

GESAC

European Authors' Societies

33 authors' societies
Over 1 million creators



Music represents
80% of all collective
management revenues
globally, and more than
60% is generated in
Europe.

**Composers
and songwriters**
heavily rely on
CMOs.

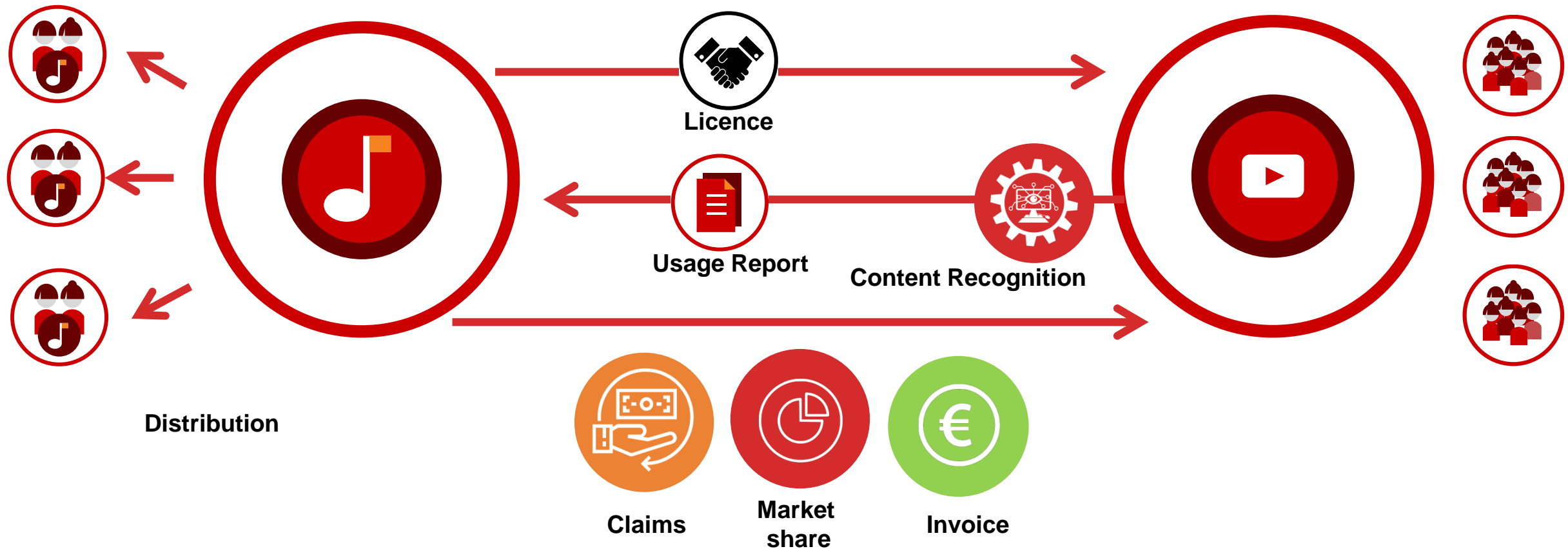
**CMOs
operate under an
obligation to
license on
reasonable terms**

