

P R E S S R E L E A S E

Issued: Monday 08 September 2023 / Embargo: **5PM CET Monday 11 September** / FAO: Trade & Industry Press

GLOBAL MUSIC PUBLISHING INDUSTRY LAUNCHES NEW ONLINE ANTI-PIRACY PLATFORM POWERED BY MUSO



London, 8 Sept. 2023: ICMP, the global trade body for the music publishing Industry, has partnered with MUSO to provide content protection services to its worldwide membership – which spans Major, Indie music companies and 76 national trade associations on 6 continents.

This partnership, which today launches *The ICMP Anti-Piracy Platform (APP) powered by MUSO* – will counter the pervasive issue of Illegal musical content online.

Unauthorised copyrighted digital content and sheet music is a major problem for music publishers, composers and songwriters globally. It is an industrialised and commercialised activity, one which ICMP is combatting via regulation and technology.

The new ICMPAPP powered by MUSO will reduce illegal use of musical works online for ICMP member companies by leveraging MUSO's expertise and proven track record in digital content protection.

With this partnership and today's platform launch, ICMP members will be able to monitor and protect their entire catalogue of copyrighted music using MUSO Protect, an AI automated content protection solution. MUSO Protect first identifies infringing content online, then sends 'takedown' notices against infringers. In Europe, many of these notices will now be 'stay down' notices – based on Article 17 of the EU Copyright Directive, which ICMP played a key role in realising. Once removed, the APP provides users with a dashboard with reports on removals.

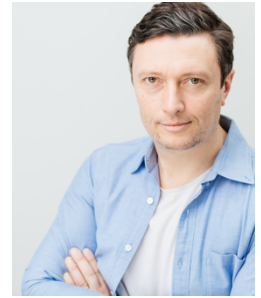
Furthermore, MUSO and ICMP will work together on collating piracy data, thereby supplementing the trade body's daily work with governments and authorities worldwide.

(1/3 Contd. overleaf)



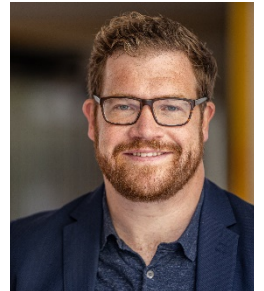
ANDY CHATTERLEY - MUSO CEO

"We're delighted to announce this partnership with ICMP. MUSO's mission has always been to empower rights holders to deal with piracy to enable them to maximise the value of their Intellectual Property. The ICMP are a proactive and forward looking trade body who consistently seek to defend the value and rights of their members and we're excited about the opportunity to support them in this endeavour"



JOHN PHELAN - ICMP DIRECTOR GENERAL

"ICMP's core causes are the defence of music rights and ensuring opportunities for growth worldwide. The new *ICMP Anti-Piracy Platform powered by MUSO* boosts those missions. MUSO's technology is sophisticated and swift to use, As of today, it's available to ICMP members to reduce illegal use of music online. This is great news for the music publishing industry and its songwriter and composer partners, of every genre, worldwide."



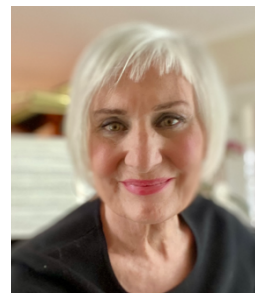
CHRIS BUTLER- ICMP HONORARY PRESIDENT / ICMP CLASSICAL EXPERT GROUP CO-CHAIR

"Tackling graphic rights infringement and digital piracy of sheet music has been a focus of our recent work on the ICMP Expert Group. As a publisher with a global footprint I see that online infringement remains very much an international issue in nature, requiring international solutions. The launch of the ICMP APP with MUSO technology will be a highly useful tool for all music companies. We urge all ICMP members to sign up."



KATHY MARSH - ICMP DIRECTOR & CLASSICAL EXPERT GROUP CO-CHAIR

"As founder of one of the world's largest graphic rights companies and as ICMP's representative of the Music Publishers' Association of the USA, I know firsthand the damage online piracy is doing to our industry. The new ICMP Anti-Piracy Platform tackles illegal content across a very wide range of online platforms - from search engines to websites, payment services to social media. Thanks to Andy and his first-class team at MUSO for this tech driven solution. I encourage all ICMP members to participate in this global security system that protects their rights and music."



(2/3 Contd. overleaf)



ABOUT ICMP

ICMP is the global trade body representing the music publishing industry worldwide.

Membership spans the **Majors**, several hundred **Indies** and **76 national trade associations** across **6 continents**. ICMP represents approximately **90% of the world's music** – more than **100 million tracks**, of **every genre**.

The music publishing industry generated more than \$13.5 billion in revenue by EY 2021. It is the nexus between **music creation** and **markets** – investing billions of dollars annually in songwriters, composers and artists, then bringing **the world's music to a global audience**, via every format, Including **digital** (2,000+ audio and video streaming services, NFTs, Metaverse, apps etc.), **broadcast** (TV, radio, movie...); **live, gaming, print, physical**.

ABOUT MUSO

MUSO is a data company that provides the most complete and trusted view of unlicensed media consumption and global piracy demand. MUSO helps businesses from independent creators to global enterprises protect their IP and develop global content strategies. With MUSO's unrivalled dataset, companies can make better, data driven decisions that drive performance, ROI and value.

MUSO CONTACT

Neil Harvey / Marketing Director

neil.harvey@muso.com

Desk: +44 (0) 07792 464 232

FURTHER INFO / INTERVIEW LOGISTICS / BACKGROUND

Pietro Villani / ICMP Communications Officer

press@icmpmusic.com / pietro.villani@icmpmusic.com

Desk: +32 (0) 2 88 36 36 0 Mobile : +32 (0) 471 81 53 44

---ENDS

