

Music Rights (Singapore) Public Limited

PROTECTING THE

Music

WE LOVE

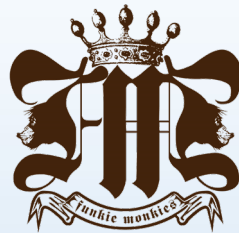
Music Rights (Singapore) Public Limited, also known as MRSS, incorporated on **18 July 2018**, as a ***Collective Management Organisation (CMO)**; representing the majority of music producers in Singapore. MRSS administers the copyrights for sound recordings, music videos, and karaoke.

**Collective Management Organisation (CMO) also known as Music Licensing Company (MLC) is an organisation appointed by copyright holders to manage the rights in their copyrighted works.*

MRSS is supported by the **Recording Industry Association Singapore (RIAS)**, the National Group, and the **International Federation of the Phonographic Industry (IFPI)**. IFPI and its National Group network represent the interests of some 8,000 members across the globe.



UNIVERSAL MUSIC SINGAPORE



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The role of Music Licensing Company - MRSS

- ❑ Strive to **effectively** collect license fees on behalf of our Members (right holders).
- ❑ **Distribute the collective revenue to the CORRECT Members expeditiously and accurately.**
- ❑ **Cost-effective, monetize individual rights** for our Members, and provide services to users.
- ❑ Royalties Pay-out based on **ACTUAL** playlist. We take care of end-to-end distribution of master royalties.

Fair, Transparency, Good Governance, Management and Distribution of Collective Revenue.

We invest in automation, “SoundSys”.

SoundSys



What is SoundSys?

- SoundSys is incorporated with four Music Licensing Companies, PPL India, Phonorights Thailand, Asirindo Indonesia, MRSS Singapore, and IFPI SEA.
- SoundSys is an automated, transparent and efficient modern distribution system for royalties payments.
- The data-driven distribution system allows Music Licensing Companies (MLCs) to properly manage their vast amount of data in order to provide them with accurate usage reports.
- SoundSys helps to calculate and distribute payments to the rightful owners of every sound recording.



What are the advantages of SoundSys?

- The digital age has brought convenience and efficiency to the production and distribution of music. We must keep up with these new advances to ensure **competency** and **fairness** in all aspects of the music business.
- In the digital world, we should act as a **multi-functional bridge** to support the rights owners and serve the music users/ customers in all aspects.
 1. A low-cost solution.
 2. A harmonizer of metadata and rights information.
 3. A transparent calculator of Royalties Payments.
 4. An efficient way of Distributing Royalties.



How does SoundSys help MRSS?

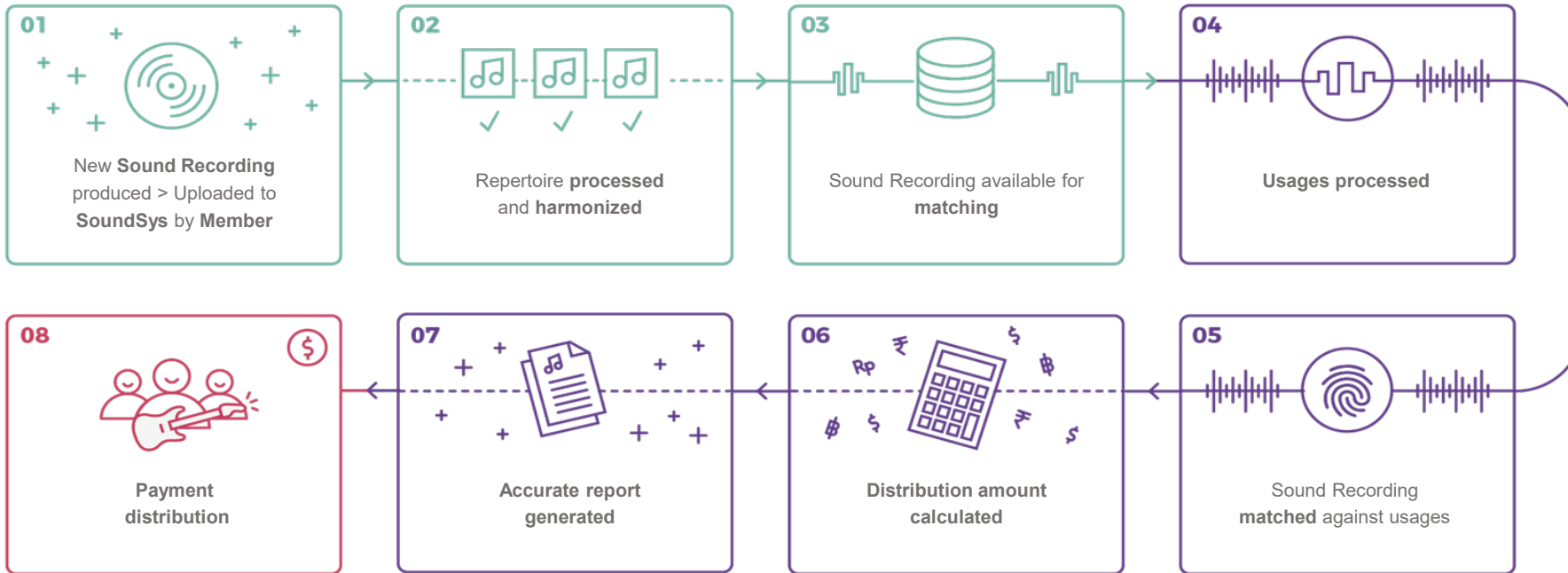
- ✓ MRSS and its members used SoundSys for Royalties Distribution.
- ✓ Thanks to automation, the process of massive data and playlists. Time saved.
- ✓ Distribution process much more efficient.
- ✓ Greater accuracy and transparency.
- ✓ Less disputes and resolve potential claiming conflicts.



