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Music Business in Brazil

Performing and Digital Rights

October 2023

Roberto Mello

Brazil

Brazil has a very big market, and we have unique way to organize the collection of the performing rights and the digital rights.

Performing rights are collected by ECAD – Central Office for Collection and Distribution and they work for all the seven Societies (PROs) we have in Brazil.

Due to the unique system in Brazil, ECAD is collecting Performing Right in Brazil for both authors and Neighboring Rights, and it is one of the most modern complex system in the world.

ECAD was created 45 Years ago and it has been evolving in order to meet the needs of the complex structure we have in Brazil.

Brazil

Brazil has a very unique system to licence and distribute authors and neighbouring rights under the same structure.

The unique model that exists in Brazil guarantees the possibility of jointly managing copyright and neighboring rights in the same environment, allowing a simpler and easier control of the information thanks to integrated management in a single database.

The control of both rights in a single data base is very complex but one side enriches the other and the information from the author rigtjs complement the neighboring rights and vice versa.

This is a unique model and now other societies outside Brazil are starting to replicate it.

ECAD Structure



20

*Offices all over
Brazil*

37

*Law Firms
working all
over Brazil*

Daily performance

5 K
cities

17

*Collecting
agencies*

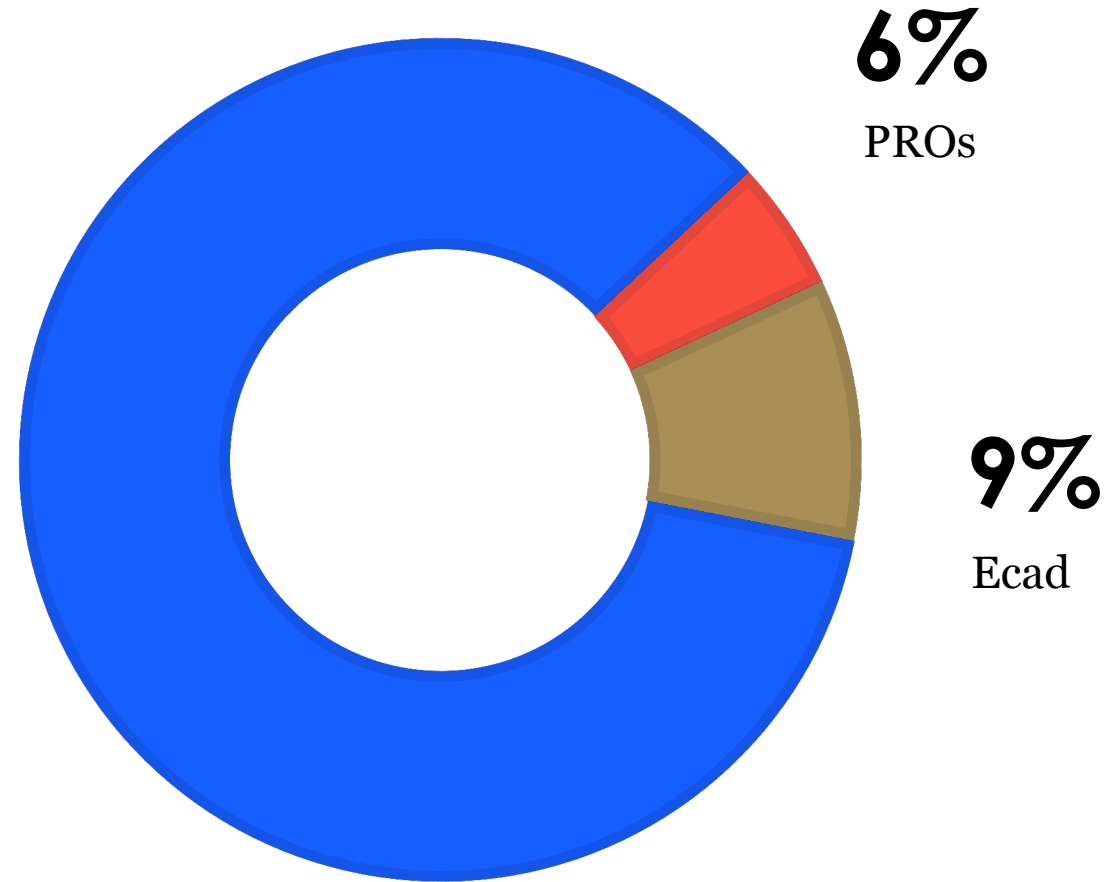
450

Employees

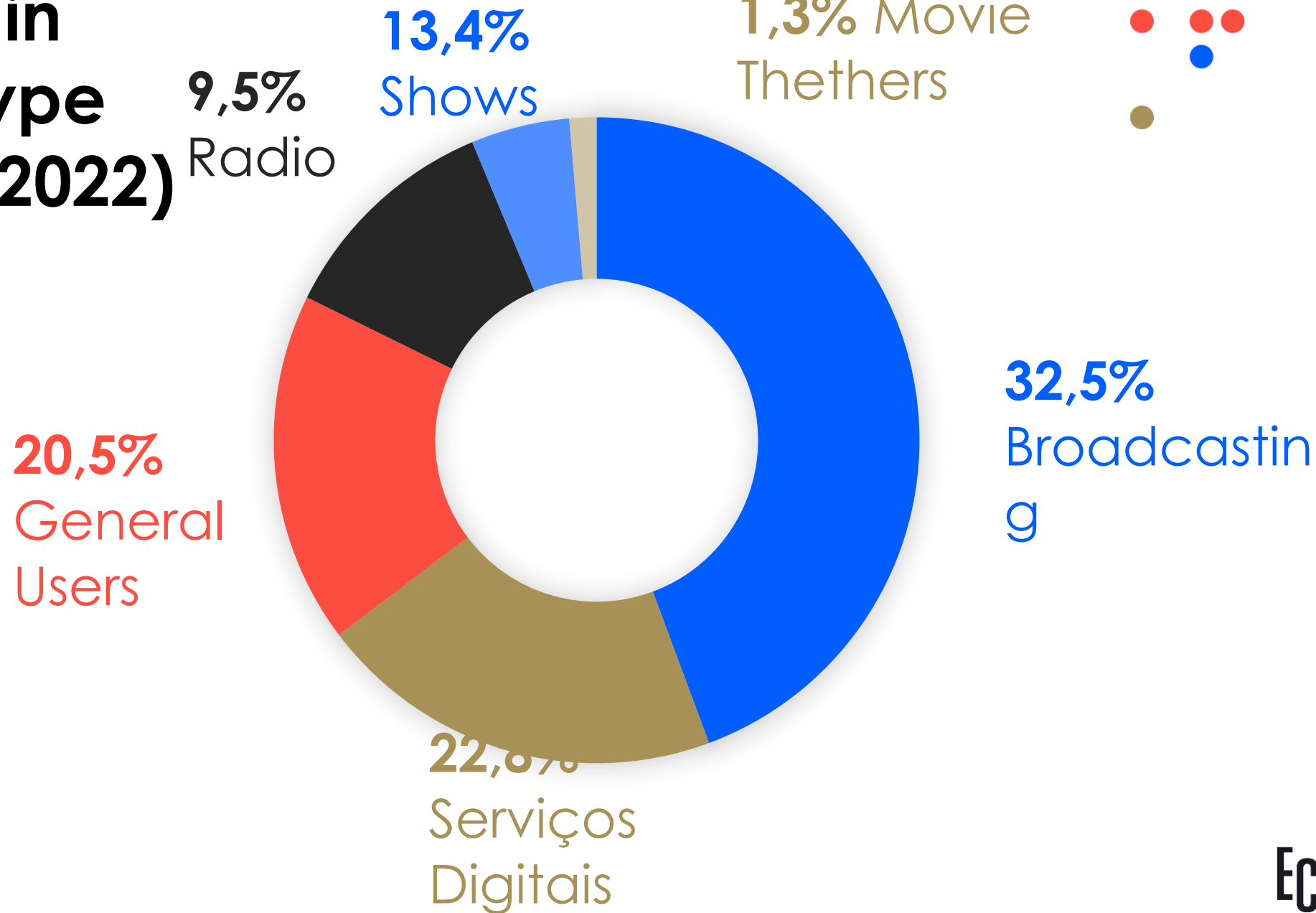
Share of the Distribution



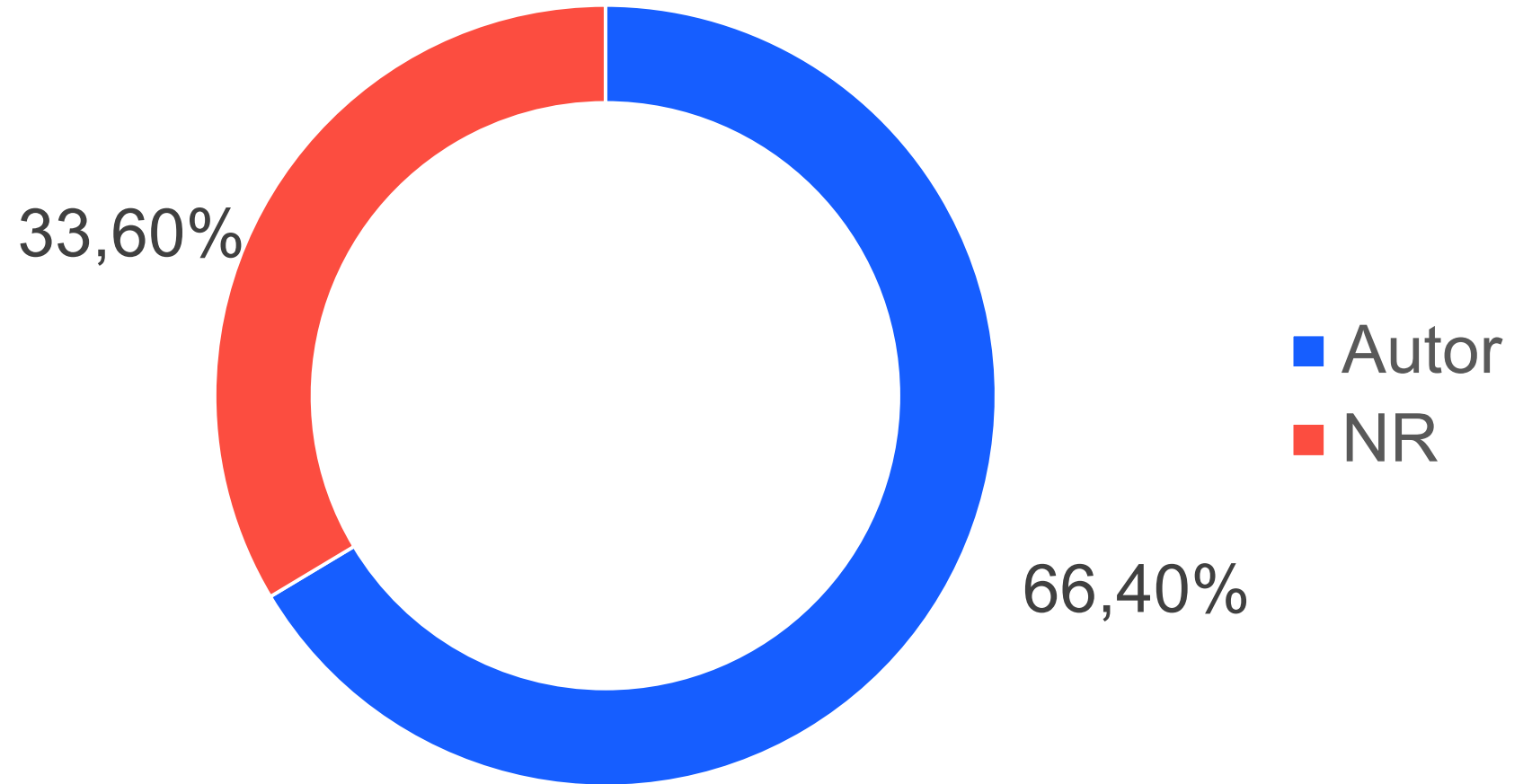
[PORC
ENTA
GEM]
Right Holders



Colection in Brazil by type of usage (2022)



Authors x NR – Distribution Splits



Authors x NR – Distribution Splits



Today ECAD is collecting NR for all types of music usage in Brazil, except from Live Concerts, Online Music Services (YouTube, Spotify, Apple Music and others).

Even if ECAD is not licensing neighboring Rights on the online music platforms, some important VOD services such as Disney+ and Globo Play are licensing.

Another important source of revenue for the NR in Brazil are the broadcasters, general users and radio.

