

MCSC 2019
Annual Report



MUSIC COPYRIGHT SOCIETY OF CHINA



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主席寄语

各位会员：

大家好！

我很高兴向大家报告，2019年协会保持着持续上升的发展势头，不仅在会员发展、许可收费、使用费分配等方面均取得了新的突破，而且在建国七十周年之际，协会为多项国家重大活动提供音乐著作权支持与服务，充分展示了协会的著作权管理优势和良好形象。

2019年协会的许可业绩增长显著，全年许可收入达到人民币4.04亿元，较前一年增长27.88%。只需简单回顾就会发现，协会成立以来，许可收入总体呈上升趋势，而且最近几年加速上升。要知道，协会的业绩与国家的“版权指数”成正比，协会许可收入的不断增长，恰恰反映了“尊重版权”、“音乐有价”的理念被全社会理解和认可的程度在快速提升。

伴随着收入的增长，在许可覆盖面上，除了作为主要支柱的数字网络音乐、公共场所背景音乐、广播电台电视台播放音乐外，其他如主题公园、音乐节、影视剧、短视频等使用音乐，也成为协会许可收入的重要增长点。另外，在中华人民共和国建国七十周年、举国欢庆之际，中共中央宣传部高度重视著作权保护，提前就各类宣传庆祝活动中使用音乐作品，特别向协会申请了多首爱国歌曲的著作权许可。这一年，协会也继续担任“学习强国”学习平台、中国国际进口博览会等国家重大平台的著作权服务单位，为其合法使用音乐作品提供著作权支持。

在看到自身进步的同时，我们不会忽略与更高水平之间的差距。以协会的成绩，在全球同类组织中刚刚可以排进前30位，在亚洲则在日本和韩国之后。虽然如此，但是由于有庞大的音乐使用市场以及不断完善的知识产权保护环境，协会还有很大的增长潜力。即使我们仍然不断面临一些来自内部外部的新老问题，时常需要清理各种困扰和障碍，但毫无疑问，协会将继续变强，词曲作者的未来值得期待。

为适应新时代的发展，2019年下半年协会开始推动几项技术工作。一是对原有许可信息管理系统进行升级，进一步加强内部管控，提升许可效率。二是尝试用“时间戳”对侵权行为进行取证，以降低诉讼成本，提高维权效率。三是开发在线歌词审核系统，以加强网络环境下对音乐作品使用情况的搜索与跟踪。四是开发协会APP，将申请入会、使用费查询、新作品登记等功能通过手机实现。相信不久之后，随着这几项技术的逐步应用和完善，协会能够为各位会员提供更好的服务。



此外,协会的使用费收费标准修订工作也在 2019 年启动了。这主要是因为,随着我国社会发展水平的快速提升,对于一些经常使用音乐的新兴业态应当尽快出台相对应的收费标准,部分已适用多年的收费标准也需要作适当调整。目前,协会正在根据自身工作实践并参考国际惯例起草具体修订方案,预计明年可以提交会员大会审核。

各位会员,协会成立 28 年来,作为著作权领域的拓荒者、种树人,始终坚持做一件事,那就是将音乐作者团结起来,为实现共同权益而努力奋斗。2019 年正逢祖国七十华诞,我们更加真切地感受到“团结、奋进”的时代之音,而参与其中并合鸣共奏,正是协会之幸,幸福的幸。



Foreword

Dear members,

Now I am pleased to report our work for year 2019. In this year, MCSC's work still went gangbuster and achieved new record in licensing revenue, royalty distribution, membership development and other aspects. Also, we played our advantage of copyright collective management to provide copyright support and service for a number of national activities for celebrating the 70th anniversary of the founding of our country.

In 2019, MCSC's total licensing revenue increased significantly to reach RMB 404 million, at a rise of 27.88% compared with year 2018. As we looked back at our work in the past we can see that our annual collection of royalty has always maintained up trend since the establishment of our society especially in recent years the growth kept accelerating. You know, MCSC's achievement is proportional to the rise of our country's "copyright index", and the increasing collection of MCSC's licensing revenue just reflects the rapid improvement of the understanding and recognition of the "respect for copyright" and "the value of music" by the whole society.

In terms of licensing coverage, in addition to our main licensing in the field of digital online music, background music, radio & television broadcasting, other licensing in the field of theme parks, music festivals, film & television programs, short videos and others also become important growth point of our licensing revenue. What is more, for celebrating the 70th anniversary of the founding of the people's Republic of China, as requested by the Propaganda Department of the Central Committee of the CPC, MCSC issued licensing for a number of patriotic songs used in various publicity and celebration activities. Also, in this year MCSC continued to provide copyright support & service for the learning platform developed by the Propaganda Department of the Central Committee of the CPC, China International Import Expo and other major national platforms for the legal usage of music works.

