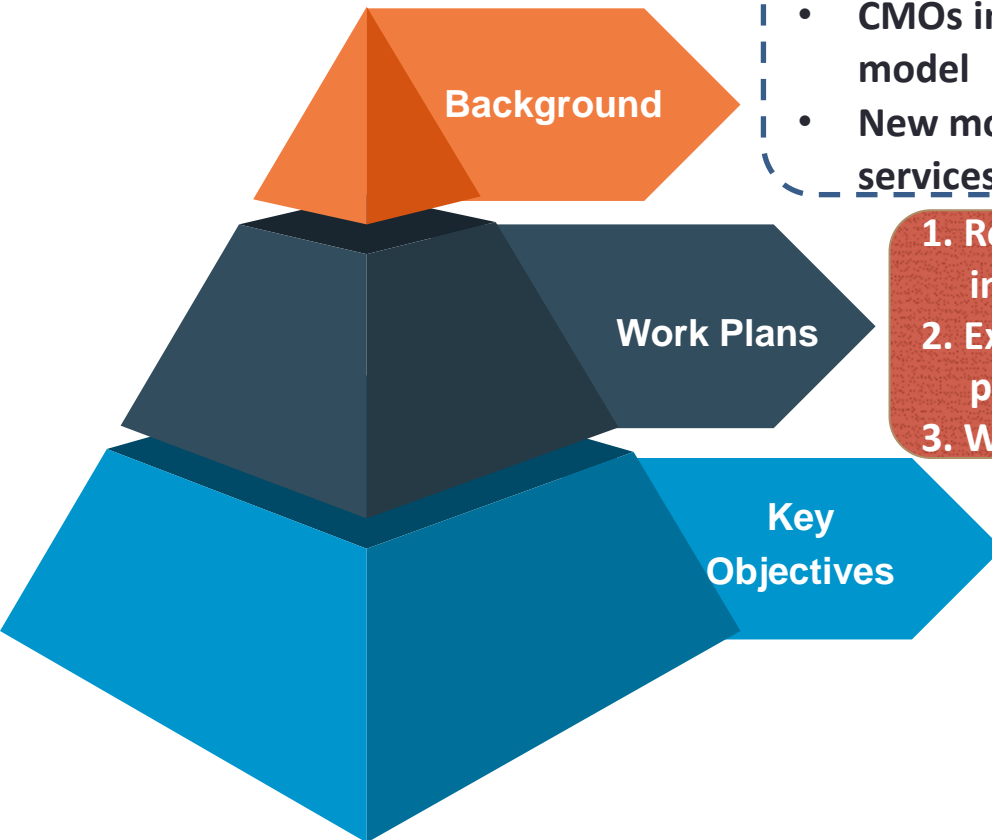


Results on the Best Licensing Practices of Collective Management Organizations (CMOs) to MSMEs

