

Tekijänoikeusinfrastruktuurin kehittäminen

Käytännöt-ryhmä 10.9.2020

Turo Pekari

A SYMPHONY, NOT A SOLO

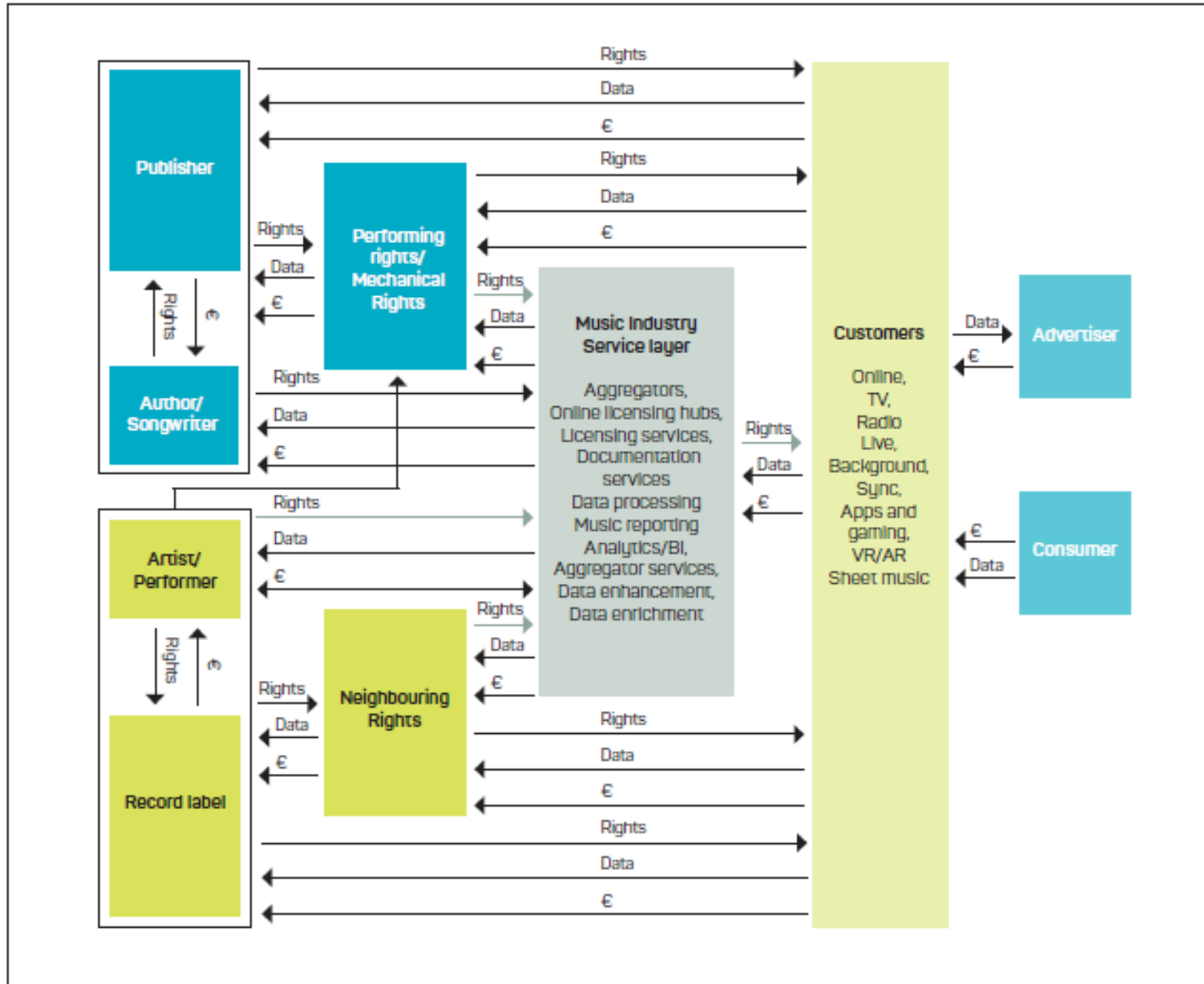
HOW COLLECTIVE MANAGEMENT
ORGANISATIONS CAN EMBRACE
INNOVATION AND DRIVE DATA
SHARING IN THE MUSIC INDUSTRY