Around
200 online
services

50 of them on a
multi-territorial basis
reaching up to 160
territories

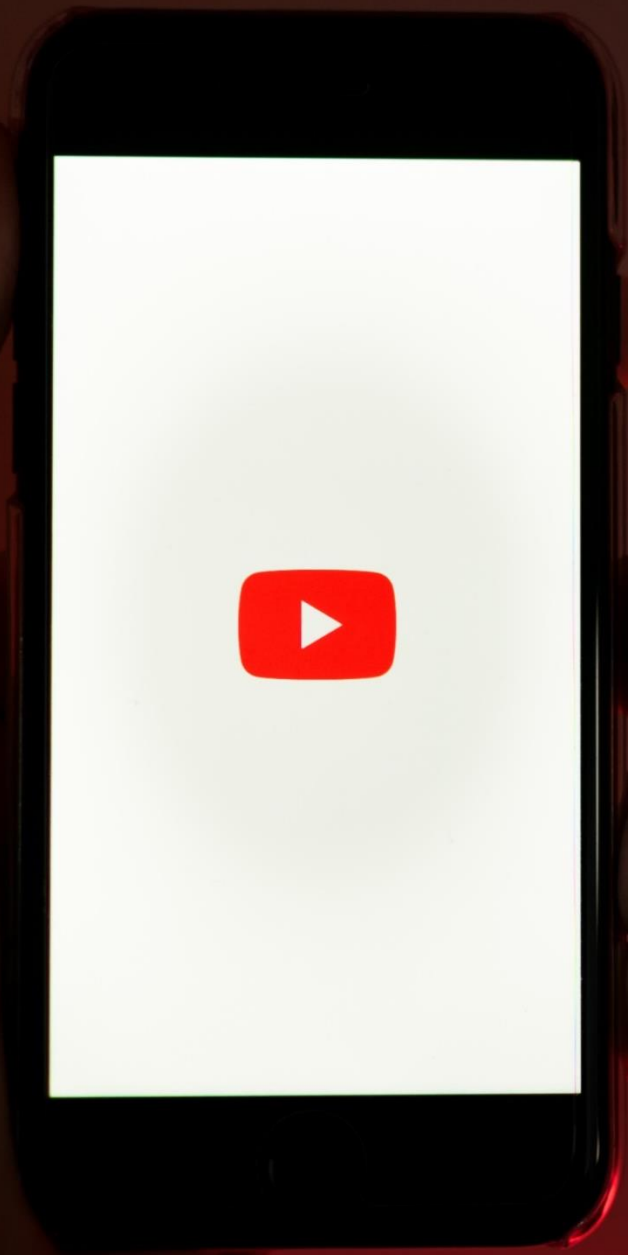
As well as
dedicated
schemes for small
businesses

LICENSING AND AUTOMATED CONTENT RECOGNITION (ACR)



CMOs need ACR for content identification/
distribution, not for blocking content

Licensing agreements: CMOs licences
enable content to be available on OCSSPs



How YouTube's Integrated Claims system (doesn't) work

Reference file uploaded



Professional or UGC video created



Uploaded to Service

Music Report

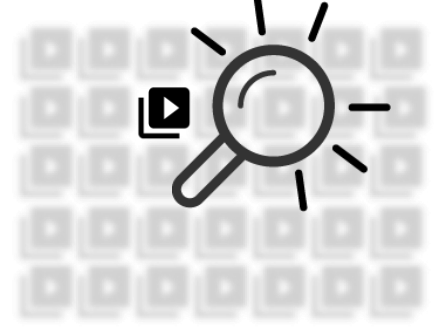


GE with Music Report



Policy

1. What is stored in the library?



EXAMPLE

**FAILURE TO INGEST
CMO'S DATA**

Sia - Chandelier
Mismatched with
ADELE - Skyfall



#Sia #Chandelier #Vevo
Sia - Chandelier (Official Music Video)

2,170,904,252 views • 6 May 2014

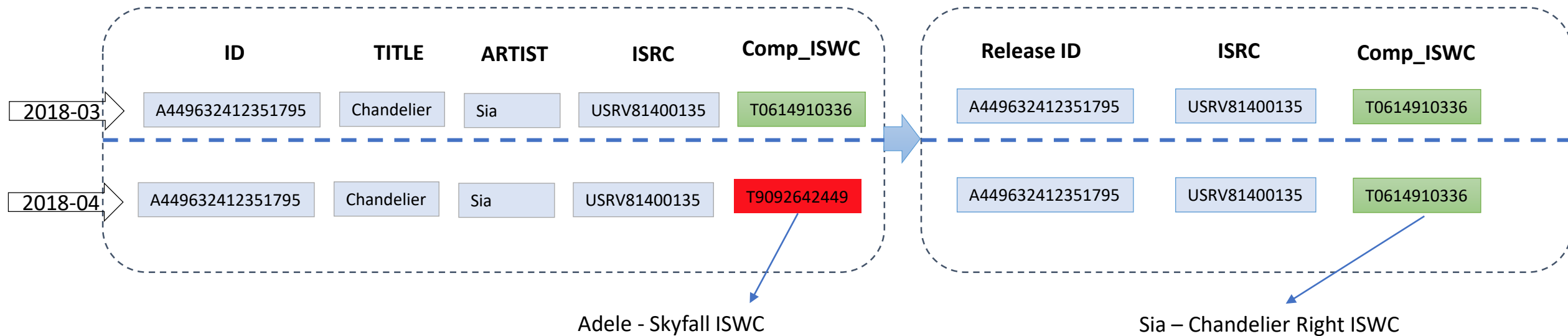
8.8M 536K SHARE SAVE ...

