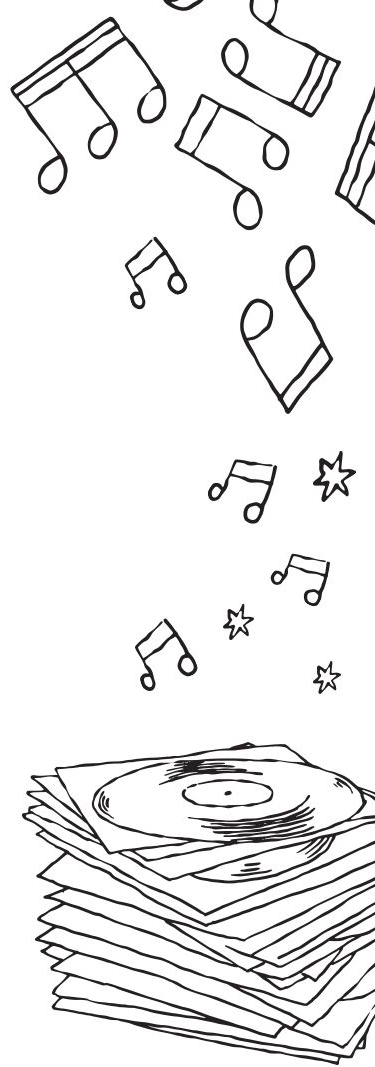




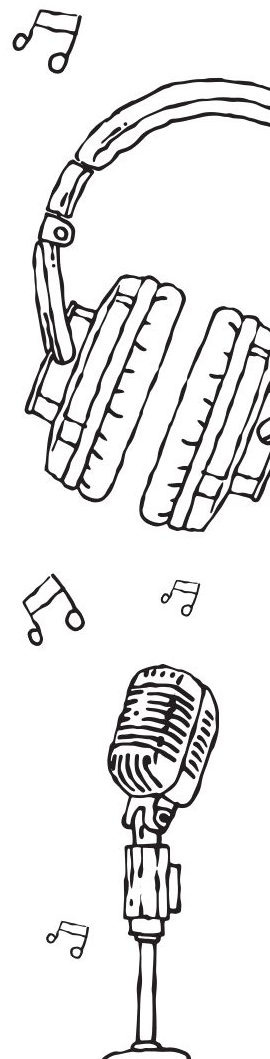
Songtrust®



Streaming **Royalties**

Songtrust Webinar | **Session #2**

November 2018





Kyle Thiede

Associate Director,
Publishing Operations

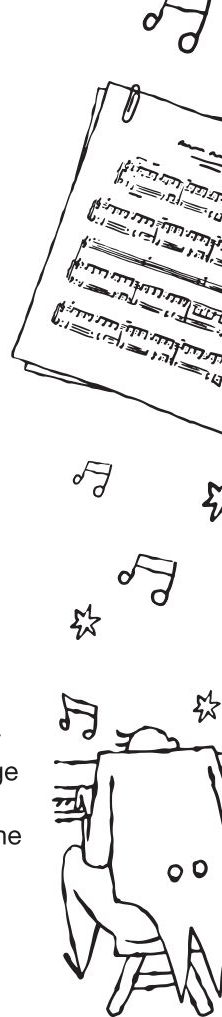
Kyle is responsible for the management, strategy and execution of new operational procedures plus objectives to promote company growth and efficiency. He also develops and maintains Songtrust's global network of society partnerships.



