

Jaxsta mulling new markets for music credit database in 2020 after Anglo launch - CEO

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Jaxsta [ASX:JXT], an Australian digital database of official music credits, is reviewing options to enter new markets in 2020 after completing its Anglo market launch this year, said CEO and co-founder Jacqui Louez Schoorl.

The AUD 54.5m (USD 39m)-market cap Sydney-based firm, which has partnerships with music credit data holders in Anglo markets like the US, UK and Australia, will target other markets with large music industries, Louez Schoorl said.

The targeted markets lie in Latin America and in Asia like India, with its immense Bollywood industry; Japan, which is the world's second largest music market; and China, which is one of the fastest-growing music markets, according to the *IFPI Global Music Report 2018*, she said.

Jaxsta prefers to enter new markets via data partnerships, possibly involving joint ventures, but these modes will be market specific. The company will require representatives on-the-ground in overseas markets, which would include legal advisors, Louez Schoorl said. The firm has engaged law firms across the globe with New York, US-based **Ritholz Levy Fields**, London, UK-based **Sheridans**, and Sydney, Australia-based **Maddocks**, she noted.

Jaxsta will also consider possible acquisitions, and targets could be developers of localization and translation technology, to support its market entry, she added. Jaxsta, established in 2013, reverse listed on the ASX last December via Australian marine safety company **Mobilarm**, raising AUD 5m, as announced.

Jaxsta's focus for rest of the year will be its consumer launch next month (May), followed by launch of its JaxstaPro B2B offering in June for industry professionals, which will provide them with extra features such as the management of artists' profiles, Louez Schoorl said.

Free to consumers, Jaxsta will earn revenue from its B2B product, with other revenue streams including on-selling digital services to music streaming firms like **Spotify** [NYSE:SPOT] and **Apple** [NASDAQ:AAPL], planned for 4Q19, she said, adding other revenue-generating streams will be developed in 2020.

Jaxsta, which aims to build a worldwide official digital music database that ensures all music industry participants get the credit attribution that was once found on record sleeves, is to the music industry what IMDb is to the film industry and LinkedIn to the corporate industry, Louez Schoorl said.

The firm's peers include crowd-sourced music databases like California-based **MusicBrainz** and **AllMusic**, but it is the first to market a comprehensive database sourced directly from record labels, music publishers and industry associations, she said. It has 28 licensing agreements with, among others, the **Recording Academy**, **Sony Music**, **Universal Music Group**, and **Warner Music Group**, giving it access to more than 83% of the world's recorded music, she said.

Jaxsta's largest shareholders combined are Louez Schoorl and her husband and company co-founder Louis Schoorl, an award-winning record producer and songwriter, holding an 11.8% stake each, with former Mobilarm shareholders holding some 40% stake, she said.

by Louise Weihart in Sydney