

# The Role of Accurate Metadata Allocation and Proper Reporting in the European Music Streaming Market

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# About GESAC and music streaming

“GESAC - European Grouping of Societies of Authors and Composers”

- **32 authors' CMOs from EU, EEA, Switzerland**
- **Representing more than 1 million creators and rightholders through its members**
- **In the field of music, audiovisual and visual arts**

Recent study prepared by Legrand Network and commissioned by GESAC:

**“ Study on the place and role of authors and composers in the European music streaming market”**





# For a more creator-friendly music streaming ecosystem

Increased value from the streaming market

More fairness in the value chain

Ensuring cultural diversity & transparency on music streaming platforms

by:

## Recognition

- Tools for visibility & discoverability of authors
- Targeted and clickable search functions for authors and their works
- Equal access to market
- Transparency on the functioning of algorithms
- Monitor & ensure cultural diversity
- Promote European works

## Remuneration

- Grow the revenue pie by variable pricing models
- Make sure authors benefit more favourably from growing pie
- Address the Value Gap - Transfer of Value
- Set best practices against:
  - Payola schemes
  - Coercive practices & Royalty free models
  - Ghost writers / Fake artists
  - Streaming fraud

## Identification

- Include data from point of creation
- Raise awareness among creators on importance of data
- Match ISWC with ISRC
- Strong obligation to report properly, esp for UGC platforms
- Ensure creators' credits, attribution and moral rights

# Role of CMOs



- The report also emphasises the **strong link between authors and composers and the collective management organisations (CMOs)** that represent them.
- CMOs are also the **partners of DSPs**, which need licensing deals with rights holders to start operating commercially.
- CMOs have a **crucial role to play in the management of rights, accuracy of rights information, equal access to market and fair remuneration** of creators.



**Perspectives and Recommendations  
with a focus on:  
Identification & Attribution**



# Identification and Attribution – *Main perspectives*

- Awareness raising on **the importance of metadata among creators and rightholders**
- **Strong obligations** on streaming services, especially on Online Content Sharing Service Providers, to cooperate, **to report accurately**, and to ingest creators' data
- Ensuring **cultural diversity and transparency**
- **Proper attribution** of authors and respect for **moral rights**
- Acknowledging the **crucial role played by CMOs** in the management of rights, accuracy of rights information, equal access to market and fair remuneration of creators



# Recommendations with a focus on Identification & Attribution

## Raise awareness on the importance of metadata and rights management

### ➔ The Issue

- *All authors and rightholders need to have an Interested Party Information (IPI) to identify themselves as author or publisher, and an International Standard Musical Work Code (ISWC) to identify their works*
- *No IPI and ISWC = No identification and remuneration for authors and publishers*

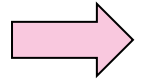
### ➔ Recommendations

- *Become member of a CMO and receive your IPI and register your works as you create to get your ISWC*
- *EU support schemes and projects to raise awareness about the importance of including these metadata from the time of creation*
- *Supporting existing projects like Credits Due, WIPO For Creators*
- *Engage in new CISAC projects for swift ISWC allocation and consolidation*