⇒ The Five-Steps of SoundSys Process



The Overview



1. Members Registration
2. Mandates
3. Repertoire
4. Playlists
5. Rights Reconciliation



⇒ 1. Member Portal



MRSS - Member's Registration

The screenshot shows a web interface for a new member sign-up. At the top left is the SoundSys logo. The page has two tabs: 'Log In' and 'Sign Up', with 'Sign Up' being the active tab. The main heading is 'new member sign up'. Below the heading is a note: 'Fill out your details. The account will be reviewed before created'. The form contains the following fields:

- Society:** A dropdown menu with 'MRSS' selected and a close button (x).
- Language:** An empty dropdown menu.
- Email:** An empty text input field.
- First & Last Name:** An empty text input field.
- Company Name:** An empty text input field.
- Address:** An empty text input field.

At the bottom of the form is a blue 'Sign Up' button.



||➡ 2. Mandates





MRSS - Members' Mandates

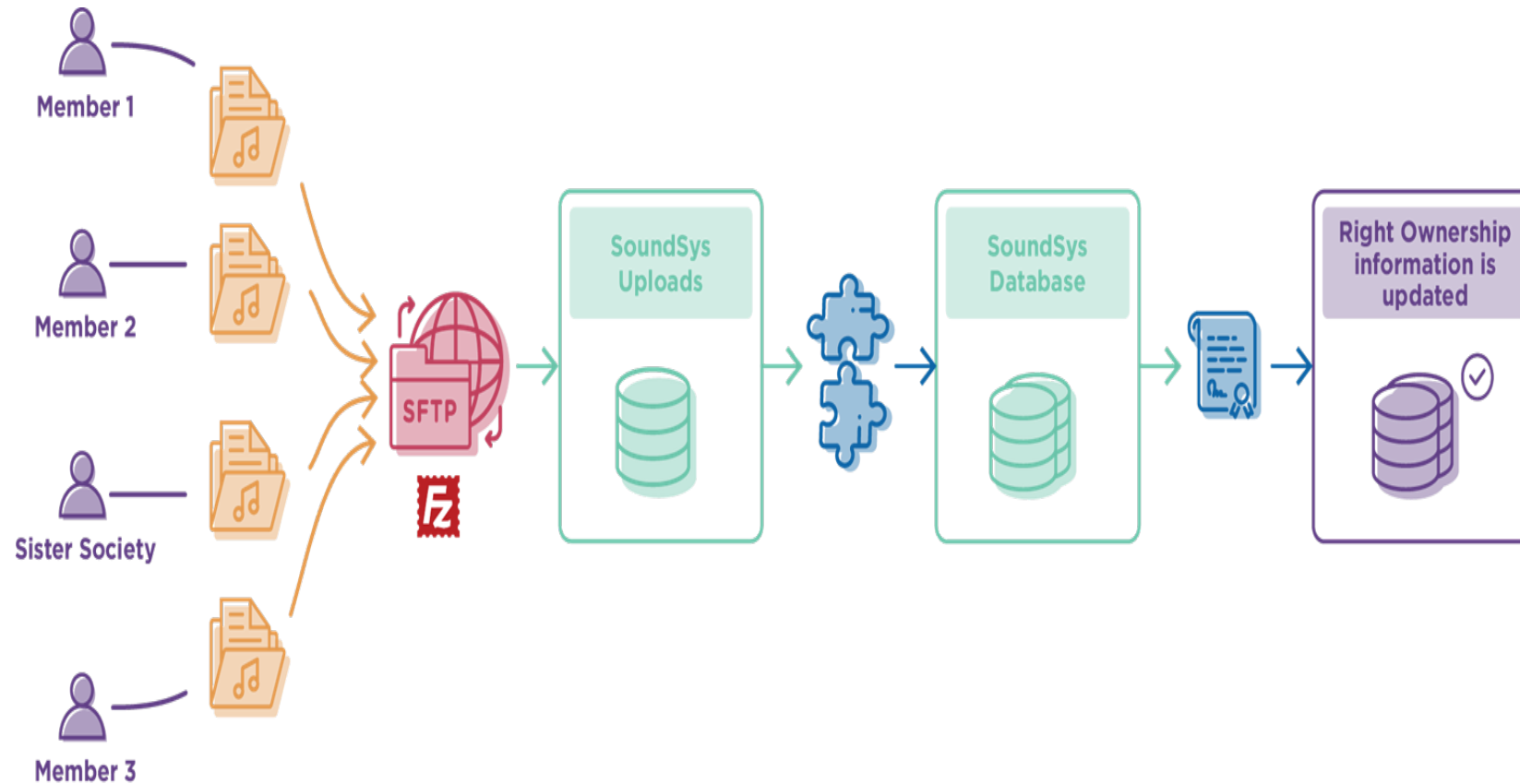
Mandate

- The types of Rights managed by MRSS is determined from Member's mandates.
- Mandates are held at the member level, keyed in by MRSS.
- Mandates are to construct rights elements at repertoire level.
- Mandates are used to control whether members participate in a fund/pool or not.

▶▶ 3. Ingestion of Repertoire



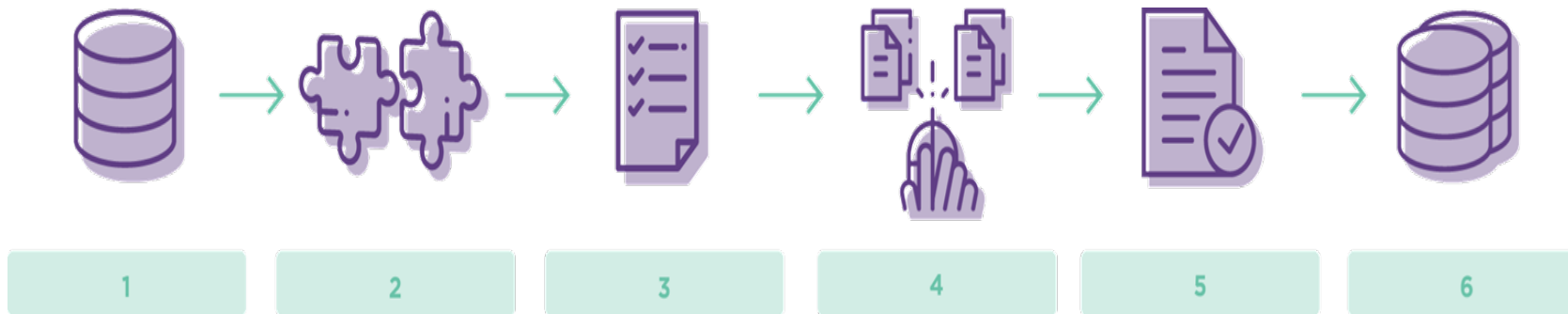
Members - Repertoire Ingestion & Management



⇒ 4. Upload of Playlists



MRSS - Upload of Playlist



MRSS
Collects
License
Fees

MRSS
Gathers
Licensees'
