

## Administration of musical copyrights

Session 4. New Business Models for Effective Protection of  
Copyright and Related Rights in the “Cloud”

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Satoshi Watanabe (JASRAC)



## Profile of JASRAC

## Outline of Organization

### Date of establishment

November 18, 1939

### Features of organization

- Represents 3,000 lyricists, 2,500 composers, 4,500 lyricist/composers, 2,700 music publishers and 3,000 successors through copyright trust contracts
- Registered under the Law on Management Business of Copyright and Neighboring Rights (2001)
- Non-profit organization (operated by administrative expenses)

### Objectives (Article 3, Articles of Association)

“To protect the rights of owners of musical works and to facilitate the utilization of musical works, thereby contributing to the dissemination and development of musical culture.”

## Outline of Activities

### 1. Management of copyright

#### A. Licensing of music copyrights use and collection and distribution of royalties (administration of economic rights)

- Management organization consisting of head office and 16 regional licensing offices
- Manages 7.91 million musical works in Japan and overseas, making public 2.98 million works through the J-WID database <http://www2.jasrac.or.jp/eJwid>
- Trust contracts with authors, composers, and music publishers in Japan
- Mutual copyright protection with overseas organizations through 117 representation contracts for performing rights and mechanical rights.
- Total amount collected in Fiscal 2011: 105.8billion yen (1.06bil euros)

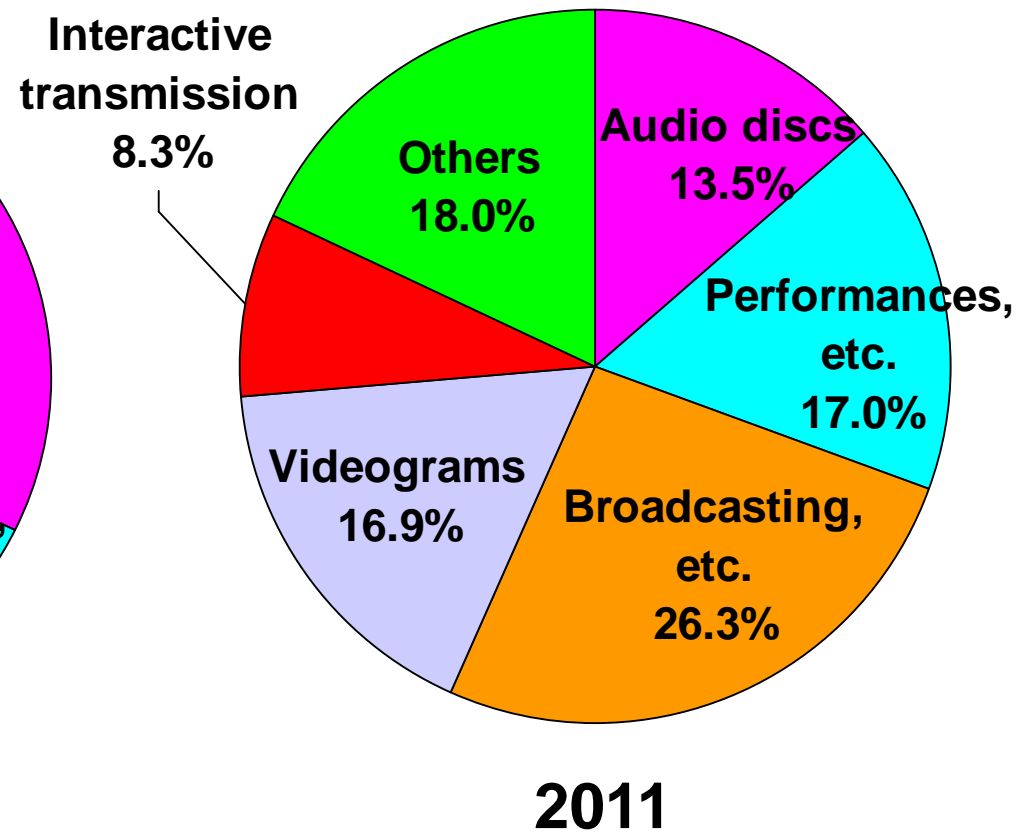
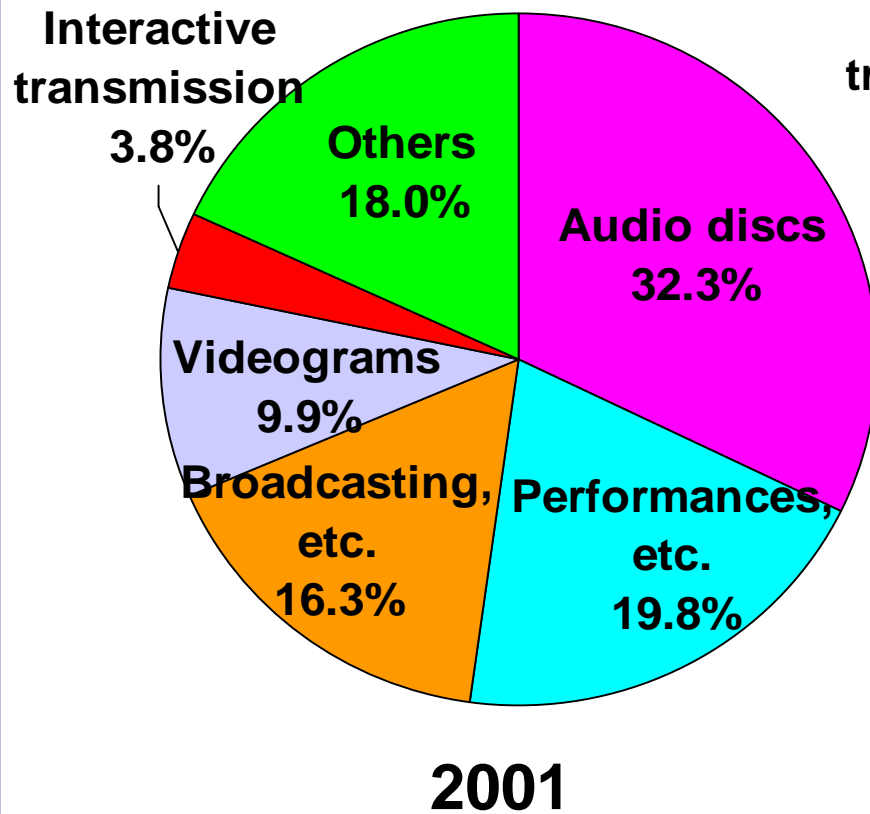
#### B. Countermeasures against copyright infringement

