



Trqk™ partners with BMAT to empower the music creator economy with game-changing new ways to more efficiently manage royalties, increase revenues, and engage fans through the new TrqkIQ™ Music Royalty Intelligence Platform

June 3, 2021 (Austin, TX) – **Trqk™**, a music tech innovator and creator of the TrqkIQ™ Music Royalty Intelligence platform, has partnered with **BMAT**, a global leader in audio fingerprinting and recognition services, to empower the music creator economy with game-changing new ways to more efficiently manage royalties, unlock paths to increased revenue streams, and engage fans.

BMAT's industry leading Vericast audio fingerprinting and music identification service will help fuel the new TrqkIQ platform with accurate monitoring, and on-air detections of tracks broadcasted on more than 200 TV and radio stations. The integration will give TrqkIQ users a complete picture of global performances, valuable insights and reporting, royalty and on-air works analysis, and dynamic visualizations that make it easier to understand the gap when payments haven't been received.

"BMAT is an industry leader in audio fingerprinting and recognition with best-in-class services, global reach, a stellar track record, and an accuracy rate that is second to none. We are delighted to be partners and very excited by the feedback we have received from the hundreds of creators, libraries, and publishers that have participated in our beta of TrqkIQ Indie Edition. We look forward to releasing our commercial version soon," said David Della Santa, Co-founder and Chief Creative Officer of Trqk.

"We believe in the power of data and so does Trqk. We're happy to partner with them as part of our mission to help all different companies across the global music industry better their data and amplify the value of music," said Pedro Cano, CEO of BMAT.

Trqk's team of musicians, technologists, and music industry insiders are united by a passion for music and the vision of using data science and business intelligence to dramatically transform and simplify the complexities of the royalty management process. In December 2020, the company launched its first product in public beta, TrqkIQ, with plans to officially roll out later this year the TrqkIQ Indie Edition™ for DIY independent artists, songwriters, composers, managers, labels, and music libraries.

About Trqk

Trqk is a Music Royalty Intelligence platform dedicated to helping the Music Creator Economy, which consists of music creators, publishers, and other industry stakeholders, to engage the power of data for unlocking new paths to make money and engage fans. The platform combines data science, business intelligence, and audio content recognition (ACR) techniques to provide a full understanding of historical royalties, allowing rights holders to identify and reclaim missed

royalties, understand peer and industry-wide royalty trends to target more lucrative business, and maximize licensing negotiations.

Founded in 2019, Trqk is the brainchild of co-founders David Della Santa (Chief Creative Officer) — a veteran music producer, music supervisor, and composer with over two decades in the music industry and over 500 song placements — and Sathvik Krishnamurthy (Executive Chairman), a Silicon Valley veteran with several successful exits. Together, they bring a deep understanding of the music industry and how to build a successful business from the ground up, and are complemented by a team of expert executives and advisors who have strong experience in music tech, data science, and performance rights.

For more information on Trqk or TrqkIQ Indie Edition, visit www.trqk.io.

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About BMAT

BMAT is a music innovation company with a mission to index all music usage and ownership data. We help all different companies in the music industry better their data operations to make sure artists get paid for their plays. Every day we deliver 27 billion matches and 80 million identifications to CMOs, publishers, record labels, broadcasters and DSPs globally. For more information visit www.bmat.com.

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