

# Warner Music Group Selects Contraxx to Manage 260 Artist Agreements

## Situation

Warner Music Group deployed Contraxx in the 1990s to track artist agreements post signature, providing Business Affairs with a database of contract royalties, rights, touring and merchandising. In 2010, the implementation was augmented with updated templates for artist recording agreements and new templates to track “360” deals, additional agreements with the artist covering touring and merchandising.

## Solution

Ecteon implemented Contraxx with the Soap Client, where users entered data through the outline interface. The system tracked rights with comprehensive reporting on all rights with an artist across recording and 360 agreements. The implementation assists Business Affairs in determining rights available for exploitation by WMG, research on rights and royalties questions, and expediting digital clearances.

Contraxx integrates with the WMG artist system. Agreements with new artists originate in Contraxx and the artist information is fed to the artist system to create the new Artist and reference the unique artist id in Contraxx.

## Conclusion

Ecteon provided detailed tracking and reporting of all types of artist agreements at WMG. Contraxx continues to be used by Business Affairs for that purpose.