



EGAD

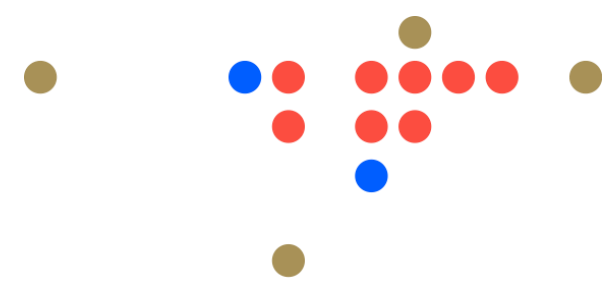
WIPO Webinar on Copyright Infrastructure
Copyright Management Division

March 2022

Ecad exists to

boost music
as art and
business

Brazilian model



ECAD

ABRAMUS
AMAR
ASSIM
SBACEM
SICAM
SOCINPRO
UBC

**Administered by 7 music
associations**

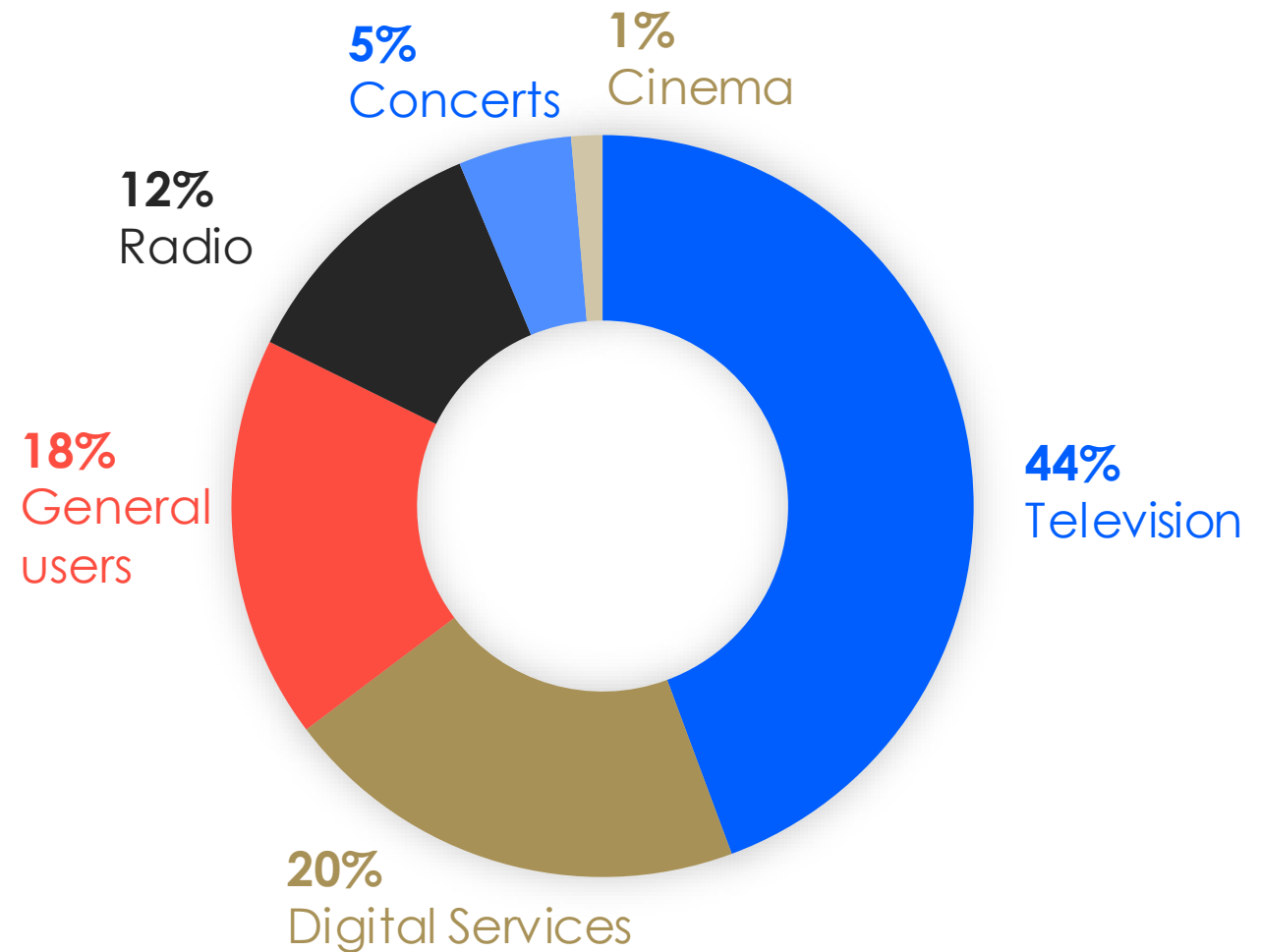
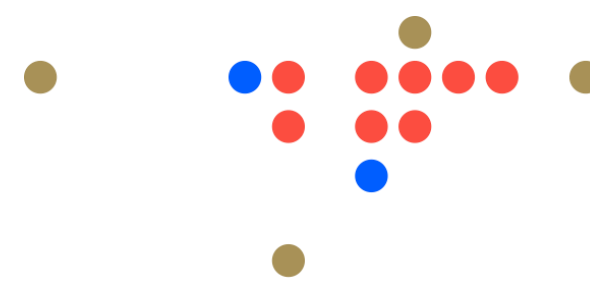
Acting all over Brazil