By David Osimo, Laia Pujol Priego, Turo Pekari and Ano Sirppiniemi

TABLE 2: ILLUSTRATIVE EXAMPLES OF DATA SHARING INITIATIVES ACROSS SECTORS

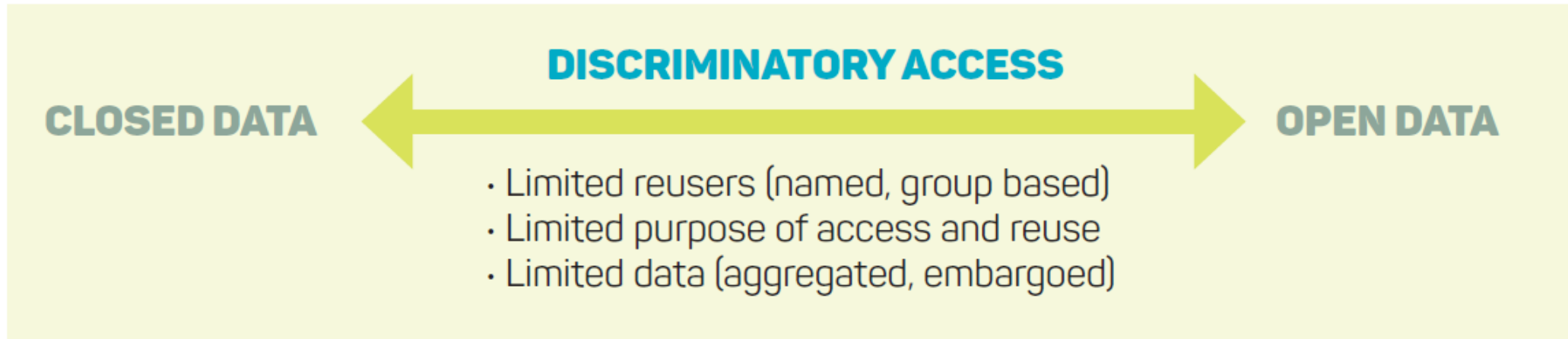
SHARING MODEL SECTOR	Open data	Discriminatory data sharing with competitors	Discriminatory data sharing with other stakeholders
Pharmaceutical		OpenTargets ²⁷⁾	Yoda ²⁸⁾
Water utilities		California Data Collaborative ²⁹⁾	
Energy	ODRE ³⁰⁾		
Agri-food			A.T. Kearney fast food supply chain data sharing
Aerospace			Skywise ³¹⁾
Telecom	Data Pop Alliance and Open Algorithm project ³²⁾		Telefonica Insights, Vodafone Analytics
Finance	BBVA open data portal ³³⁾	Data sharing with third party providers based on PSD2 directive	

