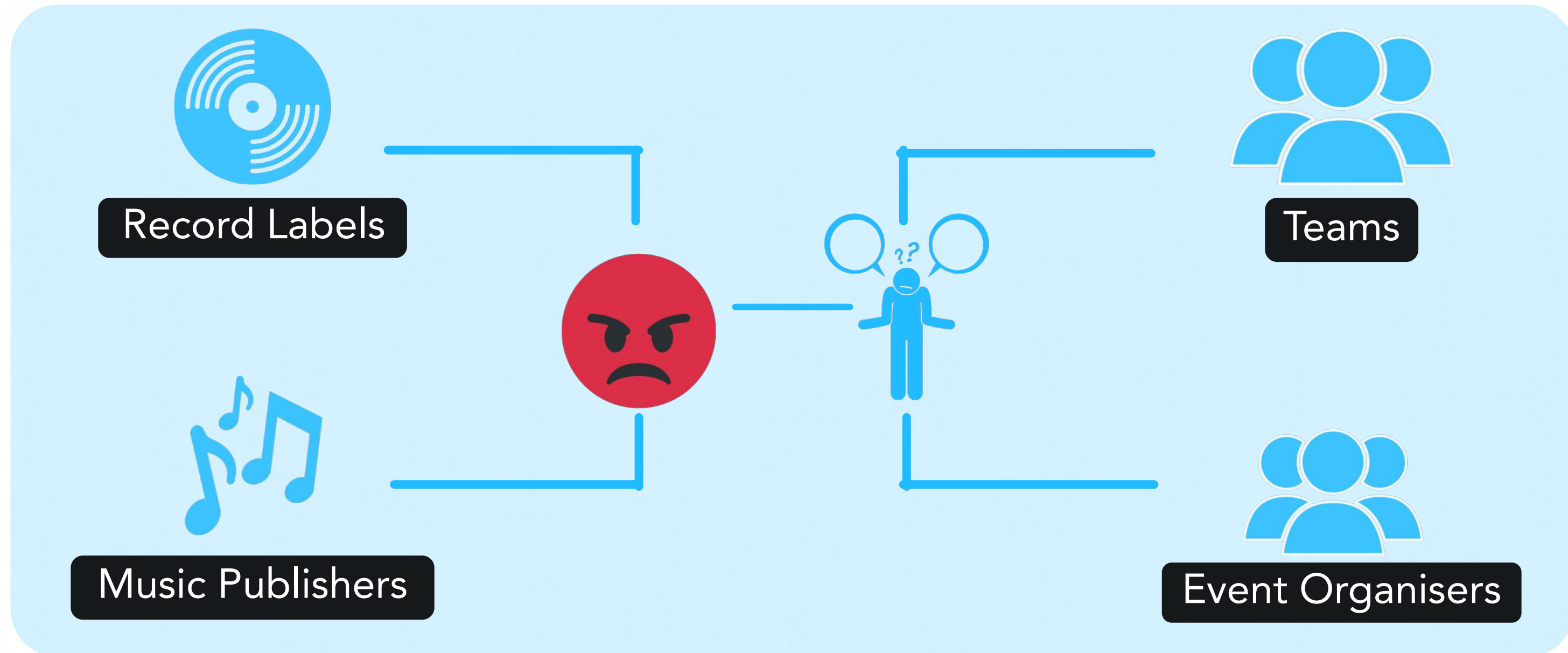


You need permissions from EVERY copyright holder before you can legally use a song. This process is expensive and time consuming.





# CONFUSING, FRUSTRATING AND TIME-CONSUMING





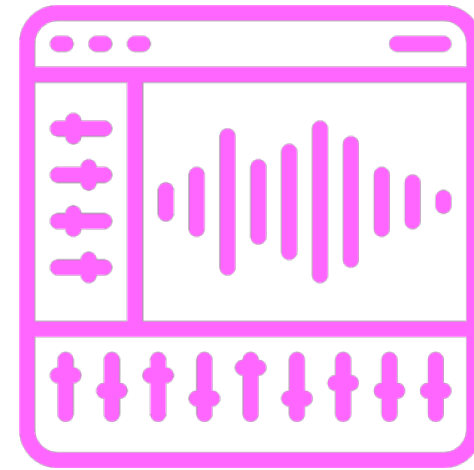
# HOW TO USE MUSIC LEGALLY

## USE MUSIC OUT OF COPYRIGHT



There is no library of public domain works so you MUST do your research!