**License for public musical
performance**

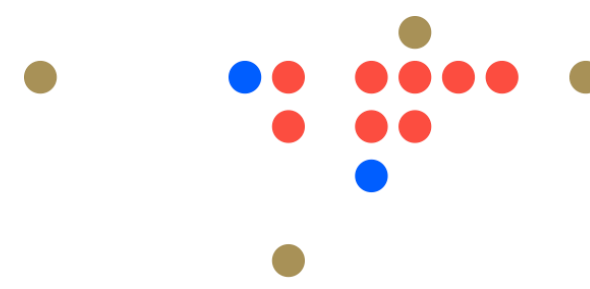
Together, we keep the music alive

ECAD

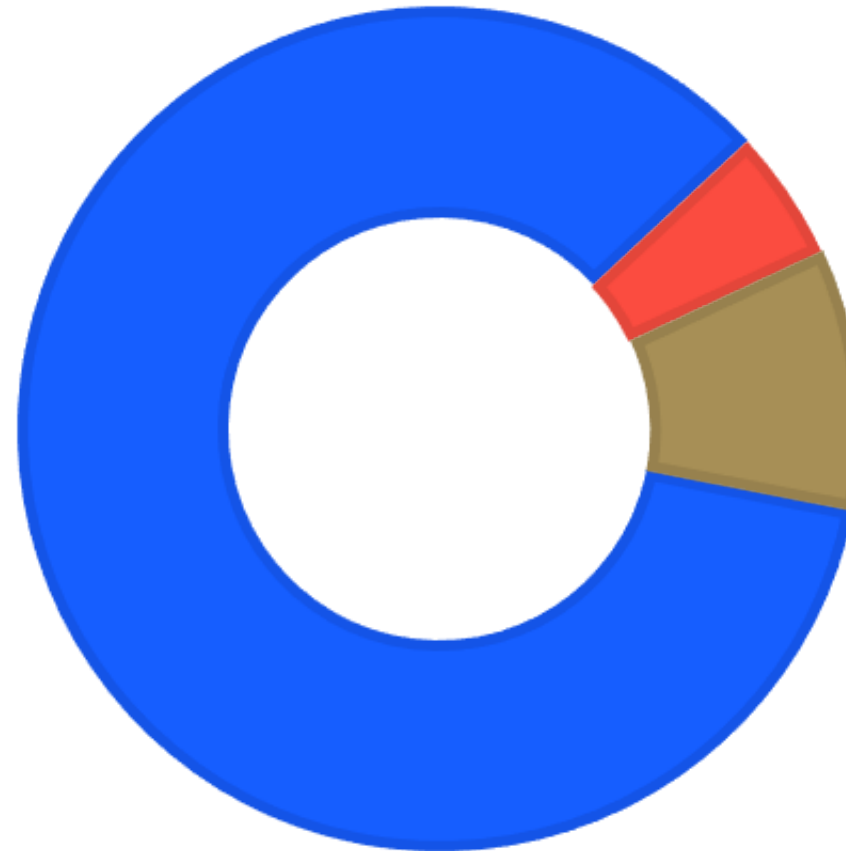
2020 revenues



Distribution



85%
Songwriters,
singers, musicians,
publishers and
record companies



5%
Music associations

10%
Ecad

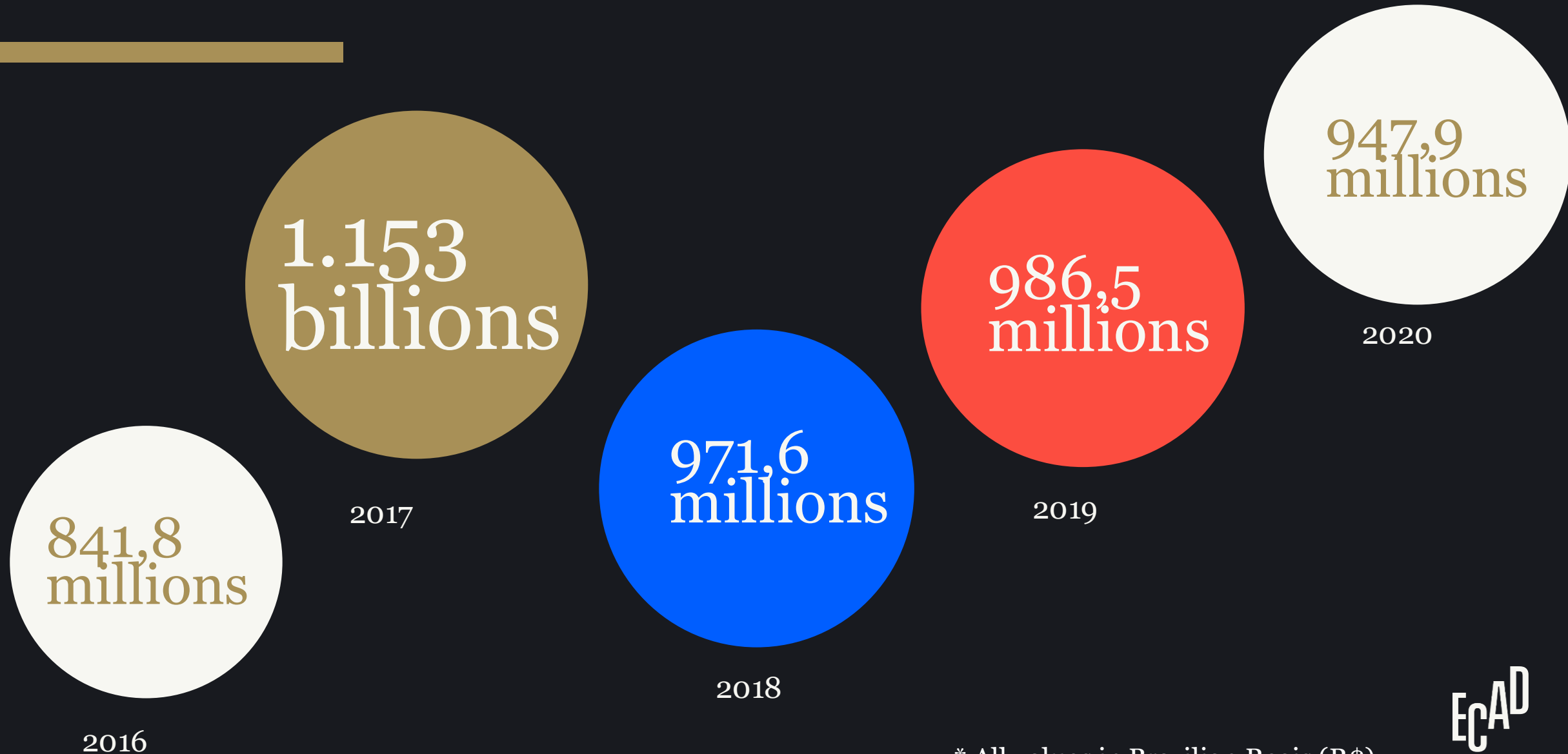
In 2020, Ecad distributed over