MUSIC INDUSTRY DATA AND VALUE CHAIN



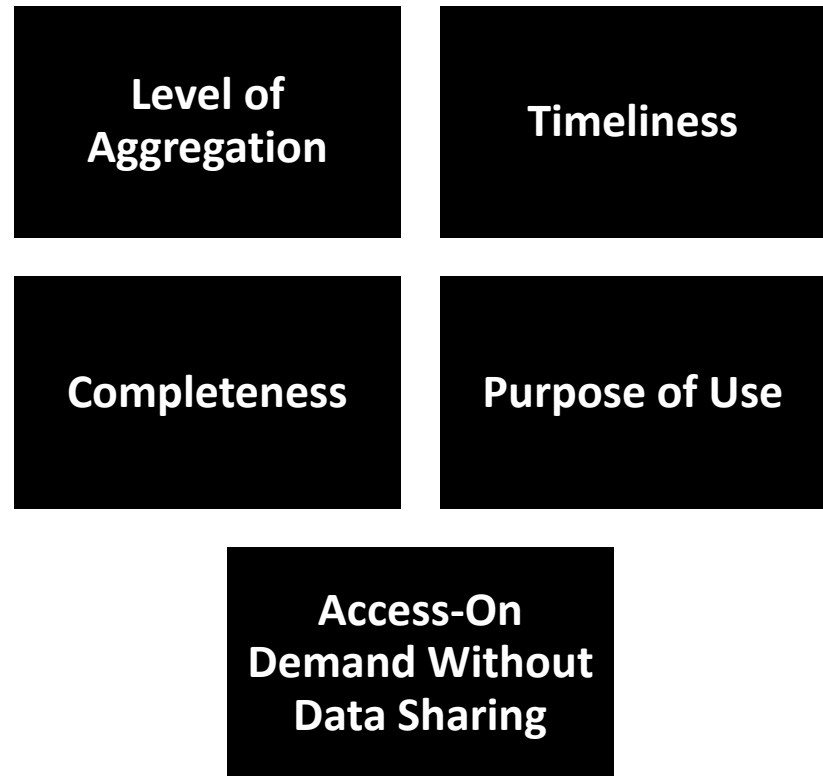
Datan jakamisen ulottuvuudet

CHART 2: THE DEGREES OF DATA SHARING (adapted from OECD and Open Data Institute)



Datan jakaminen

Millä eri tavoilla dataa voidaan jakaa?



Teoriasta toimintaan

1. The identification, in dialogue with potential re-users, of the most valuable datasets to be released.
2. The curation of data and metadata to ensure their reusability.
3. The publication of data through real-time interactive services such as APIs.
4. The stimulation of reuse through hackathon and prizes.

Dataverkostot



Dataverkosto on ryhmä toimijoita, jotka haluavat luoda uutta liiketoimintaa jakamalla dataa keskenään. Verkostossa dataa voidaan jakaa nykyistä helpommin, läpinäkyvämmiin ja turvallisemmin.



Dataverkostoja tarvitaan, jotta tieto liikkuisi sujuvasti organisaatiosta toiseen ja kaikki verkoston jäsenet hyötyisivät yhteistyöstä. Verkostojen kautta eri toimijoille ja toimialoille siiloutunut data saadaan liikkeelle ja mahdollisimman moni pääsee hyödyntämään sitä. Verkostossa dataa voidaan yhdistää eri lähteistä.



Datan sujuva jakaminen vauhdittaa innovaatioita, uutta liiketoimintaa, yhteistyömahdollisuuksia sekä aiempaa parempien palveluiden ja tuotteiden syntymistä. Palveluntarjoajalle syntyy myös nykyistä parempi kokonaiskuva asiakkaasta, asiakkaan luvalla.

Recommendations

1) Place Data at the Center of Business Strategy.

CMOs should develop a strategic approach to data management, aligned with the strategic goal of the organization. This includes a “data audit”: an analysis of data held by the organization, of its internal and external value, and of the steps necessary to maximize the value of these data. It also implies clear responsibilities for data management, and ensuring data analytics is represented at the most senior positions of the organizations.

2) Develop Internal Capacity.

CMOs need in-house competences for data management and analytics. In a data intensive sectors such as the music industry of today, no company can survive without data skills in-house. This is not about creating large scale data science unit, but ensuring the capacity to manage data flows to help navigating the data opportunities with a broad, ecosystem-wide perspective. CMOs are not poised to become big data startups, but should be capable of innovating their services by providing a mix of internal and external data services to its members. To remain relevant, CMOs need to improve and innovate their service provision, in terms of speed, transparency and accuracy. Both members and clients of CMOs are expecting levels of automated, proactive, immediate service to those provided by the leading online platforms.

3) Share Data.

