



blue pie™

bluepie.com.au



] third party licensing [

film | tv | cable shows | advertising



blue pieTM

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ABOUT MUSIC LICENSING -

Founded in 1996, Blue Pie works with you to commercialise your music via digital networks, partners and exclusive license contracts we hold. We work with some of the world's largest online music research and licensing firms. Blue Pie holds a number of exclusive partner agreements that provide our firm with a competitive edge that allows us to seek out and place our artists, labels and copyrights into lucrative FILM, TV, CABLE and general advertising license sales. For more information on our exclusive partnerships and license agreements please refer to our website.

OUR MISSION -

To commercialise your content and to take away the headache associated with licensing music for commercial productions.

We achieve this by saving you a significant amount of time by placing your music with over 50 leading music license specialists around the world. It has taken us over 10 years to build these relationships and we bring them all to you so that we can work as a team to generate license sales. We have exclusive partnerships with leading firms that allow us to use the power of the internet and our digital systems to maximise returns for our artists, labels and content owners.

ABOUT MUSIC COPYRIGHT -

Music copyright (and intellectual property) law is based on a combination of local territory legislation and various international agreements and has been tested successfully by the rights owners or their representatives in various courts around the world with stringent legal costs and penalties against those participating in copyright infringement and/or unauthorised copying, replication, transmissions and broadcasting. Rights owners do not hesitate in taking legal action where they believe their copyrights have been infringed.

Copyright is the right granted to the creators of original musical and artistic works to prevent another person from copying and exploiting those works without first gaining permission. There are two important (but not exclusive) copyrights in a recording:

- the sound recording itself such as a CD or DVD (encompassing the rights of the artist / producer / engineer / arranger / musicians or their unions)
- the musical composition contained within that recording (encompassing the rights in the lyrics / notation / arranger / local language version)



Blue Pie Proprietary Information

The information contained in this document is confidential and proprietary to Blue Pie and is to be used for the sole purpose of evaluating our service offering. Use, disclosure, reproduction, or distribution of this information to any third party without the written permission of Blue Pie is prohibited.



ABOUT MUSIC COPYRIGHT [continued] -

In addition there may also be trademark and patent issues that may have to be considered.

Permission to use a piece of music in a production (with a few exceptions as mentioned below) must be obtained from both the owner/controller of the musical composition usually, the 'music publisher' and the owner/controller of the sound recording (and the underlying copyrights and intellectual property) usually the 'record company'.

An exception to this rule is when the music is out of copyright and in the 'public domain'. For example, the general term of copyright for musical works in the European Union is 70 years after the death of the last surviving composer. However, in the USA the term is dependant on first publication, creation and registration factors (with various dates set as benchmarks and can vary for example from 70 years to 95/120 years) or where you would like to make your own recording of a piece of existing music. In some cases though, when you make your own recording the music publisher may have to be made aware of this (depending on various factors such as territory, usage, change of lyric or structure) as the composer may insist that they approve the recording.

Blue Pie takes the hassle out of music licensing and allows you to focus on what you do best. Our license team are highly experienced and we work with only market leaders in the placement of music around the globe.





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Some of our partners include the leaders in music licensing:



rumblefish.com



bluebuddhaentertainment.com



pumpaudio.com

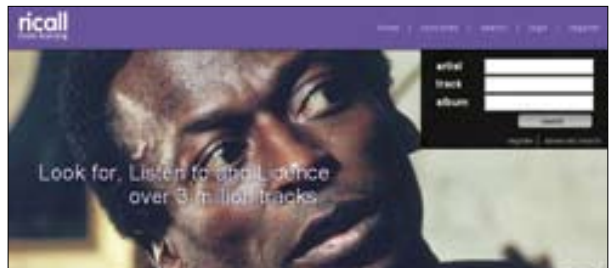


songcatalog.com

songcatalog



musicplugger.com



ricall.com

ricall music licensing



musicsupervisor.com



mangoreel.com

MANGO REEL



musicdealers.com

MUSIC DEALERS™





What we do :

The team at Blue Pie work with digital systems. The processes we have in place allow us to deliver your content to over 50 leading music license specialists around the world. Systems, procedures and process management are the key elements that all help to get your music to the top of the pile and to the ears of the people that make the purchase decisions for license agreements.

Our value proposition is the unique systems we have developed, our relationships with industry partners and utilising the power of the Internet to maximise returns for you and your music.

What licensing opportunities are out there ?