While seeing our progress at work, we would not ignore the gap between other similar societies representing higher levels and ourselves. At present, on the basis of royalty collection we can just enter the top 30 among music copyright collective management societies all over the world, and behind JASRAC of Japan and KOMCA of South Korea in Asia. Nevertheless, we still have great growth potential because of the enormous music market and the constantly improving environment of intellectual property protection in our territory. Although we have to face some of new and old problems inside and outside from time to time, and also we often need to clean up all kinds of troubles and obstacles, there is no doubt that we will continue to grow, and the future of music copyright holders is going to be better and better.

In order to meet the rapid development of the new age, MCSC began to promote several technical works in the second half of 2019. First, upgraded the original licensing management system to further strengthen internal control and improve licensing efficiency; second, tried to use "time stamp" to obtain evidences against copyright infringement for the purpose of reducing litigation costs and improving the efficiency of lawsuits; third, developed

an online lyrics identification system to strengthen search & tracking of the use of music works in the network environment; finally, developed MCSC APP to realize membership application, royalties query, registration of new works and other functions through mobile phones. We believe that MCSC will be able to provide better services to members with the application and improvement of these technologies in the near future.

In addition, MCSC started the revision of charge standards for royalty payment in 2019. With the rapid economic development in China, rates for royalty payment in the field of some emerging business which use music frequently should be made as soon as possible, and some of rates that have been applied for many years also need to be adjusted appropriately. At present, according to our actual working situation and international practices, we are drafting a specific revision plan, which is expected to submit to our General Assembly for review in year 2020.

Since the establishment of MCSC for 28 years, as the pioneer in the field of copyright protection, we always persist in doing one thing that is to unite all of music creators in trying our efforts to realization of our common rights & interests. The year of 2019 is just the year of the 70th birthday of our mother country, in this year we felt very delighted to hear the voice of the times —— "solidarity & endeavor " and honored to participate in the "ensemble ".

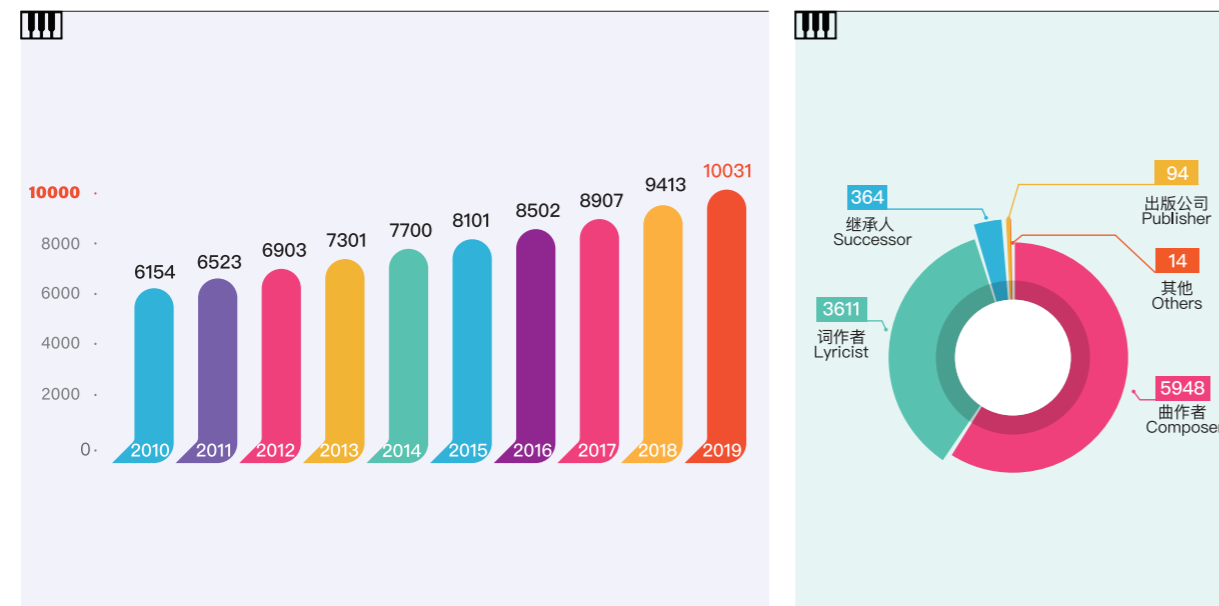


会员发展 Membership

截至2019年底,协会会员总数达到**10031**(包括出版公司及自然人会员),其中词作者**3611**人、曲作者**5948**人、继承人**364**人、其他**14**人、出版公司**94**家。

