

# **Sub-Regional Workshop for the Promotion of WIPO-Administered Treaties in the field of Copyright and Related Rights**

**Sydney, December 11 to 13, 2017**

Organized by  
the World Intellectual Property Organization (WIPO)

with the assistance of  
the Australasian Performing Right Association (APRA)



# APRA AMCOS

## Topic 8

### Collective Management in the 21<sup>st</sup> Century

Scot Morris, Director International Relations APRA AMCOS,  
Vice-Chair Asia-Pacific Committee, CISAC

Rules of **ownership** – authors, employers, government.  
Related rights – maker of sound recording/film, performer, broadcaster

**Individual enforcement**, negotiation of terms of use - contracts. Often rights transferred to agent, publisher, distributor, guild, etc

**Mass uses** of copyright materials (eg broadcasting, photocopying, etc) and statutory (compulsory) licences for equitable remuneration - through collecting societies (CMOs)



APRA  
AMCOS

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## CMOs – documentation and distribution

- CMOs responsible for membership, documenting local AND international works and publishing agreements as well as licensing and distribution
- Investment in systems to capture and maintain data, research, resolve counterclaims - CMOs = trusted 3<sup>rd</sup> parties
- Reciprocal representation agreements subject to CISAC **Professional Rules, Binding Obligations** and **Best Practices** – including requirements to use international **standards, tools** and **formats** developed by CISAC.
- For Musical Works – **CIS Project** commenced 1994 – Technical standards, International Standard Identifiers, Tools and common data exchange formats
- 2005 GDDN **Global Documentation and Distribution Network** – virtual (distributed) database



- Common Information Systems (CIS)
- CISNet – virtual network of databases 73 contributing societies/nodes, 40m works
- Interested Party Information IPI over 5m names, 3m writers, 400k publishers
- Audio-visual index 2.2m productions 2.82 alternative titles
- International Standard Work Code ISWC, 22.5m musical works, 46 agencies
- International Standard Audio-visual Number ISAN – with AGICOA
- Standard data formats, xml reporting and sales reports DDEX