Playlist

Playlists
uploaded

Playlist -
matches
with
Repertoire

Upload
Fund

Ready For
Distribution





5. Set-up Distribution Rules



MRSS - Distribution Rules

1. Usage

The usage value is calculated only for the played sound recordings.

If there are unclaimed or unmatched sound recordings in the playlists their value will be redistributed among the played sound recordings.

2. Usage with Un-claim

The usage fund is calculated for the entire playlist, MRSS does not reserve the usage value for unclaimed and unmatched sound recordings.

3. Pro Rata

In case no usage data is available MRSS will be based on market share data or other proxies.

The % of share for the fund can be entered for each member that has mandates in that use type.



MRSS – Ready for Royalties Payment



1. MRSS - Distribution funds are loaded.
2. MRSS – Proceed to Claims Procedures.
3. MRSS – Members to confirm all claims.
4. MRSS – Finance Division to confirm all Distribution calculations.
5. Members – To receive Royalties and Distribution Reports.
6. Members – Royalties Collected.

The Benefits of SoundSys

- ✓ Ingestion of Massive Content
- ✓ Matching Rights and Playlists
- ✓ Revenue for Claims - near to 100% Accuracy
- ✓ Minimize Claims Conflict
- ✓ To provide Fair and Equitable Distribution

*MRSS's Distribution System, known as **SoundSys**, provides accurate and transparent matching based on actual usage and allocate revenue to the respective members accordingly.*



Music Rights (Singapore) Public Limited Thank You