Automating the Business of Music.
Welcome to ALV

What started in 2009 as a basic royalty management software has become the leading automation platform for the music industry.

Turn insights into action and benefit from a secure, future-proof, and integrated Cloud solution for your label and publishing business: from metadata, copyright and contract management to royalty statement generation based on digital, physical and licensing revenue.

Turn Big Data into Smart Data with ALV handling huge amounts of streaming and complex copyright information. Automate your processes, empower your team and make better decisions. Our ALV migration experts will help you succeed. Contact them today at:

info@alvdigital.com
ALV automation is based on three principles: flexible cloud computing, meeting the highest security requirements, and an integrated data model that links publisher and label information.

**Long-term commitment**

ALV is constantly evolving and adapting to changes in the music business. Each week, new enhancements and improvements go live. This is particularly efficient with a subscription-based cloud service like ALV: users login anytime, anywhere and get to work.

**Data protection and privacy**

Our European customers’ data is stored on German servers subject to Germany's stringent data protection laws. To ensure the highest level of confidentiality, we use SSL-encrypted connections in all of our communications. We guarantee the safety of your data with rolling backups. And, if something should still happen, you have a personal contact person who will be there to provide support.

**Getting it right**

Copyright and metadata require an integrated data model, where royalties come full circle. Whether producing publishers, labels that also publish, or production music providers, the industry requires data from both worlds.

«It's great that ALV covers so many aspects of the business for music companies of all sizes: product and resource planning, CRM, copyright and metadata administration, artists and authors royalty statements, controlling and statistics and so much more. And all that with wonderful support, too!» PETRA DEKA (ACT Music)
ALV is the cloud-based database for your whole team, be they your labels product managers or your publishing businesses copyright administrators.

Disciplined metadata and copyright management is not an end in itself, but it is essential for maximizing revenues and reasserting control of your company's own metadata in a market that is becoming increasingly multifaceted and fast-paced.

**Terminology**

A work released by a music publisher can result in one or more tracks, i.e. audio recordings and subsequent studio masters. A track can then, in turn, appear in one or more releases and generate revenue, i.e. physical albums, digital albums, compilations, single tracks for downloading or streaming.

**Metadata management**

In addition to the basic metadata, ALV offers up to five alternative title fields for tracks and releases, up to four ISRC fields per track, and, along with EAN, UPC, and your catalogue number, a special field for identification numbers misspelled by your distributors. Everything to automate royalty statements.

**Copyright management**

With ALV, copyright managers maintain control over their work data beyond collecting societies repositories. You can administer alternative work names, foreign work numbers, GEMA account triples (ÜKTO-HKTO-UKTO), ICE Work Keys, and enjoy many more music publishing specific features.

**Data sharing**

Automation is about sharing quality data. Registering works online, handling international data standards, smart mapping using AML and native importers in ALV minimize manual labor and stress.
There still is a physical world out there generating revenues, as releases, song books, literature and other products. A merchandise management system specifically designed for the creative industries with linked documents, integrated warehouse management, stock controls, and a sophisticated pricing mechanism is at the heart of ALV.

**Shipping**

Create incoming notes for goods received, delivery notes for shipments leaving your local warehouse, picking notes for orders to a third party central warehouse to dispatch goods on your behalf, and return notes for returned goods.

All of these intertwined processes affect multiple parties and stocks of products. Track them hassle-free with the ALV merchandise management functions.

Take as an example, concert sales on commission: When you supply albums to your artist to sell, you create a delivery note; when unsold CDs are returned, create a linked return note. ALV then examines the differences and automatically creates a linked invoice based on the specific pricing for this artist.

**Invoicing**

There are three ways to create invoices and credit notes in ALV: automatic based on delivery notes or resellers sales data, and manually from scratch. ALV automatically issues invoice numbers based on the starting value and the rules you have set up. Alternatively, you can overwrite invoice numbers for special purposes, for example, to use those generated by your logistics partner.

Invoices for releases (retail and bundle download) and stand-alone works (sync, licensing) and tracks (streaming, sync, licensing) are linked to the actual copyright and metadata of products in ALV, so you can create specific reports which are crucial in negotiations with artists, distributors and authors.

