

Creative Passport Brings Digital Identity Tool to Market

- *Call to arms for **all** music makers to sign up, take action and get organised*
- *PPL on board as one of its beta launch service partners*

London: 09 December, 2020: Following months of development and extensive testing within the music community, the Creative Passport has today announced the official open beta launch of its personalised online identity admin and connections tool.

Built for music makers, by music makers, the Creative Passport – which is free for artists – has been designed to enable individuals working in the creative industry to better update, manage and share information about them and their work. Allowing users, within seconds, to have their data verified and in one place, its active opt-in permissions ultimately give artists full control of how and where they are represented online and who can access their data.

One of the first available services to music makers will be the ability to create a public page, shareable as a web link opening up huge potential for creative and commercial collaborations that would likely otherwise have been missed due to services, brands and other creatives not having access to the right information.

One of the first services to get on board with the Creative Passport is PPL, the UK's music licensing company for performers and recording rightsholders. As an organisation dedicated to helping ensure that those who invest their time, talent and money to make recorded music are fairly paid for their work, this launch will enable its performer members to verify their membership and integrate their International Performer Number (IPN) into their own Creative Passport. When it accompanies information about their credits, this will help ensure they are properly identified on recordings they have performed on and can be efficiently and accurately paid.

Powered by Yoti, one of the world's most trusted identity verification platforms, the Creative Passport will ensure that creatives have a safe way of sharing their verified information both with individuals and with third-party services.

Carlotta De Ninni, Creative Passport CEO, said: “We are thrilled that today we are in a position where we can bring our product to market in beta, something that we have been working hard to do for many months. At a time when business opportunities are limited because of the Coronavirus pandemic, enabling music makers to own and better manage their data in an easy way has become even more important. With ongoing discussions happening with other third-party service providers interested in plugging into the Creative Passport, combined with constant feedback from artists, we are very much looking forward to making this the industry-leading premium digital identity tool for the creative industry.”

Added **Imogen Heap, Founder Creative Passport:** “It is beyond exciting, if slightly terrifying, to birth the Open Beta launch of the Creative Passport into the world. After five years of boiling it down to the core of what Music Makers need to combat the irks and frustrations we experience daily in our industry, we now need a huge leap of faith from hundreds of thousands of music makers globally to bring about the next stage for real change. We are now primed to be the indispensably useful and outrageously organised force that the industry needs for a sustainable and flourishing future. We have countless people to thank, including everyone who has worked on developing it, with a special mention to the PPL and Yoti which have the foresight to embrace what we are trying to do at this embryonic stage.”

Peter Leathem, PPL Chief Executive Officer, said: “By working with Creative Passport to provide this functionality, we are enabling PPL performers to retrieve their unique, verified International Performer Number into their Creative Passport, so that it can be associated with their credits as they flow through the digital supply chain. We hope that this will help them maximise their income from their creative work, be that through royalty payments or by reaching new audiences. We are proud to partner with Creative Passport and support their drive to empower performers.”

Robin Tombs CEO, Yoti commented: We’re delighted to partner with the Creative Passport. Yoti’s privacy by design approach, powering the Creative Passport, enables artists from around the world to verify their identity just once then access a range of important services. Yoti is an award-winning ID for the digital world, making

it faster, simpler and safer for people to prove their identity with a tap of a button. We accept ID documents from 185 countries, making the partnership with the Creative Passport a global offering providing utility to artists and efficiency to music businesses”.

For more details about the Creative Passport, log on to www.creativepassport.net.

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About Yoti

Visit www.yoti.com. Yoti is a digital identity-checking platform that allows organisations to verify who people are, online and in person. Yoti’s products span identity verification, age verification, document e-signing, access management and biometric authentication.

Yoti is already used by the NHS in England, the Improvement Service in Scotland and the Government of Jersey, where Yoti’s digital ID platform leverages the highest data security standards to verify its users. Yoti accepts government-approved identity documents from over 200 countries that are verified using leading technology and trained security personnel.