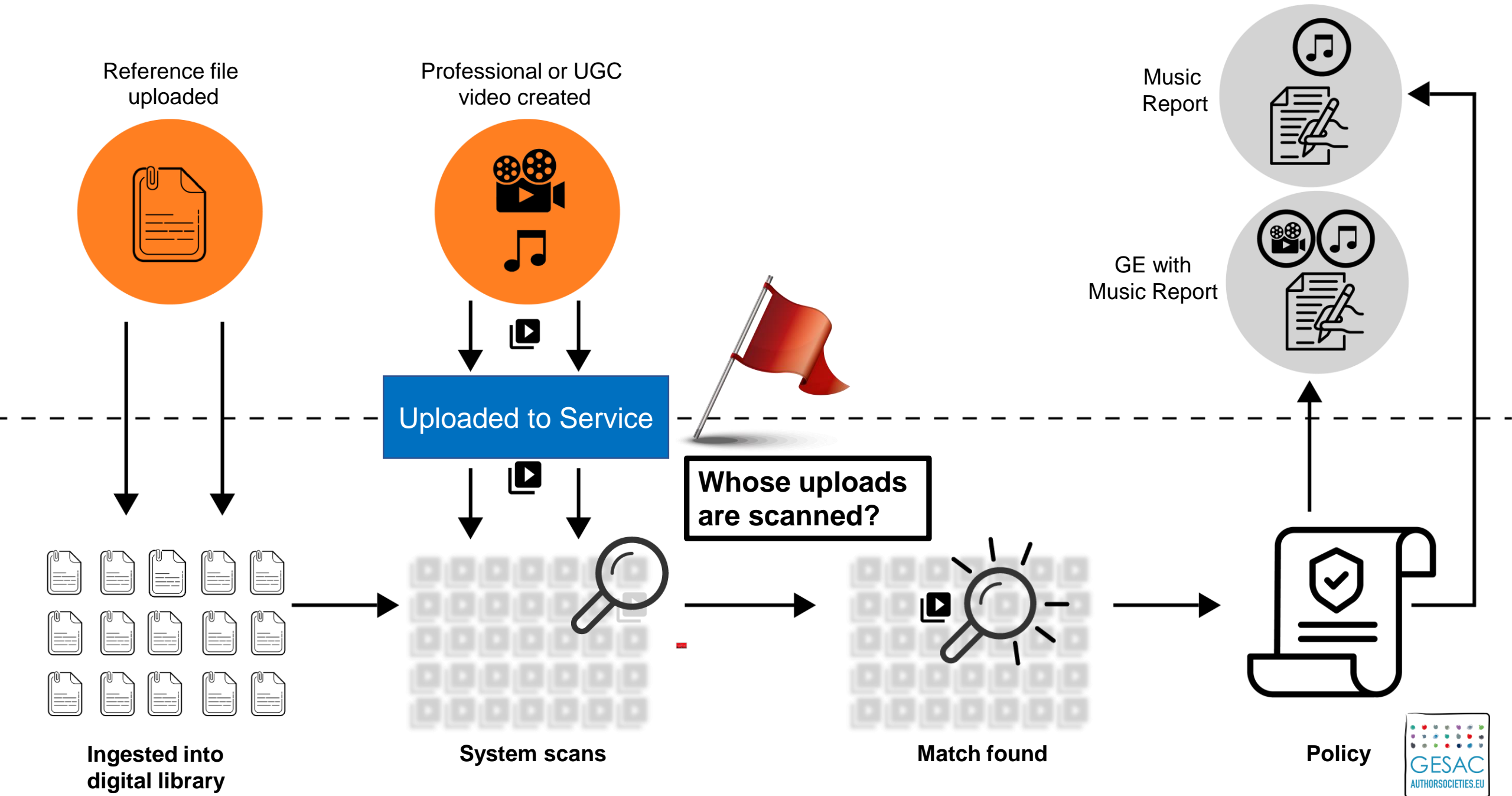
EXAMPLE

FAILURE TO INGEST CMO'S DATA

Masterlist GB

CCID Preclaim





Reference file uploaded

Professional or UGC video created

Music Report

GE with Music Report

Uploaded to Service

Whose uploads are scanned?