Blue Pie has completed license agreements with over 300 companies in the past 3 years. Some of our music license clients include:

- ABC abc.net.au
- American Express americanexpress.com
- British Petroleum bp.com
- CBN cbn.com
- Channel 10 ten.com.au
- Channel 9 channelnine.ninemsn.com.au
- Channel 7 seven.com.au
- Coca-Cola coca-cola.com
- Dats Skip Bins datsskipbins.com.au
- Farscape farscape.com
- FOX fox.com
- Heavenly heavenly.com.au
- Home and Away seven.com.au/homeandaway
- I Heart [Love] NY iloveny.com
- Magic Blue Creative magicbluecreative.com
- National Australia Bank nab.com.au
- Neighbours neighbours.com
- PBS pbs.org
- Pepsi pepsi.com
- Ralph Lauren ralphlauren.com
- Reality Films realityfilms.net
- Red Earth reearth.com.au
- SBS sbs.com.au
- Stanley Tools stanleytools.com
- Steinbok steinbok.com.au
- Toyota toyota.com.au
- Universal Pictures universalpictures.com
- Wyld Vitamins wyld.com.au



Some of our many artists that we have secured license sales for include:

- 3rd Unit 3rdunit.co
- Barry Crocker barrycrocker.net
- Belasco belasco.co.uk
- Burning the Day burningtheday.com
- Caitlin caitlinreilly.com
- Diggsville diggsville.net
- Fusier zygosin.com
- Gordon Waller (Peter and Gordon) gordonwaller.com
- Henry Turner Jr. henryturnerjr.com
- Ooh la la oohlala.net.au
- Pete Hawkes petehawkes.com
- Peter Noon (Herman's Hermits) peternoone.com
- Sahra sahra.com.au
- Slimey Things slimeythings.com
- Yeehaa Boys theyeehaaboys.com



For more information on licensing see our website at bluepie.com.au



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Blue Pie has created hundreds of soundtracks and placed over 1000 songs into films, tv shows, documentaries and general advertisements over the past decade. Some of these include:



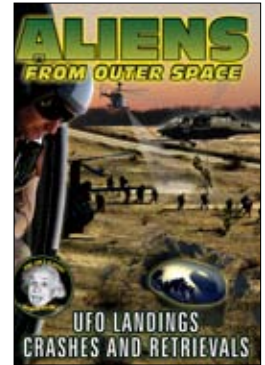
The Argues The Movie Mockumentary



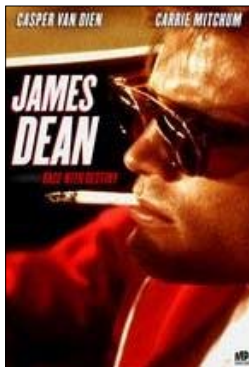
Dealing with Destiny



Rap Dreams



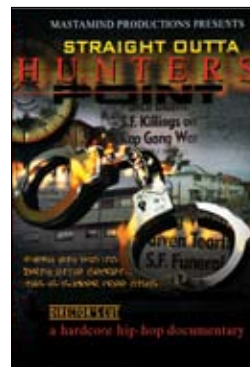
Aliens from Outer Space



James Dean Race with Destiny



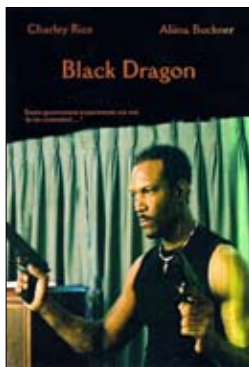
The White Countess



Straight Outta Hunters



Townbiz



Black Dragon



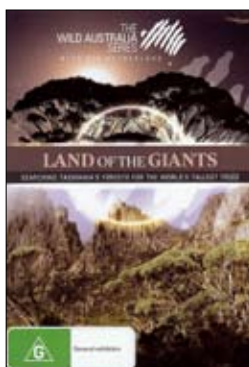
High Side 'N Remix



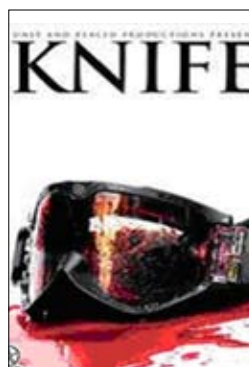
The Ultimate 2012 Collection



Ancient Astronauts Our Extra Terrestrial Legacy



Land of the Giants



Knife



Diary of a Vampire



Archetype of the UFO By O.H. Krill

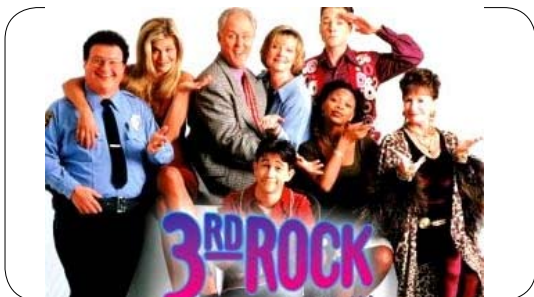
Please visit: www.bluepie.com.au for more films



