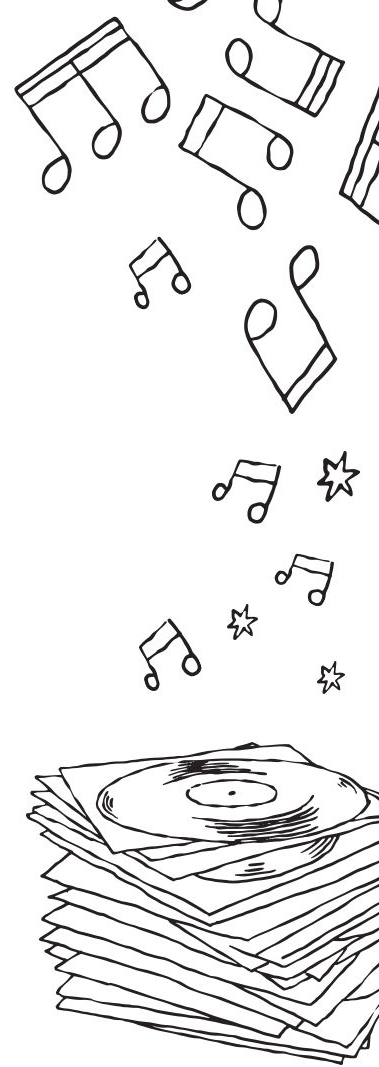


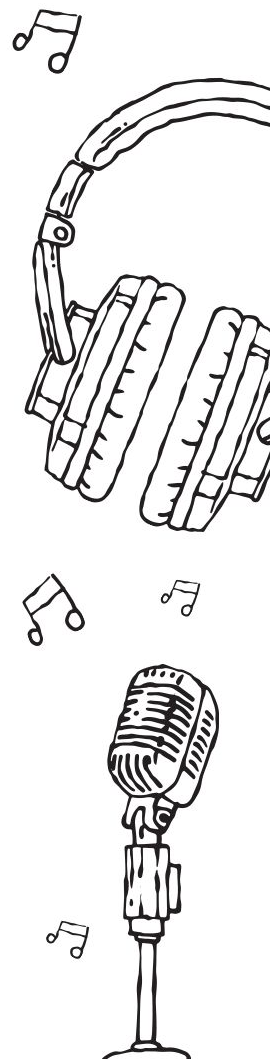


Songtrust[®]



Welcome - we'll get started **soon.**

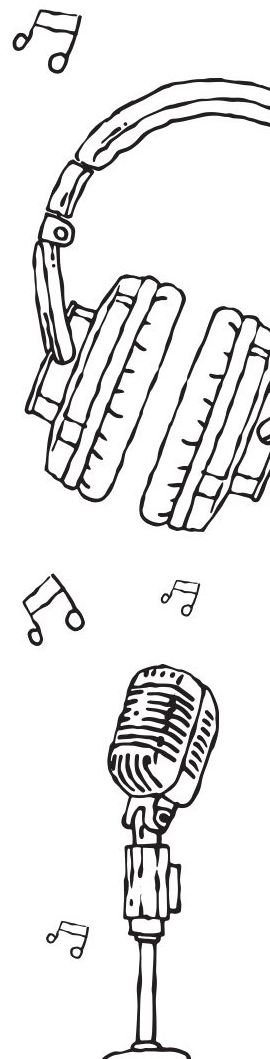
While you wait, use the chat box to let us know **where** you're tuning in from and answer the **poll.**



Who Collects My Money?