R\$ 947,9 millions

in copyright

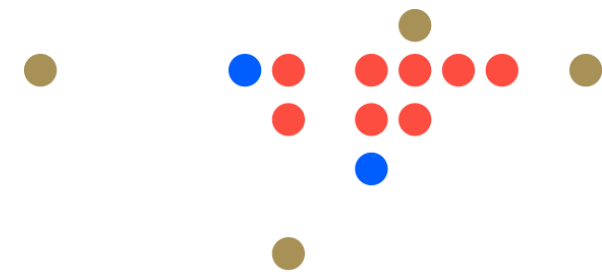
to more than 263k artists and other rightholders, in addition to associations.

Distribution of values



* All values in Brazilian Reais (R\$)

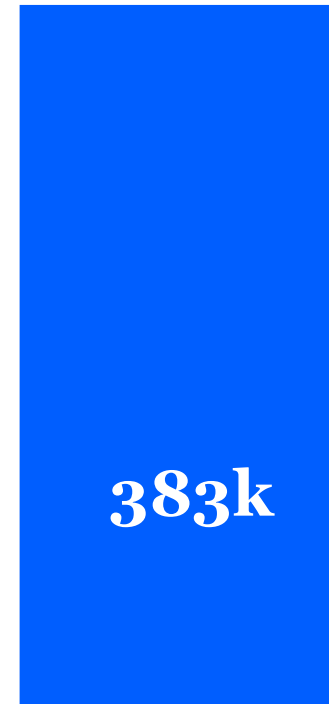
Beneficiary holders



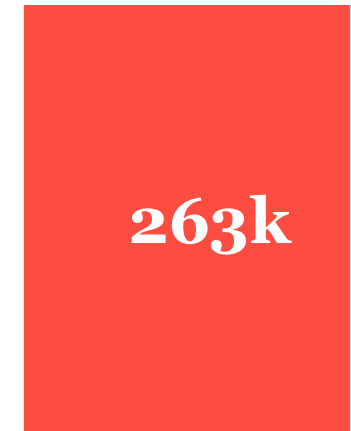
Songwriters,
singers, musicians,
publishers and
record companies