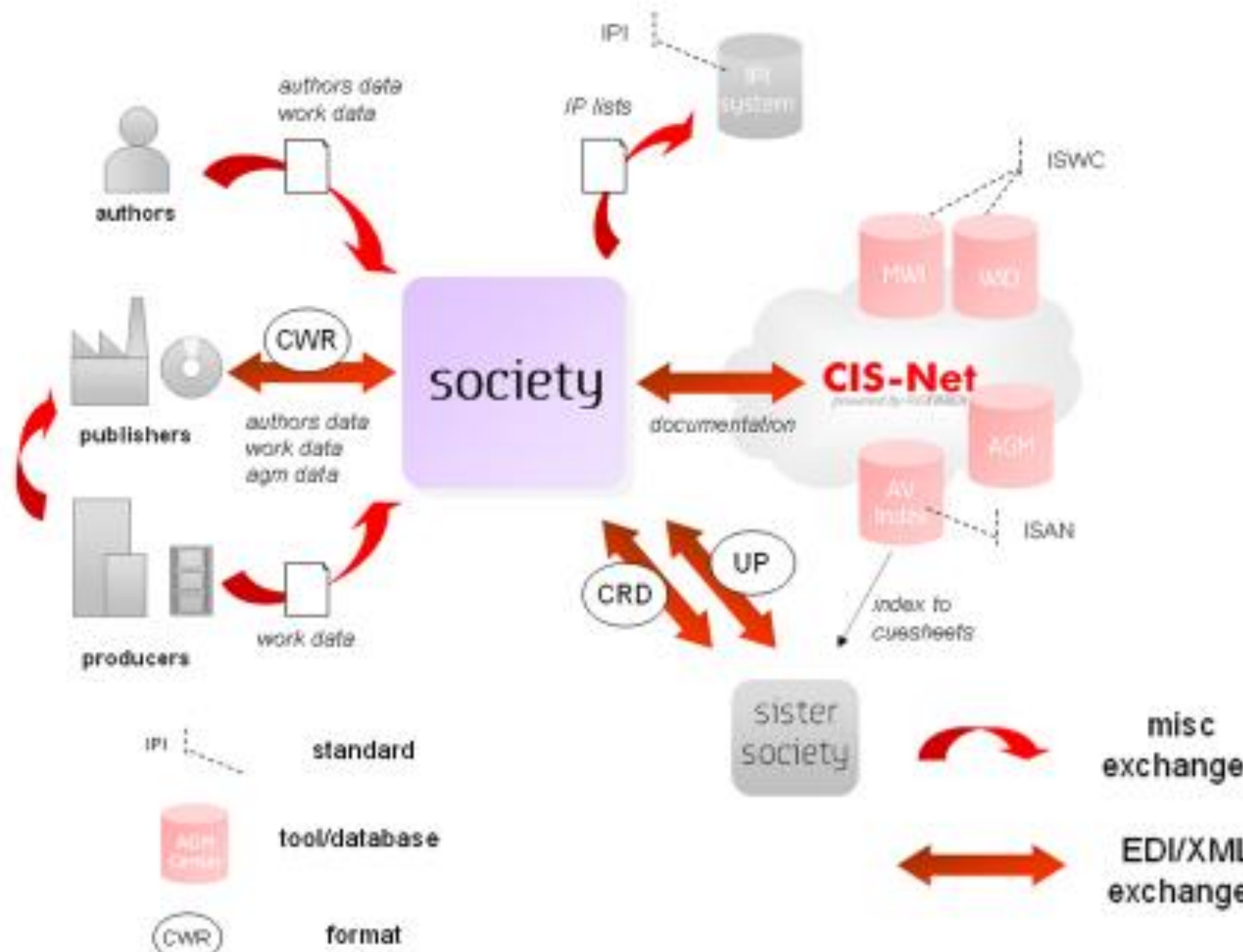


THE IPI SYSTEM



# FLOW OF RIGHTS AND ROYALTIES THROUGH COLLECTING SOCIETIES







Established 1926  
230+ member CMOs  
115 Countries

Reciprocal Representation

agreements –national treatment

- Authors Councils – Composers, visual artists, dramatic authors.
- Regional Committees
- Technical Committees – Legal & Legislative; Communications; Media Licensing; Distribution;
- Professional Rules – governance/transparency; Binding Resolutions – distribution practices

# ASIA-PACIFIC

SOCIETY	STATUS	REPERTOIRE	COUNTRY/TERRITORY
AMCOS	A	MU	AUSTRALIA
APRA	M	MU	AUSTRALIA
ASDACS	M	AV	AUSTRALIA
AWGACS	M	AV	AUSTRALIA
CAL	P	L	AUSTRALIA
YISCOPI	M	AGP	AUSTRALIA
BEAT	P	MU	BRUNEI DARUSSALAM
MCSC	M	MU	CHINA
CASH	M	MU	HONG KONG
IPRS	M	MU	INDIA
PAPPRI	A	MU	INDONESIA
WAMI	P	MU	INDONESIA
APG-Japan	A	AGP	JAPAN
JASPAR	P	AGP	JAPAN
JASRAC	M	MU	JAPAN
KOMCA	M	MU	KOREA (REPUBLIC OF)
KOSA	M	L	KOREA (REPUBLIC OF)
SACK	M	AGP	KOREA (REPUBLIC OF)
MACA	P	MU	MACAU
MACP	M	MU	MALAYSIA
MOSCAP	P	MU	MONGOLIA
CPSN	A	MU	NEPAL
MBCSN	P	MU	NEPAL
FILSCAP	M	MU	PHILIPPINES
COMPASS	M	MU	SINGAPORE
MOST	M	MU	TAIWAN, CHINESE TA
MCT	M	MU	THAILAND
VCPMC	M	MU	VIETNAM



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# Collecting Societies in the Pacific

- SPACEM, French Polynesia, 1978.  
SACEM now administering



SACENC, New Caledonia, 2004

- APRA (Fiji) 1980, FPRA 1993



- PNGPRA?

# Cultural and Industry support and development

- 1.75% collections
- Music grants – events, projects and awards



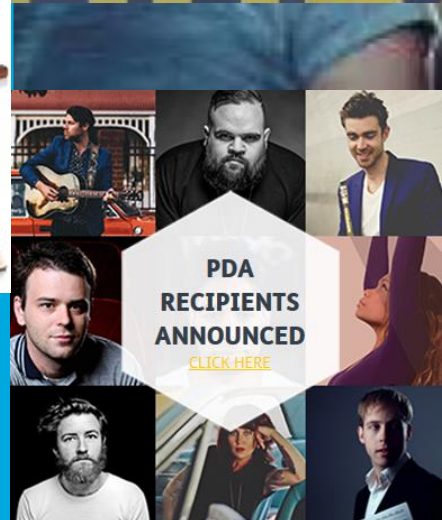
APRA SILVER SCROLL AWARD



APRA MAIOHA AWARD



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# ATSI Music Office OZCO Song Cycles

## ATSI Music Office



The Song Peoples Sessions is a collaboration between traditional and contemporary Australian Indigenous musicians to support the protection of intangible cultural heritage and maintenance of Indigenous languages and traditional song cycles, creating new forms of musical cultural expression.



