

# NEWSLETTER JANUARY 2016

IFPI LATIN AMERICA

## ECAD NAMED AS ONE OF THE 100 MOST INNOVATIVE IT COMPANIES IN BRAZIL FOR THE FOURTH CONSECUTIVE YEAR

ECAD (Central Bureau for Collection and Distribution) has been named as one of Brazil's leading companies in the 2015 "100+ Innovators Using IT" ranking. The annual list is compiled by Brazilian media company IT Midia, in partnership with market specialists and PricewaterhouseCoopers. ECAD was placed second in the "Other Services" category and 56<sup>th</sup> in the overall ranking. The company was commended on the strength of its "Cloud Storage" project. The ranking assesses how the IT initiatives adopted in the companies' day-to-day operations directly or indirectly affect results.



This distinction comes as a recognition of ECAD's commitment to implement a quick and accurate system for the collection and distribution of performance rights.

## AGINPRO: COLLECTIVE MANAGEMENT OF PRODUCERS' AND PERFORMERS' RIGHTS CONTINUES TO GROW IN GUATEMALA



In 2015, the Guatemalan Intellectual Property Registry performed two inspections on AGINPRO, IFPI's affiliate MLC. The inspections covered the areas of: 1) Finance/Accounting; 2) Legal Affairs; 3) Management and Distributions; and 4) Social Projection. Both inspections found positive results with no anomalies or non-compliance.

Additionally, AGINPRO saw spectacular growth in its annual collections. Before the end of 2015, revenues had exceeded three million quetzals, almost doubling with respect to the prior year and representing a gross value of USD 400,000 (taxes included).

IFPI wishes to congratulate AGINPRO on its growth and its efficient management.

## WORKSHOP ON THE USE OF AUDIO FINGERPRINTING TECHNOLOGY FOR ROYALTY DISTRIBUTION

In October 2015, the Spanish music technology company BMAT conducted a workshop on Vericast, its audio identification solution. Vericast is a global music identification service that monitors millions of songs over 3,000 radio and TV stations across more than 60 countries worldwide. The technology provides real time recognition and auditable reporting based on an audio fingerprint.



MLCs from different countries which were attending the meeting took the opportunity to discuss the current status, as well as the needs, of the public performance rights identification and distribution processes, the data exchange system, and the certification of samples, among other topics.

## ILLEGAL DOWNLOADS OF MUSIC HAVE DECREASED IN MEXICO

According to the *Study of Illegal Downloading 2014*, a report conducted by IPSOS for the Coalition for the Legal Access to Culture (CALC), released in October 2015, the use of illegal downloading sites seems to be on a steady decline in Mexico, while both legal and illegal streaming services—especially those offering music and movies—are on the rise.



The study found that, in 2014 alone, more than 6,000 million items of unlicensed content were downloaded. Downloaded material typically included songs, music videos, movies, TV series, eBooks and protected images. From 2011 to 2014, illegal music downloads from unauthorized sites went down by 9%, while music streams increased to 11%.

The Coalition reiterates that the State must provide effective tools to facilitate access to and participation in all cultural expressions—the cultural sector is essential to the country's growth and, at the same time, it fosters innovation and creates export opportunities in e-commerce in an environment characterized by fair competition.

## **OUR AFFILIATE SGP GETS THUMBS UP FROM THE PARAGUAYAN GOVERNMENT**

The Paraguayan Phonogram Producers' Collecting Society (SGP) reports that the National Office of Intellectual Property (DINAPI)—the State's administrative authority in charge of supervising and overseeing the work of MLCs—has disclosed the results of the external audit performed by the firm Moore Stephens-Ayca. The management and accounting audit covered the tax period 2013–2014. There were no anomalies or deficiencies observed in respect of SGP's operations, demonstrating the company's effective compliance with its obligation to collect and distribute music royalties on behalf of its members.



This confirms once again SGP's strong commitment to transparency and good business practices.

## **ACINPRO REACHES AGREEMENTS WITH PAY TV IN COLOMBIA**



The end of 2015 saw the Colombian Association of Performers and Phonogram Producers (ACINPRO)—which has recently become an IFPI affiliate—make significant advances on behalf of its members, entering into several commercially-valuable agreements and renewals with local pay-TV cable or satellite operators.

These agreements are significant as they help to gradually standardise such economic agreements between rights holders and operators, bringing the Colombian reality closer to the standard practice in the region. IFPI commends ACINPRO's efforts and the Colombian pay-TV operators' commitment to reach friendly agreements within this new framework.