Elizabeth McBride

Publishing Specialist

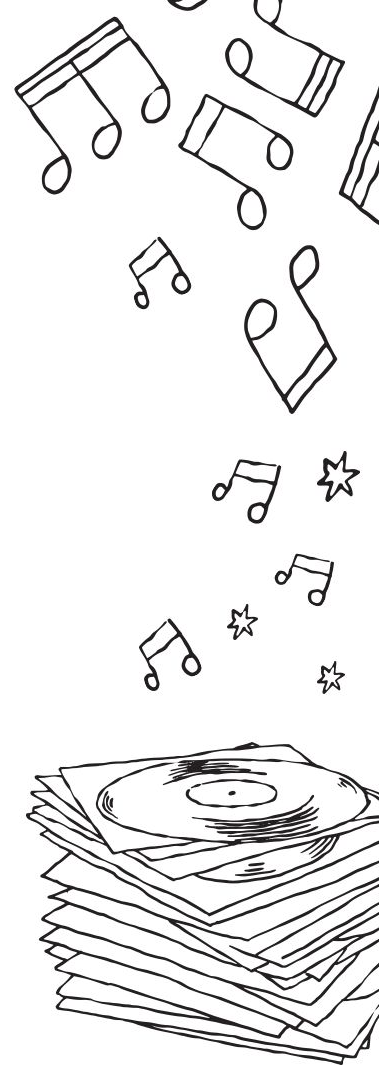
With a degree in Music Industry Studies from Loyola University Orleans, the publishing world has become Elizabeth's centrifuge for understanding how songs get from creation to transaction data. After witnessing widespread inequality for songwriters, she now shares Songtrust's mission to create better harmony for performing rights and royalty models, and improve publishing literacy as a whole.



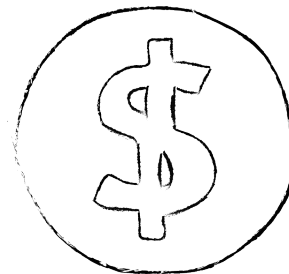
Today's Agenda

We hope you'll:

- Have a better understanding of what **streaming royalties** are
- Understand what **type of royalties** streaming earns for you
- Know **who collects and pays out** these royalties
- A deeper understanding of **basic streaming rates**
- Learn some **tips to help increase** your stream counts



Being A Rights Owner



What happens when you write a song?

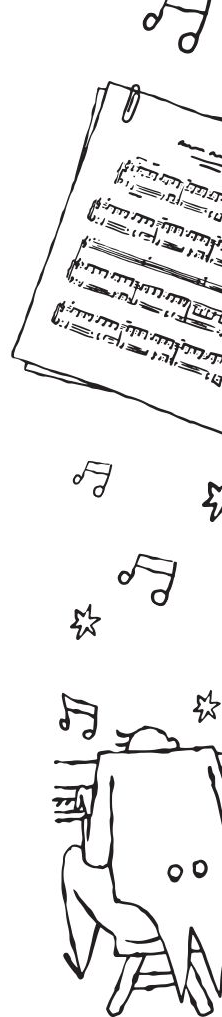
As soon as your song is in a tangible form
(like a demo), you **own** the copyright
and you **are** the publisher

What rights do you get?