Match found

Policy

Ingested into digital library

System scans

YouTube Partners & Content ID



User-Generated Content without Youtube partnership

- Lambda User
- Holds the content rights
 - ContentID matching
 - No monetization

Individual Partners €

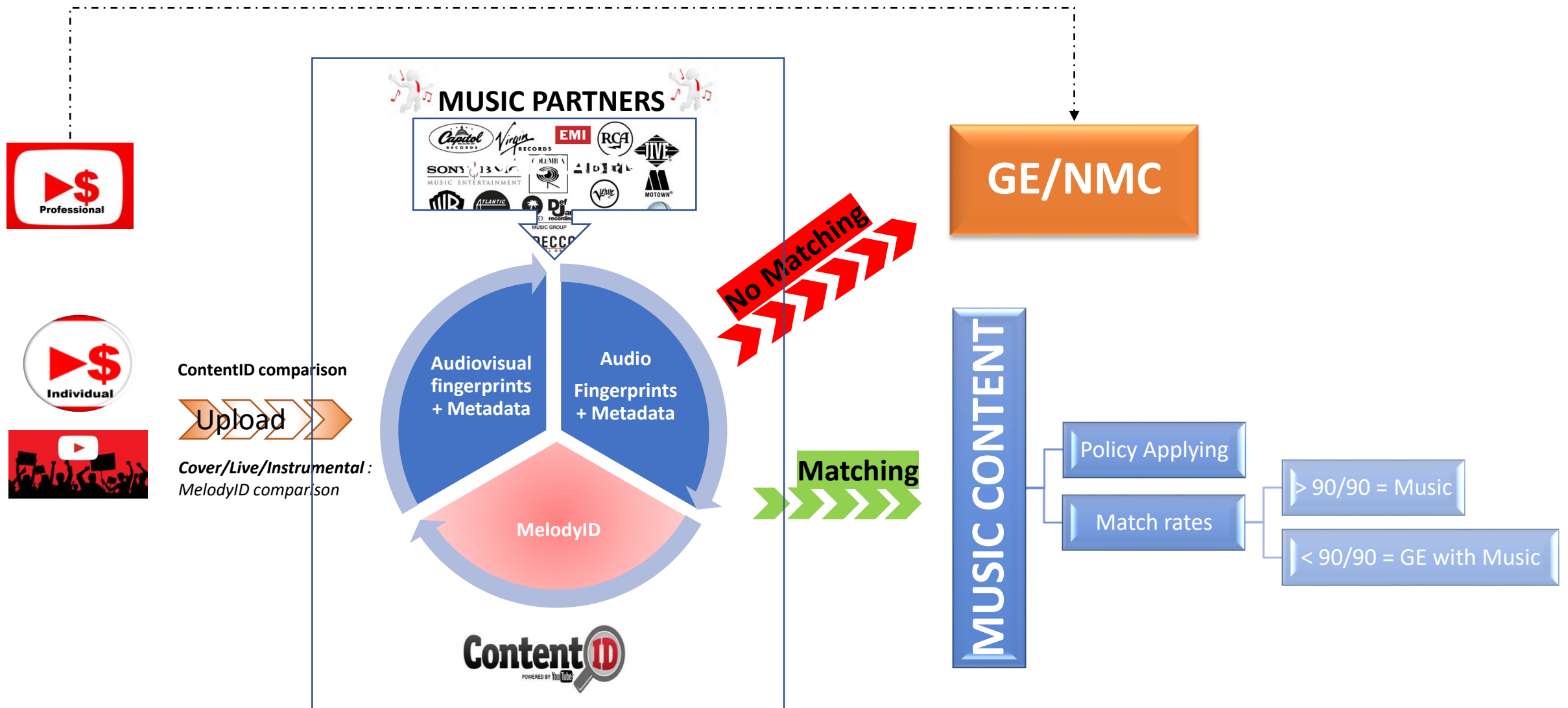
- >1 000 subscribers + >4 000 hours in the last 12 months + AdSense account
- Holds the content rights
- ContentID matching
- Videos monetization

Professional Partners €

- Eligibility criterias ?
- Holds the content rights
- **No Content ID matching**



Content ID matching and music content



Reference file uploaded



Professional or UGC video created



Uploaded to Service



Ingested into digital library



System scans



Match found

Match rates?



