



Opus Music



uprs

UPRS NOTICE AND TAKEDOWN

(Project Overview)

Presented By:

OPUS MUSIC AFRICA

The Background

Purpose:

Give Notice, Takedown, Reclaim and Re-organize music content.

Africha Entertainment Ltd was contracted in **2014**

Misrepresentation, Content Phishing & Impersonation

UPRS terminated in 2020.

Through Competitive Bidding, Opus Music Africa was contracted to conduct the redeeming exercise in March 2022.

Takedown Activities

- Identified the content
- Re-assignment of music metadata (ISRC, ISNI, UPC et.c)
- Data matching & Metadata Cleanup (on Global Music Database by QUANSIC)
- Issuance of Cease & Desist Letters to DSPs like Spotify, Boomplay, The Orchard and Africha et.c
- Communication and Sensitization of members
- Issue DMCA System Enforcement
- Content ID Migration
- Removal and Resolving activities
- Content Dispute Resolution Process

Challenges Encountered

- Twists & Turns by Africha: This delayed our investigations as Africha disguised as several other brands/companies.
- Slow response from members on updating their profiles on the membership portal i.e Stage names, and this delayed our Data Matching process.
- Delayed action from DSPs since we are conducting Bulk Takedowns.

Current Status

10,828

- Songs provided for Takedown

9,345

- Cleared Takedown after investigation

6,241

- Takedown Requests (67% Done)

5,038

- Taken down (As of 19th Jan, 2023)

Opportunities & Recommendations



Positioning the society to license usage on Digital Music Markets.

- Collect Black Box Revenue for members.
- License and Regulate local and foreign music websites.
- Cater for members who need Digital Distribution Services

(\$4 Millions in 5 Years)

Case Study



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If **CINDY** got 50 Million Streams on Spotify



CINDY

Royalty Rate: \$ 0.003	50m X 0.003	\$ 150,000
DSP Services 30%	\$ 45,000	Retained by SPOTIFY as Service Fees
Recording Fees 52%	\$ 78,000	Paid by SPOTIFY to Digital Distributor that pays Labels & Artists
Mechanical Fees 12%	\$ 18,000	Paid by SPOTIFY to the society
Digital Performance Fees 6%	\$ 9,000	Paid by SOUND EXCHANGE to Labels, Artistes & Non Featured Artists
	\$ 150,000	



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NOTICE AND TAKEDOWN SERVICES

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