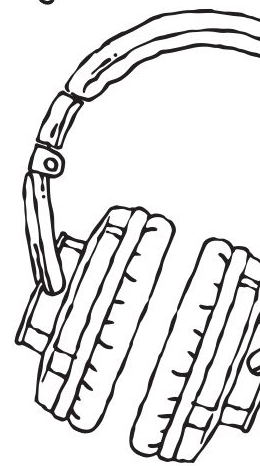
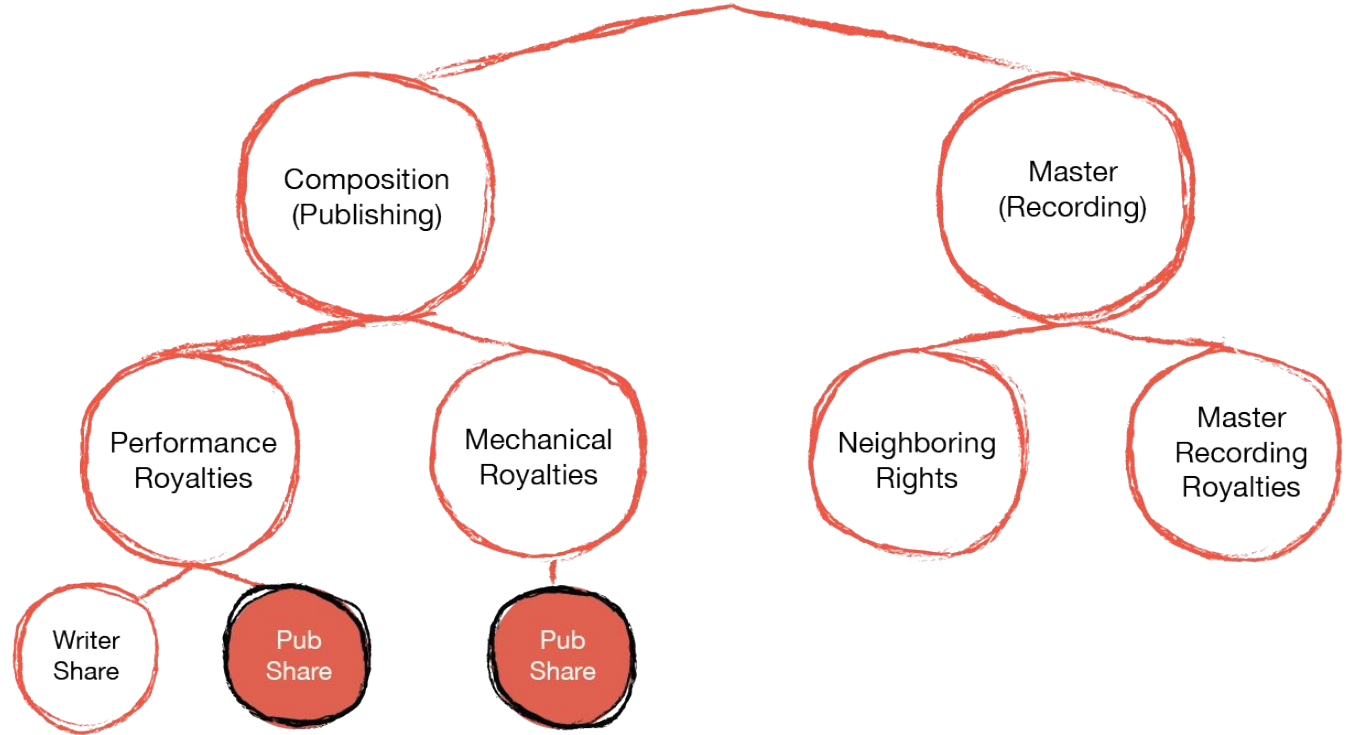
Reproduce the work
Distribute copies of the work
Perform the work publicly
Make a derivative work
Display the work publicly

What royalties are generated?

Mechanical
Performance
Micro-Sync



Original Song



What Are The Types Of Royalties?



Performance Royalties

When your song is publicly performed

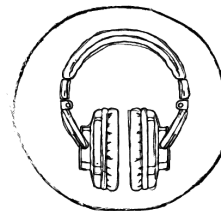
- Restaurant, bar or cafe
- Streaming services (ex. Spotify, Apple Music, etc)
- Live Performance (Tours/Setlists)
- Interactive Radio (ex. Pandora)



Mechanical Royalties

When your song is digitally streamed or physically reproduced

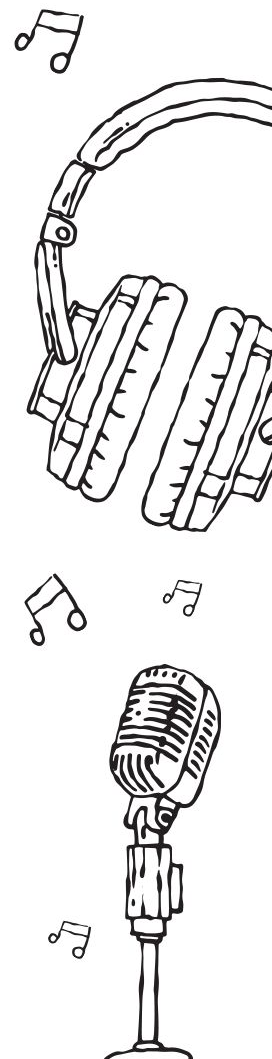
- CD, vinyl, or digital download
- Streamed “on demand” services (ex. Spotify)