Chinese Taipei
APEC IPEG Feb 27th-28th, 2019
Santiago, Chile



Introduction

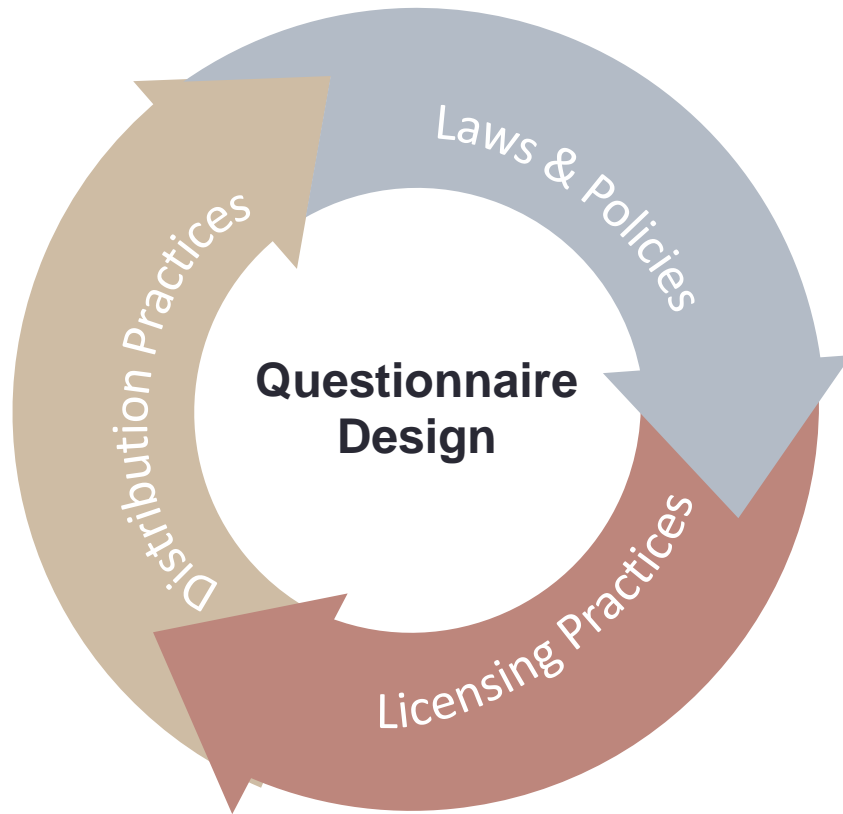


- Advancement of digital technologies = New types of copyright exploitation
- CMOs in need of an efficient and accessible licensing model
- New model = Help MSMEs boost value of goods and services

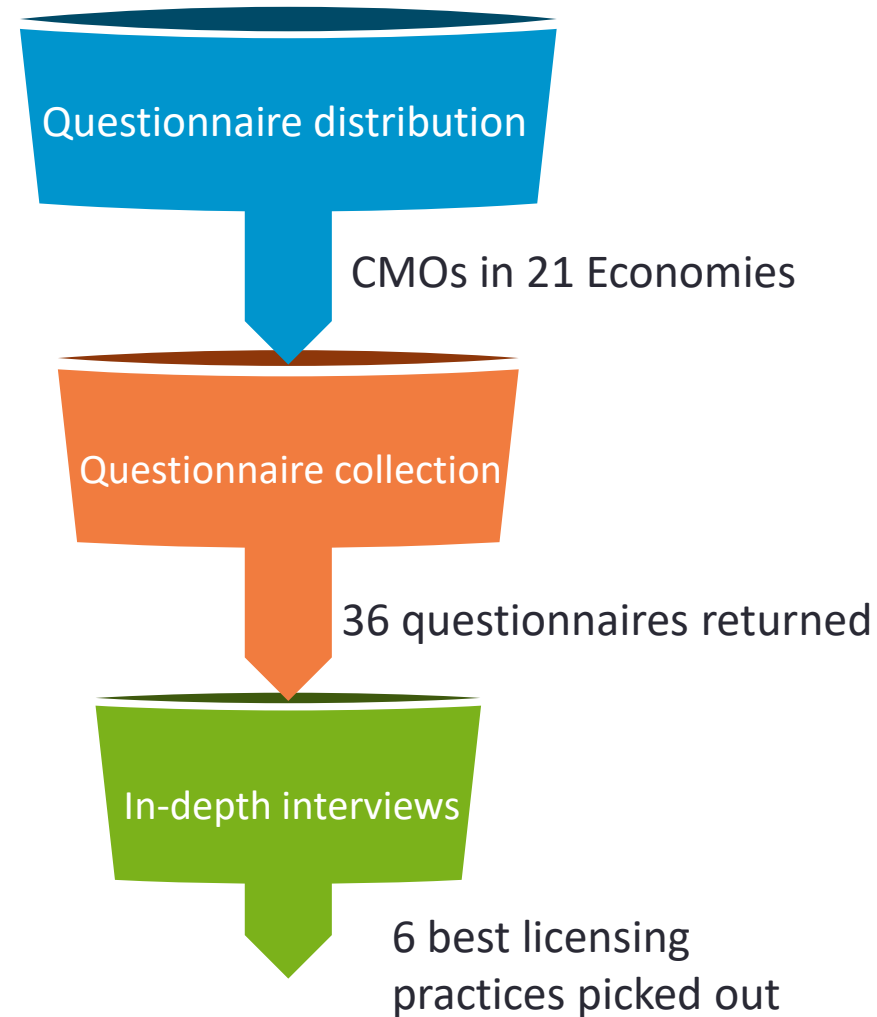
1. Research & analyze licensing situations & policies in APEC Economies
2. Experience & view exchanges among experts & participants
3. Workshop

- ✓ “Guidelines on the Best Licensing Practices of Collective Management Organizations (CMOs) to MSMEs”
- ✓ Enhance competitiveness of CMOs & MSMEs in the digital age

Questionnaire



Research Team (comprising experts recommended by co-sponsoring economies) and suggestions from APEC economies



Workshop



Date

October 23-24, 2018



Co-sponsoring Economies

Japan, Korea, United States



Speakers

Australia, Japan, Korea, New Zealand, Viet Nam



number of participants:

- ✓ 10 APEC Economies
- ✓ 21 Representatives
- ✓ Over 300 people in participation