CMOs should clarify the goals and the modalities of opening up data, including the identification of which data to open, the curation and publication of data, and the stimulation of reuse. Opening data should be a mean, not a goal. It should help positioning the organization for the future, by enriching their data and providing a better positioning in the data value chain. And it should ultimately benefit the artists. Where open data is not appropriate, discriminatory data sharing solutions should be adopted.

4) Promote Innovation Across the Value Chain.

CMOs should stimulate and take part in efforts to catalyze greater data sharing in the industry, in collaboration with the widest range of partners across the value chain: with clients and members; with other CMOs; and with other actors in the value chain (from labels to digital platforms to data analytics companies). This implies analyzing the different modalities for data sharing presented here and experimenting with them: from open data to discriminatory data to “data commons”.

<https://www.teosto.fi/sites/default/files/files/A%20Symphony%20Not%20A%20Solo%20Policy%20Brief%20Final%2009012019.pdf>



API

10.9.2020



openmusicinitiative

**WE ARE A NON-PROFIT INITIATIVE
CREATING AN OPEN-SOURCE
PROTOCOL FOR THE UNIFORM
IDENTIFICATION OF MUSIC RIGHTS
HOLDERS AND CREATORS.**

POLARIS FUTURE LAB



NORDIC MUSIC COPYRIGHT SOCIETIES
LAUNCH COMMON R&D INITIATIVE POLARIS
FUTURES LAB



The Polaris Nordic alliance of the Danish, Finnish and Norwegian collecting societies Koda, Teosto and TONO announced starting a joint research and development initiative called **Polaris Futures Lab**. The R & D initiative was launched today at the Sonar+D event held in Barcelona, Spain.

With the joint initiative, the Polaris societies aim for a leading role in the future of music rights management by investing in new technologies and services for music authors and publishers as well as music users. The goal of the initiative is to rethink the current CMO processes with a focus on maximising speed, efficiency and transparency of music performance royalties management.

Focus on radical renewal of the current CMO models

WORKS API DOCUMENTATION

Introduction

▶ REST API

WORKS API documentation

REST API

REST Queries

Default HARD LIMIT to number of results is set to 50.

GET get WORKS per Title

```
{{schema}}://{{host}}/{{prefix}}/rest/work/perTitle/{{TITLE}}?limit=2
```

Search for {{TITLE}} in WTP.WORKTITLE or WTP.WORKTITLEN

Parameters :

- {{TITLE}} //required ,
- Limit the number of results to 10 by adding "?limit=10" at the end of the query

PARAMS

limit	2
-------	---

Language

cURL



Example Request

get WORKS per Title ▼

```
curl --location --request GET "{{schema}}://{{host}}/{{prefix}}/rest
```

Example Response

200 — OK

```
[
  {
    "workkey": "4886438",
    "titles": [
      {
        "work_title": "NUORI SYDAEN",
        "local_work_title": "NUORI SYDÄN",
        "title type": "OT"
```


MUSIC

Bloomen Music: Can Blockchain Improve Claims Management and Resolution?

BLOOMEN MUSIC PILOT

TEOSTO JA KENDRAIO
KEHITTÄVÄT TYÖKALUJA
MUSIIKIN METADATAN
HYÖDYNTÄMISEEN



Teosto ja digitaalisen median dataratkaisuja kehittävä **Kendraio** ovat kehittäneet yhteistyöprojektissaan uusia käyttöliittymiä musiikin metadatan hyödyntämiseen ja jakamiseen kolmansille osapuolille. Tarkoituksena on kehittää ratkaisuja, joiden avulla musiikkitiedot liikkuvat sujuvammin Teoston ja sen musiikkia käyttävien asiakkaiden välillä.

Live music data available for developers via an open API at api.teosto.fi.

The dataset includes:

- 250 000 + gigs
- venue information
- geolocation data
- gig dates
- performers and setlists
- authors and publishers of performed songs

Data is available for non-commercial use.

