



Music Licensing for Audiovisual Works a Practical Discussion

- **Why music licensing is important** **2:00**
- **Primer on music copyrights** **2:00**
- **Music rights workflow** **2:00**
- **Making money with music copyrights** **2:00**
- **Practical matters** **2:00**

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Why is music licensing important to EMA members?

- Music is an asset. It has revenue significance.
- The global music publishing business >\$10B / yr.
- Visual media companies can capture some of this value



A Music Copyright Primer

- **Two Music Copyrights** Music Composition + Sound Recording
- **Copyright as a bundle of sticks: the five general rights**
 - **Reproduction** → Mechanical
 - **Distribution** → Mechanical
 - **Public Performance** → Performance
 - **Public Display** → Synchronization
 - **Derivation** → Synchronization



Music Rights Workflow

- 1. If you commission music, do it as a work for hire!**
- 2. If you don't commission music, assume the song is copyrighted & assume you need a license**
- 3. Determine who the publisher and recording owner are**
 - **Databases: EDGAR, ASCAP, BMI, CISAC, AMG**
- 4. Request a quote. See if you can get the PRO royalties on an 'alternate name basis'.**



Making Money with Music

Copyrights

In audiovisual works

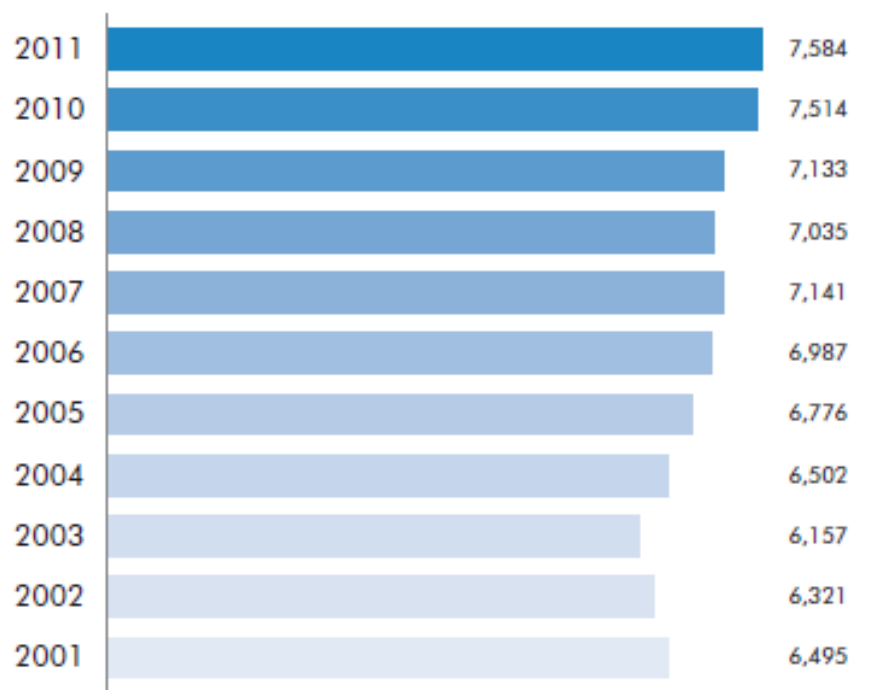
- **Composition Income: public performance royalties**
 - TV, Internet, Cable Re-Transmission
- **Master Income: neighboring rights**
- **Funding Production: factoring future music revenues as gap financing.**
- **Selling the Library: Weinstein, NFL Films, Miramax**
- **Online Marketplaces being developed: RoyaltyExchange**
- **Buyers: NMPA Members**



Compositional Income

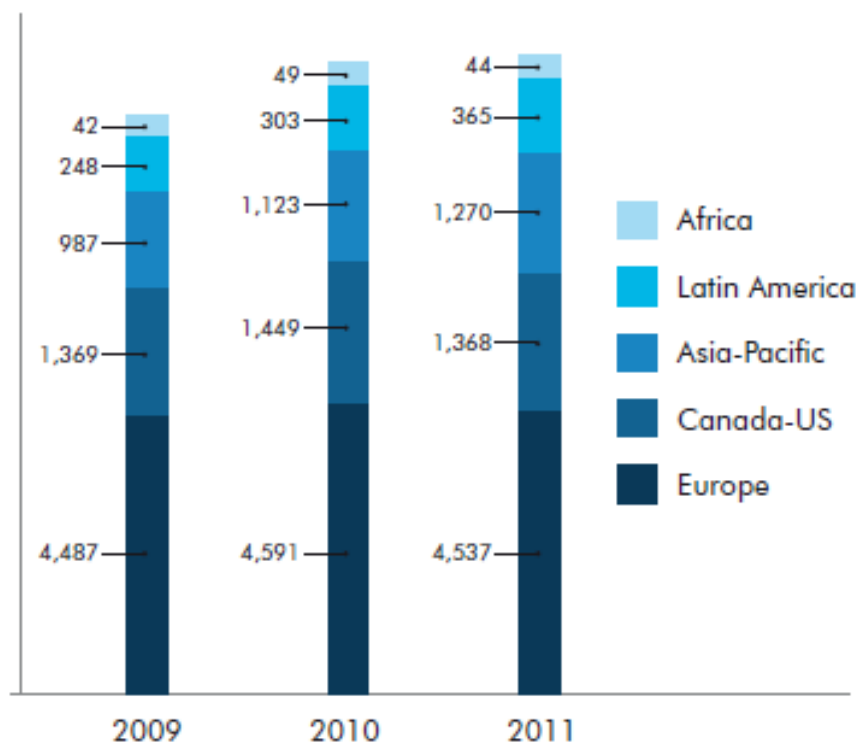
(~80% related to audiovisual use)