# OneMusic New Zealand

**BETTER  
WITH  
MUSIC.**

## WELCOME TO ONEMUSIC

We all know how important music is to creating a great ambience. OneMusic brings music and business together, offering quick & easy music licences giving you the permission you need to use music in your business. OneMusic helps to ensure that those who make the music that you and your customers love are fairly compensated, so they can continue to make music work for you.

**NEED A LICENCE?**

**GET A LICENCE**



**Cooperation between authors and  
Neighbouring rights CMOs**

- MPS – MCT and Phonoreights Thailand
- LMKN Indonesia
- Music Rights Malaysia MRM Berhad

# CISNet Nodes

- Shared documentation hubs/nodes -

- MIS@Asia – COMPASS.

MCT, IPRS, VCPMC, FILSCAP

- DIVA – CASH, MCSC,

MUST, MACP, WAMI,

- NorDoc – Scandinavia

- CMS (being replaced by CLEF) Australia, NZ, Pacific, Asia.

- ECAD – (10) Brazilian societies and Neighbouring rights

- LatinNet – Latin American societies



# Musical Works Information search

## Contributing societies And NODES

**CIS-Net**  
Powered by **FASTTRACK**

MWI > Search works > Search

Standard Search Quick Search

Search For: Title Begins =  
And For: Choose Exact =  
Works: Both Territory: Any

Display OT only  Original works only  Wildcards enabled  Combined View  Save prefs

Results view: Default  
Works/page: 5  
Timeout: Standard

Reset Search

All DB Results

- All DB
  - AKM
  - APRA
  - ARTISJUS
  - ASCAP
  - BMI
  - BUMA
  - DIVA
    - CASH
    - MACA
    - MACP
    - MCSC
    - MUST
    - WAMI
  - ECAD
  - GEMA
  - INTL-REP
    - OSA
    - Polaris Nordic
    - SACM
    - SOZA
  - JASRAC
  - LatinNet
    - AACIMH
    - ACAM
    - ACDAM
    - AEI
    - AGADU
    - APA
    - APDAYC
    - NICAUTOR
    - SACVEN
    - SADAIC
    - SASUR
    - SAYCE
    - SAYCO
    - SCD
    - SGACEDOM
    - SOBODAYCOM
    - SPA
    - SPAC

- MIS@ASIA
  - COMPASS
  - FILSCAP
  - IPRS
  - KCI
  - MCT
  - VCPMC
  - PRS
  - SABAM
  - SACEM
  - SGAE
  - SIAE
  - SOCAN
  - SPA
  - SUISA
- WID Centre
  - ACUM
  - AEPI
  - AKKA-LAA
  - AMRA
  - APRA
  - ARMAUTHOR
  - ARTISJUS
  - ASCAP
  - AUTODIAHIRISI
  - AsDAC
  - BBDA
  - BMI
  - BURIDA
  - COSCAP
  - COSOMA
  - COSON
  - COTT
  - EAU
  - ECCO
  - GCA (former SAS)
  - HDS-ZAMP
  - IMRO
  - JACAP
  - KODA
  - KOMCA
  - KazAK

- Kyrgyzpatent
- LATGA-A
- MASA (MRMS)
- MCSN
- MESAM
- MSG
- MUSICAUTOR
- NASCAM
- ONDA
- OSA
- PAM CG
- PRS
- RAO
- SACM
- SAMRO
- SAZAS
- SESAC Inc.
- SODRAC
- SOKOJ
- SOZA
- SQN
- STEF
- STIM
- SUISA
- TEOSTO
- TONO
- UACRR
- UCMR-ADA
- UPRS
- ZAIKS
- ZAMP - Macedonia
- ZIMURA

# CMOs – documentation and distribution

- International Documentation on Audiovisual works (IDA) index is an international centralized database facilitating the identification of audiovisual works and rights holders.
- IDA supports:
  - The standardization of data
  - A unique codification of audiovisual works
  - The identification of local versions of an original work
  - The identification of right owners by country and society (IPI)
- 53 member societies actively working with IDA. In 2016, more than 1.5 million works were registered in the IDA database.