### 2. Cultural activities

- Donate courses at universities, open to the public lectures, symposia, talk & concerts, etc.

## JASRAC royalty collections in 2001 and 2011

(Others = online karaoke, rental records, recording of music for advertisements, publishing of musical scores, overseas income, etc.)



## Licensing Interactive Transmission services

## Interactive Transmission in the Copyright Law of Japan

### **Article 23 (Rights of public transmission, etc.)**

**“The author shall have the exclusive right to transmit his work publicly (including the making transmittable of his work in the case of the interactive transmission).”**

### **Article 2 (Definitions)**

*“interactive transmission”*

*the public transmission made automatically in response to a request from the public, excluding the public transmission falling within the term “broadcasting” or “wire diffusion.”* → *interactive transmission*

*“making transmittable”*

*putting in such a state that the interactive transmission can be made.*

→ *the act of uploading to the Internet*

## Rights and types of use: JASRAC trustors/members may choose to entrust

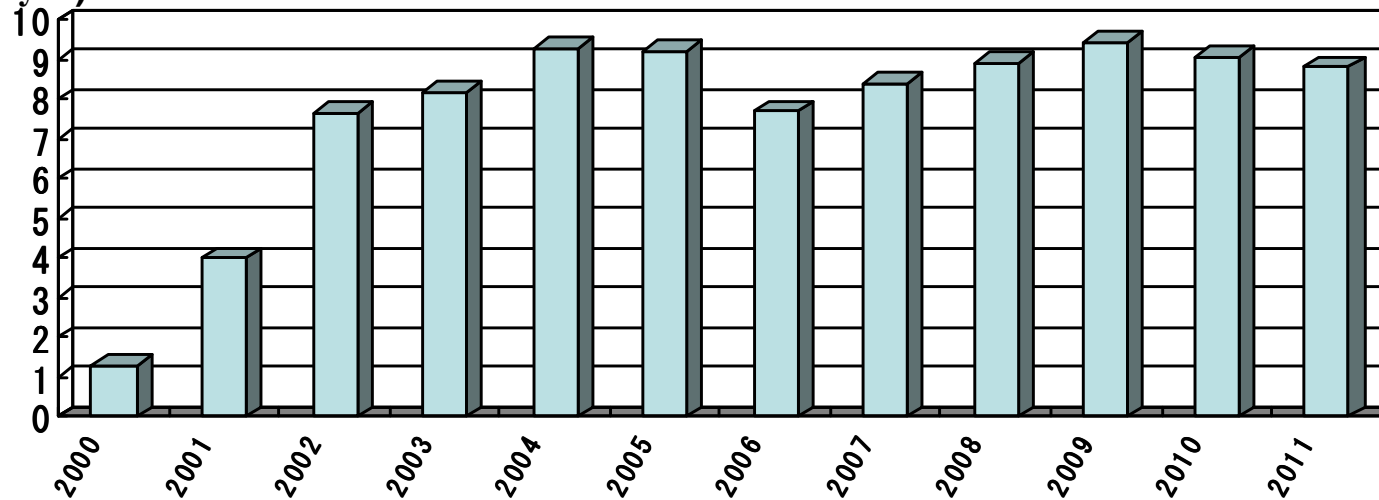
Performing	Mechanical	Lending	Publication
	Films		
	Videograms		
	Games		
	TV/Radio CMs		
Broadcasting and cable transmission			
Interactive Transmission			
Online Karaoke			



## Royalty collection from interactive transmission (online and mobile)

- **Number of licenses (number licensed since 2001)**
  - **License agreements for commercial distribution**  
1,400 digital service providers  
12,000 services (6,000 services are for ringtones)
  - **License agreements for non-commercial distribution**  
11,000 sites
  
- **Royalties collected**

(Billion yen)