Types of work related to copyright or CMOs or not:

- ✓ Cultural and creative industries 39%
- ✓ Personnel of CMOs 25.5%
- ✓ Judicial personnel 10.5%
- ✓ Others 25%

2018.10.23

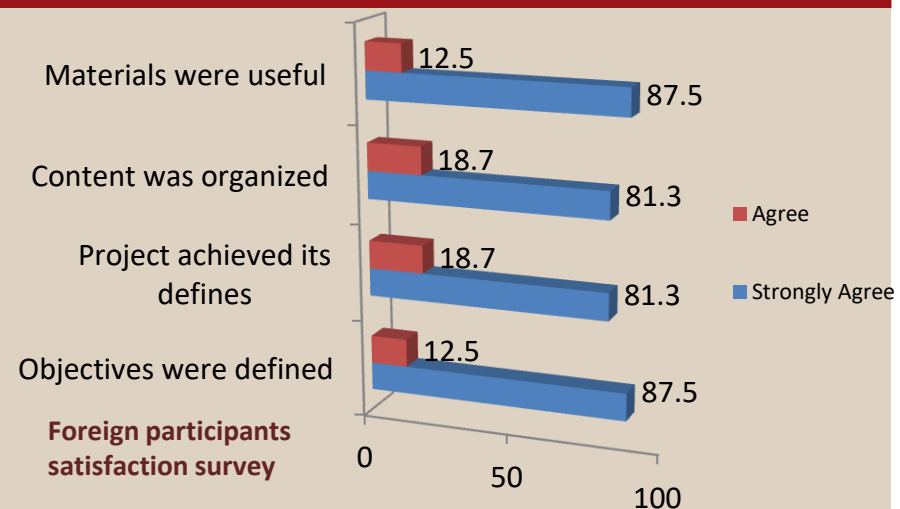
Time	Topic	Speaker
9:00-9:30	Registration	
9:30-9:50	Opening Remarks	➤ Ms. Mei-Hua Wang The Vice Minister, MOEA
9:50-10:50	Karaoke licensing in Japan	➤ Mr. Satoshi Watanabe Senior Administrator of General Affairs Bureau, JASRAC, Japan
10:50-11:20	Tea Break	
11:20-12:20	APRA's licensing experiences in "One Music NZ"	➤ Mr. Scot Morris Director of International Relations, APRA AMCOS, Australia
12:20-13:50	Lunch Break	
13:50-14:50	Online Licensing of Recording Producers' Right	➤ Mr. Wonil Choi Assistant Manager, Media Team, Business Development Department, RIAK, Korea
14:50-15:20	Tea Break	
15:20-15:40	MÚ ST's licensing experiences	➤ Ms. Yenny Tsai General Manager, MÚ ST
15:40-16:30	【Forum】 The licensing advantage and challenges for CMOs to MSMEs in the digital age	【Moderator】 ➤ Mr. Chung-Hsin Chang Director of Technology & IP Law Center, Law School of Soochow University 【Speaker】 ➤ Mr. Satoshi Watanabe ➤ Mr. Wonil Choi ➤ Mr. Scot Morris ➤ Ms. Yenny Tsai, General Manager, MÚ ST

2018.10.24

Time	Topic	Speaker
9:00-9:30	Registration	
9:30-10:30	Collective Management of "Performers Rights"	➤ Mr. Shu Masuyama Director, CPRA/GEIDANKYO, Japan
10:30-11:00	Tea Break	
11:00-12:00	Copyright Agency's licensing experiences in Australia	➤ Ms. Libby Baulch Policy Director, Copyright Agency, Australia
12:00-13:30	Lunch Break	
13:30-14:30	KOMCA's licensing experiences in Korea	➤ Mr. Giseob You Secretary General, KOMCA, Korea
14:30-15:00	APPA's licensing experiences in Vietnam	➤ Mr. Anh Tuan Pham Legal Adviser, APPA, Vietnam
15:00-15:30	【Forum】 The licensing opportunity and challenges for CMOs to MSMEs among APEC economies	【Moderator】 ➤ Mr. Ming-Yan Shieh Professor, College of Law(NTU) 【Speaker】 ➤ Mr. Shu Masuyama ➤ Ms. Libby Baulch ➤ Mr. Giseob You ➤ Mr. Anh Tuan Pham
15:30-15:50	Closing ceremony	➤ Ms. Shu-Min Hong General Director, TIPO
15:50-16:00	Farewell	

Workshop

SATISFACTION & COMMENTS



Domestic participants satisfaction survey

Overall satisfaction	Day1	Day2
	98.2%	97.7%

- Being part of this seminar is useful in improving our CMO system and legislation.
- Asia Pacific Economies needs to increase understanding of each other for regional benefit.
- Learning about experiences from developed CMO system. Now we can apply these experiences to our economy.