2018



2019



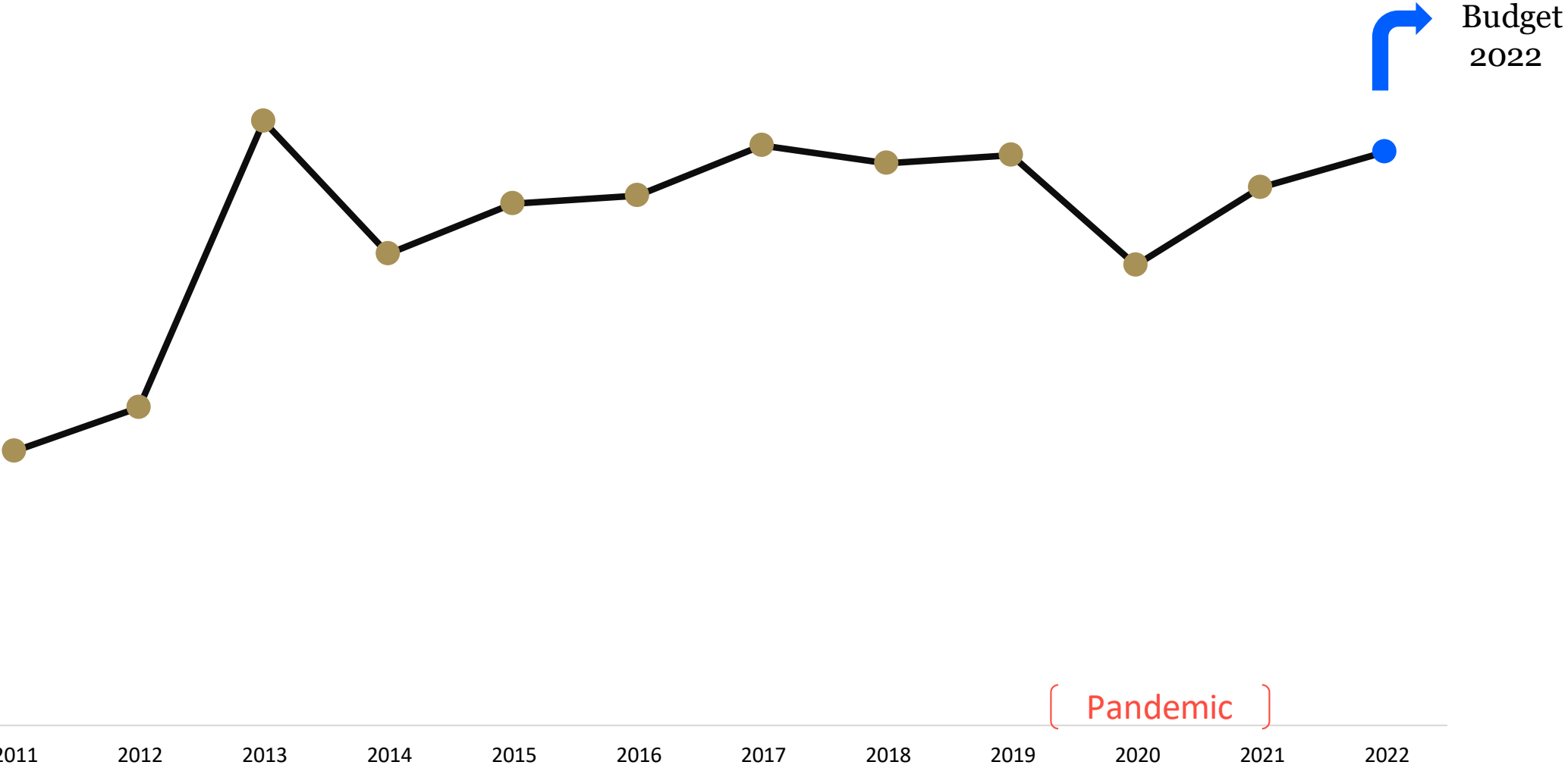
2020

The growth of digital



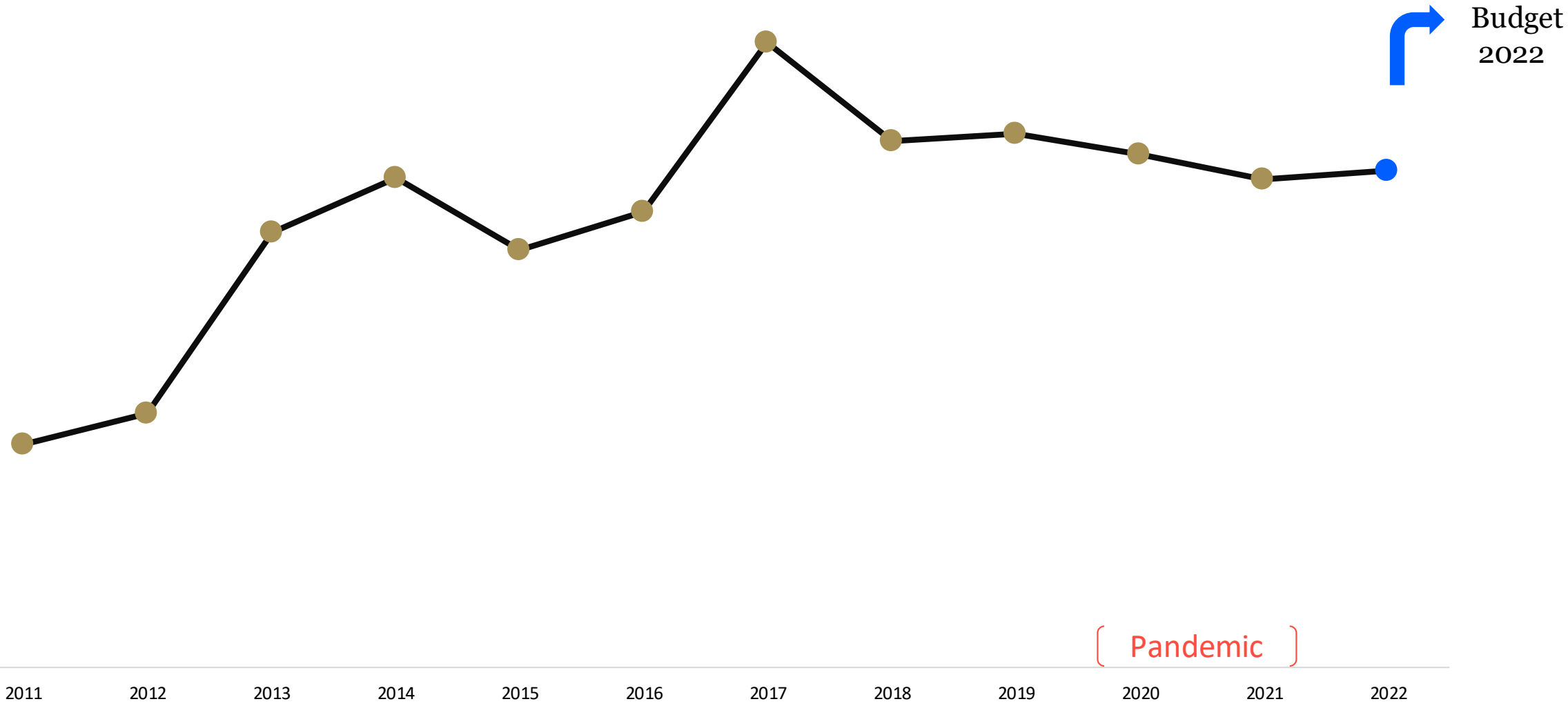
Collection

10 years



Distribution

10 years





The future

2022 and beyond



How does it work?

ONE-STOP-SHOP



Collection

Single entity collecting
Right Owners in Brazil

Proprietary solutions to
address several segments in
performing + neighboring rights



Music identification

Process enable by data
provided by the steps above
and the right holder database
respecting segments timeframe


Distribution




(+hold credit up to 5 years when right holder is not identified)

Segments – distribution types & timeframe