Policy

Music Report

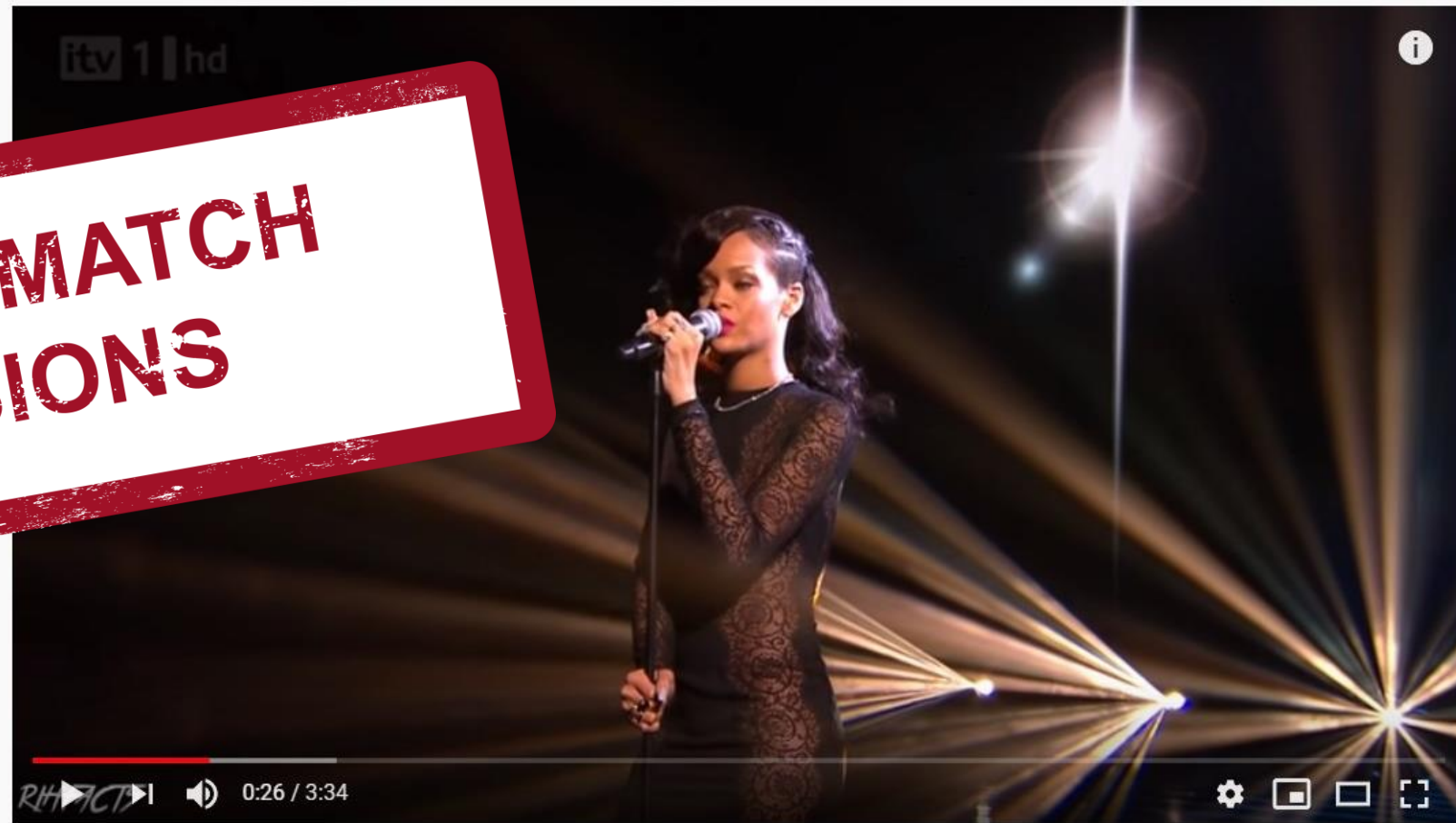


GE with Music Report



EXAMPLE 1

**INABILITY TO MATCH
LIVE VERSIONS**



Rihanna - Diamonds (Acoustic Live)