# CMOs – documentation and distribution

- Visual arts – CISAC International Council of Creators of Graphic, Plastic and Photographic Art – re-sale
- IMAGES + RIGHTS database
- ONLINEART (2002) – now 16 CISAC societies
- 2012 services agreement -Copyright Agency (Australia – Reprographic) and Viscopy – Visual arts Australia NZ.

CIAGP



**COPYRIGHTAGENCY** | viscopy

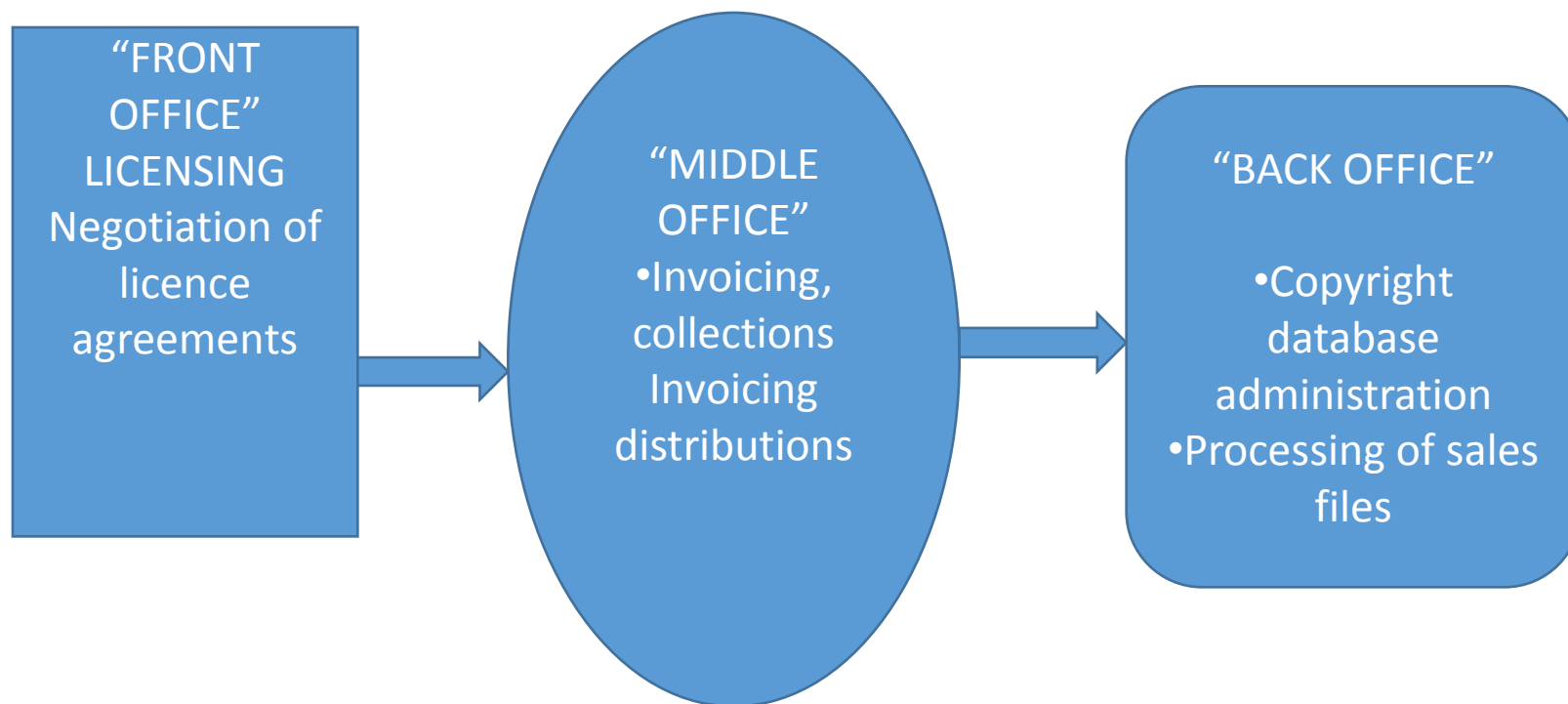
1997 – Operational Alliance between APRA and AMCOS to build CMS – mechanical, performing and print (reprography).