Defining Pay Sources in Music Publishing

Songtrust Webinar

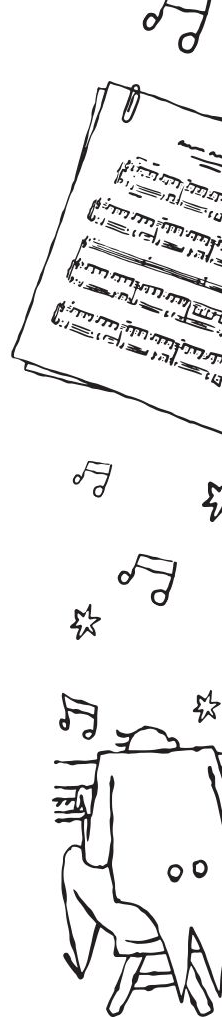




Dewayne Ector
Global Head of Partner Relations



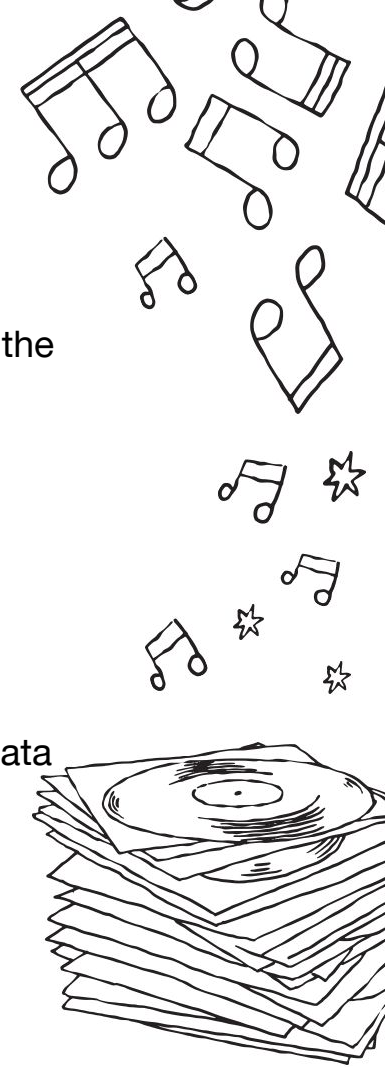
Asia Smulders
Society Relations & Client
Services Lead



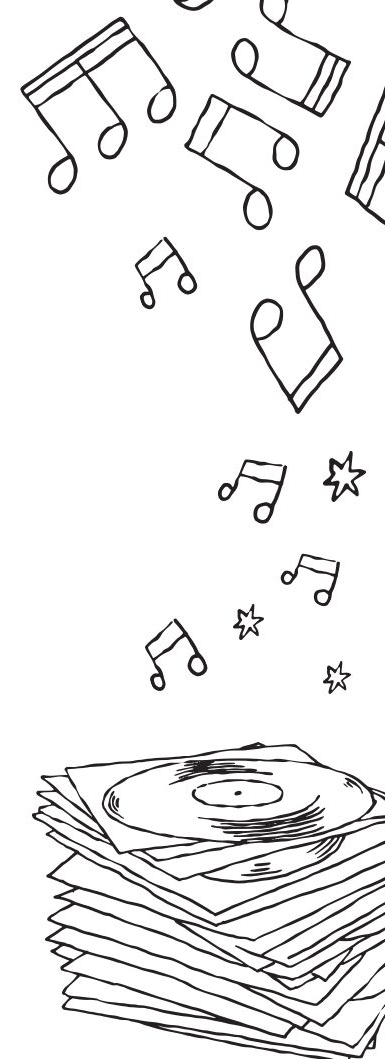
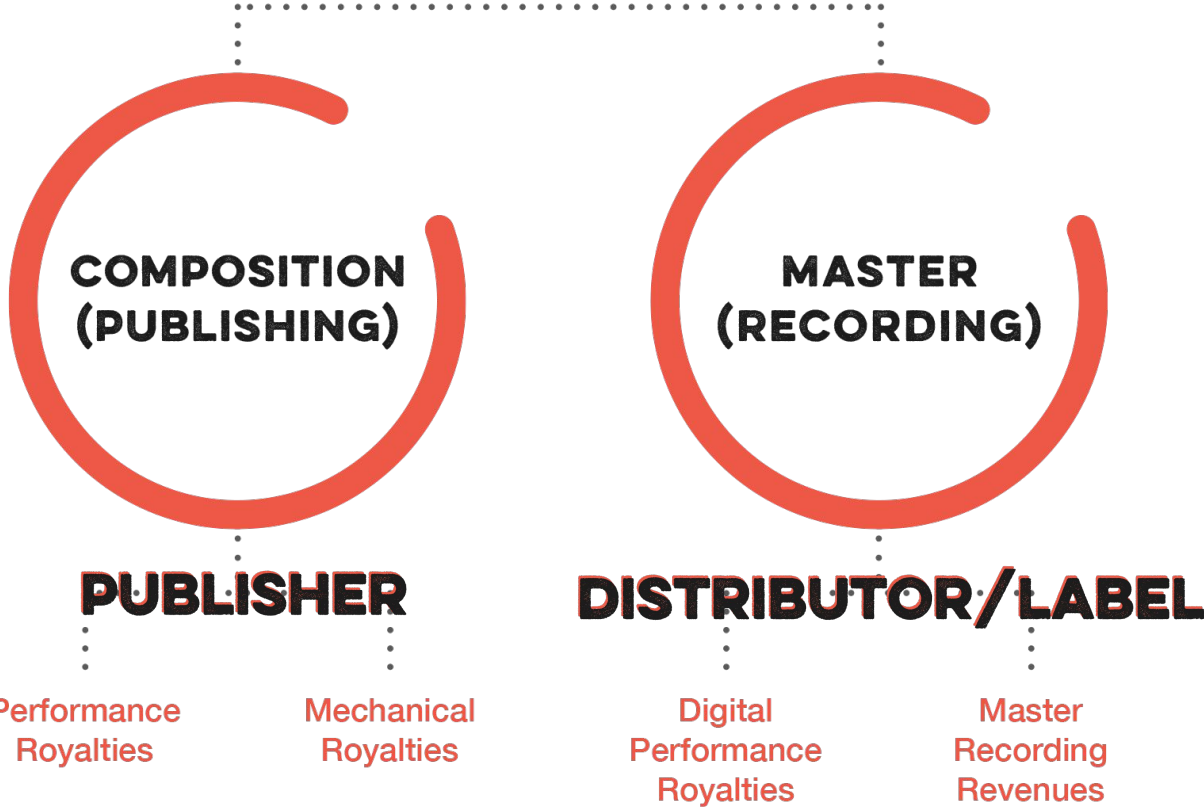
Today's Agenda