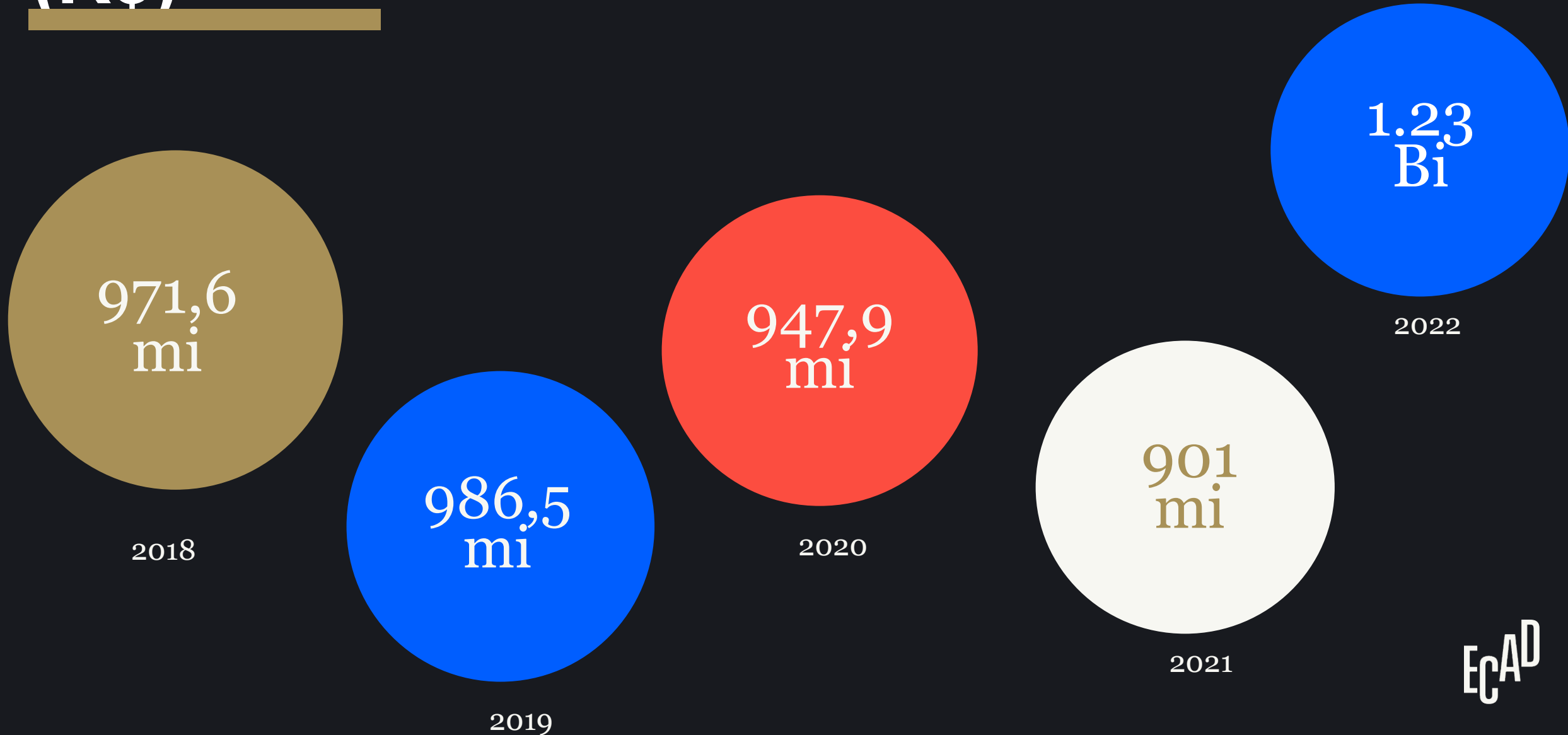
In 2022 the total of the distribution was

R\$ 1.23 bi

In Authors Rights

to 316 k Right holders and Performing Rights
Assosiations.