## Drivers for back office consolidation

- Economies of scale – shared documentation/distribution resources, accuracy, expense deductions
- Move from national licensing + exclusive rights → Disaggregated multi-territory digital licensing
- US non exclusive rights, Consent decrees,
- EC Recommendations 2005, Directive 2016
- Claimed content environment - mandates, rights and agreements. Timing of digital releases and registrations.
- Big data. APRA Radio census analysis – 30m lines, av cue sheets showing use of music. Digital trillions of lines
- Global Repertoire Database GRD project CISAC and ICMP, International Music Registry IMR WIPO and IFPI

# Terminology for CMO shared resources



# *2005 Pan European Licensing Partnerships*

Between publishers and PR CMOs:

CELAS – EMI with PRS / GEMA

PAECOL – Sony ATV / GEMA

DEAL - SACEM / Universal

K-STAR –STIM / Kobalt

PEDL – various / Warner Chappell

ARESA – GEMA / BMG

IMPEL – PRS / Independent Publishers

# CONSOLIDATION

~~CELAS – EMI with PRS /  
GEMA~~  
~~PAECOL – Sony ATV /  
GEMA~~  
DEAL - SACEM / Universal  
~~K-STAR – STIM / Kobalt~~  
~~PEDL – various / Warner  
Chappell~~  
ARESA – GEMA / BMG  
~~IMPEL – PRS /  
Independent Publishers  
ETC.~~



SOLAR – Sony ATV EMI with  
PRS/GEMA

AMRA – Kobalt



ICE – PRS/GEMA/STIM with  
IMPEL

DEAL – Universal with SACEM

MINT – SESAC bought Harry Fox  
with SUISA



Global Music Rights (GMR)

# Asia

## Regional Documentation Hubs-

- **DIVA** – CASH, MCSC, MUST, MACA, MACP and WAMI
- **MIS@Asia** – COMPASS, MCT, FILSCAP, IPRS, VCPMC
- **CMS** – APRA AMCOS, Australia, NZ and Pacific (FPRA)

## Regional Digital Licensing/processing hubs –

- **Asian Digital Initiative (ADI)** – CASH, MACA, MACP, and WAMI, Sony EMI, Warners, Fuji
- **PAN Asia-Pacific Licensing (PAPL)** – APRA AMCOS Universal, Peer Imagem, Hillsong, Origin

# AFRICA and the Middle East

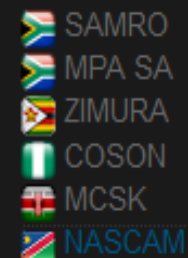
- SAMRO - seeking to extend its Microsoft AX system across Africa
- AEMRO – UAE, cf PRSforMusic GCC
- Regional Digital licensing/distribution hub –  
- CAPASSO

Plus SAMRO back office, joint licensing for PR



CAPASSO's digital licenses provision for licensing across the African continent. Specifically in the following territories:  
South Africa, Kenya, Nigeria, Botswana, Malawi, Tanzania, Zambia, Zimbabwe, Swaziland, Lesotho, Mozambique, Namibia, Angola, Democratic Republic of the Congo, Madagascar, Mauritius, Seychelles, Benin, Burkina-Faso, Cape Verde, Chad, Comoros, Eritrea, Ethiopia, Gambia, Ghana, Guinea-Bissau, Liberia, Mali, Mozambique, Niger, Republic of Congo, Rwanda, Sao Tome e Principe, Senegal, Sierra Leone, Somalia, South Sudan, Togo, and Uganda.

## Partners



# Latin America

- Regional Documentation portal
  - LATINAUTOR
  - ECAD (National – Brazilian societies + Neighbouring rights)
- Regional Digital Licensing/distribution
- “BACK OFFICE” – processing for LatAm joint licensing with societies and publishers, except Brazil, Mexico.

## Territories

**Argentina, Bolivia, Colombia, Costa Rica, Ecuador, Guatemala, Nicaragua, Republica Dominicana, Panamá, Paraguay, Perú, Venezuela and Uruguay.**

## LatinAutor Societies:

**From LatAm: ACAM, ACDAM, AGADU, APA, APDAYC, SACVEN, SADAIC, SAYCE, SAYCO, SCD, SOBODAYCOM & SPAC.**

**From Europe: SGAE**

## Publishers:

**EMI Music, Peermusic, SONY/ATV Music and Warner Chappell Music, UMPI.**

## Cooperation between Authors and Neighbouring rights CMOs

- Front office “one stop shop” licensing hubs
- OneMusic NZ – APRA and PPNZ
- MPC – MCT and Phonorights Thailand
- LMKN Indonesia
- Music Rights Malaysia MRM Berhad
- CDC Japan – middle office