Today you'll:

- Revisit the differences between **master recording and composition**, as well as the different types of royalties these earn
- Define the various **pay sources around the world** with real-world examples of organizations you may recognize and the type of royalties they generally collect
- Discuss the major differences between using music publishers that have **direct relationships vs using sub-publishers** for global royalty collection
- Share **important information about song registration** including the vital metadata you should have and who is responsible for supplying these



ORIGINAL SONG



Royalty Types



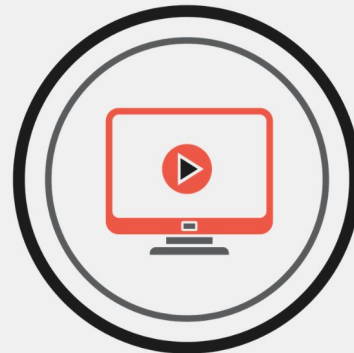
PERFORMANCE ROYALTIES

Song is publicly performed



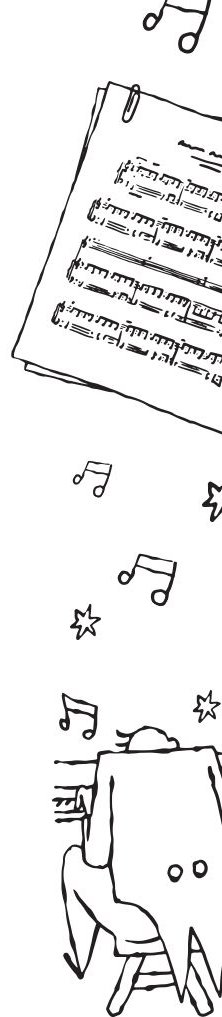
MECHANICAL ROYALTIES

Song is digitally streamed or physically reproduced



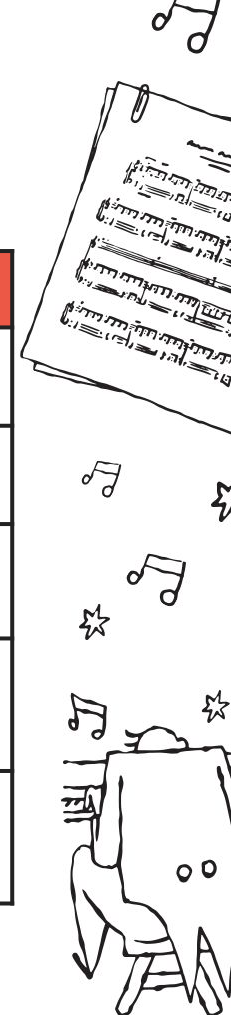
MICRO-SYNC ROYALTIES

Song is used in videos



Defining Pay Sources

Acronym	Term	Royalty Type	Example
PRO	Performing Rights Organization	Performance Royalties	ASCAP, BMI
MRO	Mechanical Rights Organization	Mechanical Royalties	AMCOS, HFA
CMO	Collective Management Organization	Mechanical and Performance Royalties	GEMA, SACEM
RAE	Rights Administrator Entity	Mechanical and Performance Royalties	ICE, MRI
DSP	Digital Service Provider	Mechanical and Performance Royalties	YouTube, TikTok



