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WIOpro Provides SOCAN Members Discounted Access to Powerful Audio-visual Broadcast Tracker

Pioneering software enables songwriters, composers and music publishers to efficiently track global audio-visual performances and royalties.

LOS ANGELES (MARCH 21, 2023)—Entertainment tech startup WIO LLC announced today an agreement that will allow songwriter, composer and music publisher members of Canadian music rights organization SOCAN to subscribe to the WIOpro broadcast tracking tool at a twenty percent discount. The result, SOCAN and WIO predict, will be increased transparency in domestic and international performances and their associated music royalties. The tool is publicly available by subscription at <http://wiopro.com>.

SOCAN’s members receive royalties from various sources via SOCAN when their movies, series and episodes are broadcast domestically and around the world.

SOCAN relies on producers, broadcasters, music supervisors and other stakeholders to provide music usage information via cue sheet submissions. However, software to reliably track audio-visual broadcasts to reconcile and verify their royalty statements has not generally been feasible until the introduction of WIOpro, which uses industry-standard electronic program guide data to generate easy to use reports.

“We’re extraordinarily pleased to be able to offer SOCAN members discounted access to WIOpro, a new industry standard in film/TV music royalties,” said **Shawn Pierce, WIO President/CEO and cofounder**, and himself a Canadian television composer. “Tested, solid, digital and reliable, our platform empowers members and SOCAN itself in the often difficult task of tracking down broadcasts missed due to cue sheet errors and other data problems. As I know from personal experience, that translates to money in the pocket.”

With WIOpro, a SOCAN member logs on and populates their dashboard with the movies, series or episodes they wish to track. When they return to their dashboard days, weeks or months later, they can run reports showing the cable and satellite television broadcasts of their programming in any of the 55 territories WIOpro tracks around the world. They can then compare the data with their royalty statement to find broadcasts where information has not been submitted for royalty payment.

“SOCAN is pleased to be the first and only music rights organization offering its members discounted access to WIOpro in partnership with WIO,” said **Jean-Christian Céré, SOCAN’s Chief Membership Officer**. “Their unique platform provides deep and clear insight into global television airings that are often difficult to obtain. We welcome WIOpro’s tracking and reporting as additional tools for our members to identify their performances more efficiently.”

That tracking is powered by the same broadcast data that cable and satellite systems use, making WIOpro uniquely efficient at finding unreported broadcasts of movies and episodes. Unlike audio detection systems, WIOpro reports are accepted and easily verified at most performing rights organization (PROs) and collective management organizations (CMOs). Reports can be generated in formats such as PDF and CSV, the latter of which is directly importable into spreadsheet programs such as Excel.

“The collection and distribution of music royalties is complex,” said **Dave Pelman, WIO’s VP of Music**. “WIOpro provides composers and publishers valuable airings insights and reporting they can use proactively. We are excited to assist SOCAN members in tracking the information they need to ensure they receive the royalties they’ve earned.”

WIO, which stands for “When’s It On?,” was originally founded because Pierce wanted insight into his own music catalog and royalties. Using WIOpro, he uncovered about \$50,000 in royalties he would never have received otherwise.

About WIO

WIO LLC is an entertainment tech startup dedicated to empowering entertainment industry creatives and their representatives through superior software. The name stands for “When’s It On?,” reflecting the Company’s flagship product, [WIOpro](#), which enables recipients of music performance royalties (composers and music publishers) and residuals (actors, writers, directors and musicians) — and their representatives (performing rights organization (PROs), collective management organizations (CMOs), guilds, unions and others) — to reliably track program broadcasts in order to find missing monies. WIO is privately held and based outside Los Angeles. Visit WIO at <https://wiopro.com> and watch a 60-second overview of WIOpro at https://youtu.be/_fWvnbOnHjU.

About SOCAN

SOCAN is a rights management organization that connects more than four-million music creators worldwide and more than a quarter-million businesses and individuals in Canada. More than 180,000 songwriters, composers, and music publishers are its direct members, and more than 100,000 organizations are Licensed To Play music across Canada. With a concerted use of progressive technology and unique data, SOCAN is dedicated to upholding the fundamental truths that music has value and creators and publishers deserve fair compensation for their work. For more information: www.socan.com