

**What do traditional Content ID services do?**

Most Content ID services focus on monetizing sound recordings and pay little attention to maximizing revenue from the composition.

**What does Songtrust do?**

Songtrust focuses on the song composition, not the recording - we work on the publishing side. We deliver metadata (title, writers, splits, and the ISWC- the International Standard Work Code, the unique identifier for the composition) to YouTube's Content Management System along with the main recording ISRC - the International Standard Recording Code. We also deliver any additional ISRC's that are associated with the composition (i.e. covers, live performances). We'll then claim and monetize any and all user-generated content on YouTube that uses your compositions.

We also register your songs with Performing Rights Organizations/Societies (usually ASCAP and BMI in the US). Performing and Mechanical rights organizations outside the US (like PRS (UK), GEMA (Germany), SACEM (France)), and many others that have licensed YouTube in their respective territories. Thus, we are responsible for collecting royalties on behalf of writers and publishers. If your songs are not registered with local societies, you can miss out on royalties in those territories, particularly mechanicals.



If this is the first time the song has been registered with a PRO/Society, we will get an ISWC when we receive confirmation that the song was registered worldwide.

Once we've received the ISWC we will add it to the composition in Youtube. By delivering and continuously updating compositions within YouTube's CMS with the most detailed and accurate metadata, we ensure that your songs are monetized in every video and every territory, and that erroneously created duplicate compositions are merged by Content ID. This results in increased global royalties.

**What are some of the challenges of monetizing a composition on YouTube with a Content ID service that is not a publishing administrator?**

Unless you are a publisher and have access to Content ID, you cannot obtain ISWCs from societies. When they deliver the composition asset to YouTube without that code, foreign societies may not be able to monetize the videos that are claimed against that composition asset, causing you to lose money in those territories. On the flip side, you may not be making money from US videos that are claimed abroad.

**What else can Songtrust do that other Content ID providers can not?**

In Songtrust's dashboard, you get access to our proprietary YouTube Monitor technology. You will see a queue of videos that might be a cover, live performance, or other non-original recording of your works, things that Content ID fingerprinting--the Shazam like technology Youtube Content ID uses--can't detect as it doesn't sound close enough to the original. (Learn more about YouTube Monitor)

Beyond our software, Songtrust has years of experience in YouTube publishing administration with some of the biggest songwriters in the world. We have identified countless trends and are always on the lookout for other ways to maximize our clients' royalties. Have a viral hit? Let us know and we will assign staff to actively track and assist.

**Can I do this myself?**

It would be quite unpractical. Unless you have a full service publishing administrator registering your songs (and many of those do not have the global reach like Songtrust), you would need to become your own publisher (see the high costs of running your own publisher here) and convince YouTube to allow you access to the Content Management System and ContentID.

**Company Background**

Founded in 2010 by Downtown Music Publishing CEO, Justin Kalifowitz, Songtrust has been named a "Top Music Startup" by Billboard, and now powers the publishing administration technology for CD Baby Pro, The Orchard, Downtown Music Publishing, and over **13,000** other music companies.



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