

# Rights, Royalties & Revenue Integrity Operations

## Background & Challenges

- We supported a major music distributor in managing a high volume of global rights conflicts that hindered royalty flow.
- Missing metadata, such as ISRCs and track names, made it difficult to verify legal collection rights.
- Overlapping claims from third parties created financial bottlenecks and resulted in significant revenue leakage.

## Objectives

- Our goal was to validate the distributor’s right to collect royalties based on active contracts and master ownership.
- We aimed to ensure metadata accuracy across society portals to release frozen royalty payments.
- The strategy focused on protecting revenue by prioritizing high-earning catalogs for immediate resolution.

## Approach

- We deployed two dedicated FTEs to manage rights validation using automated metadata processing systems.
- A tiered priority system was implemented to ensure that the most financially significant catalogs were addressed first.
- We adopted a "deep-dive" research process for high-value disputes and a streamlined process for lower-revenue societies.

## Solution



We leveraged proprietary tools to match large batches of tracks and clear rights for global distribution.



A strict 6-point validation protocol was enforced to confirm master rights and contract status before maintaining any claim.



We managed "Rights End Dates" and "Deleted" statuses in society portals to ensure claims were only active for authorized durations.



Standardized outreach protocols were established with Label Managers to confirm ownership and resolve complex disputes.

## Impact



**Cut conflict resolution cycles by 40%**



**Reduced revenue leakage by 12%**



**Mitigated losses on 15% royalties**

## About Straive

As a data analytics and AI operationalization company, we don't just build top-tier data analytics and AI solutions—we integrate them seamlessly into your core workflows. This approach drives enhanced efficiency, improves user experience, and boosts revenue, setting you apart from the competition.

Serving a diverse range of industries—including Pharmaceutical & Life Sciences, Manufacturing & Supply Chain, Science & Research, EdTech, Banking & Financial services, Retail & CPG, GCCs, and Media & Entertainment—we have a global client base spanning over 30 countries.

Our strategically positioned resource pool operates across nine countries: the Philippines, India, the United States, Nicaragua, Vietnam, the United Kingdom, Singapore, South Africa, and Canada.