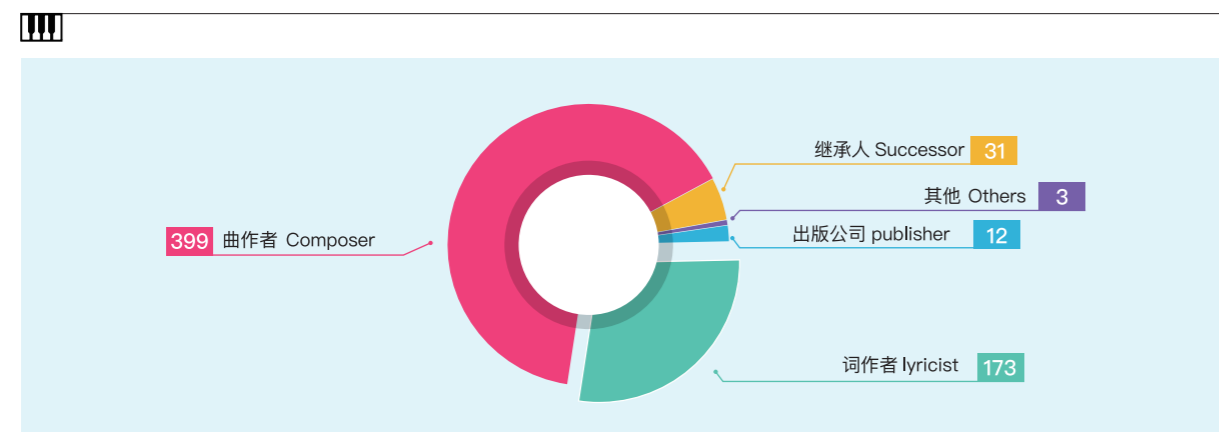
By the end of 2019, MCSC's membership size reached 10031(publisher members & individual members), composed by 3611 lyricists, 5948 composers, 364 successors, 94 publishers and 14 of other persons.

2010年-2019年会员增长图 2010~2019 Membership Growth 2019年会员构成 2019 Membership



2019年协会新增会员数为**618**,其中词作者**173**人、曲作者**399**人、继承人**31**人、其他**3**人、出版公司**12**家。
618 new members joined MCSC in 2019. The new members included 173 lyricists, 399 composers, 31 successors, 12 publishers and 3 of others.