## Various types of interactive transmission services

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*Music download*

*Music streaming*

*On-demand music streaming*

*Non-commercial music download and streaming*

*Commercial sheet music/lyrics download and streaming*

*Non-commercial sheet music/lyrics download and streaming*

*Video download (specific games) and streaming (TV programs, UGC,..)*

*Ringtones, true tones and video tones*

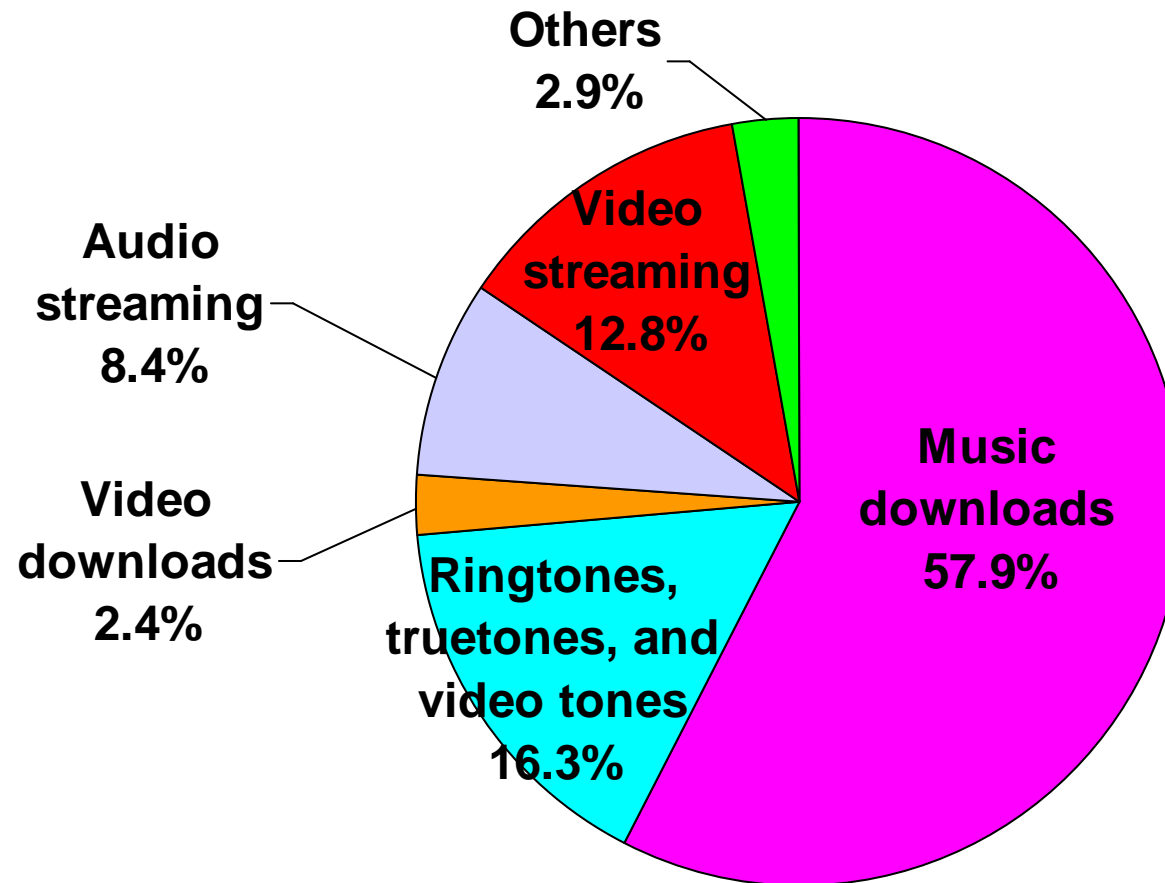
*Podcasting*

*Internet CM*

*Subscription*

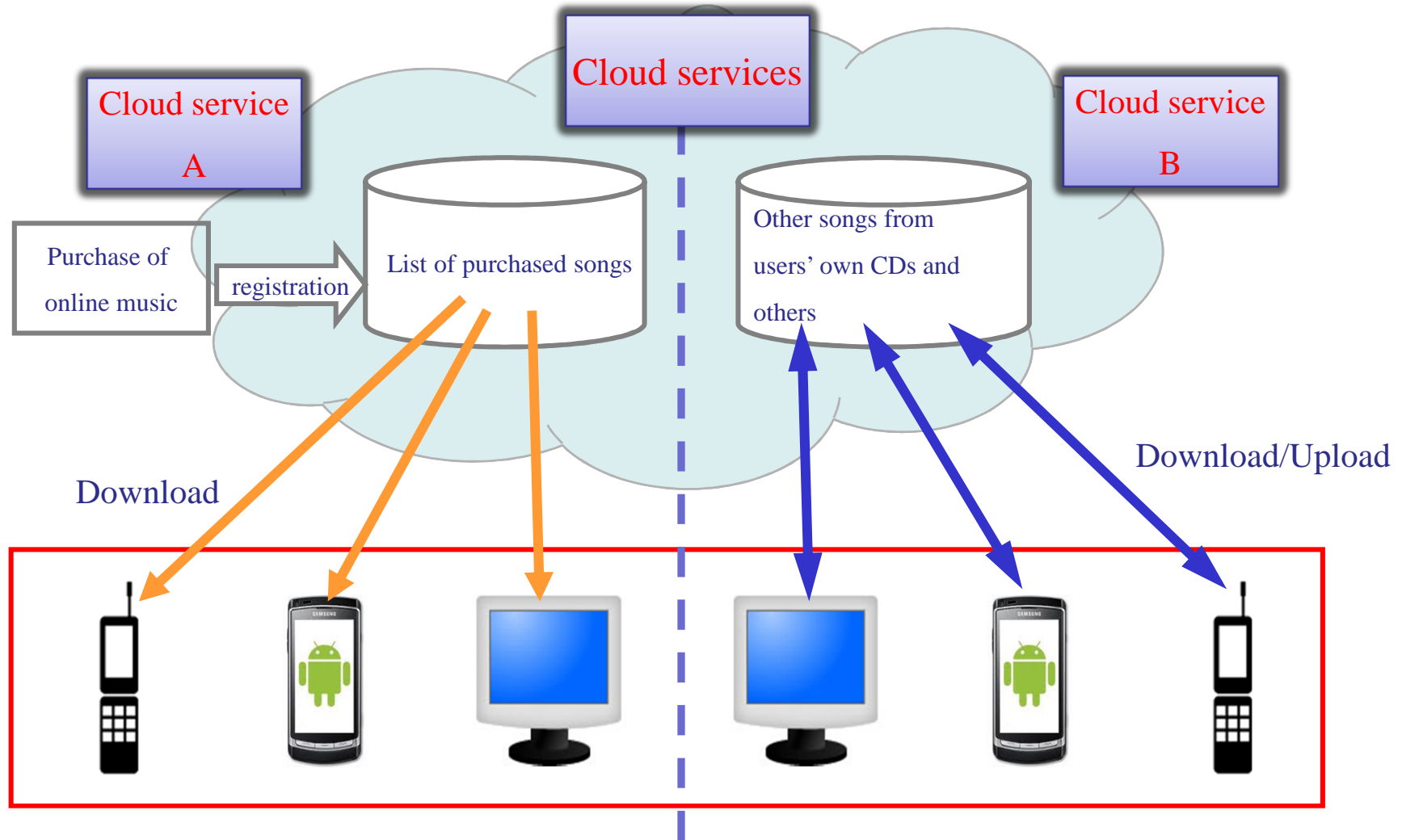
*Background music (for business premises)*