**Stock control**

ALV merchandise management shows current stock levels in your own and all third-party warehouses as well as shipments data for each product broken down by warehouse.

«I would really like to compliment your service. I have never experienced a company that cares so much for its customers and has put every useful proposal for improvement into practice so precisely.»

ACHIM KLEIST (Syndicate Musikproduktion)
ALV imports the sales data from numerous distributors **natively**. For all other cases, it offers easy-to-use Excel templates and is open to jointly develop new interfaces.

**Digital income**

Big Data has found its way to the music industry. Creating statements based on extensive digital data from download and streaming services is ALV's bread and butter. Consequently, it **supports most of the leading digital distributors** with direct import functionality. ALV can review massive Excel and CSV statements for plausibility and settle them in no time flat.

**Retail sales**

Retail sales data can also be natively imported for select distributors. Other parties' revenues are captured as invoices or using flexible Excel sales data templates from ALV.

**Royalties**

Category statements of your **collecting society**, be it in delimited, fixed-length or specialty formats such as GEMA's GDF, can be imported into ALV. The category is automatically identified, a checksum created, commission percentages applied and an initial error check on the data is run.

**Sub-publishers**

ALV imports sub-publisher statements as work-specific individual royalties or as aggregate revenues per licensor. A **currency conversion factor** (CCF) can be applied to transform income data into your home currency.

**ALV for Production Music**

Blanket fees on sets of tracks, album releases, and even entire catalogues? Licensing data in ABC123T001 or ABC123.07 formats with serial track numbering? Distributor album IDs that can vary widely? ALV offers a whole range of Production Music-specific features to facilitate the automation of royalty statements.
Leverage your contacts
Tag-based distribution lists

Individuals and Groups

The distinction between individuals and groups, including companies and bands, promotes a clear, logical structure for your contacts. The same person might work during the day at company X and also play the bass in band Y by night, so he can be assigned to two groups. You can collect numerous data points for each contact, including IPI numbers, preferred communication languages (DE/EN), individual salutations as well as account and payment data.

Tag-based CRM

Tags are keywords agreed-upon by your team. You can enter as many as you like for each contact, i.e. "jazz worldmusic promo radio". Tag search combinations are used to create very specific and flexible distribution lists. This allows you to refine your targeting for promotion, fan management, and sales to a very high degree.

Promotion

ALV can handle the printing of hundreds or even thousands of individual address labels to ship promo copies of releases in a single operation. For each address label, individual pack markers can be printed to show which releases belong in which mailer. For parcel shipments, ALV prints labels in A6 format.

Contact histories

Launch your email program such as Microsoft Outlook from within ALV to send messages to one or more contacts at once. Initiate Skype calls by simply clicking on their telephone numbers in the CRM section. ALV lets you log each interaction and enter dates for follow-ups.

«Thanks to ALV, we can offer our artists a detailed statement that's 100% traceable and transparent. As an artist, that's what I expect, but this used to be quite difficult to deliver.»
ALEX PRECHTL (Golden Grammophon)
A contract in ALV defines who receives which share of revenue under which conditions, for what type of income and for which products or works.

The conceptual set-up is *basically identical* for label and publishing contracts. First, the contract is created with all its conditions. It is then linked to works or tracks/releases which generate royalties and revenues appropriate to that contract.

**Label contracts**

Label contracts for artists, bands and producers consist of *individual contract rows*, that define the basis of the license (PPD, VAP, NET, QTY...), the share, the territory, flat-rate deductions, and other parameters.

**Reserves and Advances**

ALV can offset *payments of advances* both automatically and manually. Starting with an initial advance payment, the revenues for each contract will be separately applied to pay it off, running it down with each royalty statement. Contracts *can be cross-recoupeable* or not, as you require it. For *return reserves*, the proportion of physical sales and the period until they are dissolved can be freely set.

**Recoupable costs**

Costs that you share with your artists are also fixed in contracts. The accounting period explicitly indicates the royalty statement on which the costs will be billed.

