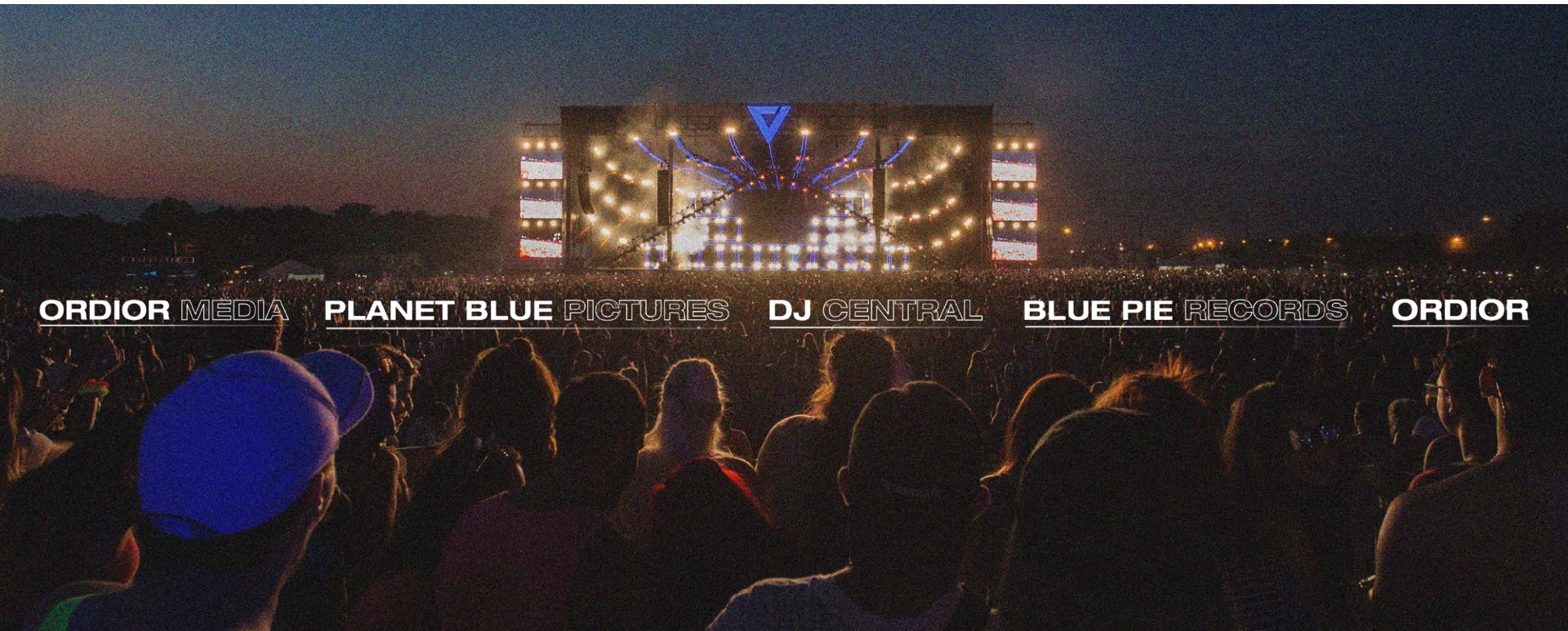


SERVICES



ORDIOR MEDIA

PLANET BLUE PICTURES

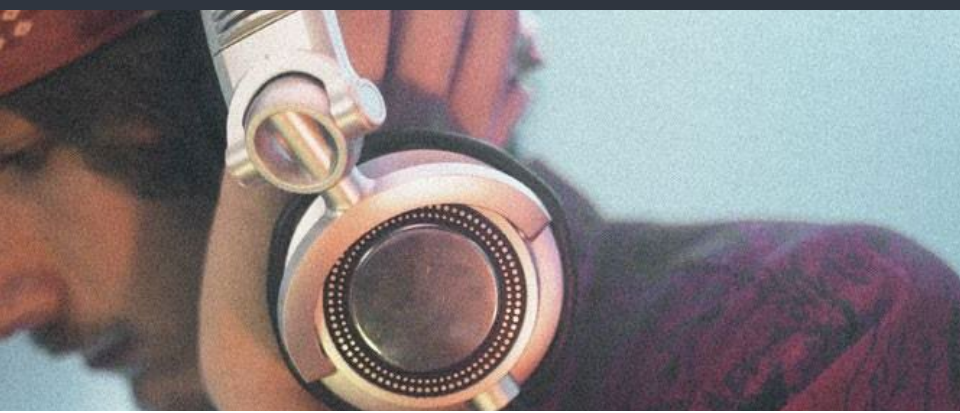
DJ CENTRAL

BLUE PIE RECORDS

ORDIOR

A close-up, low-angle shot of a person playing a white electric guitar. The person is wearing a vibrant, colorful Hawaiian-style shirt with a pattern of people and a blue and white plaid shirt underneath. They are also wearing blue denim jeans. The guitar is a white Fender Telecaster with a black pickguard and a maple neck. The person's hands are positioned on the fretboard and the bridge area. The background is a blurred stage setting with a microphone stand and a large, stylized graphic of a person's face on a wall. The lighting is warm and focused on the guitar and the player's hands.