# Recommendations with a focus on Identification & Attribution

## Strong obligations on accurate and transparent reporting

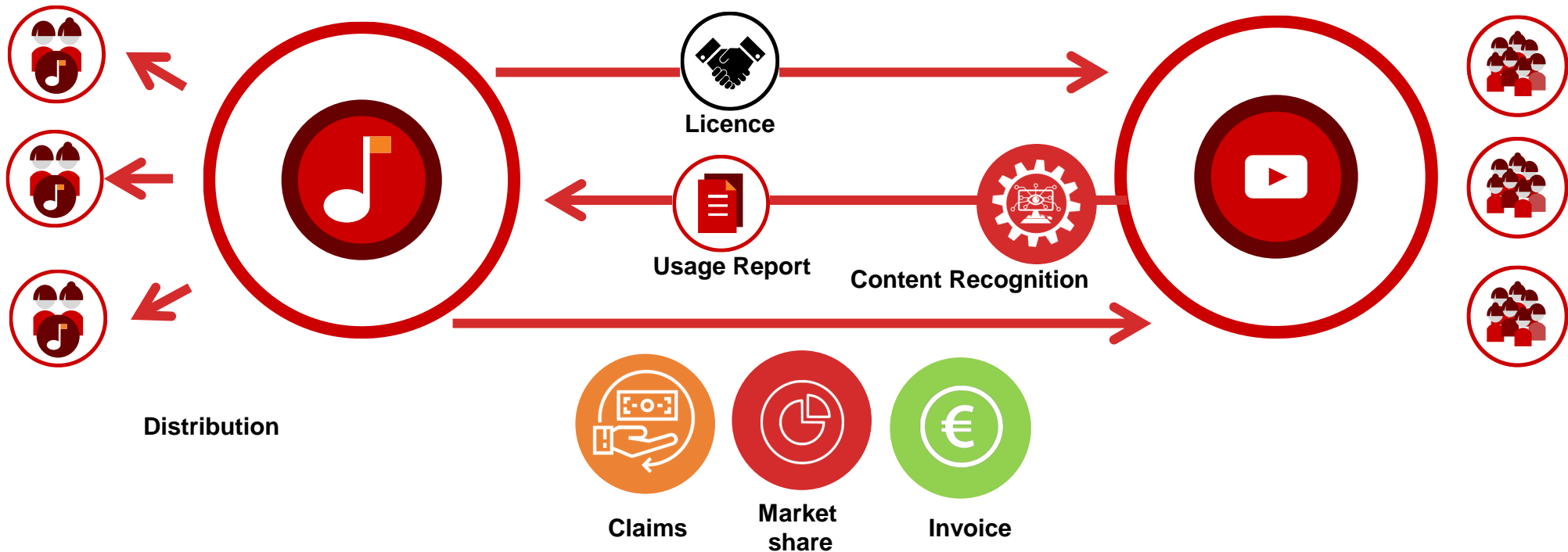


### The issue

- *Each usage needs to be captured, recognised and reported by the users*
- *Even work and RH info exists, **if service doesn't capture and report the usage, again there is no remuneration** accruing on the author/rightholder*
- *CMOs and publishers cooperate under the **Technical Online Working Group for Europe - TOWGE** for the implementation of best practices for efficiency such as DDEX and CCID (Claim Confirmation & Invoice Details), and to avoid duplication and ensure correctness of claims, e.g. with CLIC (Claim and Invoice Control) technologies*
- ***Significant problems and costs of poor data with Online Content Sharing Service Providers**, which have so far failed to provide proper reporting, transparency on their operations and ingesting creators' data into their system, in particular on:*
  - *Cooperation to agree on the functioning of tools used for content recognition*
  - *Ingestion of data and corrections sent from CMOs to avoid duplications*
  - *Recognition and reporting on usages that are not attached to a published sound-recording and/or used within an audiovisual work or in different contexts*
  - *Verification of reports and auditing*