## Collection Share of Interactive Transmission Services



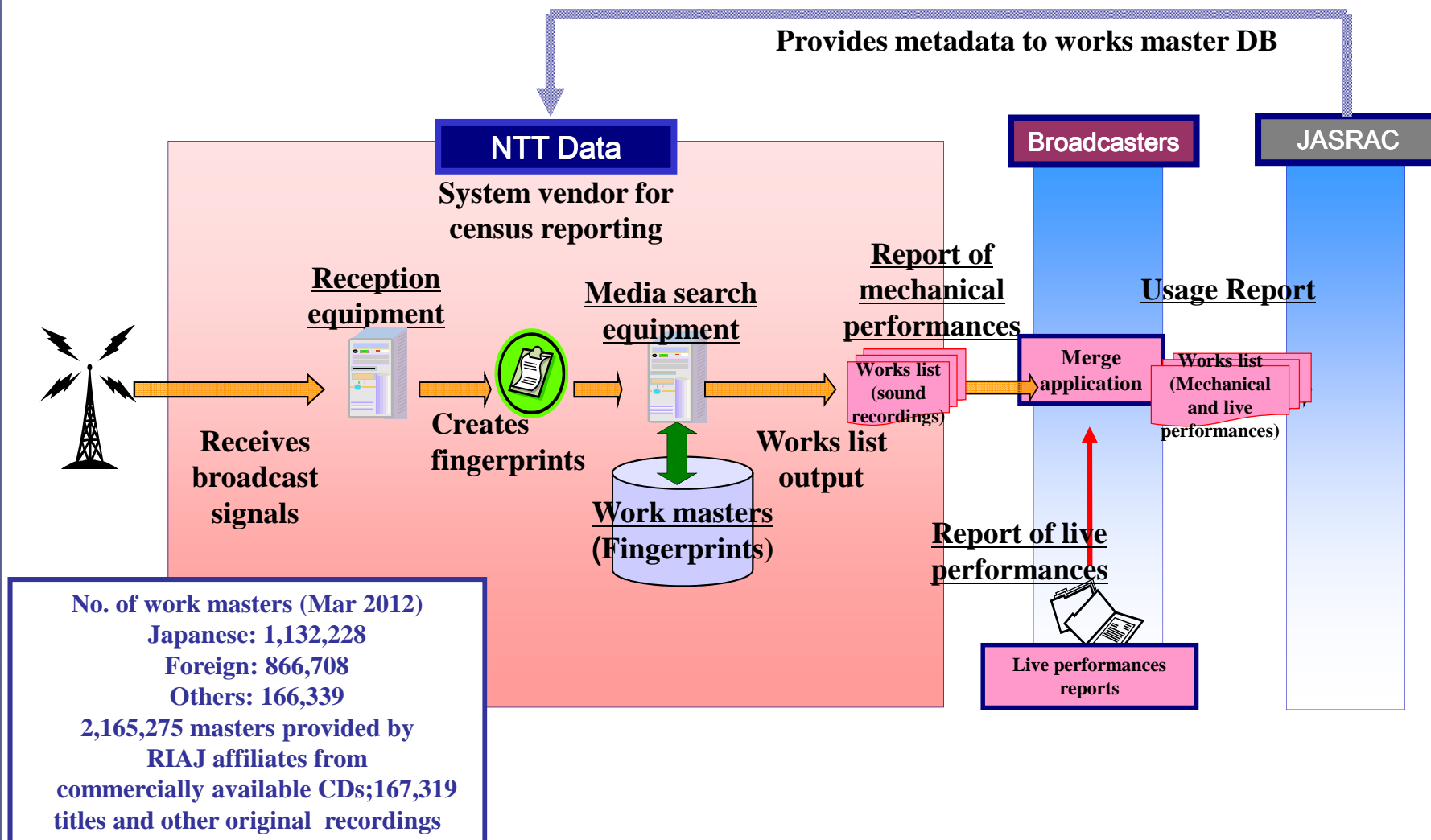
2011