Long Term Trend In Global Collections



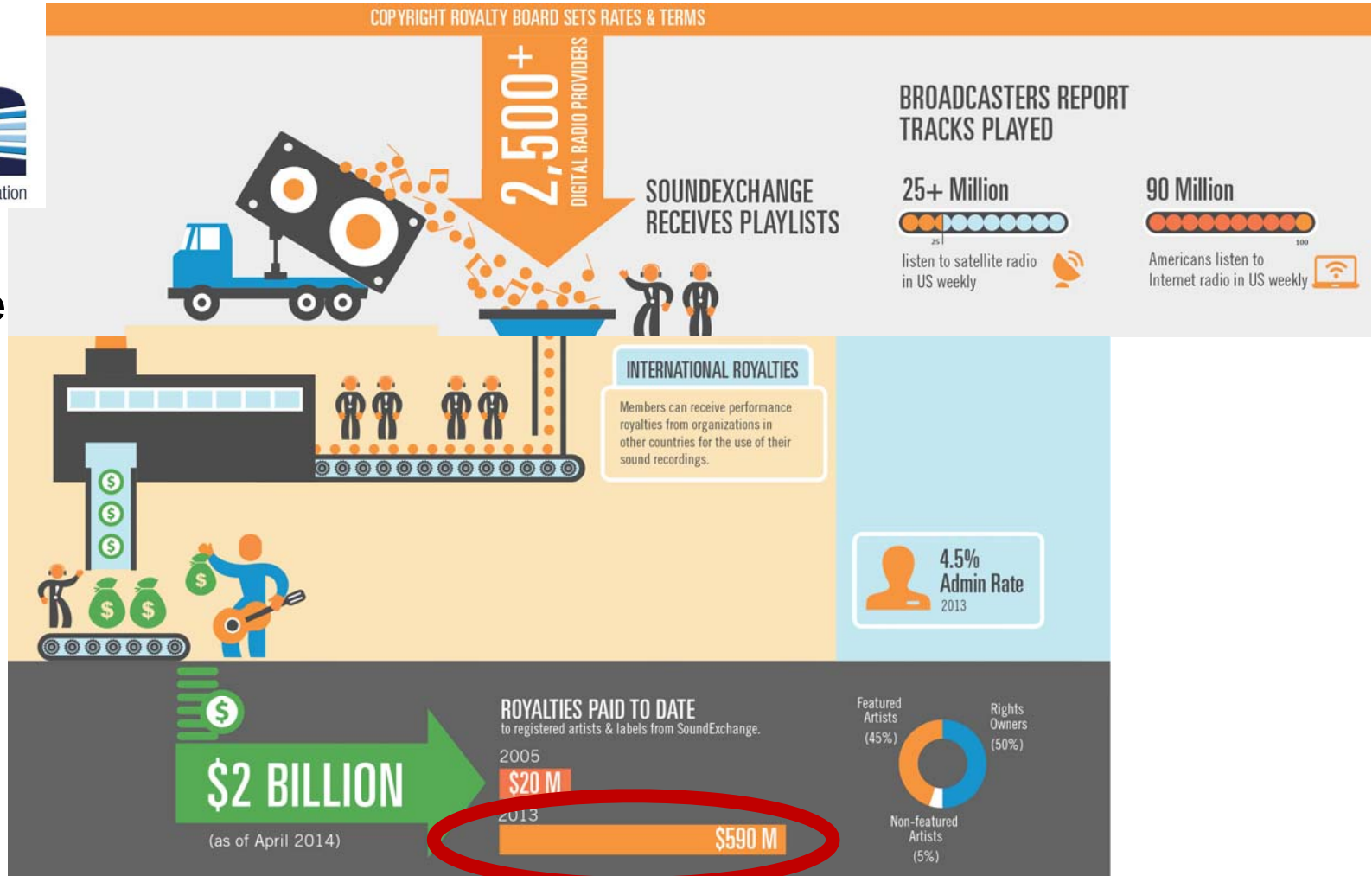
Source: CISAC 2013 Annual Report

Global Split Of Collections





Recording Performance Income



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7



Practical Matters

- **One co-author can issue the entire license although they usually won't**
- **There are many tiers of songs from commissioned music to royalty free stock music to production music to popular hits**
- **Buy E&O Insurance**
- **Consequences of Infringement**
 - **Master P Example**