35320364 vues • Ajoutée le 5 févr. 2016

👍 244 K

💬 6,8 K

➦ PARTAGER

⌵ ENREGISTRER

⋮

LIVE

EXAMPLE 2

**INABILITY TO MATCH
COVER VERSIONS**

just marshall mathers, (marshall
im just a regular guy i
ow why all the fuss
me (fuss about me)
er gave a fuck before
was doubt me (did
about me) now everybody
wanna run they mouth and try to
take shots at me

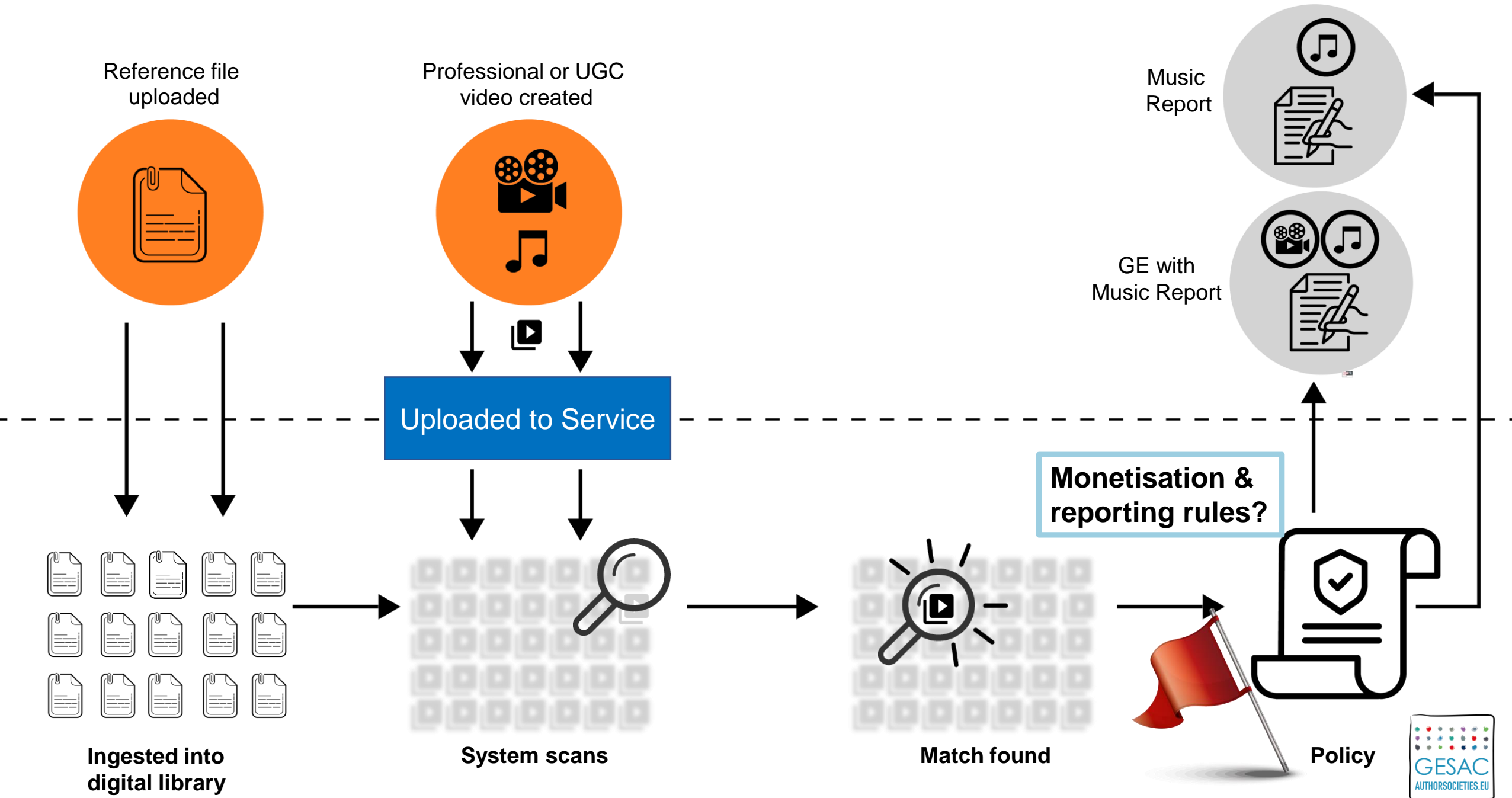
▶ ⏩ 🔊 0:37 / 5:18

Eminem - Marshall Mathers + LYRICS

4320732 vues


👍 24 K 🗨️ 1,1 K ➦ PARTAGER ⚙️ ENREGISTRER ⋮

LYRIC VIDEO



EXAMPLE 1

**GE WITH MUSIC
MISCATEGORISATION:
90/90 TOO STRICT**



The image shows a screenshot of a YouTube video player. The video is titled "DDG - 'Arguments' (Official Music Video)". The video player interface includes a progress bar at 1:48 / 4:10, a play button, a volume icon, and a share button labeled "Partager". Below the video player, the video title "DDG - 'Arguments' (Official Music Video)" is displayed, along with the view count "37 140 661 vues" and the upload date "Ajoutée le 1 juin 2018". The engagement metrics show 598 K likes and 11 K comments. The sharing options include "PARTAGER", "ENREGISTRER", and a menu icon.

OFFICIAL VIDEO

EXAMPLE 2

**GE WITH MUSIC
MISCATEGORISATION:
90/90 TOO STRICT**



Ariana Grande - thank u, next ft. Elle Lively McBroom

528 704 vues • Ajoutée le 6 déc. 2018

👍 12 K

💬 511

➦ PARTAGER

📌 ENREGISTRER



VIDEO

Burden to enrich reporting



Ed Sheeran - Perfect (Official Music Video)

2,217,084,945 views • 9 Nov 2017

👍 11M 💬 465K ➦ SHARE ⌵ SAVE ⋮

Ed Sheeran Perfect (Official Music Video)

Burden to enrich reporting

Masterlist FR

| | ID | TITLE | ARTIST | ISRC | Compo_ID | Comp_Title | Comp_ISWC | Comp_Writers |
|---------|------------------|-----------------------|------------|--------------|------------------|-------------------------------|-------------|-----------------|