Established following the Rome Convention to represent holders of certain neighbouring rights

Phonogram producers

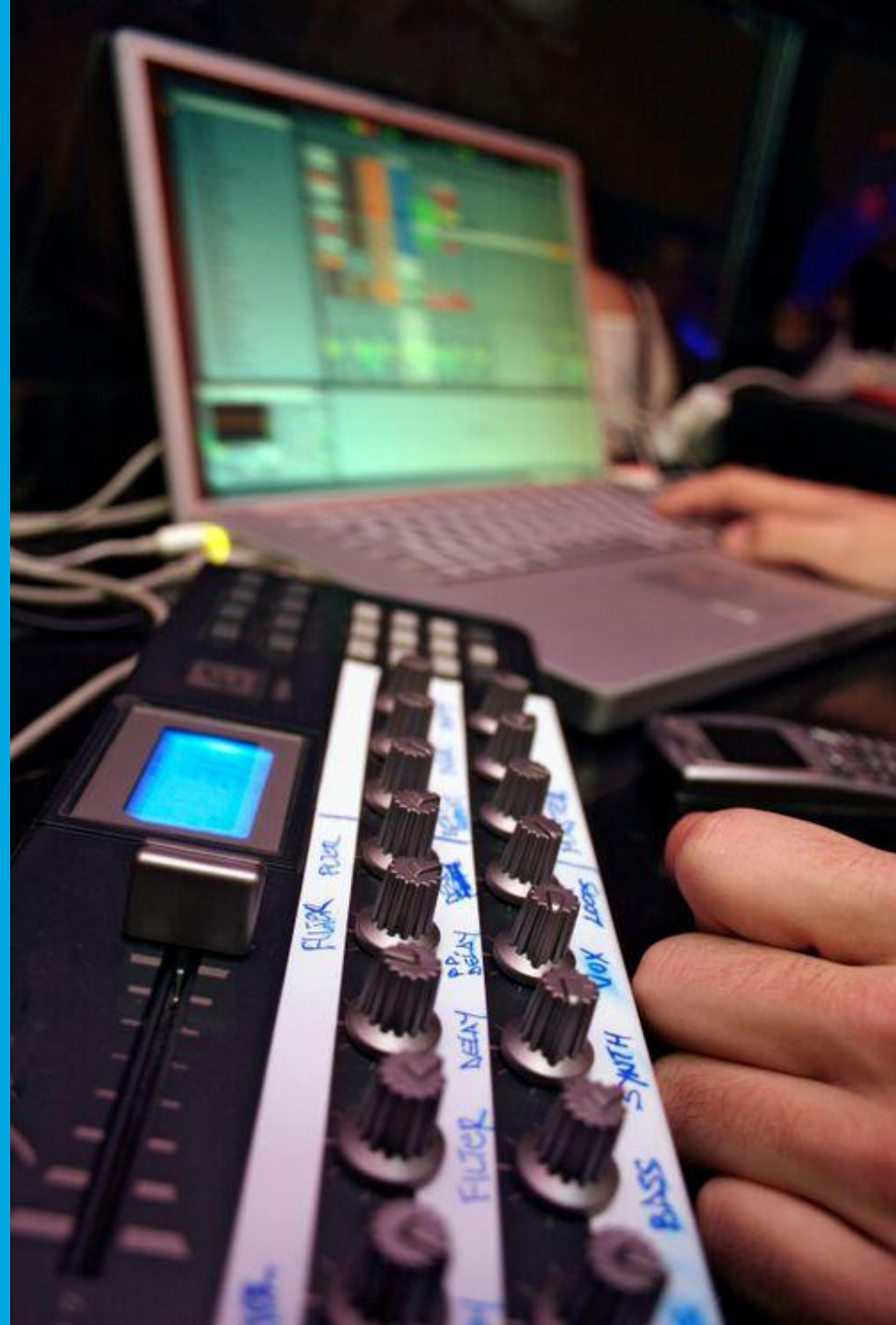
Industry research development, training, Anti piracy protection measures

Collective management of broadcast and performing rights in countries that have these rights

ONE MUSIC NZ; Australia



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International  
Federation of  
Reproduction  
Rights  
Organisations

**ifrrro**  
**ifrrro**

International Federation of  
Reproduction Rights  
Organisations 1980

Book publishers; Scientific,  
Technical & Medical  
Publishers (STM).

Photocopying by educational  
and other institutions, digital  
delivery of texts (eBooks  
administered by publishers).



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