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Blue Pie has created hundreds of soundtracks and placed over 1000 songs into tv shows over the past decade Some of these include:





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WHAT THEY SAY ABOUT US -

"Blue Pie Records have renewed my faith in the future of the Australian Recording Industry. I was getting old, cynical, bitter, and twisted until I recently got a call from Lindsay Osborne, (aka Linzi O). He introduced me to his good friend, ceo-Damien, and now I feel I have found a team that now only CARES about the music, but who are prepared to actually get down and dirty to do the hard creative work necessary to create new looking and sounding product, and for that I am full of admiration. And then... they really know how to sell it world-wide better than anyone I have ever seen. These boys saw the future way back in the beginning, and now their hard work will make them deserve to be the last people standing at the end. And did I mention that it is not only exciting, but fun to be around them, and I hope that it will go on, and on, and show the rest of the world how to do it. All the best, my friends."

- **Peter Head - Resident Psychedelic Godfather, and still the hardest working muso in the country today!**
| www.myspace.com/musicheadband | www.headofficerecords.com

"My first ever band, 'Headband' had recorded an album way back in 1971 which had since been lost to the band in terms of profile, sales and royalty streams. Except for pirated versions selling from some dodgy sites in Europe, no-one could get a legitimate copy of this album any more, or the songs on it. Enter Lindsay Osborne aka Linzi O, Damien Reilly and the Blue Pie team... Within a few weeks of us bringing our problem to their attention, the album tracks were listed and up on iTunes, the album artwork and profile boosted onto a Myspace page, and our lost royalty stream returned to us. And all this with a heart-warming enthusiasm for our band and our music. Blue Pie delivers!"

- **Chris Bailey - HeadBand Founding Member & The Angels** | www.myspace.com/musicheadband | www.theangels.com.au

"Its been a great vibe all along working with the Blue Pie Team and Damien's non stop energy + meeting and working with some great artists at Blue Pie. I'm excited and honoured to be heading the new "ELECTRIC BLUE JAZZ" label at Blue Pie, and to expand my music and production work worldwide. All of this came about from sending Damien a CD a year ago and the future looks amazing. I really look forward to our meetings in LA. Success is assured with the great Blue Pie team."

- **Dave Sharp** | www.davesharp.com

"I just wanted to say that I'm so grateful for all that you are keep doing every day to help with my career and if there is anything that I can do to help Blue Pie, please let me know. Even if it's writing music to keep your employees harmonious!!! You guys are the best and I do not know what I would be doing without you. Thanks for the total faith in me and my music."

- **Michael Horsphol** | www.michaelhorsphol.com

"Hi Damien and the Blue Pie admin team, I just wanted to say a big thanks to you and all of the Blue Pie team for all of your hard work in assisting me with Austrade and establishing me as a music exporter. Through your extensive network and unparalleled business model you have shown me the power of good marketing and the potential that access to the whole world can bring. This was only achievable with the backing of Blue Pie. The future is looking good. Thanks again for all you and the team do each day for me and my music."

- **Craig Fraser** | www.craigfraserband.com

"How can I put this is a short sentence.....except to say what a pleasure it is dealing with such an inspirational person as your self, your attention to detail, follow up and passion for music makes it a pleasure dealing with you. May our relationship last for years and bring us both the success we are looking for."

- **Sam Righi - Director Big Deal Inc** | www.bigdealinc.com.au

"To the Blue Pie Crew - Thanks for all you are doing for Ooh La La and Well Done on the new Blue Pie site it looks fantastic. We all Really Really Appreciate the effort I'm sure we can make a few miracles happen!!"

- **Simon Meli -The Soul Brother** | www.oohlala.net.au

"To the supa fine Blue Pie Crew - I am really digging all the new treatments! You guys are kicking some remix ass! I was pleasantly surprised to hear your innovative arrangements. Special thanx to Richie and Dino for keepin the beat!"

- **Rusty Anderson - Singer, Songwriter & Guitarist for the Sir Paul McCartney Band** | www.rustyanderson.com

"I am thrilled at these new treatments of Downtown it is just so good to hear that a company like Blue Pie can get in there and get a deal done it shows you don't have to be a big record company to do what you do."

Petula Clark - From the Today Show Interview with Richard Wilkins.

"Thanks so much for all the work you've done so far for Diggsville. It is great to have our music placed in a film. A huge thanks from all of Diggsville."

- **Karen Mitchell** | www.diggsville.net

"Congratulations on the placement with Ralph Lauren. Sahra is great!"

- **Chris Whitworth - CEO** | www.songcatalog.com

"Thanks guys for my FANTASTIC new Myspace site. It is really awesome!"

- **Janice Marie** | www.myspace.com/aatasteofhoney





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