



JAPAN'S VIDEO RESEARCH PARTNERS WITH U.S.-BASED TECH STARTUP MUSERK TO MANAGE GLOBAL ONLINE VIDEO RIGHTS THROUGH NEWLY FORMED JOINT VENTURE MUSERK V.I.D.

New York, NY/Tokyo, Japan (July 30, 2020) – Muserk, a leader in modern technology-driven global rights management for music and video, and Video Research, Japan's premier marketing and media research company, join forces to launch MUSERK V.I.D. The joint venture will service, manage and protect the online rights of the major broadcasters, networks, and production companies of Japan, around the world. Japan is the second largest music market in the world and third largest YouTube market in the world.

For the past 45 years, Video Research's marketing, media and tv audience ratings research has set the standard for the industry in Japan and is relied on by virtually every major media company, advertising agency and advertiser in the country. Video Research's largest shareholders include five key broadcasters and major advertising agencies, among others. They are known for offering a comprehensive menu of services ranging from authoritative media research to syndicated and custom consumer marketing research. Through their joint venture with Muserk V.I.D, they are able to grow their technology and service, manage and protect their clients online video rights through Muserk's proprietary AI technology M-Match® and M-PAC™.

Muserk, founded by CEO Paul Goldman, has created a technology solution through modern techniques and processes utilizing their experience working with petabytes of data and complex networks of data sets. They modernized the step in the rights management process that was most outdated, identifying digital content for rights holders with a platform capable of high-volume scaling with speed and accuracy. The AI system is able to match complicated datasets that include language characters and content titles which can vary widely when content is uploaded via YouTube or DSPs, further complicating the search for royalties and the protection of content around the world. Muserk is currently managing rights and monetizing content in over 98 territories and 50 countries around the globe including Japan, Sweden, Spain, Germany, France, Africa and Spain. Muserk also recently signed a partnership with JASRAC, Japan's largest musical copyright society, to be their rights administrator in the U.S., collecting their mechanical rights from YouTube.

"With this joint venture and the creation of Muserk V.I.D., we expect to see less piracy of Japanese content on all platforms and an opportunity for our customers to monetize their content online through royalty collection. We knew we needed a company that offered something unique to match the power of our scale for this joint venture. The passionate team at Muserk and their proprietary technology M-PAC™ and M-Match® make this a perfect match," stated Wataru Mochizuki, President of Video Research.

“Muserk V.I.D will work with Japanese networks, film studios and productions companies to help them finally get control of their video content in the new digital ecosystem. Japan has a huge magnitude of content around the world that includes TV shows, comedy, anime, variety and more that is often put up online without authorization. Video Research is a perfect partner with intrinsic understanding of the needs of Japanese content creators,” said Goldman. “Our AI technology was created by a tech team, not from music, but from biotech used to working with petabytes of data, enabling us to create a solution that has the ability for massive scale, speed and machine learning to address Japan’s vast amount of content and data complexities.”

Goldman will serve as CEO of the board for the joint venture, based in New York.

Muserk V.I.D also marks the first time a global rights management service is being offered to the Japanese market from a company that is owned by both a U.S. and Japanese company.

About Muserk

Muserk is an AI tech-driven global rights management agency for music, television, film and video that helps rights holders from around the world protect and monetize their content on a global scale. M-PAC™ and M-Match®, the company’s proprietary technologies focusing on distributive scaling and AI technology is able to shift through millions of lines of usage data in minutes, thus finding disconnected royalties as well as search for lost money left behind in the shadows on platforms such as YouTube, Spotify and Apple Music. Their average match rate is up to 25% above the industry norm. www.muserk.com

About Video Research:

In 1962, the same year that television came of age in Japan, Video Research Ltd. was established as a company specializing in TV audience ratings research. More than 45 years, VR has helped marketers beat the competition and successfully tap this huge potential by providing them with the Edge of Information. VR is Japan's leading marketing and media research company, offering a comprehensive menu of services ranging from authoritative media research to syndicated and custom consumer marketing research. Their media audience ratings research continues to set the standard for the industry and is relied on by virtually every major media company, advertising agency and advertiser in Japan. For a unique perspective on the market, VR also provides clients with the Audience & Consumer Report. Based on integrated research on a single source, this report enables clients to identify and clearly see their target as both consumers and an audience. VR is also the only marketing research company that has a nationwide network of branch offices capable of instantly implementing nationwide integrated research. For more on the latest Japanese market and its leading expert, we invite you to explore our site and to come back and visit us often. <https://www.videor.co.jp/eng/>

Download high resolution Muserk V.I.D. logo and photo of Muserk CEO, [HERE](#).

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