SPANISH POINT TECHNOLOGIES CASE STUDY:

CMRRA's New Licensing and Royalty Distribution System

"*Accurate automation is the key to increased efficiencies and faster royalty distributions. Spanish Point provided us with a system which has given us the capability to cope with the massive increase in data volumes and will increase and improve the accuracy of data matching for our music publisher clients.*" Lori Ellis, Vice-President, Operations, CMRRA

CUSTOMER: CMRRA

BUSINESS CHALLENGE:

Having licensed a multitude of online music services doing business in Canada over the past decade, CMRRA has identified the musical works and associated rights holders for *tens of millions* of recordings sold and streamed online. From those services, the collective has also collected more than $100 million dollars in royalties for its music publisher clients. The amount of data, however, continues to grow and CMRRA needed a system which would effectively manage this ever increasing volume of data.

SOLUTION:

Spanish Point built CMRRA an automated, cloud-based system to track copyrighted works and deliver royalty payments using the Microsoft Azure Cloud platform. This system manages the growing number of databases to securely develop, manage and store critical information. This system calculates royalties based on the various tariffs and licensing agreements in place between the CMRRA and its licensees and allocates those royalties based on the usage data such as radio plays and online streams and downloads. The system automates back-end processes, freeing staff to focus on client service business development.

The Canadian Musical Reproduction Rights Agency Ltd. (CMRRA) is a music licensing agency which represents the vast majority of music publishers doing business in Canada. On their behalf, CMRRA issues licences for the reproduction of musical works to individuals or organisations that make use of their songs by reproducing those songs on various media or for different purposes.

The music industry is facing major changes and challenges that are impacting the ability of songwriters and their music publishers to be compensated fairly for their work. This is especially pertinent to the identification of musical works and rightsholders where the source usage data is imperfect, voluminous and often results in a substantial number of micro royalty payments.

"*CMRRA's legacy system could not effectively manage the large volumes of data that have become prevalent in today's environment. In order to more effectively handle the collection and distribution of royalties for its clients, CMRRA needed to invest in new technology to allow for improved processing and communication between all parties involved while also effecting major operational cost savings.*", Caroline Rioux, President, CMRRA

Spanish Point designed and built a system for CMRRA using the latest Microsoft technologies: SQL Server, BizTalk, SharePoint and Azure. The first of the project module allows for the processing of mechanical licences and royalties from the major record labels, and incorporates many new process improvements. New modules are currently being developed to accommodate CMRRA's various other business lines, including, the licensing of online music services offering downloads, on-demand streaming and webcasting.

BENEFITS OF CMRRA'S LICENSING AND DISTRIBUTION SYSTEM INCLUDE:

INCREASED PERFORMANCE

INCREASED FLEXIBILITY FOR MUSIC PUBLISHER CLIENTS

BETTER SECURITY FOR MUSIC PUBLISHER CLIENTS

INCREASED SCALABILITY AND FASTER DEPLOYMENT

COST EFFECTIVE

INCREASED INSIGHT AND EFFICIENCY

"*This Licensing and Distribution System offers a completely new operational approach to licensing and royalty processing and is designed to match all manner of incoming work and usage data as much as possible without human intervention.*", Lori Ellis, Vice – President, Operations, CMRRA

"*Our design ensures a high degree of integration between modules. By using an integrated technology stack from Microsoft, our solution ensures that CMRRA leverages the latest developments in areas such as system integration, parsing, transformations, human-based workflow full-text indexing and searching.*" says John Corley, CTO, Spanish Point.

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