Micro-Sync Royalties

Royalties earned from the use of your music in videos

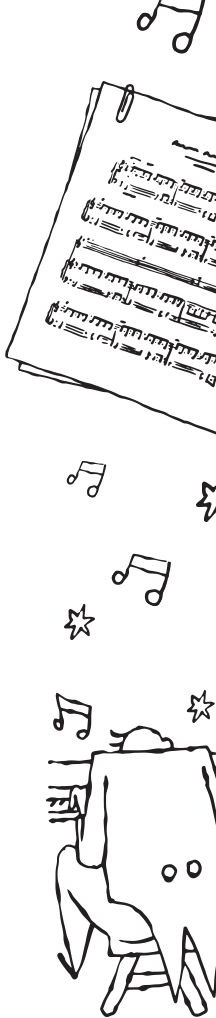
- YouTube

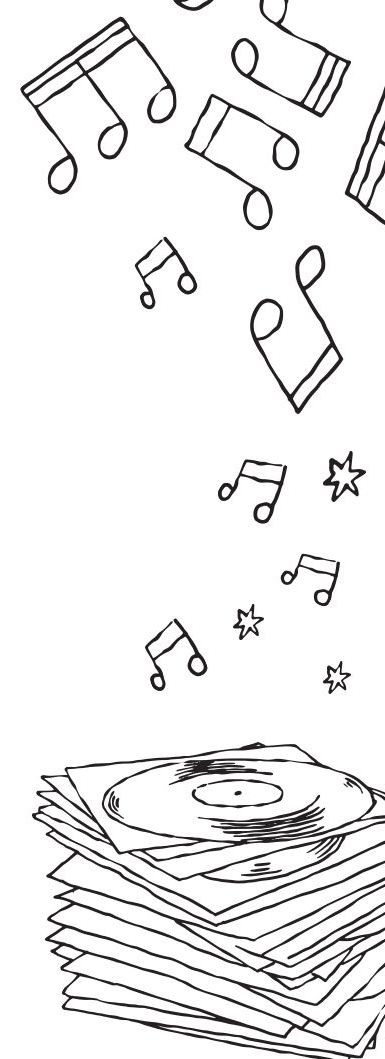
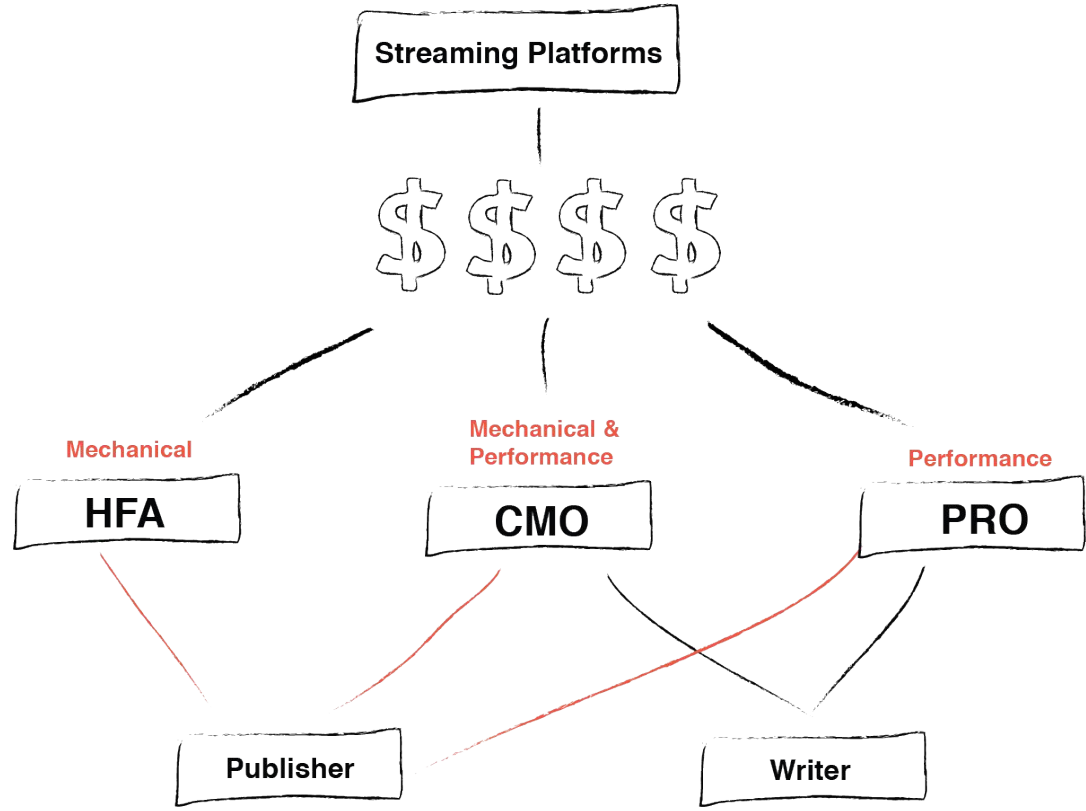


What Are Streaming Royalties?