## USE ORIGINAL MUSIC



Use a work by an artist or composer that has been specifically created for you.

## LICENSE PRODUCTION MUSIC



License music from a production library. ClicknClear also has a wide selection of production tracks, often cheaper than commercial music.

## LICENSE COMMERCIAL MUSIC

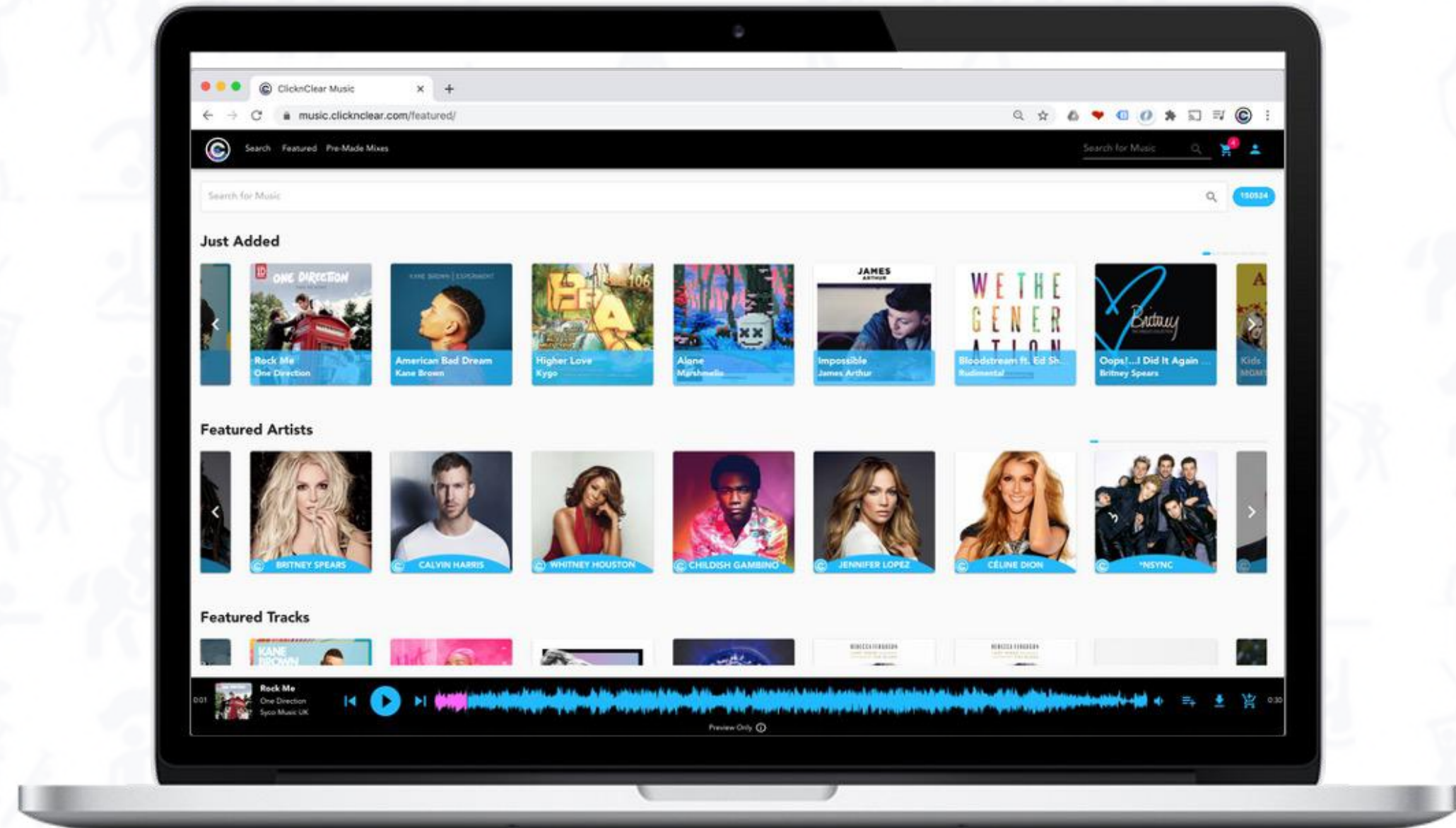


**CLICKnCLEAR<sup>®</sup>**

License commercial music from ClicknClear. We can also assist on requests for music not in our catalogue if your budget allows.



