



# We Are The Hits

Frequently asked questions



## What is Pex?

Pex is a digital rights technology company enabling the fair and transparent use of copyright online. With Pex's advanced identification technology, customers can simplify licensing, compliance, and payments at the speed and scale of the Internet.

Pex's Attribution Engine enables rightsholders and creators to manage and control the use of their content on platforms, empowering them to build a lucrative digital presence. Pex was founded in 2014 and serves the music industry with leading digital rights management tools that help them identify and monetize their copyrights.

## What is Attribution Engine?

Attribution Engine is the copyright solution for the creator economy. Six key modules combine to power Attribution Engine and make it the only solution available with identification, attribution, licensing, reporting, payments, and dispute resolution in one place.

- Attribution Engine enables creators to register their copyrights for identification on participating content-sharing platforms at no cost.
- Licensing rules can be set for all copyrights that indicate to a platform how and if the content should be used. These rules include policies for monetizing, tracking, and blocking the use of copyrights
- Creators will receive compensation from participating platforms for assets that are published under the monetize or direct license policies. Payments and reporting are managed by Pex at no cost.

## How does the Pex acquisition of We Are The Hits affect my service?

We Are The Hits operates as a separate entity and brand from Pex, so your service will not change. In addition to the We Are The Hits service, you can now leverage Pex's Attribution Engine, which is free for creators to register their content.

## What will happen to my content and personal info?

Your information is still managed by We Are The Hits and has not been shared with Pex. Please note that by signing up for Pex's Attribution Engine, you consent to sharing your content and information with Pex for registration purposes. For more information on Pex's privacy practices, please review our [Privacy Policy](#).

## Do WATH artists get access to Pex services?

Pex's Attribution Engine is open to all rightsholders, creators, and content-sharing platforms. Because of your involvement with We Are The Hits, you are the first creators Pex has invited to register for Attribution Engine. Take advantage of this opportunity and [sign up](#) today.

## What happens after I sign up for Attribution Engine?

After you sign up for Attribution Engine, you will receive an email follow up from Pex which will explain next steps on how to register your content.

## What does it mean to sign up for Attribution Engine?

Here's what it means to sign up for Attribution Engine:

1. Pex will provide creators with its Attribution Engine at no cost, where they will be able to effectively manage (track, monetize, or block) their content as it appears on Attribution Engine platforms.
2. Creators will deliver their catalog of assets to Pex in exchange for this access and Pex will support creators during this onboarding.
3. Pex will provide tracking information and royalty payments to creators as appropriate. Pex does not take a percentage of royalties.
4. By signing up for Attribution Engine, We Are The Hits artists also consent to have their data and assets transferred to Pex so it can be identified on participating platforms and payments can be rendered.

## Can Pex license music for me?

Attribution Engine allows platforms to provide standard monetization terms to rightsholders and creators in Pex's registry. Creators can choose if they want to accept these monetization terms, effectively licensing their content to the platform for use. This can be done on an asset-by-asset basis and be changed at will.

Pex nor Attribution Engine directly licenses music or other content. However, when a platform uses Attribution Engine, all uploads will be passed through to obtain licenses and publish under monetization terms if the content owners allow it. This means **if you upload content to a participating platform as a creator, the copyrights you use can be licensed through Attribution Engine and your content can be published without any work on your part.**