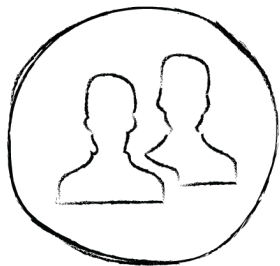


and many more . . .





Streaming Royalty Rates



Listener profile such as:

Subscription plan

Month of the Year

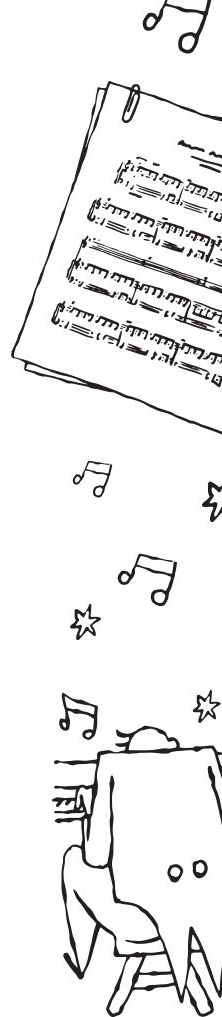


Number of total streams

Total number of platform
subscribers



Rates set by the
government



Basic Streaming Rates Explained



\$0.0074
per play



\$0.00783
per stream



\$0.00074
per stream



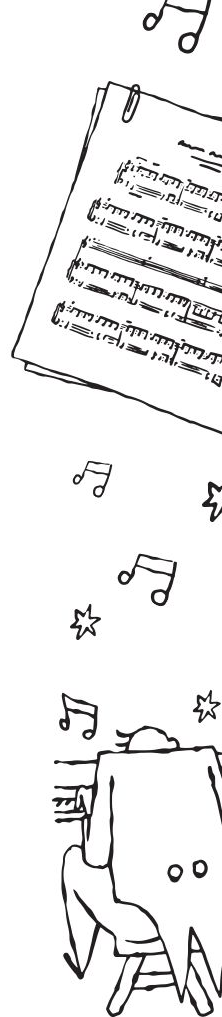
\$0.0038
per play



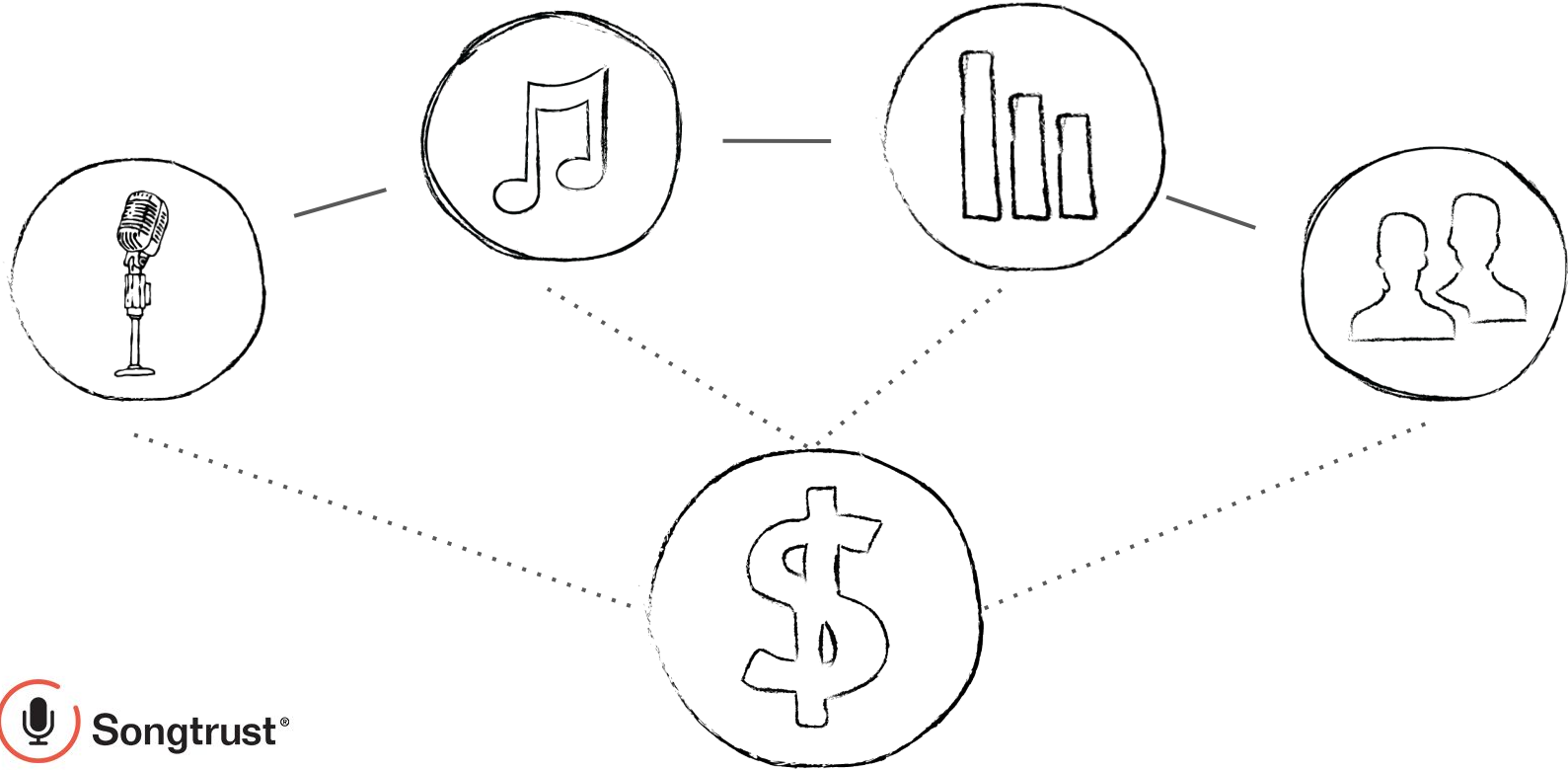
\$0.00134
per stream



\$0.01284
per stream



Songwriters Are Business People



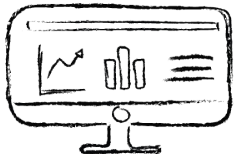
Make The Most Of Your Streams



