



Commemorating glorious 51 years, The Indian Performing Right Society Limited announces 'IPRS 2.0' – a transformation aimed at its members' welfare

~The IPRS 2.0 will witness major functional and technological developments that will play a greater role for its members~

- ✓ To launch a new member portal that will bring in transparency and empower its members with access to data relevant to them
- ✓ Recently signed licensing deals with Facebook, ALTBalaji and OLA, paving the way to a more rewarding future for music creators
- ✓ Renewed its membership to CISAC (International body that protects the rights of music creators worldwide)
- ✓ Distributed royalties & relief funds during testing times of pandemic

India, August 2020 – Celebrating its milestone anniversary, India's only Copyright Society, The Indian Performing Right Society Limited (IPRS) announces one of its biggest ever transformation process with the launch of IPRS 2.0 that entails introduction of a brand new and advanced member portal with the focus on member experience management and strategic deals to ensure members are able to engage more and earn better in this rapidly evolving digitally-engaged world.

The new member portal is designed by Dataclef to significantly improve IPRS's royalty administration and distribution infrastructure. Through this association, IPRS aims to empower its members and provide transparency to writers, publishers and composers on payments and other related information bringing in greater transparency and interactivity. For the first time ever, IPRS will have state-of-the-art license administration, intelligent royalty tracking and delivery providing superior results.

IPRS 2.0, will also witness strategic deals with OTT players and digital platforms that will benefit its members substantially. With rapid digital adoption, music consumption is increasing in leaps and bounds across multiple digital platforms. Music lovers are not restricted to a location or situation when it comes to music. Digital advancement and affordable data have made music a constant companion in all activities and moment of our lives. This comes as a great new opportunity for all music creators as IPRS signs licensing deals with leading digital players such as YouTube, Facebook, Spotify, Amazon Music, ALTBalaji and brands like Ola. With these deals in place, author, composer and publisher members of IPRS now have access to a new revenue stream should their compositions be used on any of these platforms.

While IPRS is largely responsible for royalties emanating from the Indian market, it has also expanded its reach and responsibility for aggregating royalties from musical works used in



foreign markets. Thereby managing an extremely complex process, which involves varied time zones, varied currencies, varied data formats and intensive coordination. Despite the challenges and complexities involved, IPRS has taken it upon itself to create a robust technologically advanced system that will allow it to process trillion lines of data to offer every incremental revenue possible through royalties to its members. IPRS team working diligently along with its partners such as Dataclef has taken it upon themselves to ensure its values and the very ethos it was built on is implemented in letter and spirit despite the challenges of big data that needs to be analyzed for calculating royalties in the form of IPRS 2.0.

Speaking on this milestone, Mr. Javed Akhtar, Chairman of IPRS added, *“The world as we know it is evolving at a furious pace and our music industry is no different. IPRS 2.0 is a momentous step forward in keeping pace with the changing times and bringing about positive change in the lives of our members. Our focus is clear and two-fold, on one hand we want to bring in greater transparency and on the other, we want to leave no stone unturned and leverage every opportunity to ensure our members are able to reap all benefits possible of their hard work and creative acumen. Our aim to create a more engaged eco-system where we continue to grow and flourish as a community driven by our shared passion and drive.”*

Mr. Rakesh Nigam, CEO of IPRS said, *“Our five-decade journey has been phenomenal, and we feel privileged and honoured to offer a new chapter in our collective growth journey to our esteemed members. The new portal will bring in a high level of transparency into our operations where our members can view and check their repertoire at their own convenience. This will help eradicate obvious errors that occur due to wrong IPs, duplicate submissions, etc. We are confident that with the new technology deployment we can overcome these challenges and offer better value to our members. Further, IPRS 2.0 also witnesses numerous strategic alliances as we have recently signed up licensing deals with social media network and OTT platforms like Facebook, ALTBalaji and Ola opening new revenue channels for our members. IPRS 2.0 is ready to set another benchmark in the music industry.”*

Mr. Jeff King, CEO of Dataclef added *“As an organization which is dedicated to advancing the efficiencies of rights organizations globally, Dataclef is pleased to have the opportunity to partner with The Indian Performing Right Society (IPRS). India is an expanding market with great potential for the music industry, it is essential that this growth continues to be supported by a strong Collective Society. We are collaboratively working with IPRS to design a more robust platform from which members can transparently and easily access data, aligning to the vision defined by IPRS. It is great to see a society actively investing in its staff and infrastructure to ultimately empower its members.”*

At the international level, last year IPRS was re-admitted to the International Confederation of Authors-Composers Societies (CISAC), the apex body of the world's Copyright Societies. As a positive outcome of this, members of IPRS will be paid when their music is played in India or elsewhere in the world. In return, IPRS represents their international repertoire in India. The re-enrollment acknowledges the decisive support received from the Government of India as



well as the generous assistance from CISAC towards transparency and a compliant IPRS. CISAC has been working with IPRS to monitor, guide and help the society improve its operations and align it to global best practices in corporate governance, transparency, licensing, collections, and distribution of royalties.

Earlier this month, IPRS also distributed royalties worth INR 64.5 Crores (total royalty payout since commencement of the lockdown starting from April, till date). It also initiated disbursement of relief funds, worth INR 3.46 Crores, for its members impacted adversely by the pandemic. An initiative, highly appreciated by the members and the music industry at large, as it helped them in their time of pressing need.

About IPRS:

IPRS is India's only Copyright Society registered under the Copyright Act, 1957, and counts more than 5,000 of India's best-known authors, composers, and music publishers as its members. IPRS is authorized under the Copyright Act, 1957 to carry on the business and granting of licenses in respect of literary works and musical works assigned to it by its members as well as collect and distribute authors' statutory royalties, for the exploitation of these works either by way of live performances and/or sound recordings through any medium except when exhibited as a part of a cinematograph film shown in a cinema hall.

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