Publishing Company Relationships



Direct Relationship

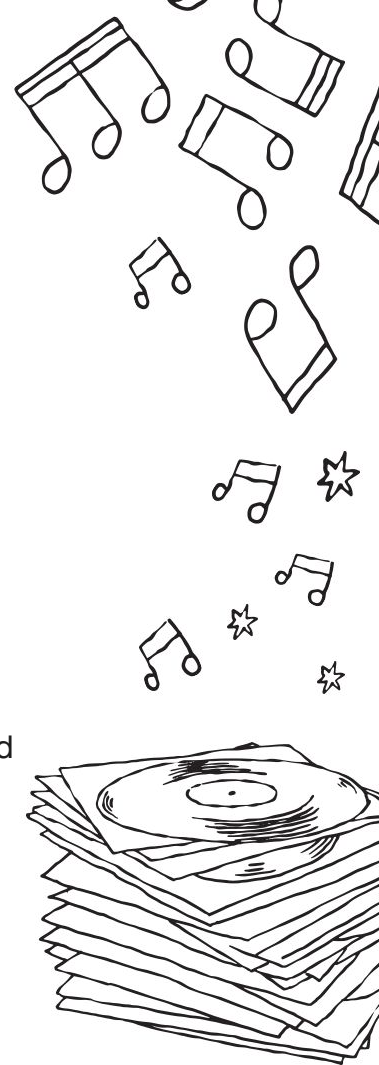
A working agreement that allows a publisher to directly collect royalties for their songwriters from that society or pay source. This method allows for fewer additional fees.

vs



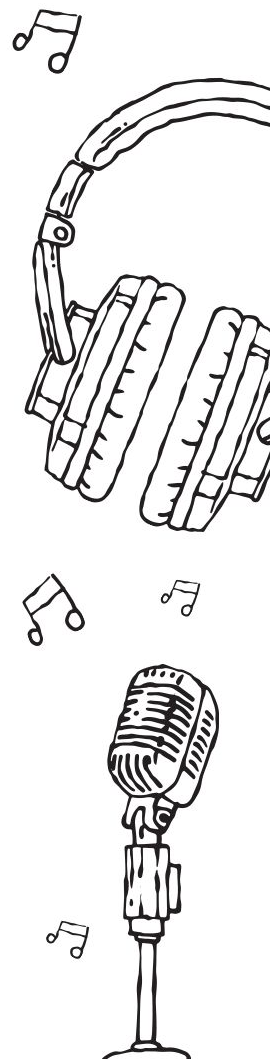
Sub-Publisher

A third-party that acts on behalf of the original publisher of a musical work to collect royalties, monitor copyrights, exploit usage for licensing, and promote the works represented. For that work, a sub-publisher takes a percentage of the money earned, usually an amount between 10 and 20 percent.



Song Registration Must-Haves

- **ISRC**
 - Receive from your distributor
 - Assigns the composition to the songwriter or rights-holder
- **IPI**
 - Receive from your collection society
 - Identifies you, and your co-writers, as the owner of a song
- **Song Splits**
 - Determined by yourself/your band/co-writers
 - An agreement, done as soon as the song is finished, to agree on ownership between all the writers and is used during song registration.



Why Affiliation Isn't Enough



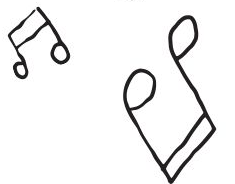
You may not be collecting **international royalties**



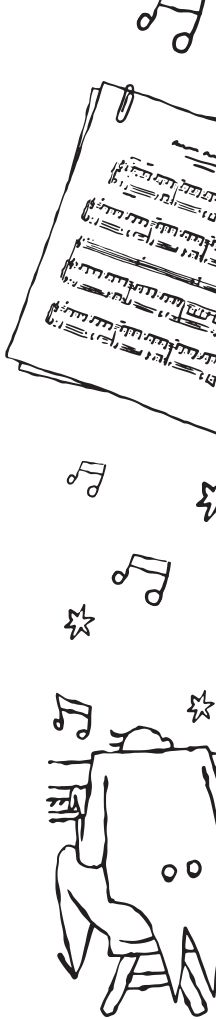
You may be collecting only **one** type of royalty



Don't proactively **register** works with sister societies



Who is **Songtrust**?