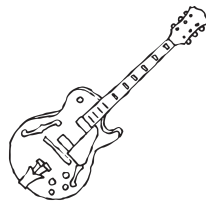
Get Verified



Build Your Fans



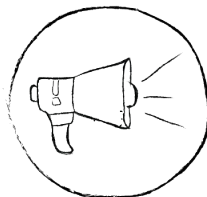
Direct Traffic



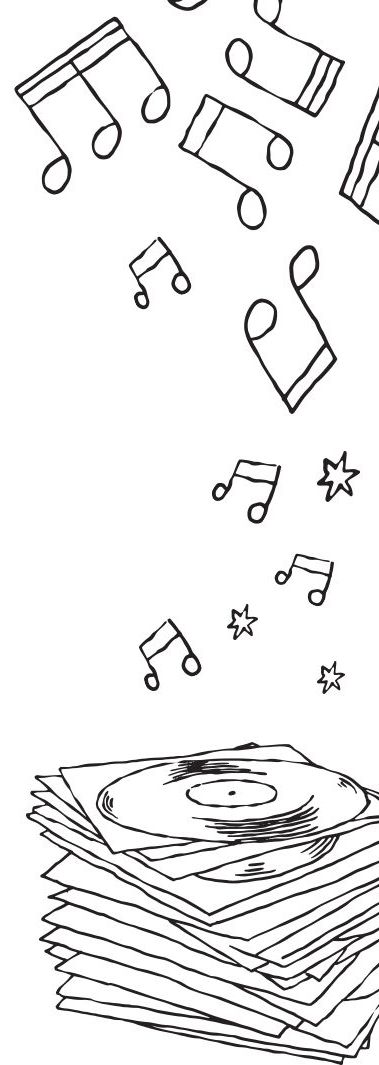
Get Creative



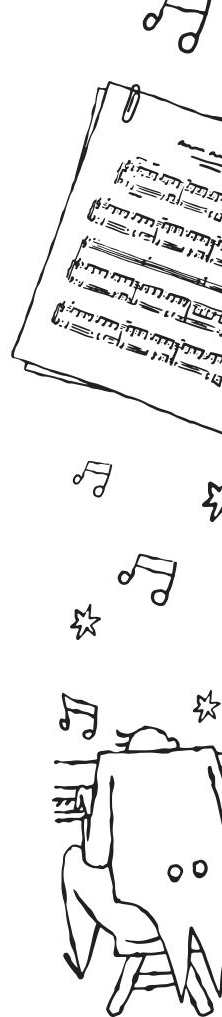
Share Playlists



Advocate



Who is **Songtrust**?



150,000+

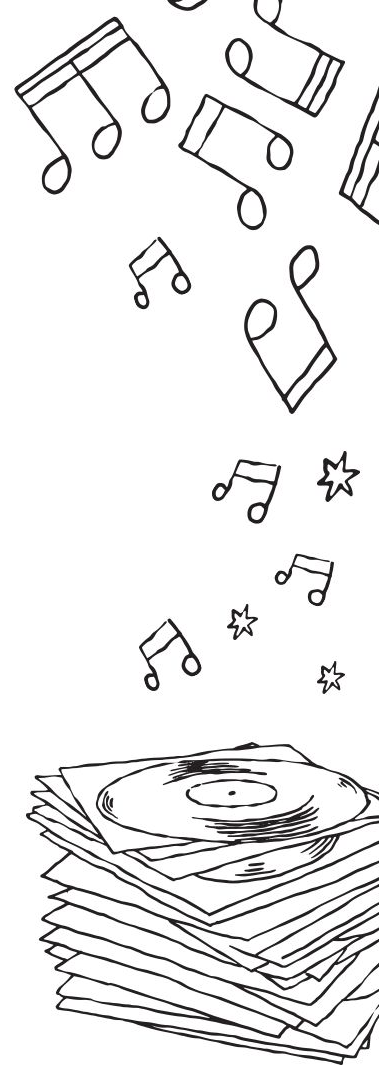
Songwriters registered with Songtrust









20,000+

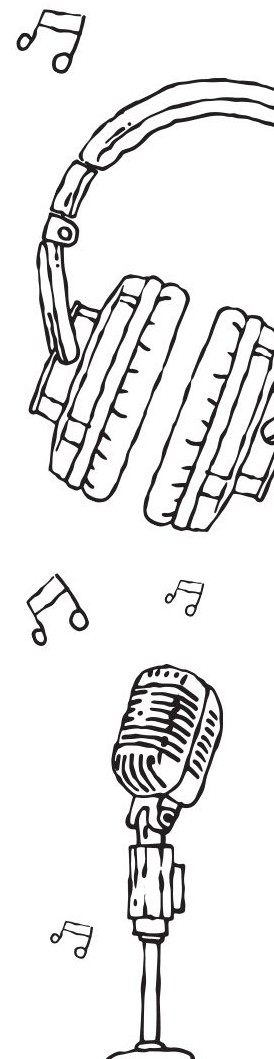
Music publishers collecting their royalties globally

1MM+

Copyrights represented



	 Songtrust™ Terms	Traditional Publishing Deal
 Deal Length	Cancel at any time after one year	Locked into a longer term, usually three or more years
 Accounting	Pays four times per year	Pays only two times per year
 Catalogue	Register only the songs you want Songtrust to represent	Generally required to register all of your songs written prior to or during the term
 Copyright	Keep 100% of your copyright	Give publisher 25-50% of your copyright for life
 Sync Rights	Control your sync rights	Give up sync rights for publisher to exclusively license
 Fees	15% fee on publishing royalties administered. Client receives 85%	Varying percentage of all royalty streams including upwards of 50%
 Tech	Technology focused and client centered	Offline, manual process