10.9.2020

Introduction

Getting started

[Authentication](#)[Base URL](#)[Year](#)[Request structure](#)[Legacy](#)[Responses](#)[Rate limit](#)[Errors](#)[Changelog](#)

Resources

[Root](#)[Finland](#)[Region](#)[Municipality](#)[Place](#)[Venue](#)[Event](#)[Show](#)[Performer](#)[Work](#)[Author](#)[Setlist](#)

Introduction

Welcome to the Teosto Open API. This documentation should help you familiarize yourself with the resources available. Read through the Getting started section before you dive in.

The data includes all of the live events reported to Teosto by event organizers, performers and services that provide event information. This is the largest live music event database in Finland. We've also included location information on region, municipality and venue levels to help you get something more out of our data.

By using this API you agree to the [Terms & Conditions](#) of Teosto Open API.

If you come up with a great idea for using the Teosto Open API, we'd appreciate if you share it with us using the contact form!

Getting started

Authentication

Teosto Open API is completely open API. No authentication is required to request and get data. This also means that we've limited what you can do to just GET-ing the data. If you find a mistake in the data, then [contact us](#) to let us know.

Base URL

The Base URL is the root URL for all of the API. The Base URL is:

Hackathons and competitions

- Teosto is actively involved in music and tech industry hack events and competitions, such as
- **Wallifornia Music Tech Hackathon 2019**
- **MTF Stockholm Hack Camp 2018**
- **Sonar Innovation Challenge 2017**
- **Emotion Hack Day events 2015-17**
- **Hack4FI - Hack your Heritage 2016-17**
- **EU Hackathon 2016**
- **Ultrahack 2015-16**
- **#teostohack 2015**
- **Open Finland Challenge 2015**



SOCAN



#EUh
2016



ULTRAHACK

#teostohack

{ "region": { "url": "http://teosto.fi/api/2014/region", "count": 21 },
"municipality": { "url": "http://teosto.fi/api/2014/municipality", "count": 322 },
"place": { "url": "http://teosto.fi/api/2014/place", "count": 5188 } }



TEOSTO

TEOSTO ALOITTA YHTEISTYÖN SESSION- PALVELUN KANSSA – PILOTIN TAVOITTEENA LAADUKKAAMPI METADATA



Sessionin perustaja ja toimitusjohtaja Niclas Molinder puhui Music Tech Meetup -tapahtumassa Helsingissä 8.10.2019

Tekijänoikeusjärjestö Teosto aloittaa yhteistyön startup-yhtiö Sessionin kanssa. Pilotin aikana rakennetaan rajapinta Sessionin palveluun, jonka kautta musiikkia tekevät tahot voivat tulevaisuudessa jakaa teostietoja muun muassa tekijänoikeusjärjestöjen tietokantoihin. Tämä nopeuttaa myös kappaleisiin liittyvien tekijänoikeustilistysten saamista.



session
EFFORTLESS CREATOR DATA

Revelator Launches First Digital Wallet App for Artists and Music Makers

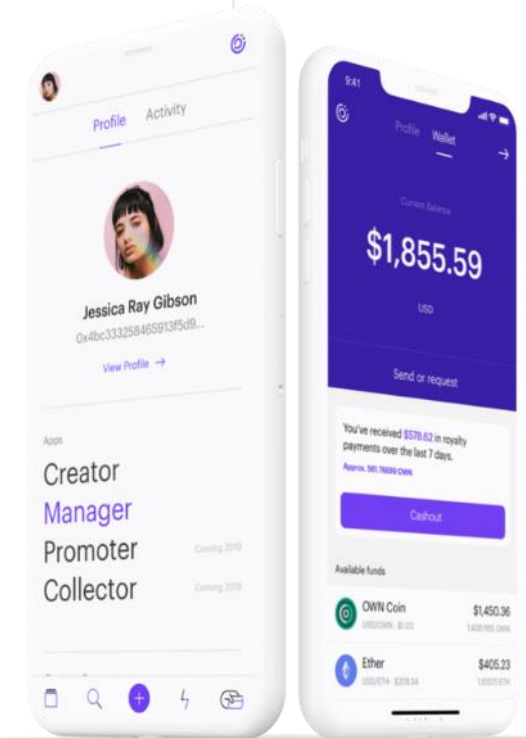
Moves Entertainment Industry toward Instant Royalty Payments.