ABOUT



WHO WE ARE



A Record label, Publisher, Distribution Platform, Rights Management Service & Digital Entertainment Company.

Blue Pie Records - www.bluepierecords.com



Ordior Media are the Media & Branding experts amplifying your brand and providing the marketing support you need to gain global exposure.

Ordior Media - www.ordiormedia.com



Ordior are the forensic music rights & distribution specialists, involved in the monetization, copyright enforcement and recovery of unclaimed royalties.

Ordior - www.ordior.com

ABOUT

Blue Pie Productions provides our label & artist partners with a “White Label” service offering. We give our partners the opportunity to develop their brand, create music that is globally accessible, build a relationship between the artist and fans, and offer up the chance to explore new revenue streams. This program is for labels seeking to have Blue Pie provide all back office services, management of artists and a completely white label branded experience for their artists that replicates the entire Blue Pie experience.

We achieve this through our global team, unique infrastructure, and by leveraging our existing network of DJ Central, Ordior, Planet Blue Pictures & Blue Pie Records.



A Film, Documentry TV Show Production House.

Planet Blue Pictures - www.planetbluepictures.com

DJ Central TV is a global EDM TV show exploring music, culture and lifestyle trends in clubs around the world.

DJ Central TV - www.djcentral.tv



DJ Central Records is a record label offering a full suite of services to its artists and labels.

DJ Central Records - www.djcentral.tv



SERVICES

BLUE PIE RECORDS



Music Production:

- Beat Creative
- Beat Making
- Featured Artist Placement
- Music Production
- Music Restoration
- Remix Services
- Sampling
- Song Doctoring
- Studio Production



BLUE PIE RECORDS SERVICES LIST

Our campaigns are a combination of various **Blue Pie** services tailored to your needs and requirements. The following are the range of services we provide.

Digital Distribution:

- Digital Distribution
- Metadata Cleanup
- Artwork Cleanup
- Artwork Creation

Physical Production & Distribution:

- Physical Distribution
- Metadata Cleanup
- Artwork Creation
- Artwork Cleanup
- Artwork Booklet

Rights Management:

- Publishing Administration
- Rights Management

Licensing:

- TV shows (Sync)
- Film (Sync)
- TVCs (Sync)
- Soundtracks (Licensing)
- Compilations (Licensing)
- Blue Pie Sync | Platform

Administration:

- Legal Administration
- Income Stream & Financial Models



MUSIC PRODUCTION

Blue Pie Productions is a highly creative and flexible company suited to offer our customers a bespoke music solution to cater to their requirements All the music is produced at the best facilities which utilises the latest recording technology, equipment and software The music we create can be provided in any format.

As a label and service provider we have experience in new artist studio recordings, mixing mastering, and back catalogue music restoration. Our state of the art technology and network of producers, writers, session musicians provides our clients with an amazing opportunity for a music career.



Production services include:

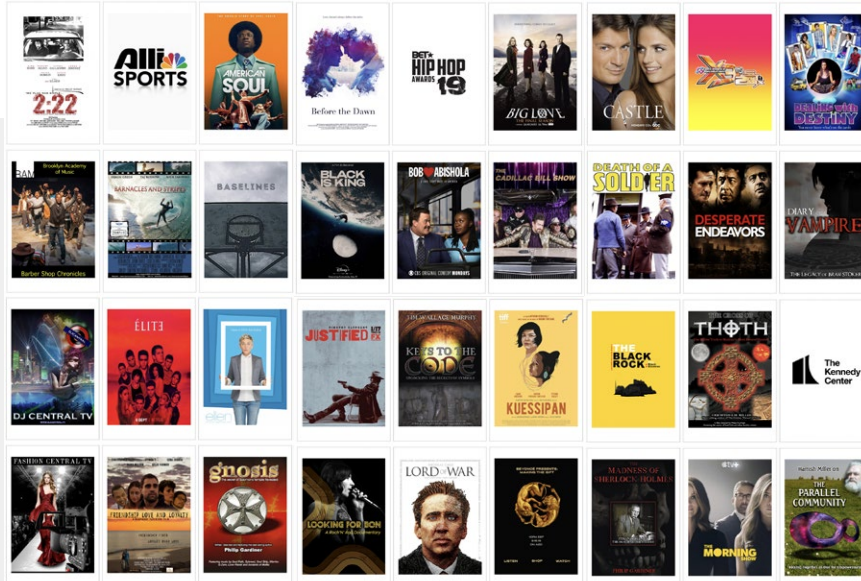
- Beat creative
- Beat making
- Featured artist placement
- Music Production
- Music Restoration
- Remix Services
- Sampling
- Song Doctoring
- Studio Production



LICENSING & SYNC

The unique systems we have developed, our relationships with industry partners, and utilising our global network of music supervisors provide a unique and compelling value proposition to get your music into TV shows, films and other networks much more easily and efficiently than our competitors.

Blue Pie Productions works with a network of over 300 production houses, film studios & license networks. We engage with our network through email, social media, video mashups & newsletters to ensure your music gains exposure and secures licensing & sync placements.



