



soundexchange

best-in-class royalty solutions for music creators

**SoundExchange
creates solutions for
the future of music.**

We raise the bar for the music business, helping creators thrive through innovative technology, exceptional service, and dedicated advocacy. We are the trusted resource for the entire music industry, fighting to maximize the value of music.

We believe that if you create music,
you deserve to get paid for it.

At SoundExchange, that belief is **our passion and our purpose.** We work on behalf of recording artists, record labels, songwriters, and publishers to create the tools that turn data into accurate sources of revenue.

**we raise the
bar by**

Distributing royalties on a
monthly basis

Paying out the vast
majority of royalties within
45 days
of receipt

Matching more than
96% of royalties
collected to music creators'
accounts

Ensuring music creators receive
fair market rates
for the use of their work

For Digital Radio

SoundExchange is the sole organization charged with collecting digital performance royalties from non-interactive, digital music services and distributing those royalties to recording artists and sound recording copyright owners.

- Paid more than **\$7 billion** in royalties to date
- Distributed more than **\$900 million** in 2019
- Collects and distributes royalties on behalf of more than **200,000** music creators' accounts
- Collects royalties from more than **3,600** licensees
- **46 collection** agreements in **35 countries**



Source: Billboard Magazine 2018



Digital Radio Report

Q4 2019

BY THE NUMBERS

PAYOUT



\$218.8M

in Q4 2019

PAYEES



37,035

in Q4 2019

REGISTRATIONS



7,903

in Q4 2019

For Music Creators



SoundExchange Direct is an online portal that empowers registered recording artists and rights owners to update their payment information, manage their repertoire, and understand where their music is being played.

Register Now: register.soundexchange.com

For Licensees



SoundExchange Licensee Direct is an online portal for webcasters and other digital radio providers to upload streaming logs and approve statements.

Register Now: licensedirect.soundexchange.com

For Publishing

CMRRA

The Canadian Musical Reproduction Rights Agency, Ltd. (CMRRA) is a music licensing collective representing rights owners that own or administer the vast majority of music streamed in Canada. CMRRA issues licenses for the reproduction of their songs (musical works) across various media and collects and distributes royalties on their behalf.

CMRRA offers the following licensing and royalty solutions:

 **Online music licensing** – for the reproduction of songs for distribution as on-demand streaming, permanent downloads (e.g., via iTunes), limited downloads, and webcasting

 **Mechanical licensing** – for the reproduction of songs on CDs, vinyl, and similar physical products

 **Broadcast mechanical licensing** – for the reproduction of songs by radio stations and satellite broadcasters

 **Audiovisual post-synchronization licensing** – for the reproduction of songs already embedded in existing audiovisual content (e.g., music videos)

 **Private copying** – for the collection of the private copying levy via the Canadian Private Copying Collective (CPCC)

For Publishers and Licensees



An online portal for music publishers to manage license and royalty information.

Register Now: cmrradirect.cmrra.ca

For the Industry

For Labels and Music Publishers

MDX MUSIC DATA EXCHANGE

Music Data Exchange (MDX) facilitates the exchange of sound recording and publishing data and ownership claims between record labels and music publishers. Leading labels use MDX to “clear” publishing for new releases of sound recordings, ensuring publishers earn royalties for the reproduction and performance of the underlying songs (musical works).

Register Now: musicdataexchange.com

For Accuracy

SoundExchange ISRC Search

ISRC Search is a portal that provides open access to authoritative metadata for digital service providers, webcasters, labels, and publishers to eliminate inaccuracies in usage reporting.

Register Now: isrc.soundexchange.com

For What's Right

SoundExchange defends music creators' rights to ensure that nothing comes between you and the money you've earned. Our work includes:

 Advocating in Congress to ensure music creators are paid fairly on all music platforms

 Leading the industry's participation in the Copyright Royalty Board's rate procedures to ensure music creators receive fair market rates for their work

 Holding digital music services accountable by conducting periodic audits and pursuing legal action when necessary

“Creators should receive fair market rates for the use of their work. And Congress should do all that it can to help make that happen”

- Common and Michael Huppe: *It's Time for Radio to Pay Music Creators* (Guest Column)

We are proud to have led the charge in Congress to pass the Music Modernization Act (MMA), which provides:

A complete overhaul of mechanical licensing

Protection in federal copyright law for pre-'72 recordings

A fair market rate for all digital services

A process that enables producers of pre-November 1995 tracks to receive payment

Securing a Bigger Share of the Streaming Economy

We fight to increase royalty rates across all digital platforms:



700+% increase in rates
\$150 million settlement



Webcasting

187% increase in rates
(subscription)

125% increase in rates
(non-subscription)



German collection society
for performance rights

\$17 million settlement

Setting the Stage

SoundExchange has a history of advocacy on behalf of music creators:

- 2020:** 2020: Fight for a **performance right** for terrestrial radio by passing the AM-FM Act of 2019
- 2018:** **Music Modernization Act** signed into law
- 2017:** **CLASSICS Act** introduced
- 2015:** **Fair Play, Fair Pay Act** introduced; **AMP Act** introduced
- 2014:** **RESPECT Act** introduced; SoundExchange admin. of pre-'72 lawsuits
- 2013:** SoundExchange files suit on pre-'72 underpayment
- 2010:** **Performance Rights Act** reported by House Judiciary Committee
- 2009:** **Performance Rights Act** introduced; beginning of pre-'72 advocacy