Guidelines

Basic Information

Categories of works managed,
 Types of economic rights
 managed, Multi-territorial
 Cooperation among the CMOs

Legal System and Business Outlook

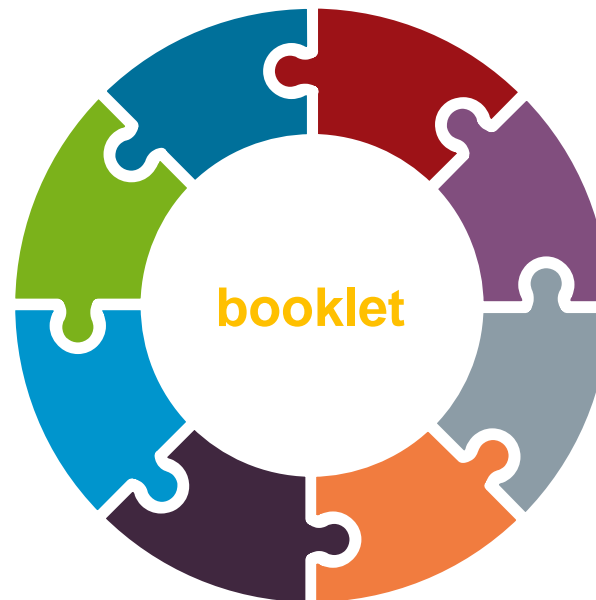
Competent authority of CMOs,
 Legal rules or policy pertinent to
 CMOs, Governance, The relation
 among CMOs

Licensing Practice of CMOs MSMEs

Licensees Channels for contact
 between the CMOs and the
 MSMEs, practice of licensing

Tariff Setting

Procedure of tariff setting and
 implementation Royalty calculation
 method, Online licensing



Mainstream Staffing of the CMOs by Gender

Statistics of the staffing of CMOs by
 gender, including: Board of Directors or
 Governors \ Staff \ Management level
 The questionnaire received 89 responses
 by head counts where 45 were males
 (50.06%) and 44 were females (49.4%).

Financial Management and Distribution of Royalties

Annual report on financial position to
 the members or the public, retain
 certified public accountants to audit
 the ledgers and books

Management Fee and Taxation

Management fee, Taxation

Supervision and Counseling Support of the competent authority

The policies of the economies in
 the supervision and counseling
 support of the CMOs include:
 Present financial or operation
 report, Financial or operation
 audits

The Best Licensing Practices of CMOs to MSMEs

Australia, Japan, Korea, Chinese
 Taipei and Viet Nam

The 6 Best Licensing Practices of CMOs to MSMEs



APRAAMCOS (Music Works)

Licensing Practices :
Joint licensing of
different types of
works –OneMusicNZ.

Cooperation with Record
Music NZ to provide NZ
users with a one-stop
licensing of musical works
and sound recordings.



JASRAC (Music Works)

Licensing Practices :
Blanket Licensing-
Karaoke licensing.

Royalties negotiated
among licences
(representative
agencies for MSMEs);
lower cost for
negotiating royalties
with users



CPRA/GEIDANKYO (Performance Right)

Licensing Practices : Blanket
licensing-the “secondary use
fee” for community FM radio
broadcasting.

Representative agencies for the
industry are incorporated
directly into the licensing
process; collection of royalties
be carried out by such agencies



KOMCA (Music Works)

Licensing Practices :
Blanket Licensing -online
music.

Finely adjusted royalties
for online musical works
and systemized licensing;
a convenient system for
royalties calculation and
submission of lists for
MSMEs



MÜST(Music Works) &ARCO(Recording)

Licensing Practices : Joint
licensing of different types of
works — HiNet Funplay.

Collaboration between CMOs and
the largest local ISP on Internet
services; one-stop payment can be
made by MSMEs to acquire
comprehensive licensing for
musical works played in public
places



VCPMC (Music Works)

Licensing Practices Blanket :
Licensing-Karaoke licensing.

Proactively look out for new
user and place importance
on promotion, responsibility
of payment and royalties of
users; joint effort with
government agencies and
distribute guidelines through
councils of regional
administrative agencies



Thanks for your attention and warm support

**Guidebook of the Best Licensing Practices of Collective
Management Organizations to MSMEs**

<http://publications.apec.org>