Some companies we have worked with in the past include:

- ABC
- American Express
- BP
- Channel 10
- Channel 9
- Channel 7
- Coca Cola
- Pepsi
- FOX
- Home Away
- Neighbours
- Ralph L auren
- SBS
- Toyota
- Universal Pictures

Licensing services include:

- Compilations (Licensing)
- Film (Sync)
- Soundtracks (Licensing)
- TVCs (Sync)
- TV shows (Sync)

MUSIC DISTRIBUTION & RIGHTS MANAGEMENT

Distribution services include:

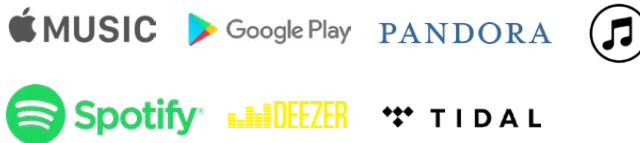
- Copyright
- Digital Distribution
- Publishing
- Physical Distribution
- Rights Management
- Artwork

At the heart of what we do, are the network of relationships we have built.

Blue Pie Productions are members of global music regulatory bodies organisations. We manage all publishing, licensing and copyright administration ensuring your content is claimed everywhere and monetized for you.

We have relationships with over 900 digital service providers. We leave no stone unturned when it comes to giving your content the opportunity to thrive in new and existing markets. We take the headache out of what can be a very complicated process.

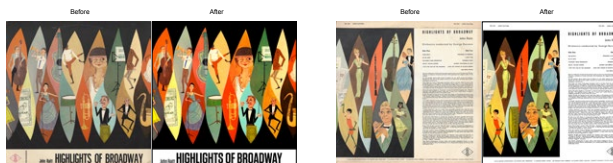
Distribution



Rights management



Artwork





ORDIOR MEDIA SERVICES LIST

Ordior Media is a marketing company created for the modern music industry. We specialize in creating custom-built marketing strategies to assist our clients to reach and engage music lovers across the digital landscape. The following are the range of services we provide.



Branding:

- Logo design
- Biography
- Media Collaterals
- Photo Shoots & Portfolios
- Image Library
- Website Design & Development
- Website Maintenance
- Website Data & Hosting

Merchandising:

- Apparel
- Stationery
- Mugs
- Decals
- Signage

Advertising:

- Online
- Print
- TV

Social Media:

- Account Management
- Account Development
- Content Creation

Content Creation:

- Video
- Animation
- Photography
- Graphic Design
- Specialised Social Content
- Live Streaming
- Podcasting

Analytics:

- Social Media Reporting
- Music Platform Activity Reporting

Campaign Strategy & Brand Development:

- Research
- Audience Mapping
- Channel & Content Strategy
- Content Planning & Execution
- Brand Strategy
- Brand Foundations
- Brand Identity
- Tone of Voice

Copywriting:

- News Stories
- Media Releases
- Blog Posts
- Newsletters
- Website Copy

Radio & Playlisting:

- Radio local
- Radio global
- Playlist local
- Playlist global

Grant Services:

- Grant Consultation
- Collaterals & Modelling
- Application Management

Campaign Development:

- Marketing Plan
- SEO
- Social Listening & Publishing Tools (Sprout Social)



CAMPAIGN STRATEGY & BRAND DEVELOPMENT

The Ordior Media Marketing Team will conduct a thorough investigation of the Artist/Label brand and develop the execution plan of the 12-month campaign. We develop custom solutions in alignment with your sound and look, allowing your content to make the greatest impact.

Campaign Strategy & Brand Development services include:

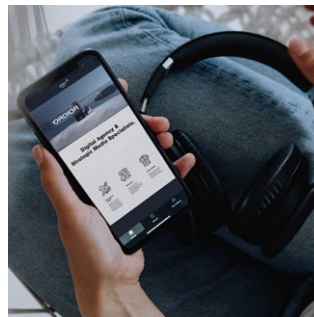
- Research
- Audience Mapping
- Channel & Content Strategy
- Content Planning & Execution
- Brand Strategy
- Brand Foundations
- Brand Identity
- Tone of Voice

CAMPAIGN DEVELOPMENT

Once the strategy has been developed, the team will advise on the path forward. Some clients require a full marketing plan, others do not. We provide a full Optimisation package to ensure you have all the tools to boost your brand. Sprout Social is the publishing platform we use – this ensures seamless planning and efficient posting.