| | A446051372599316 | Perfect | Ed Sheeran | GB1301700433 | A626052241081527 | PERFECT | T9210705445 | BEYONCE KNOWLES |
| 2019-01 | A265980210692308 | Perfect | Ed Sheeran | GBAHS1700024 | A626052241081527 | Shape Of You | T9204649558 | ∅ |
| | A267786902475037 | Perfect (Lyric Video) | Ed Sheeran | GB1301700530 | A626052241081527 | STRIP THAT DOWN FEAT QUAVO | T9214846716 | ∅ |
| | A446051372599316 | Perfect | Ed Sheeran | GB1301700433 | A626052241081527 | PERFECT | T9214846716 | BEYONCE KNOWLES |
| 2019-02 | A265980210692308 | Perfect | Ed Sheeran | GBAHS1700024 | A626052241081527 | PERFECT | T9214846716 | BEYONCE KNOWLES |
| | A267786902475037 | Perfect (Lyric Video) | Ed Sheeran | GB1301700530 | A626052241081527 | PERFECT | T9214846716 | ∅ |

Youtube links a single Composition with **3 different ISWCs** (Perfect/Shape of You/STRIP THAT DOWN FEAT QUAVO)

CONSEQUENCE: COSTS RISE DUE TO POOR REPORTING



Due to policy choices leading to poor data reporting from e.g. YT, we have to use data enhancement technologies from third parties



Duplication of efforts, no effective cooperation and no access to infrastructure for third parties lead to unnecessarily high costs



Cost of finding our content in this way is excessive, comparing to what you can currently claim and collect from such platforms

CONCLUSIONS



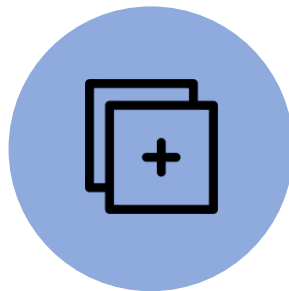
Increase transparency

Lack of transparency when it comes to important policy decisions on whether or not the author gets compensated



Improve accuracy

Design of ACR tools needs to focus on accuracy and to avoid exclusion or miscategorisation of content



Avoid duplication

Current functioning of Content ID causes endless duplication of efforts in claiming

**Transparency and accuracy of information from
OCSSPs are as important as clarification of their
copyright liability**

