

16.40 – 17.50 Theme V: Conclusion: A Balanced and Effective Dissemination of Creativity over the Internet: From Making It Possible to Making It Happen

Moderator: Mr. Martin Moscoso

Speaker: Mr. Peter Leathem, Managing Director,
Phonographic Performance Limited (PPL),
London

Outline of Speech

PPL is a music licensing company that licenses the use of sound recordings on behalf of 6,000 record companies and 50,000 performers to tens of thousands of licensees when sound recordings are used in public (bars, shops, offices etc), for broadcast and various online services.

Licensing online is usually more complicated than other licensing due to the range of licensing options available to record companies and performers, the range of online services available, and the range of repertoire that is used by such services. *[PL to expand on this when speaking]*

To seek to meet these challenges PPL has completely replaced its back office systems that allow it to manage its members repertoire, to handle the detailed playlist outputs from licensees, to match playlists to repertoire, and then to calculate payments to its record company and performer members. *[PL to expand on this when speaking]*

The challenges include

- Sound recording ownership can be split up and so different entities may own the sound recording for different types of exploitation of the sound recordings
- Sound recording ownership can vary by territory
- There can be literally dozens of performers on some sound recordings and we need to have them properly linked to the sound recording and have contact and payment details
- The number of services using sound recordings and the variety of sound recordings used online means that you need to minimise manual intervention as much as possible
- The reporting of the use of sound recordings can be of a poor quality, which also pushes you to look at new methods of reporting (including the use of digital fingerprint technology to assist in usage recognition).

PPL's members would like PPL to work with other similar companies in other countries to see if they make use of the new IT systems that have been delivered at PPL.

[When speaking I will add in a few details of the thoughts of our record company members such as Universal, Sony, EMI, Warner Music and Beggars Banquet, and some details of the licensees that we have such as the BBC, Last.fm, We7, BT Vision, Virgin Media]