# INTRODUCING CLICKNCLEAR



A huge fully cleared catalogue of instantly licensable music direct from the music industry with all the rights needed by every part of Cheerleading's eco-system.



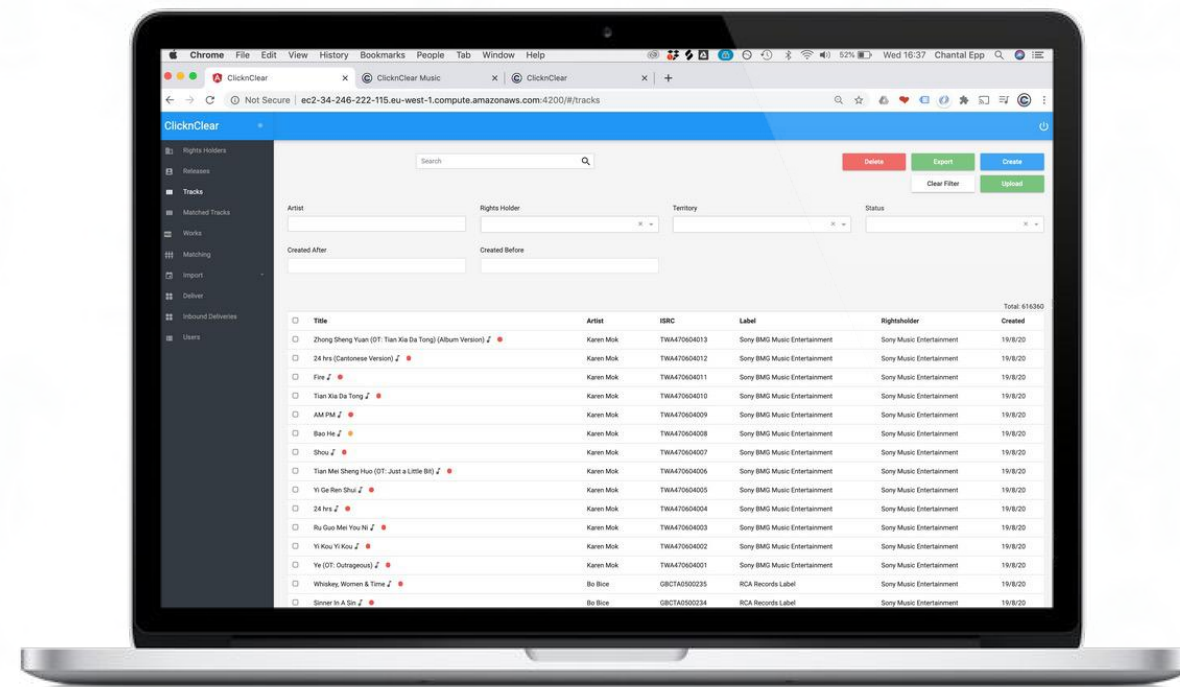


# OUR TECH

There are 3 parts to our technology.