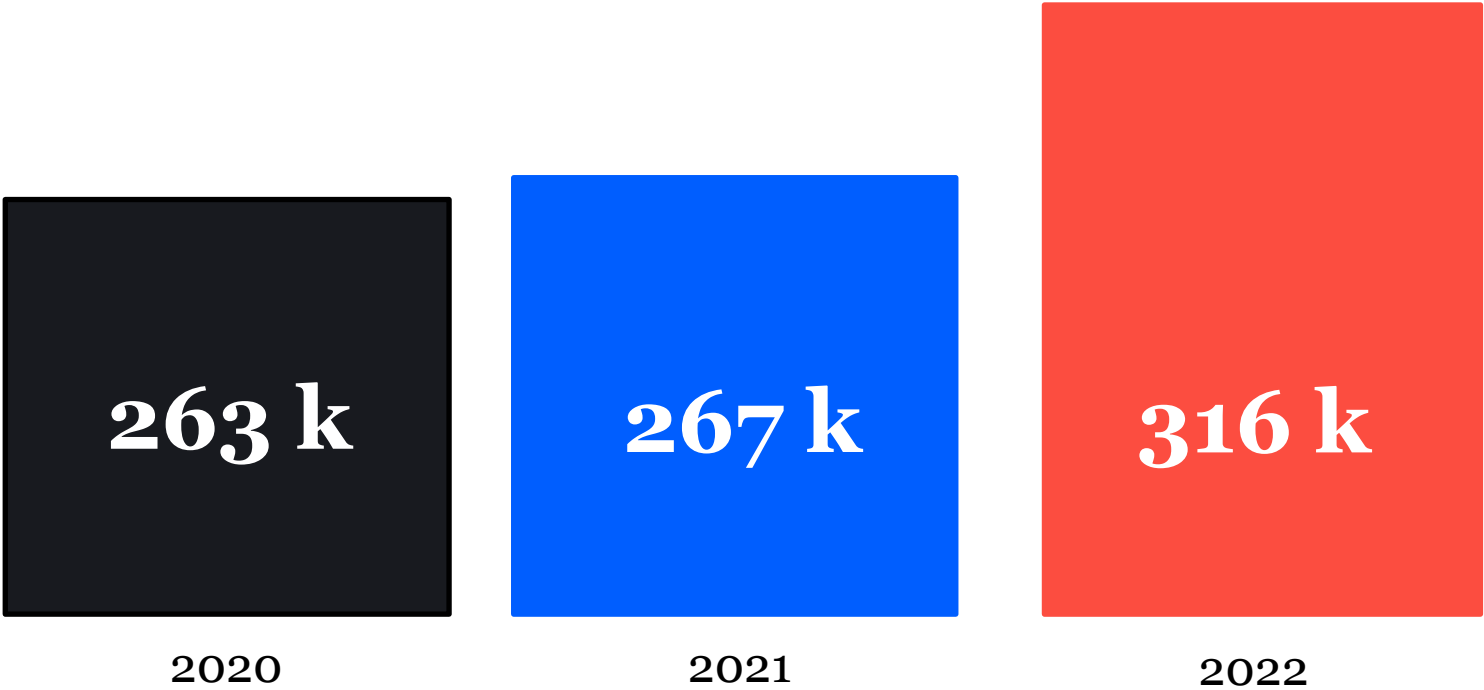
Total distribution ECAD (R\$)



Right holders in the distribution



Authors, performers,
Publishers, record
companies and non
featuring artists.