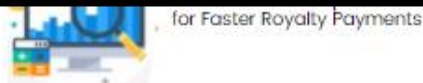
Revelator Leverages Smart Contracts Technology to Enable Real-time Royalty Distribution.

Helping Artists, Publishers and Rights Owners Maximize and Distribute Earnings.

In an industry-first partnership, Revelator, BMAT and Teosto, a PRO from Finland, are working to advance the way performance royalties are paid by introducing near real time monitoring and processing of radio performance data.

"We are pioneering the way the performance royalties are paid, where our authors and publishers would get money in a matter of minutes, after a song was played on a radio, directly to a digital Wallet. At Teosto, we continue to focus on innovation and new ways of thinking in order to provide premium class music rights management services for our members." - said Ano Sirppiniemi, CDO of Teosto.





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Session Lead European Push for Faster Royalty Payments

2/12/2020 by Diane Coetzer



Molnia/Getty Images

"Payment and music credits are the two parts of the industry that are suffering with streaming."

UTRECHT, Netherlands — A small performance-rights organization from Finland is at the forefront of a European push to pay rights-holders faster by processing performance royalties in near real-time.

ADVERTISEMENT



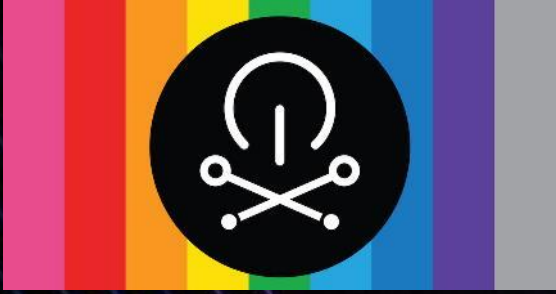
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SiriusXM Boosts 2020
Subscriber Forecast on 'Strong'
Demand

