

# *Collective Management of Copyright and streaming: a Brazilian<sup>1</sup> perspective*

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# CMOs



Collective Management  
Organizations

ECAD → Brazilian equivalent of GEMA



REUNITES 7 SOCIETIES:  
**UBC, ABRAMUS,**  
AMAR, ASSIM, SBACEM, SICAM,  
SOCINPRO



blanket licenses

FREEDOM OF  
ASSOCIATION?



PUBLIC DOMAIN

OPEN LICENSES

FAIR USE

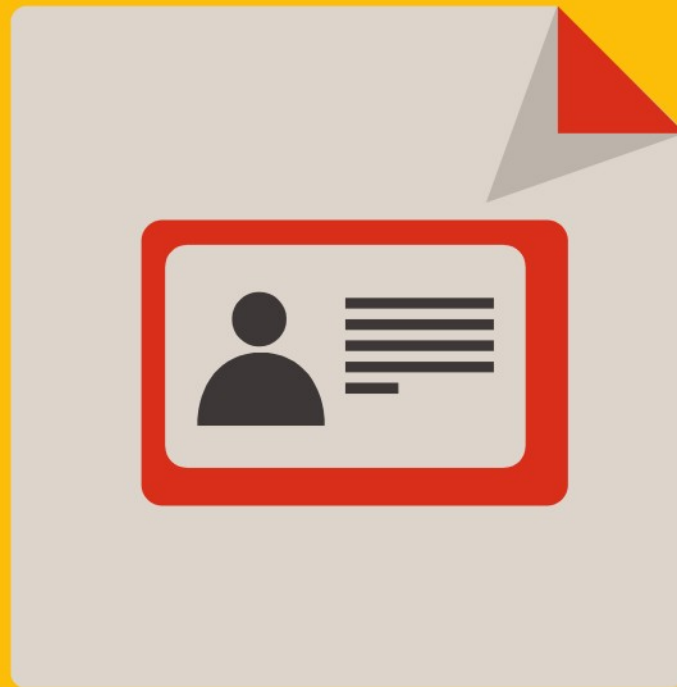


NOEL ROSA

HERMETO PASCOAL

GILBERTO GIL

# identification



brazilian law: 5 years term

Europe: 3 years term

Directive 2014/26/EU on collective rights management and multi-territorial licensing of rights in musical works for online uses:

Article 13, 5: “The general assembly of members of a collective management organisation shall decide on the use of the **non-distributable** amounts [...].”