## Cloud services



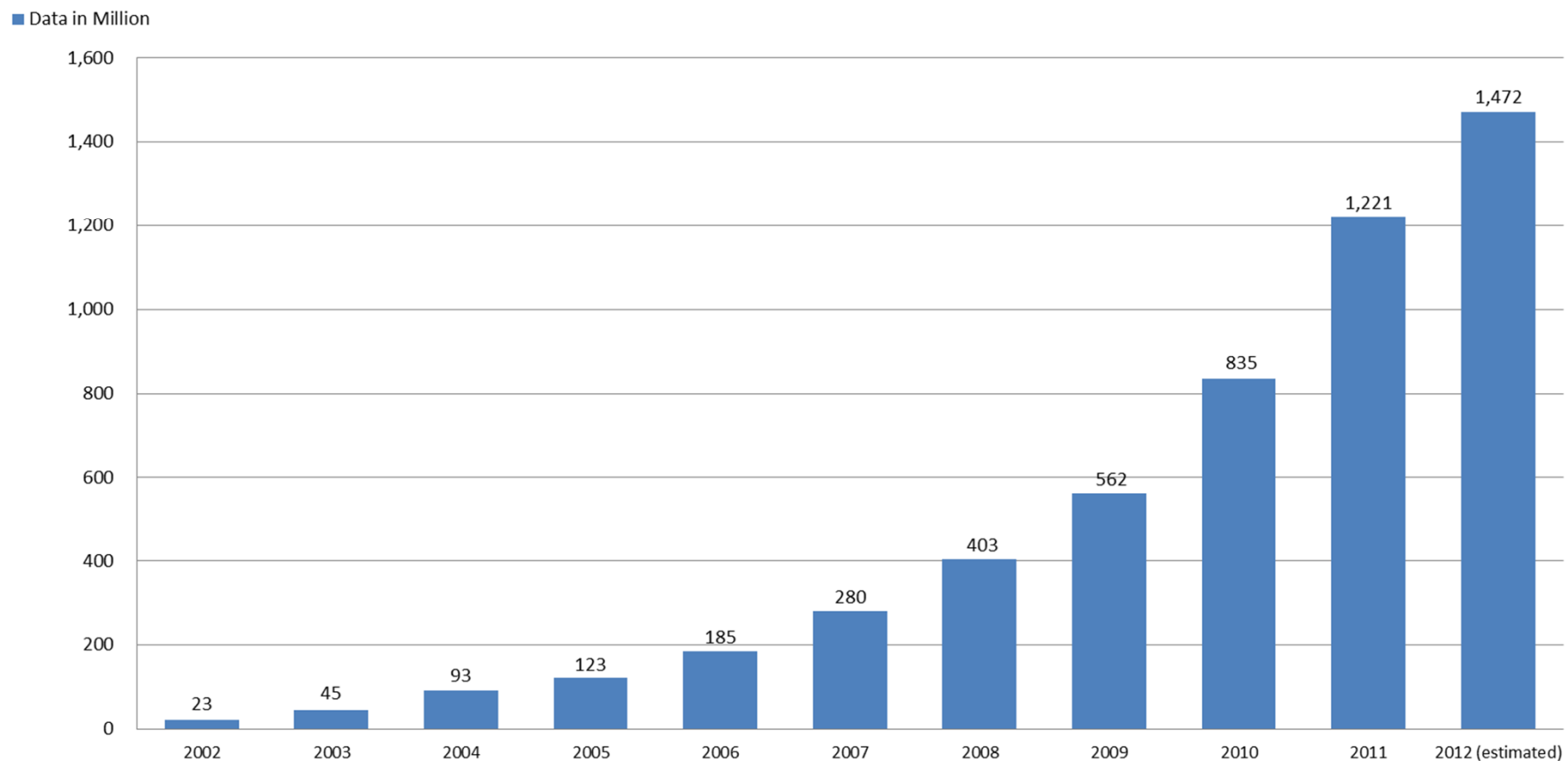
## Dealing with the rapid expansion of music usage data