Direct



Concert
monthly



Streaming
(Music and audio-visual)



Cinema




Open TV and Cable TV (Music and audio-visual program)

Indirect (sampling)



Party and entertainment houses



Live music



Radio AM/FM and Simulcasting



Cable TV
(variety program)



Ambient sound



Other Internet
semester


anual



Carnival & End of Year parties



Festa Junina
(Brazilian tradition festival)



Movimento Tradicionalista Gaúcho
(Brazilian tradition festival)

All the others in a quarterly basis

Segment – Identification type

Automatic

Automatic + Manual

Manual



Concert



Open TV and
Cable TV



Ambient
sound



Carnival & End
of Year parties



Streaming
(Music and
audio-visual)



Party and
entertainment
houses



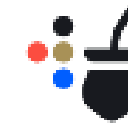
Festa Junina
(Brazilian
tradition festival)



Radio
AM/FM and
Simulcasting



Cinema



*Movimento
Tradicionalista
Gaúcho*
(Brazilian
tradition festival)



Other Internet



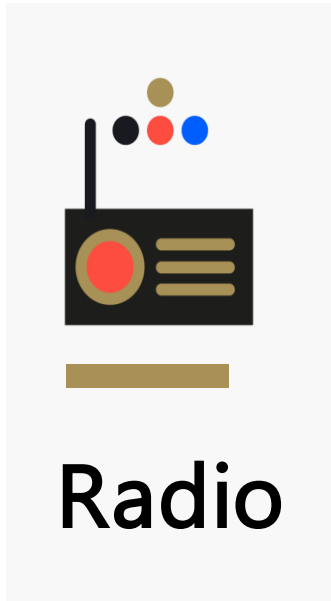
Live music

Music identification

Ecad's *industrial secret* relies on its solutions to perform music identification on different segments, with different approaches covering both *performing rights* (song writers) and *neighboring rights* (performer and recording artists) at once when required.