One of the most importante data base in LATAM

13 mi

tracks

16 mi

Musical works

305 mil

Cue sheets

2.3 trillions

Plays on streaming

* Base: 2021

ECAD

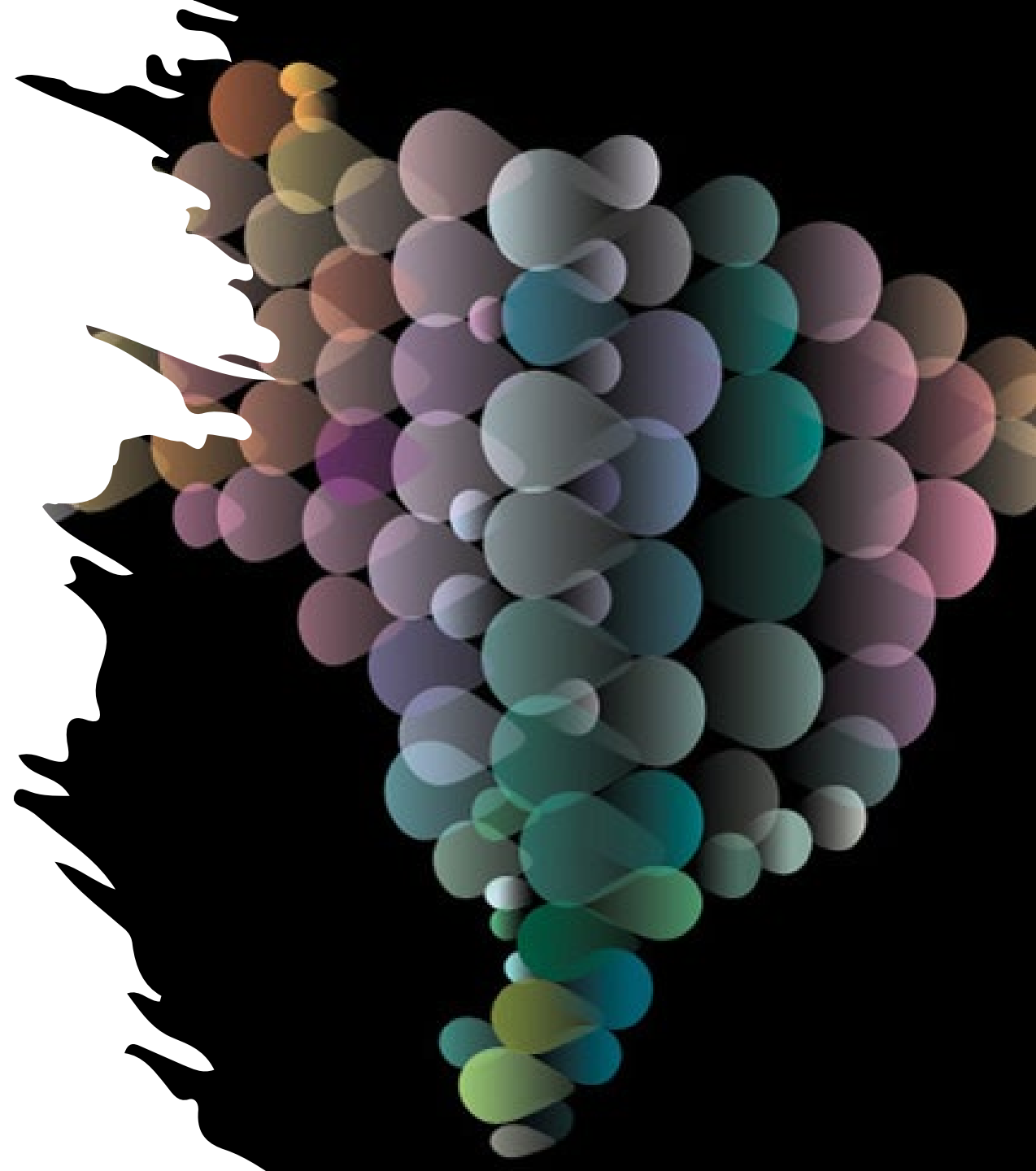
Digital Rights

- The digital music Market is a reality in many countries for many years, but this Market is still pretty new for Brazil.
- However, we can say that today we are fully integrated to the international music market and Brazil is a very strategic Market for some big platforms such as TIKTOK and YouTube.
- The collection of Digital used to be made by the publisher directly via UBEM – na association for Brazilian Publisher. In 2010 we created Abramus Digital to help independent Publishers to collect their rights from the DSPs. Today UBEM have around 60 members and Abramus Digital more than 350.



Digital Music Market in Brazil

- The digital music market in Brazil started in 2010 with Itunes, but the growth of this market in Brazil in recent years was due to a combination of factors such as more affordable cell phones and data plans from operators, in addition to better mobile phone coverage. It was only from 2017 that this market began to show itself as relevant and important and growth has been steady and substantial ever since.





Abramus Digital

- Started the operation in 2011 as a wing company of Abramus
- Team of 8 persons, dedicated to the growth of the business
- In 2016 we open the operation to local publishers
- In 2019 we expand the operation to other territories
- 2020 we started to operate in the new system and with a BI platform
- This year, 2022 we started to receive royalties from outside Brazil
- Today we represent more than 350 clients (Publishers and Societies) and more than 7 million works.
- Since 2017 we distributed more than 100 million reais to the clients we represent.
- Big clients: BMG, Kobalt, Downtown, and many others.



How is the split of the rights in Brazil?

What is the size of my slide in the pizza?

- DSP 30%
- NR 58%
- Author 12%
 - 3% Performing Rights
 - 9% Digital (online mech)



Streaming x TV

Netflix passa TV a cabo em número de assinantes no Brasil, segundo consultoria americana

Número de usuários do serviço de streaming no Brasil ultrapassou 17 milhões, contra cerca de 15 milhões da TV por assinatura em junho



Por **Pablo Santana**


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Obrigado / Thank you!!!!
roberto.mello@abramus.org.br


Duvidas gerais?
comunicacao@abramus.org.br


www.abramus.org.br

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 @abramusartes

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