# Licensing and use of Automated Content Recognition (ACR)

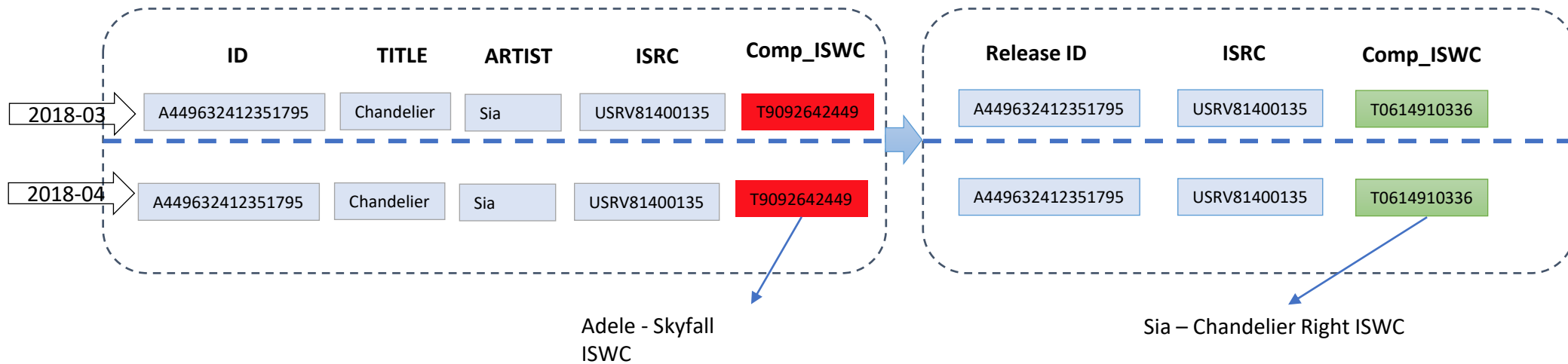


# EXAMPLE

# FAILURE TO INGEST CMO'S DATA

## Masterlist

## CCID Preclaim



# *Recommendations with a focus on Identification & Attribution*

## **Strong obligations on accurate and transparent reporting**

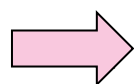
### [Recommendations](#)

- *Proper implementation of Art 17 of the Copyright in the DSM Directive in a way to improve the situation of creators and to ensure transparent reporting is critical*
- *Accurate and timely reporting by users is also an obligation under Art 17 of the Collective Rights Management Directive*
- *Identification of all usages, as well as transparency on the revenues generated*
- *Possibility to verify the usage reports through 3rd parties or audits*



## ***Recommendations with a focus on Identification & Attribution***

### **Provide transparency of algorithms used by streaming services, and tackle unfair and fraudulent practices**



#### *The issue*

- Opaqueness on the functioning of algorithms and recommendation systems to understand why we see/hear certain content
- Cases of manipulation of streams have been identified and reported at several occasions, sometimes for the benefit of the service itself or to drive down the value of overall streams, sometimes in favour of certain names, or fake artists
- Cases of stream fraud have grown, as certain players game the system to siphon the revenues that should go to creators and rightolders
- Very wide schemes to offer reduced revenues in exchange for more visibility have been introduced, without necessarily delivering on the part of visibility
- Cultural diversity concerns, as small and niche artists can be disadvantaged and their exposure endangered, and their revenues decrease even lower



## *Recommendations with a focus on Identification & Attribution*

**Provide transparency of algorithms used by streaming services, and tackle unfair and fraudulent practices**

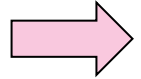
 [Recommendations](#)

- Industry initiatives and best practices to eliminate those practices, and if they don't work dedicated transparency obligations
- Developing indicators to measure the prominence and discoverability of culturally diverse repertoire
- Leveraging data to ensure more understanding and clarity on the functioning of algorithms



# Recommendations with a focus on Identification & Attribution

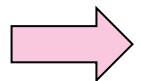
## Recognition, attribution and discoverability of authors



### Recommendations

- *Developing tools and search functions dedicated to authors and composers*
- *Proper attribution of authors and composers in all creations and on all platforms, especially on OCSSPs*
- *Positive obligations to ensure cultural diversity and where appropriate European works, or national languages, etc.*

## Strengthen collective management



### Recommendations

- *Providing dedicated EU and national funding opportunities to allow smaller CMOs to invest in new technologies and/or use 3<sup>rd</sup> party solution providers*
- *Promotion of collective management based on exclusive rights as a fair and sustainable solution for all both at industry and policy level*
- *Engagement in the new tools created by CISAC for cooperation with DSPs and rightholders, and swift allocation and consolidation of ISWCs*



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