1

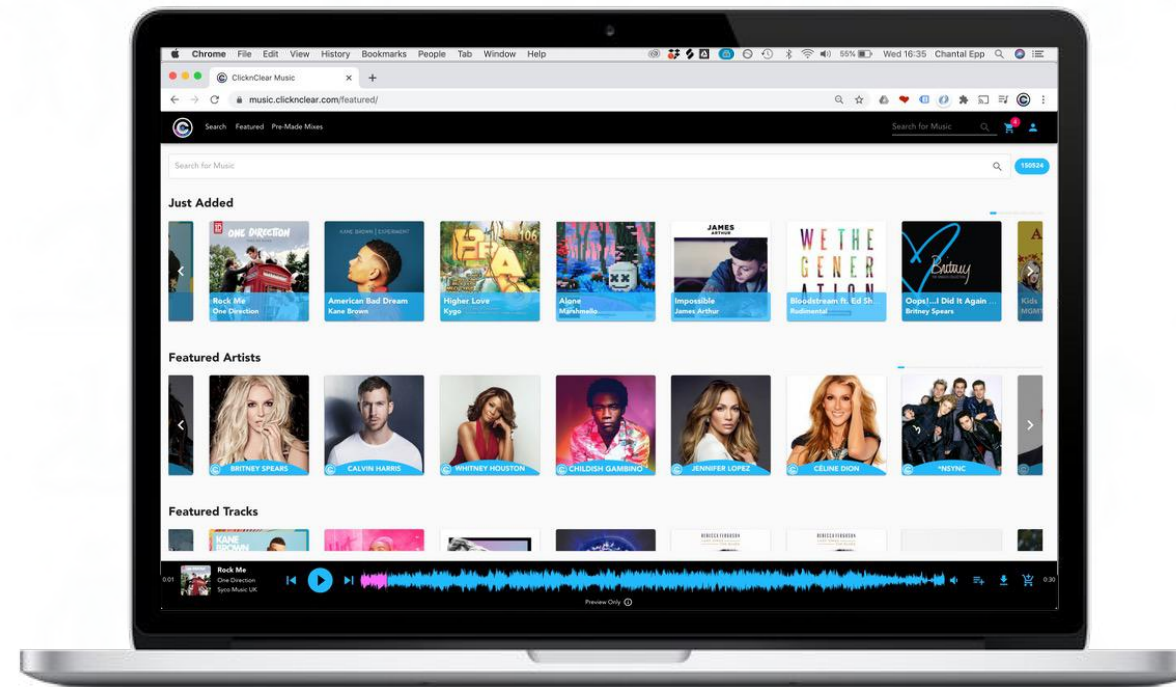
Rights Management Database



Ingests & matches music industry data (DDEX, CWR, Excel).  
Matches Master and Publishing Rights.  
Uploads 100% fully cleared music.

2

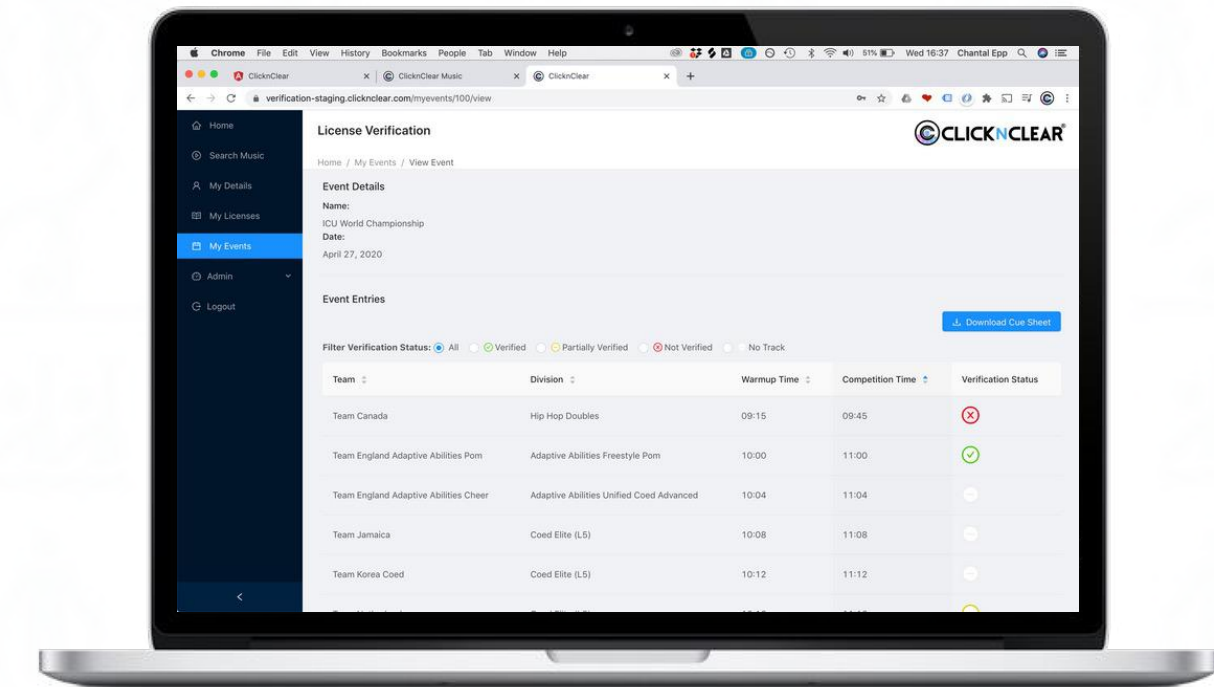
Licensing Platform



A marketplace for teams to instantly license music at:  
\$10, \$15, \$20 or \$25 per track,  
per mix for 1 year.