300K+

**Songwriters Registered
with Songtrust**









250%

**Royalty Collection
Increase from 2018 to 2019**

2MM+

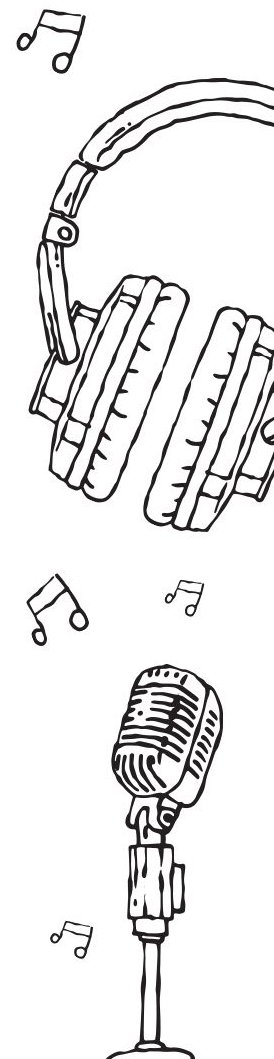
Songs Represented



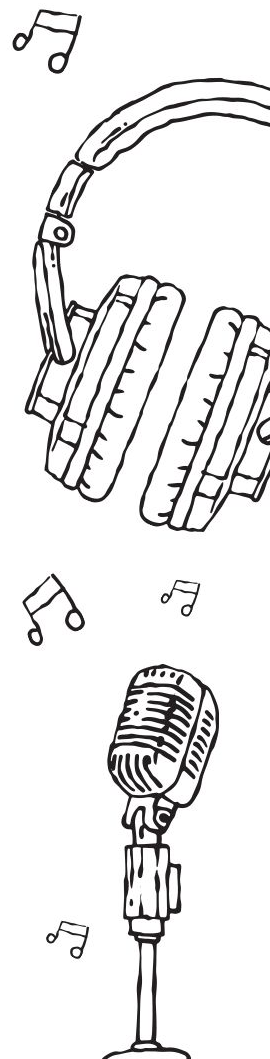
	 Songtrust™ Terms	Traditional Publishing Deal
 Deal Length	Cancel at any time after one year	Locked into a longer term, usually three or more years
 Accounting	Pays four times per year	Pays only two times per year
 Catalogue	Register only the songs you want Songtrust to represent	Generally required to 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



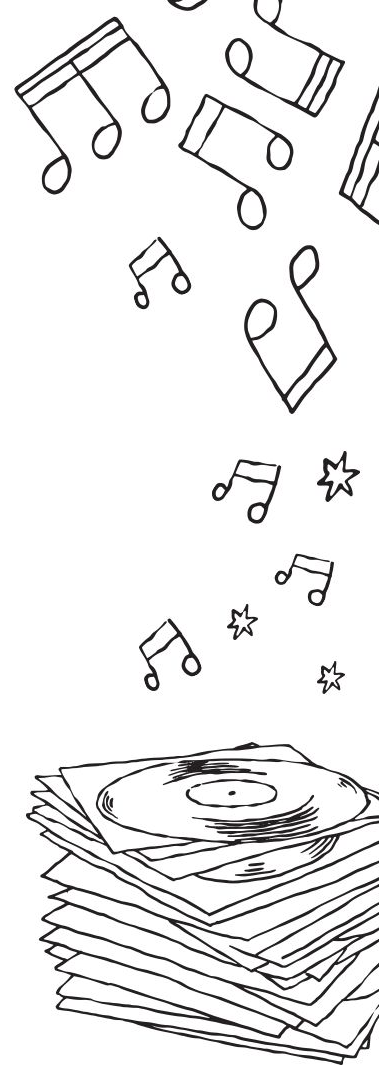
**One-time registration fee:
\$100/writer**



Questions & Answers



For further questions, email us.
contact@songtrust.com





Songtrust®