# Broadcast Usage Report Using Fingerprints



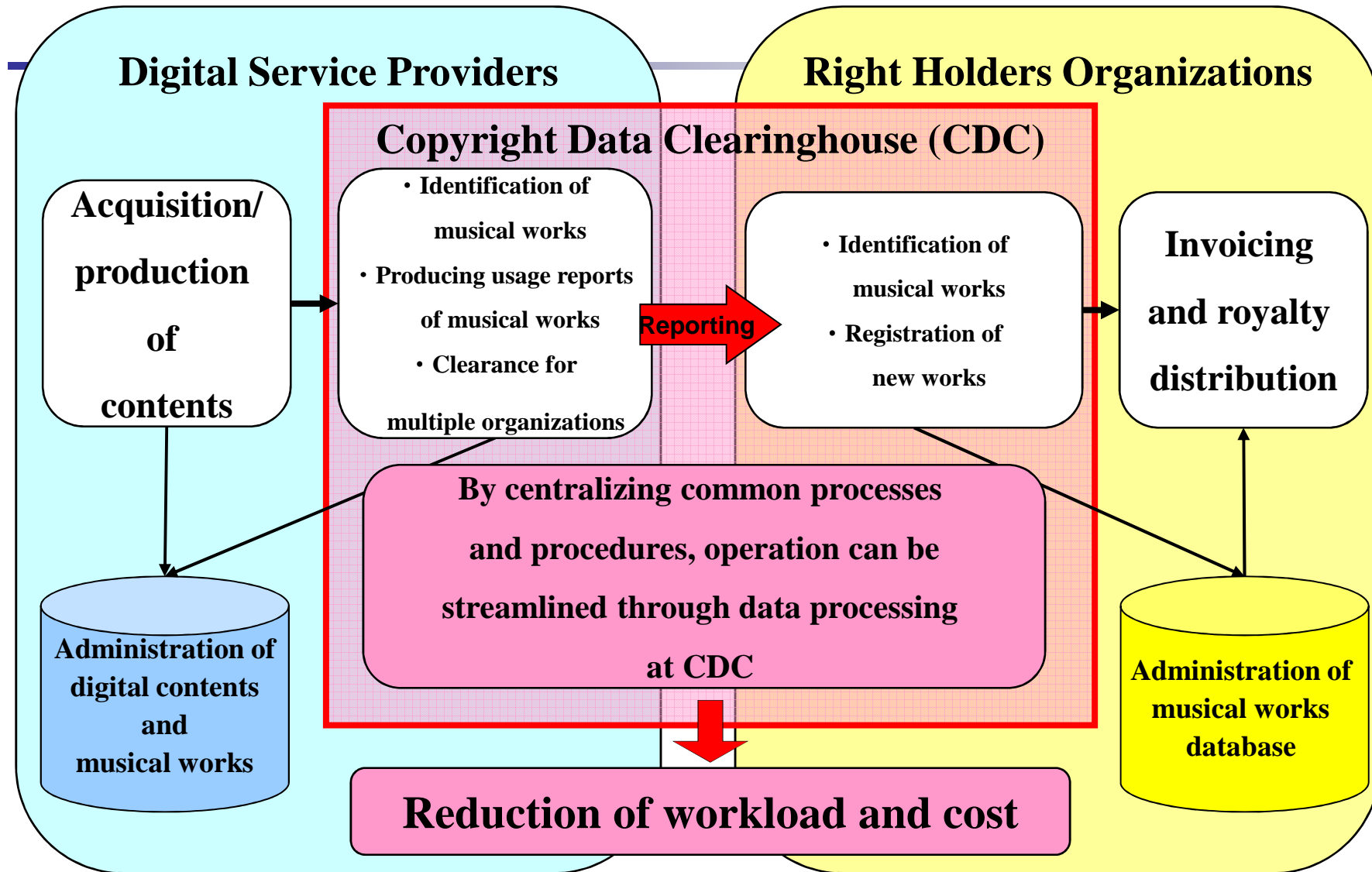
**CDC (Copyright Data Clearinghouse)**  
~a data processing scheme~