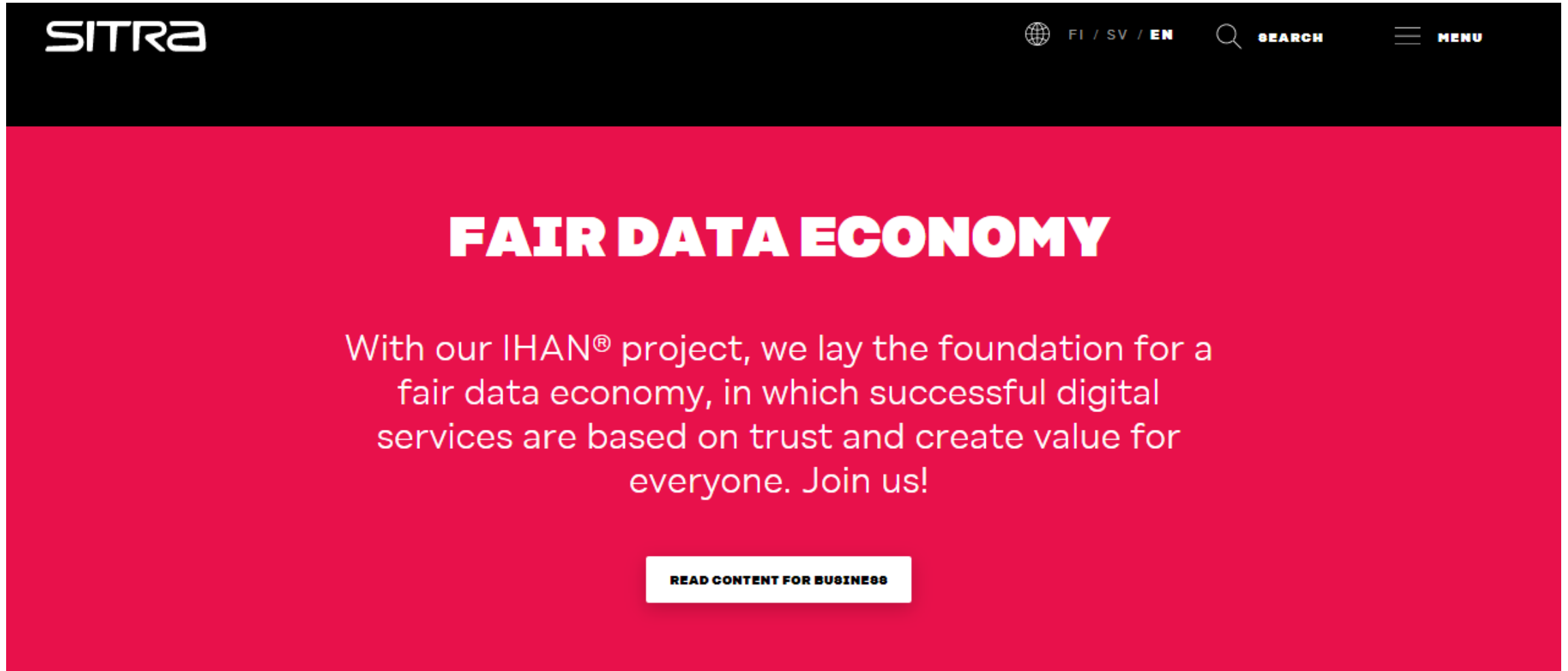


Music Tech Fest, #MTFlabs Helsinki 24-29.11.2018

Content created during tonight's performance will be uploaded to Ocean Protocol's blockchain with full IP attribution to all artists

"In Helsinki, we worked closely with performing rights organisation Teosto, who are exploring new avenues and methods to represent composers in the 21st century. Their insights into the needs and concerns of artist and creatives, and the possibilities that blockchain and other distributed ledger technologies offer were an important component of the 5-day labs in Helsinki." – Andrew Dubber, Director, MTF

Suomalainen musiikkialan dataekosysteemi?



The image shows a screenshot of the SITRA website. The header is black with the SITRA logo on the left. On the right, there are links for FI / SV / EN, a search icon, and a menu icon. The main content area has a red background. It features the title 'FAIR DATA ECONOMY' in large white letters. Below the title is a paragraph in white text: 'With our IHAN® project, we lay the foundation for a fair data economy, in which successful digital services are based on trust and create value for everyone. Join us!'. At the bottom of this section is a white button with the text 'READ CONTENT FOR BUSINESS'.

SITRA

FI / SV / EN SEARCH MENU

FAIR DATA ECONOMY

With our IHAN® project, we lay the foundation for a fair data economy, in which successful digital services are based on trust and create value for everyone. Join us!

[READ CONTENT FOR BUSINESS](#)

Data Ecosystem Canvas

Purpose and core needs

What is the key purpose / problem why the ecosystem exists?
What are the (initial) key use cases?
What is the context of the data ecosystem?
How is value generated and distributed in the data ecosystem?

Issues and questions

- *What issues and questions are raised regarding the case?*

Key stakeholders and their roles

Who are the key stakeholders, i.e. Data providers and data consumers and their roles?



Services and infrastructure

What value adding services are needed in the ecosystem?
What infrastructure is required?

Ecosystem scope, rules and business models

What is in- and out of scope?
What are the ground principles of the ecosystem?
What is the driving business logic and model?

Data streams and value transfers (give-gets)

What data streams are covered by the ecosystem?
What value is generated and transferred between entities (give)?
How value is compensated (get)?

Governance and KPIs

Who/how is the ecosystem created?
How is the ecosystem governed and how its is monitored?
What is the change mechanism for the ecosystem?



TEOSTO
MUSIC IS POWER