# **INDIRECT DISTRIBUTION**

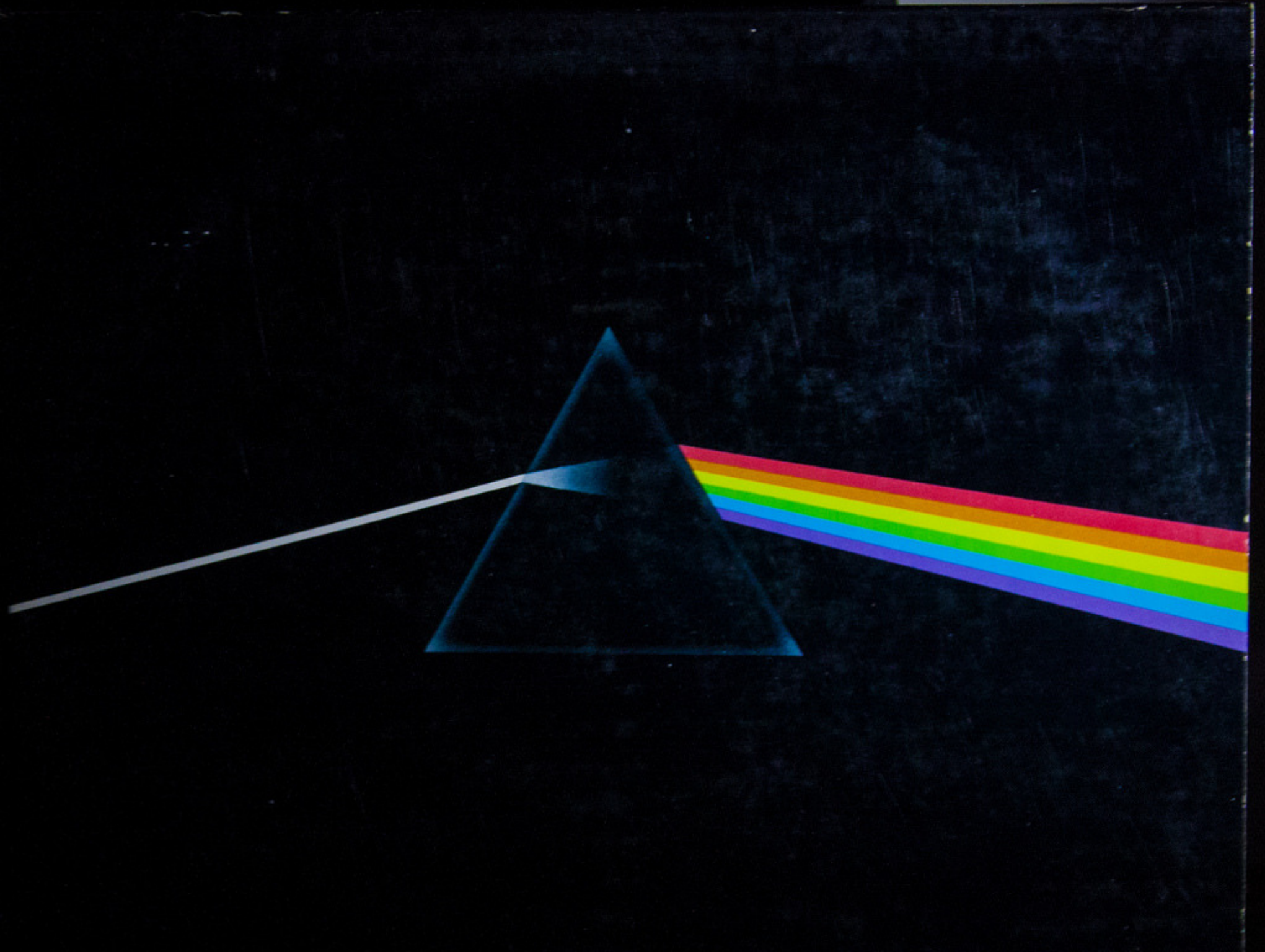
# THE Billboard 200

THIS WEEK	LAST WEEK	2 WKS AGO	WKS. ON CHART	ARTIST LABEL & NUMBER/DISTRIBUTING LABEL (SUGGESTED LIST PRICE OR EQUIVALENT)	TITLE	PEAK POSITION
				★ ★ No. 1 ★ ★		
1	NEW ►		1	GARTH BROOKS CAPITOL 96330* (10.98)	ROPIN' THE WIND	1
				1 week at No. 1		
2	1	1	5	METALLICA ELEKTRA 61113 (10.98)	METALLICA	1
3	2	2	14	NATALIE COLE ▲ <sup>2</sup> ELEKTRA 61049 (113.98)	UNFORGETTABLE	1
4	5	4	8	COLOR ME BADD GIANT 24429*/REPRISE (9.98)	C.M.B.	3
5	4	3	12	BONNIE RAITT ▲ CAPITOL 96111 (10.98)	LUCK OF THE DRAW	2
6	6	5	18	BOYZ II MEN ▲ MOTOWN 6320* (9.98)	COOLEYHIGHHARMONY	3
7	10	9	38	C&C MUSIC FACTORY ▲ <sup>3</sup> COLUMBIA 47093 (9.98 EQ)	GONNA MAKE YOU SWEAT	2
8	9	8	21	MICHAEL BOLTON ▲ <sup>2</sup> COLUMBIA 46771 (10.98 EQ)	TIME, LOVE AND TENDERNESS	1
9	11	13	27	R.E.M. ▲ <sup>2</sup> WARNER BROS. 26496 (9.98)	OUT OF TIME	1
10	3	—	2	RUSH ATLANTIC 82293* (10.98)	ROLL THE BONES	3

THIS WEEK	LAST WEEK	2 WKS AGO	WKS. ON CHART
56	55	47	
57	60	56	
58	71	81	
59	59	57	
60	62	45	
61	58	52	
62	53	54	
63	57	—	
64	65	60	
65	64	59	

# PAYOLA







*Special Appeal n. 964.404*  
*Superior Court of Justice*  
*ECAD x Archdiocesan Mithra*  
*2011*



*limitations*  
*three-step test*

# R\$ 1,140 bi



The result was a record boosted by the agreements with Netflix and YouTube.


FREEDOM OF  
ASSOCIATION?





# CODE IS LAW





*Streaming*  
*"making available"*  
*WIPO Treaties*

The background features a collage of social media icons on a yellow gradient. Visible icons include Apple Music (pink/purple), Spotify (green), Amazon (blue), and a black envelope icon. The text is centered on a white rectangular background.

*Special Appeal n. 1559264*

*Superior Court of Justice*

*ECAD x Oi Radio*

*2017*

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