Campaign Development services include:

- Marketing Plan
- SEO
- Social Listening & Publishing Tools (Sprout Social)

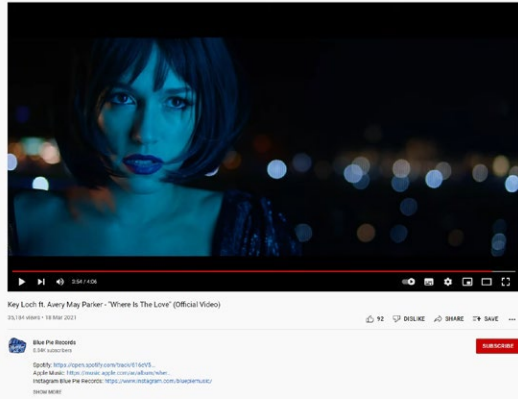


WHERE IS THE LOVE

KEY LOCH FEAT AVERY MAY PARKER



Key
Loch



BRANDING

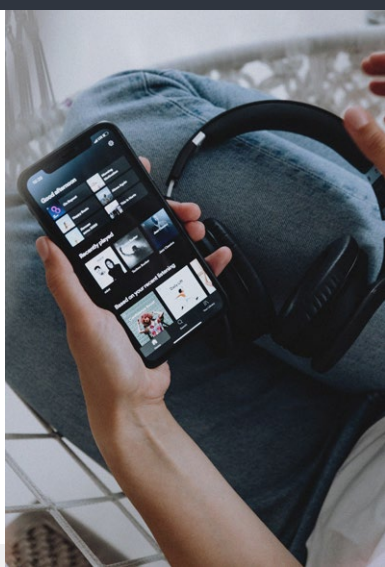
Ordior Media dedicated team of design, social media and web experts take time to understand your brand and messaging. We develop custom solutions in alignment with your sound and look, allowing your content to make the greatest impact.

We have a team of stellar designers and web developers who can offer you a solution to the most intricate or simple website design to suit your sound and brand.

Branding services include:

- Logo design
- Biography
- Media Collaterals
- Photo Shoots & Portfolios
- Image Library
- Website Design & Development
- Website Maintenance
- Website Data & Hosting





SOCIAL MEDIA

Ordior Media global social media team provides a turnkey 360 degree management service for our clients.

Using a combination of human resources, media aggregation tools and direct communication processes, we build your brand, customer and fan base communities.

From building fan bases to direct to brand consumer relationships, social media is growing and constantly evolving and Ordior Media is there with you to manage the process.

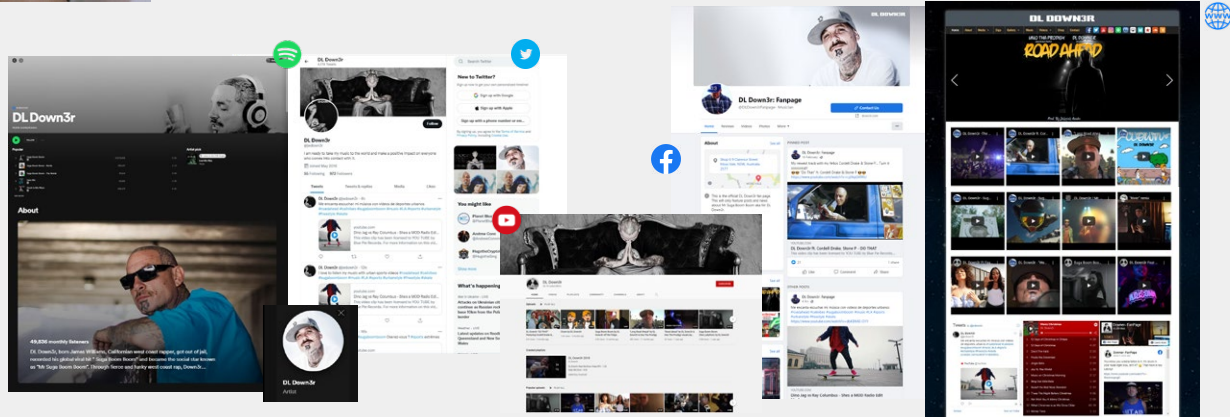
Ordior media teams remove the stress and strain on your resources to provide management solutions and resources to grow your communities allowing you to focus on content creation, management and the ability for your brand to adapt to the constantly changing and evolving landscape of social media networks.

Social Media services include:

- Account Management
- Campaign Strategy & Development
- Content Creation

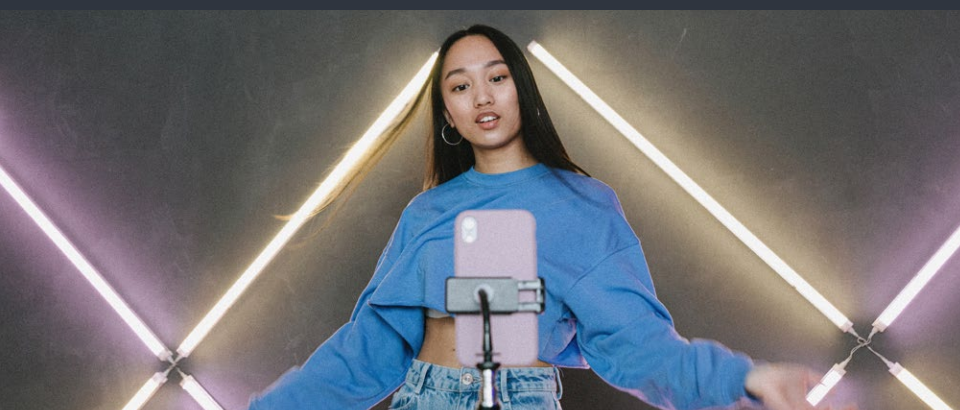
Case Study:

DL Down3r
Over 1.5 billion streams
as at January 2022.