## Increase data of musical works in the usage reports for interactive transmission

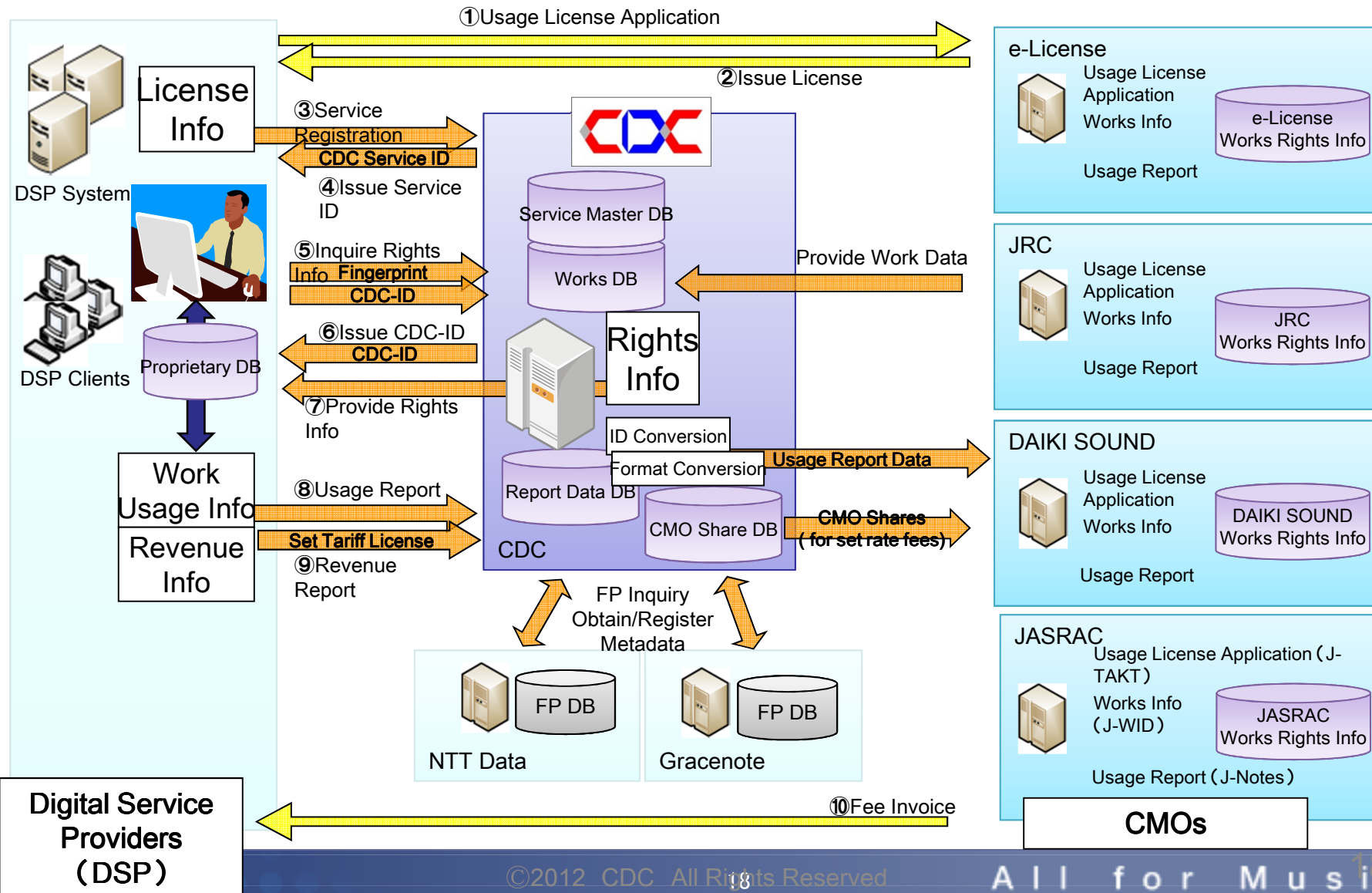




# Digital Service Reporting Scheme using FPs



# CDC Systems (“Fluzo”) Overview



**Thank you**  
<http://www.jasrac.or.jp>