**Contract templates**

It is often the case that contracts have identical conditions. In this case, ALV offers the possibility to create a nameless *contract as a template* to be copied each time with only the artist's name needing to be added.
Nomenclature.

Publishing contracts.

In ALV we name each type of publishing contract based on the opposite contractual party, i.e. all contracts with authors are grouped under Author contracts. They consist of individual contract rows, that define the rights type (PR, MR Synch..), the share, the territory, flat-rate deductions, and other parameters.

Refunding

Refunding refers to authors' shares taken from the publishers revenue and which go beyond a collecting society's regular split. The revenue share is weighted based on the authors' shares per role (composer, lyricist). Their shares are normalized based on PWR relationships and then used to apportion the refunding amount, flexibly handling domaine publique (DP) shares.
Labels and Music Publishers face the challenge of processing millions of sales data rows and complex contractual terms in an accurate and comprehensive manner. The digital age in music calls for new tools and systems to not only stay in control of Big Data but also reap its benefits.

As each artist and author is entitled to a timely and transparent royalty statement, there is no getting around using a modern, cloud-based solution to stay on top of the game.

You select a period to create royalty statements for and ALV automatically assembles all the sales data that falls within. It identifies the 'product' (work or release), loops through the contracts attached to it, finds matching contract rows and splits the money accordingly, in multiple stages. Refundings, carry overs, advances, reserves and many other parameters are all taken into account.

ALV is not a 'black box' that spills out values you have to trust with no control or oversight. On the contrary, control is very much into ALV's DNA and it provides you with multiple tools to make sure you can account for all income.

Interactive error lists check the sales data at import time, be it from physical sales, digital service providers, collecting societies, sub-publishers or other licensees.

At royalty statement creation time, a full report can be generated accounting for every penny earned, where it came from, how it was distributed and to whom.

«Fabulous! Absolutely fast and friendly support, constructive discussions about expansion with fast implementation. I can only recommend ALV.»
RENÉ BAUER (Zwiefel Musicgroup)

Experts at your fingertips

Expert-guided implementation is at the heart of what we call Setup-Consulting: delivering results in data migration, executing directly within the ALV environment and providing practical, hands-on training for your team.

When your Label or Music Publishing company starts with ALV, the mandatory Setup-Consulting process follows orchestrated steps based on best practices that build on one another.

It begins with a kick-off meeting and the joint answering of the Setup Questionnaire. Putting the consulting hours to practical use, the necessary data related to your products, contracts, licensors, and royalties are analyzed and imported into ALV. Our goal: the turnkey delivery of your running system.

Support excellence

We live and breathe support to make you successful and simplify the chores of unavoidable administrative work. Our Help Center provides an extensive knowledge base and our ticketing system ensures that all your issues are addressed in a timely fashion.

Enterprise services

Cloud solutions for the Enterprise have their own rules and requirements and we listen. From Service-Level-Agreements (SLA), "Patronage"-based Extensions, In-House Services and Trainings, to Escrow arrangements to secure your investment, we deliver.

ALV Security Architecture: Encryption, Backups and Redundancy
Patrick Thomas

Following a M.S. degree in Computer Science from Munich Technical University, he joined Fujitsu and increased revenue and profit ten-fold at its German Pen Computing subsidiary. Patrick then ventured to develop the first hybrid Set-Top-Box "Edgar" until his love for music prevailed and he launched the ALV project in 2010. He oversees product management and QA.

Elisabeth Fuchs

Elisabeth studied Music Management at Macromedia University of Applied Sciences in München, Los Angeles and Berlin. She sings in a choir since her seventh birthday, plays the contrabass, electric bass and piano. As head of sales and business development, Elisabeth develops customer relationships, oversees Setup-Consulting and manages key accounts.

Goran Pesic

Our "most important man in the village", Goran is our lead developer and head of IS&T. He holds a M.S. in Computer Science from the Faculty of Electronic Engineering at the University of Niš in Serbia. Goran and his team make sure that millions of sales data rows and highly complex contractual data structures are processed in a fast, accurate, transparent and traceable manner.