Songtrust Royalty Estimator

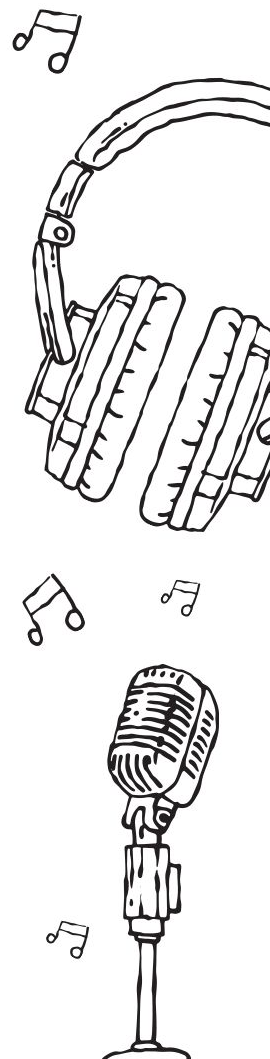
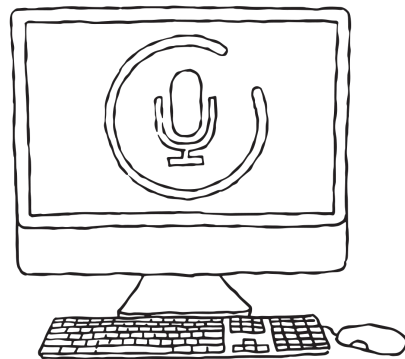
Criteria:

Do you have **over 10,000** streams in the **US and/or Canada**?

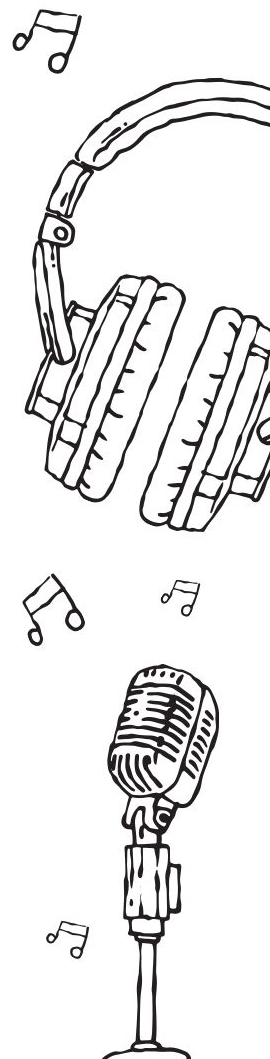
Is your music on **Spotify**?

How It Works:

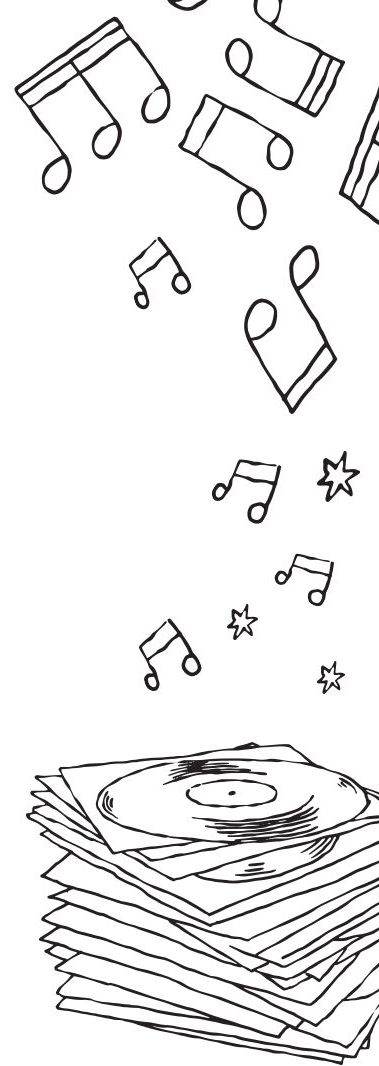
- Search for the song title or artist name
- Receive an email with an estimate



Questions & Answers



Elizabeth McBride
elizabeth@songtrust.com





Songtrust®