3

License Verification System



Ingests teams music mixes.  
Recognises the music being used.  
Verifies results against the license agreement.  
Enables online rights.





# THE PROCESS



**CLICKNCLEAR®**



Search tracks on  
[wgi.clicknclear.com](http://wgi.clicknclear.com)



Add 1 or multiple  
recordings to your  
cart.



Pay by card  
Receive your license  
agreement instantly  
Download your tracks.

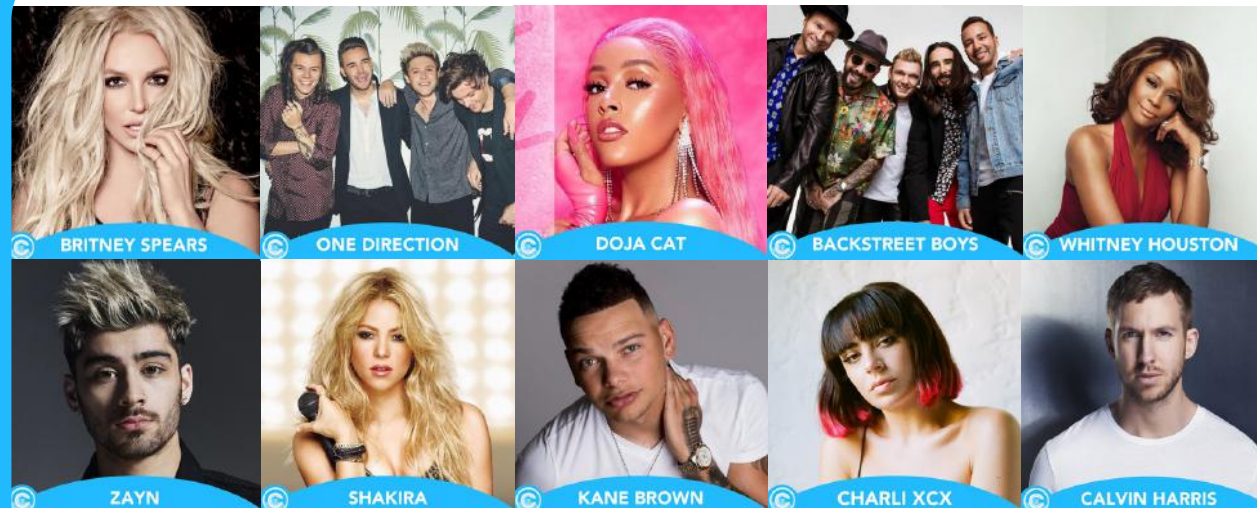


View your license  
agreements at any  
time.



# OUR MUSIC AND PARTNERS

## MUSIC & RIGHTSHOLDERS



ROUND  
HILL  
MUSIC



BMG

WARNER MUSIC GROUP



HOSPITAL



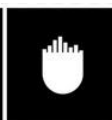
UNIVERSAL MUSIC  
PUBLISHING GROUP



peermusic  
the global independent

believe®

ULTRAMUSIC



ROUGH  
TRADE



JUST /SN'T MUSIC  
NINJA TUNE PUBLISHING

850+ labels and publishers  
ALL tracks pre-cleared  
\$10-\$25 per track,  
per mix for 1 year