Social Media platform services include:

- Facebook
- Instagram
- KWAI
- LinkedIn
- Snapchat
- TikTok
- Tumblr
- Twitch
- Twitter
- VEVO
- Vimeo
- YouTube



COPYWRITING

The Ordior Media team will amplify your brand and music with impactful news, media releases, blog posts and newsletters. Again, driven by your developed campaign strategy, we will reach the target demographic in the brands tone of voice.

Copywriting services include:

- News Stories
- Media Releases
- Blog Posts
- Newsletters
- Website Copy

CONTENT CREATION

Using our state-of-the-art design, audio and video studio facilities, our Creative Team will take a vision from ideation to mind blowing content. Driven by the marketing strategy, the Ordior Media team will create a full suite of content to suit your needs. The content will feed social media, advertorials, news posts, TVCs etc.

Content Creation services include:

- Video
- Animation
- Photography
- Graphic Design
- Specialised Social Content
- Live Streaming
- Podcasting





MERCHANDISE & PROMOTIONAL MATERIAL

Merchandising services include:

- Apparel
- Decals
- Mugs
- Signage
- Stationery

We work together to design create promotional merchandise with approved imagery and logos.

Our merchandise and promo material is designed in house by our creative team, and produced distributed by a third party.

Case Study: DJ Central



RADIO & PLAYLISTING

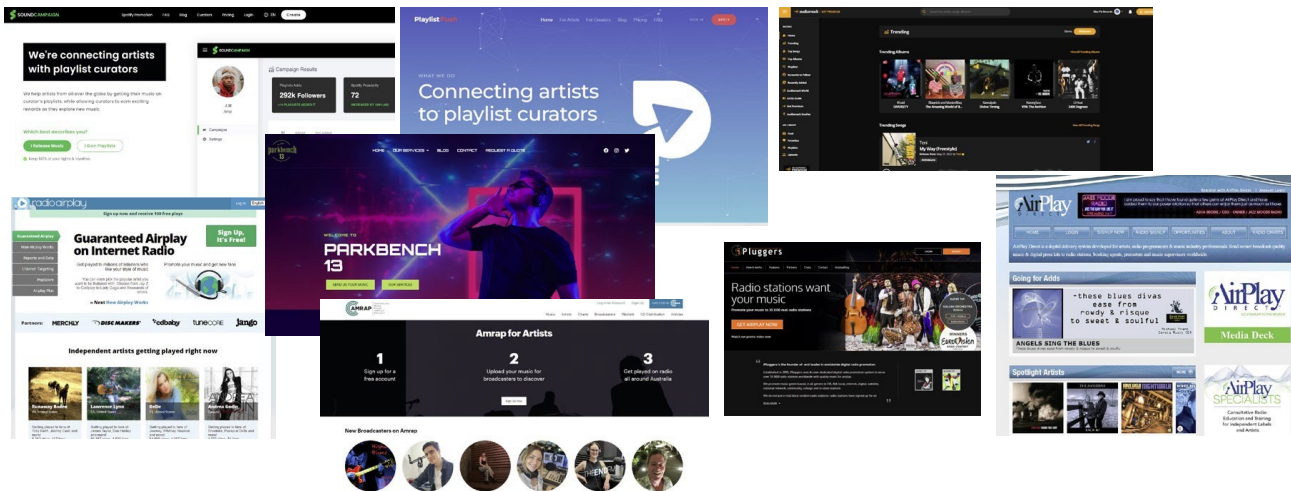
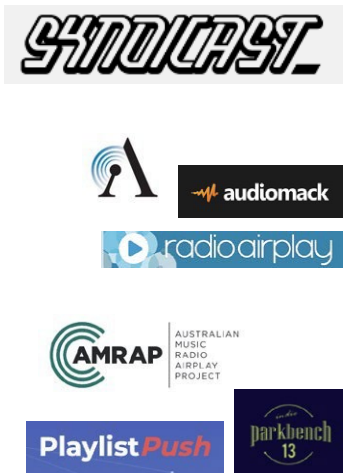
We have vast databases and a network of long term relationships with key radio stations in local and global markets, servicing many genres. We align your sound with the stations that are right for you.

Playlisting is an incredibly effective tool to expose your music to mass markets, allowing greater listener discovery.

Radio & Playlisting services

include:

- Radio local
- Radio global
- Playlist local
- Playlist global





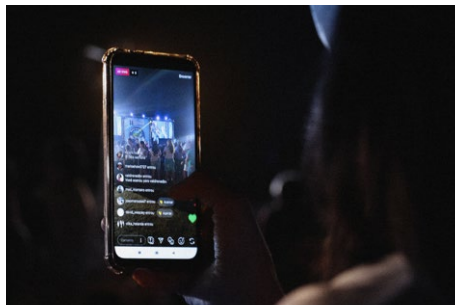
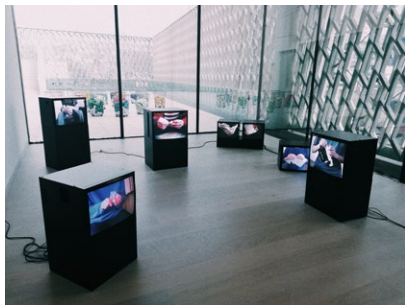
ADVERTISING

Leveraging our media network, Ordior Media can access hundreds of advertising platforms across online, print and TV.