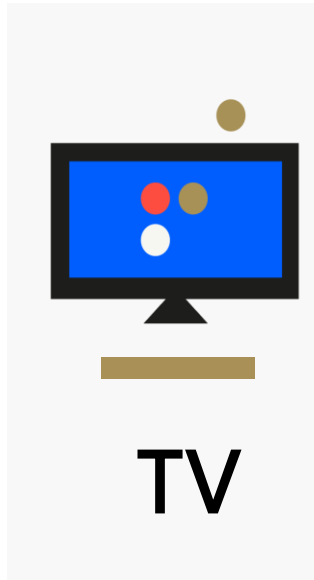
We still have manual work on some segments and are improving it gradually.

SET OF AUTOMATIC IDENTIFICATION



Radio

Performing + neighboring rights



TV



Live *

Performing rights

* Under development



Concert

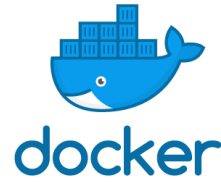
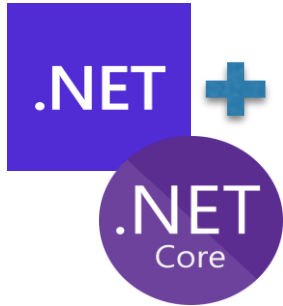


Streaming

Performing rights + some neighboring rights

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Different technology involved on the process



WPF



elasticsearch



One of the largest
database in Latin
America*



12 millions
phonograms

**14,5
millions**
Musical works

586k
venues and general users

768 billions
plays in streaming

283k
Audiovisual works

* Based in 2020

ECAD



Music database

Audio



Over

4,3 millions

of original audios

Over

1 million

of fingerprints

ISRC International
Standard
Recording
Code

Over

12 millions

national and international

ISWC Network

Over

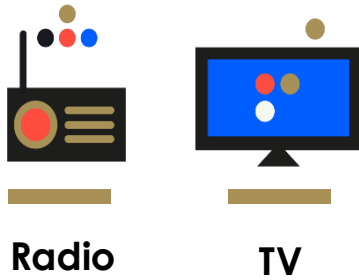
7 millions

national and international

Music Identification Process

3 steps process

Recorded content monitoring

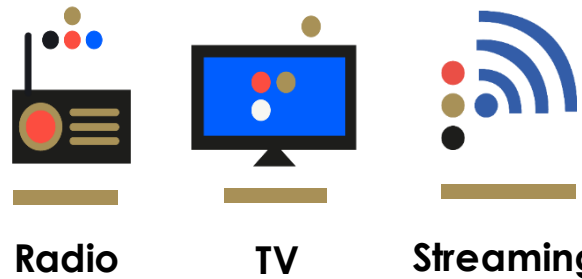


Radio

TV



Audio database fingerprint matching



Radio

TV

Streaming



Meta-data text matching

Usage reports delivery



Some numbers

Recorded

Usage reports



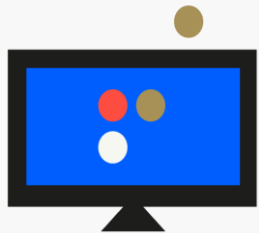
Radio

50k HOURS

processed after recording

450k executions

identified automatically



TV

+ 11,5k programs

processed after recording

+ 112k executions

identified auto + manual

+ 50M of executions
identified automatically

80.000 ROL generated
by quarter

Based on 2020

ECAD



SGD Streaming

Since March/2019 up to 2021

2.9K +
usage reports received

522 GB
in compressed data

3.9 TB
total database storage

16,22 Mb
data processed by second

99K +
songs processed by second

141 million
executions processed by
second

1.8+ trillion
of reported executions

85%
of identified executions

www.ecad.org.br