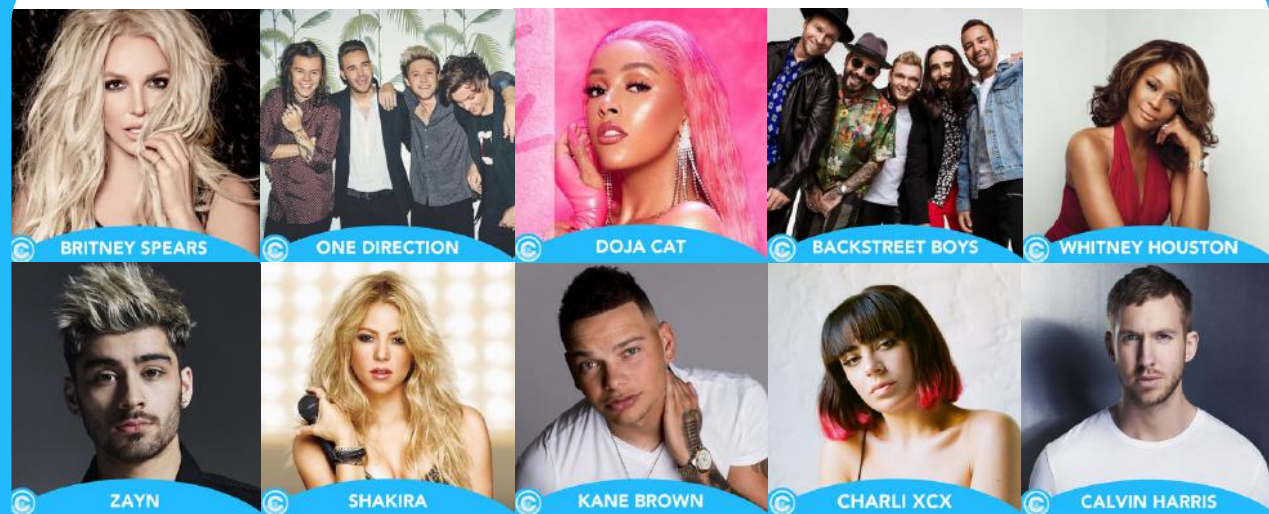
Including ALL rights needed  
+  
Legal Indemnity





# OUR MUSIC AND PARTNERS

## MUSIC & RIGHTSHOLDERS



ROUND  
HILL  
MUSIC



BMG

WARNER MUSIC GROUP



HOSPITAL



UNIVERSAL MUSIC  
PUBLISHING GROUP



peermusic  
the global independent

believe®



ROUGH  
TRADE



## SPORTS & ORGANIZATIONS





# SUMMARY

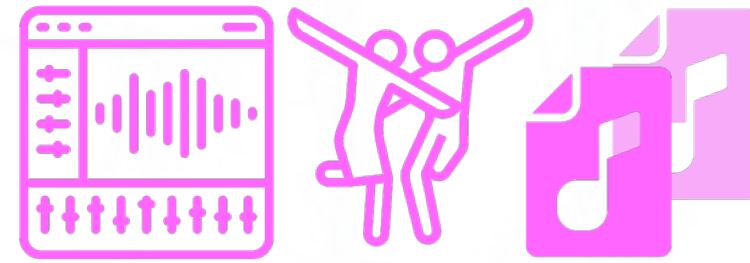


## MUSIC LICENSING MADE EASY

We work with hundreds  
of record labels and  
publishers.

Offer a huge and  
growing catalogue of  
great music.

Direct from the music  
industry.



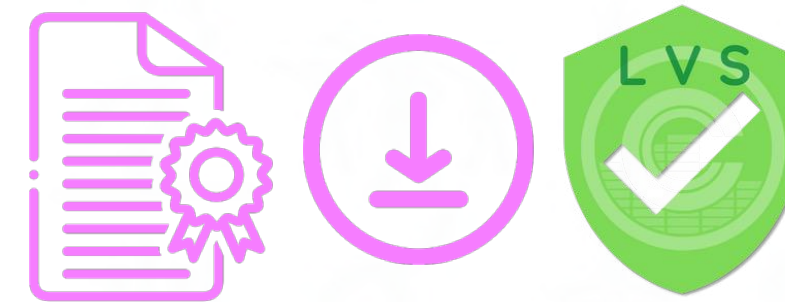
## ALL RIGHTS YOU NEED - IN 1 PLACE

Edit and adapt into a  
mix.

Choreograph a routine.

Make copies of the mix.

Perform the routine.



## INSTANT LICENSES, DOWNLOADS

Get an instant license.

Download the track.

Enters our LVS system:

MANAGE.

PROTECT.

EMPOWER.



## FAIR PRICES

**\$10 - \$25**

per track,

per mix,

per year.



# USE MUSIC YOU

## GET IN TOUCH



Search Music  
[music.clicknclear.com](https://music.clicknclear.com)



Contact Us  
[music@clicknclear.com](mailto:music@clicknclear.com)

## CONNECT



@ClicknClearMusic



@ClicknClear\_



@clicknclear\_



@ClicknClear

## EDUCATE



[clicknclear.com](https://clicknclear.com)