Our TV show, DJ Central TV holds the potential to expose your music and brand to a global audience.

Advertising across:

- Online
- Print
- TV



ANALYTICS



Every quarter, Ordior Media will provide you with a full Marketing & Music report (this is separate to your Royalty reporting). This report will include all social media metrics as well as an assessment on the performance of your music across available platforms.

Analytics include:

- Social Media Reporting
- Music Platform Activity Reporting

GRANT SERVICES

For some artists & labels, there are many Grant opportunities available. Our Strategy team will assess your eligibility and advise the best way forward.

Ordior provides grants services for the following countries:

- Australia
- USA
- Canada
- Ireland
- Portugal
- UK
- Germany
- France
- Cyprus

Australian grants include:

- AusIndustries – R&D, Commercialisation, Entrepreneurship
- Austrade – Export
- NSW State Government Infrastructure, Employment, Screen, Arts, Touring – Create NSW
- Councils – Local projects
- Australia Council – Arts, Music, Touring
- Screen Australia – Film, Festivals
- Federal Telecommunications, Communications and Infrastructure
- Community Sector

Grant Services include:

- Grant Consultation
- Collaterals & Modeling
- Application Management





ORDIOR SERVICES LIST

Ordior specializes in Youtube, Facebook, & Instagram rights management, UGC monetization, copyright enforcement, digital music distribution, and micro sync licensing. The following are the range of services we provide.



Ordior services include:

- Rights Management
- Royalty Recovery
- Rights Recovery
- Forensic & Legal Investigation
- Copyright Protection

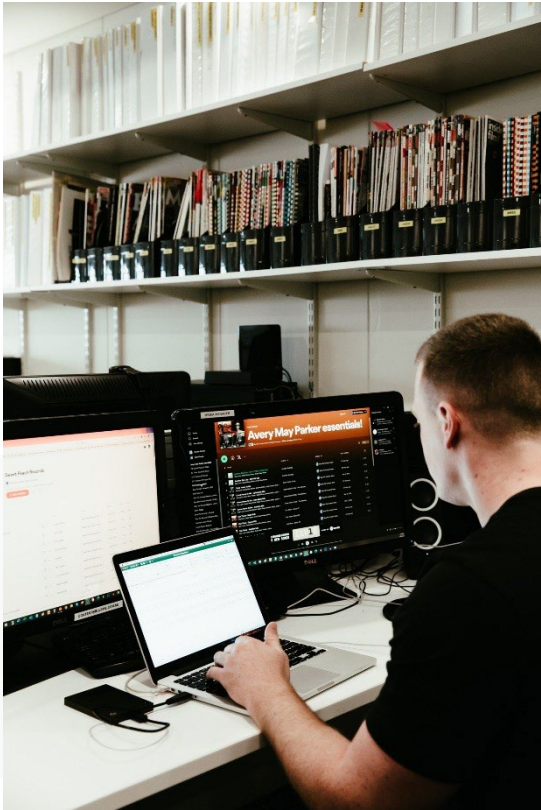


DETECT, COLLECT, MANAGE

Ordior combines technology and manual processes to ensure complete management and monetization of content. Ordior are Rights Optimisation Specialists. Unlike our competitors, our IP allows us to use over 60 identification, claims and monetization processes, which allows for greater reach and recovery.

Ordior works with a leading network of rights management partners to build custom made and bespoke solutions for our content partners and labels to maximise monetisation of their content.

There is an estimated \$2bn USD in unclaimed revenue at YouTube alone we are here to collect what is yours and put it in your pocket. Typically, we can improve a mid size label's streaming revenue from between 15% 20% on their gross annual turnover.



Your music,

- All music and video formats.
- Singles, EPs, Albums,
- Pre-order, Instant gratification,
- Ringtones, Videos...

on all platforms,



fully optimised.

- High security levels, operations & dedicated support.
- Anti Leaks Process
- Content Control





PLANET BLUE PICTURES SERVICES LIST

We provide distribution, syndication, and license services to our content partners. Our production team produce films, documentaries and TV shows. We create custom, bespoke distribution systems for our partners.

The company is focused on delivering high quality music TV shows, documentaries, and films to a worldwide audience.



Video Specialist services include:

- Sales
- Production
- Distribution
- Syndication

Video services include:

- Music video creative
- Music video licensing
- Music video production
- Music video shoots
- Video rights administration
- Video rights monetization





VIDEO SPECIALISTS

Planet Blue Pictures provides music video, film, short film, and digital video content distribution, along with syndication and license services to our artists, labels and content partners.

