

# NIM

## Executive statement

The creative industries are severely undervalued in their monetization. Copyright owners are outsourcing the administration and collection of their royalties into mostly outdated and inefficient system where up to 60% of their revenues do not reach their owners or investors.

NIM with its efficient royalties' collection can offer copyright owners a more efficient royalties' collection and easy access to investors by "leasing out" copyrights in splits (10% to 100%) for a defined period of time. With NIM technology a 50% copyright leased will potentially give same royalties payments as before (10 years leasing period with NPS -15% valuation). More if "investor" also invests in marketing - boosting royalty's income with another

Zoom



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# New Internet Media

More money, faster - to copyright owners...

## High lights

New Internet Media (NIM holding) is founded by Thor Pettersen, an entrepreneur who launched the first (legal) music service on mobile phone in 2004 together with Sony Music and Microsoft.

NIM holding holds all Intellectual Property, trademarks and software rights and owns a controlling share in the commercial companies in the NIM Group.

NIM is a disintermediation finTech company, allowing near real-time payment of digital royalties.

NIM Holding is based in Estonia, supporting global presence in a digital world.

NIM consist of "local" administration hubs, nurturing the close contact with Copyright Owners in each territory.

NIM created CopyrightCoins® and the royalties token, - the currencies of royalties. Governed by Internet Media Copyright Association in Estonia.

CopyrightCoins® combined with NIMs own development of tokenized nano-payments guarantees nearly instant payment and reduced fees.

## Presentation

### Vision

Rebooting the online content industry to deliver creators the royalty value they deserve!

### Mission

Using cutting edge and exclusive technology ecosystems to deliver royalties payment securely and rapidly. Starting off in securing the European music ecosystem before scaling across media & entertainment content globally!

### Challenges

The current copyright management system is failing to address many of the challenges of the digital age.

- It is increasingly complex for online copyright owners to track, record and understand their income!
- Often collected payments are under NDAs, with no real access to where, what and who!
- Licensing, calculating, reporting and collecting royalties is time consuming and incredibly inefficient!
- Up to 60 % of original royalties' payment collected can be lost for its rightsholders and investors.
- Ensuring prompt and accurate payment is a complex and costly business with outdated systems, which leads to copyright owners enduring up to 3 years delay of royalties' payments!

### Solutions

A secure and immutable ecosystem

- Registration and trade of Copyrights is the basis for a fairer and more transparent payment of royalties.
- Copyright registration places a valid account so that in the event of a legal dispute, the copyright owner can produce an accurate copy of the work from a reliable source.
- The ecosystem is built to facilitate the payment of royalties without any intermediary. Compared to the current system, NIM is faster, more accurate, and has reporting capabilities fit for the digital age
- Bringing speed, accuracy, and fairness to the world of royalties
- Today the royalties that are paid goes through several intermediaries costing not a non-negligible piece of the pie.

## Cash-flow opportunities

**NB! Leasing of copyrights with associated royalties' income AND all administration rights are exclusive to NIM:**

Valuation is Net Publisher Share minus 15% or the Cash flow method minus 20%. The leasing period is minimum 3 years and maximum 25 years (3,5,10,15,20,25). The brokerage fee for Copyrights trade is 5% per year from the royalties' income.

**Example:** A catalogue has historic value of €200 000 per year. The copyright owner(s) will lease 50% of royalties stream.

Investment is €85 000 x 10 years (15%) total €850 000 (NB! leased **NOT** bought - Copyright owners retain ownership)

Investors can (at their direction) invest another €25 000 in marketing boosting royalty's income with 25% per year.

In addition to another (average) boost of 40% due to NIMs technology and nano-payments the copyright owner(s) will benefit with €850 000 cash flow for 10% less in traditional royalties' income (*simplified*)...

**It is not an offer for a financial investment subject to licensing or prospectus requirements but an Investment in intellectual property**