[FR] New Agreement Between YouTube and SACEM Signed

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The French society of music authors, composers and editors (Société des Auteurs, Compositeurs et Éditeurs de Musique - SACEM) and the on-line video platform YouTube, which is owned by Google, have reached an agreement to ensure remuneration for rightsholders whose works are made available for viewing on the site. The agreement follows on from the agreement concluded in September 2010 that covered the period from 2006 to 2012 (see IRIS 2010-10/32). Concluded for a period of three years, and retroactive to 1 January 2013, this new agreement allows greater transparency, through better coordination of data exchange, while ensuring fair remuneration for rightsholders by associating them fully with the income generated by the platform. The agreement covers all the types of video made available for viewing on YouTube, including content generated by users, as well as the future subscription streaming services being developed by YouTube. It allows the use of works in SACEM's repertoire and of works in the English-language repertoire of Universal Music Publishing International (UMPI) in exchange for remuneration for rightsholders, and now covers 127 countries throughout Europe, the Middle East, Africa and Asia. According to Cécile Rap-Veber, Licences Director at SACEM, rightsholders will be associated with the income generated by the platform, which includes "all YouTube's advertising revenue, (...) income generated in the near future by a subscription service", and possibly "partnerships". Details on the remuneration negotiated with Google (percentage or flat-rate payment?) remain confidential. This agreement with YouTube is vital for the music sector. With more than a billion visitors every month, the site is the prime destination for Internet users who want to watch videos, as music clips are the most frequently sought content on the platform.

Communiqué de presse de la SACEM du 3 avril 2013

http://www.sacem.fr/cms/home/la-sacem/derniers-communiques-2013/sacem-youtube-nouvel-accord-avril2013

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