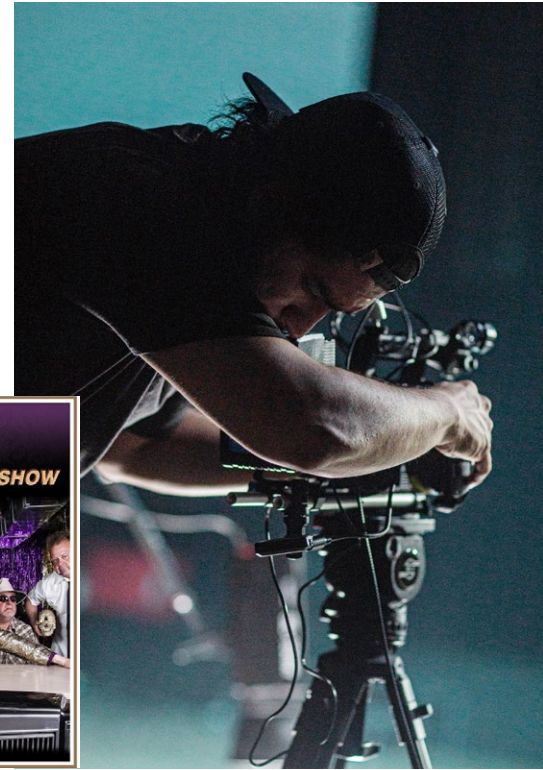
We service over 50 music shows around the world including MTV, 20 video digital retailers including iTunes, and over 30 telecommunications and mobile companies globally.

The digital world is continuously growing, and therefore, there is an exhaustive list of methods for distributing your content.

Planet Blue Pictures does it all, including formatting, covering all data charges, royalty management and distribution.

Video Specialist services include:

- Sales
- Production
- Distribution
- Syndication



MUSIC VIDEO

At Planet Blue Pictures we have the skills and infrastructure to provide end to end video services; from ideation, to distribution, all the way through to content claim & monetisation.

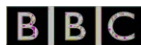
We've invested and developed in house technology and resources to maximise the potential of our clients videos.

Our in-house technology allows us to ingest and claim video content, manage all administrative and rights management tasks, as well as ensure that your video is completely claimed, protected and optimized.

Planet Blue Pictures has an exclusive worldwide rights management partnership in place with Ordior to manage, protect, monetize and distribute videos to one of the largest video monetization platforms in the world.

Video services include:

- Music video creative
- Music video licensing
- Music video production
- Music video shoots
- Video distribution
- Video rights administration
- Video rights monetization

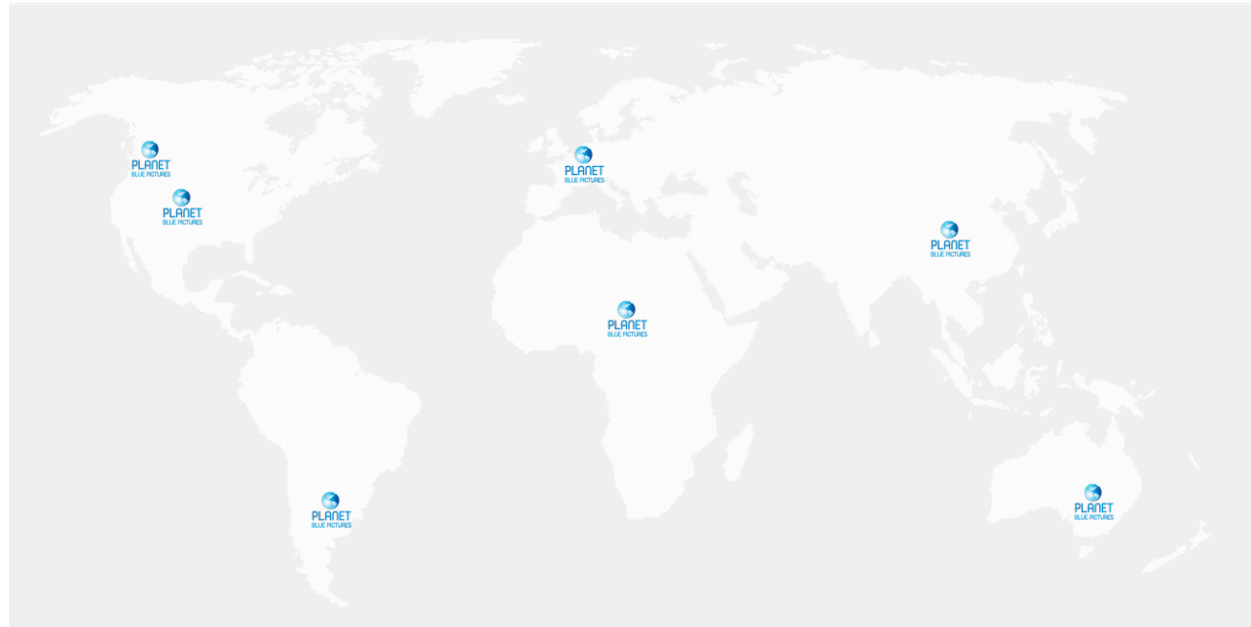




GLOBAL REACH

Planet Blue Pictures works with brands to commercialise and distribute music, film and video content. We have representative offices across the world and dedicated infrastructure in Australia to manage all your distribution and rights management needs.

We are focused on using digital platforms available around the world to commercialise and monetise your music and content rights. This will give your content the opportunity to have a true global presence. You can select full or limited distribution services we are here to help you increase your sales and grow new markets for your content.





DJ CENTRAL SERVICES LIST

A TV show and record label, DJ Central provides independent music creators a global platform to share their music with the world. Using the Blue Pie, Ordior, Ordior Media & Planet Blue Pictures infrastructure, the possibilities for DJ Central artists and labels are endless.



DJ Central TV services include:

- Episode Creation
- Video Creation & Sourcing
- Syndication

DJ Central Records services include:

- Music Production
- Music Distribution
- Licensing

(EDM)

**Listen.
Watch.
Dance.
Enjoy.**

JOIN US
MUSIC
DISTRIBUTION
STREAMING
GLOBAL EXPOSURE

PROVIDING
INDEPENDENT
LABELS AND ARTISTS
FROM ALL OVER THE
WORLD THE
OPPORTUNITY TO
GAIN GLOBAL
EXPOSURE!

WELCOME TO DJ CENTRAL !

FEATURING
TODAY'S ARTISTS
LEADING THE WAY
IN THE WORLD OF
ELECTRONIC
DANCE MUSIC
(EDM)

////////// We are a proud australian record label and a
global dance, house and club music tv show, syndicated
to over 8 countries in the world and growing !//////////

COPYRIGHT © 2022. DJ CENTRAL TV & DJ CENTRAL RECORDS.

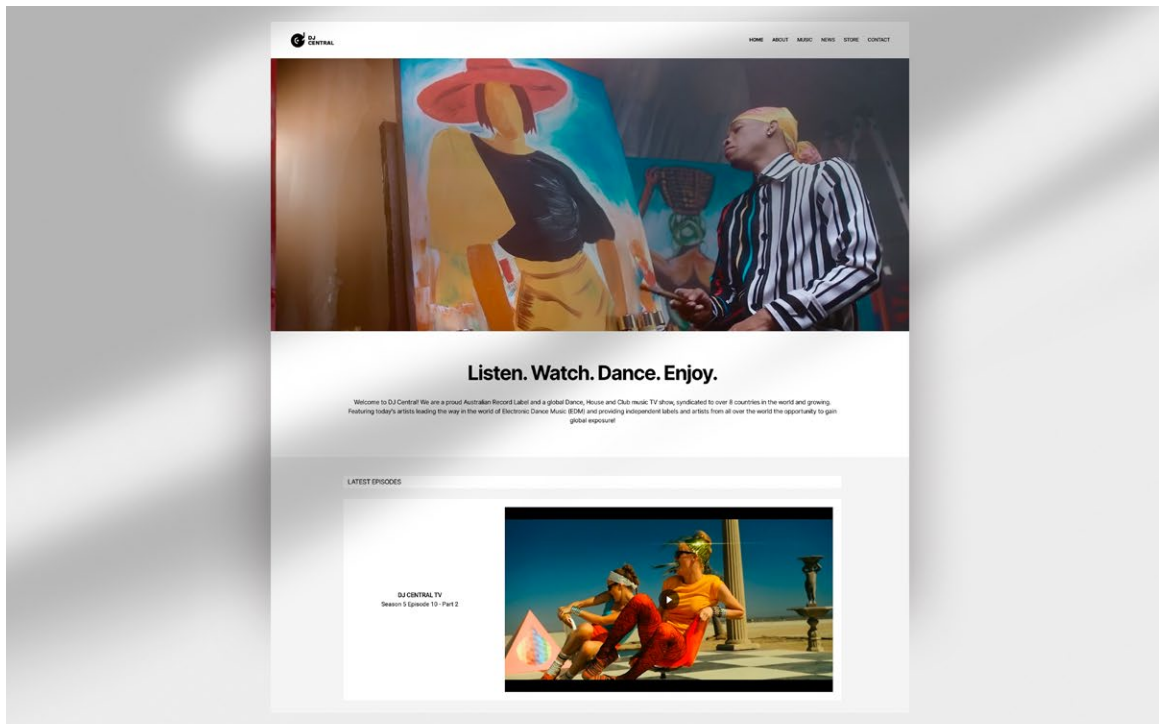
DJ CENTRAL TV

DJ Central TV is a global TV show featuring today's artists leading the way in the world of Electronic Dance Music (EDM). Our great hosts give us the latest music suggested by DJs from all over the world, and segments on clubs and the global club culture.

Since commencing production in 2012, the show has now grown into an internationally syndicated music TV show with a potential viewing audience of over 150 million viewers per month, available in over 20 countries including USA, UK, Ireland and Korea.

DJ CENTRAL RECORDS

DJ Central Records is a EDM record label with a catalogue of licensed and owned content. We offer our artists and labels a full suite of services, infrastructure and global distribution network, including DJ Central TV.





Blue Pie Records | Blue Pie Publishing | Blue Productions
Ordior | Ordior Media
DJ Central TV | DJ Central Records
Planet Blue Pictures



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