2019年新会员构成 2019 New Members

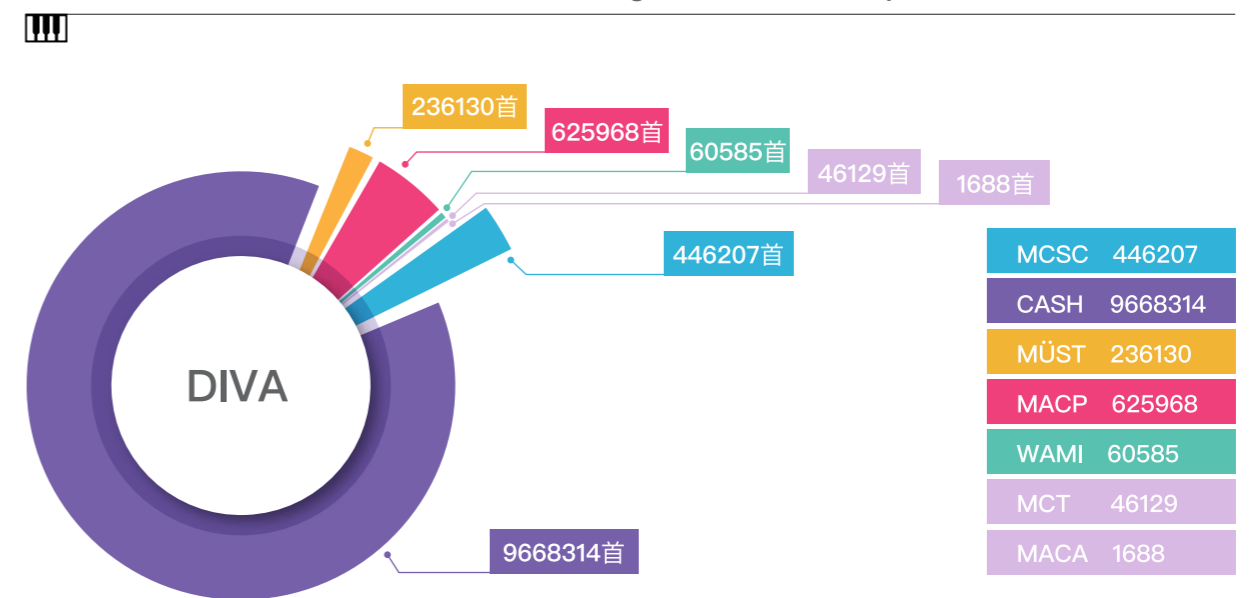


作品资料 Documentation

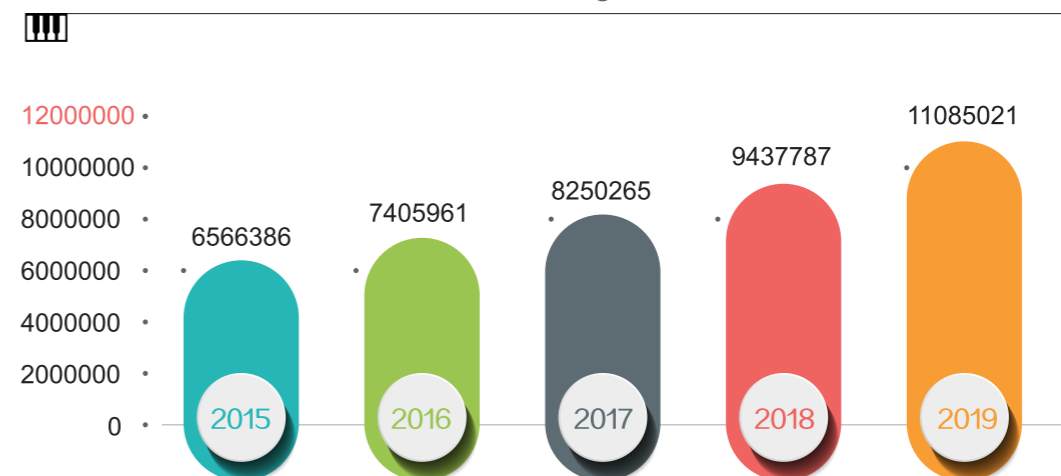
截至2019年底,协会管理全球范围内的音乐作品数量达到**1400**万余首,并且,协会参与建设的华语地区音乐作品数据库**DIVA**作品数目达到**11085021**首。2019年,随着泰国**MCT**协会和澳门**MACA**协会的加入,**DIVA**已拥有了七家协会的数据资源。

By the end of 2019, MCSC has represented over 14 million music works over all the world, and with the participation of MCT and MACA in 2019, there have been 11085021 music works of seven societies registered in DIVA system.

2019年DIVA登记的各协会作品总量 Works registered in DIVA by 2019



DIVA登记作品增长图 Growth of Works registered in DIVA 2015~2019



许可业务 Licensing

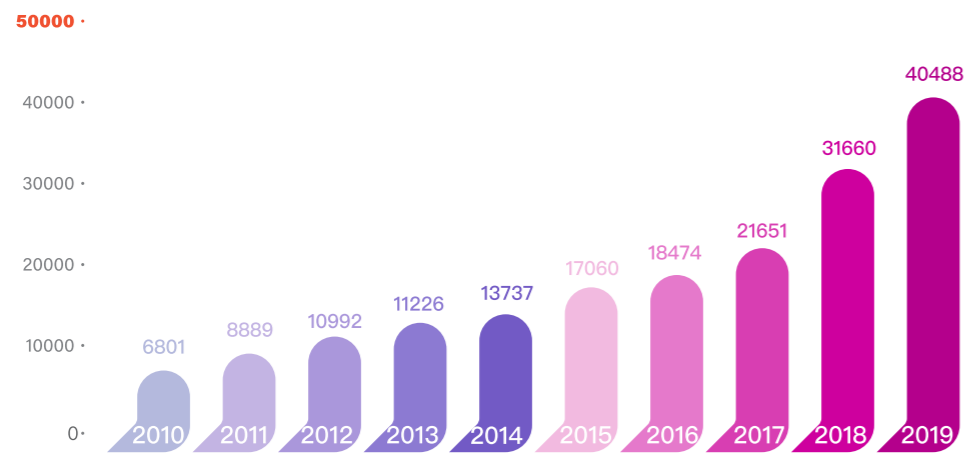
2019 年度协会许可总收入突破 4 亿元，达到人民币 4.04 亿元，较 2018 年增长 27.88%，税后总收入为人民币 3.82 亿元。

In 2019, The total licensing revenue of MCSC broke through RMB 400 million to reach RMB 404 million, at 27.88% rise compared to year 2018, the total revenue (after VAT) reached about RMB 382 million.

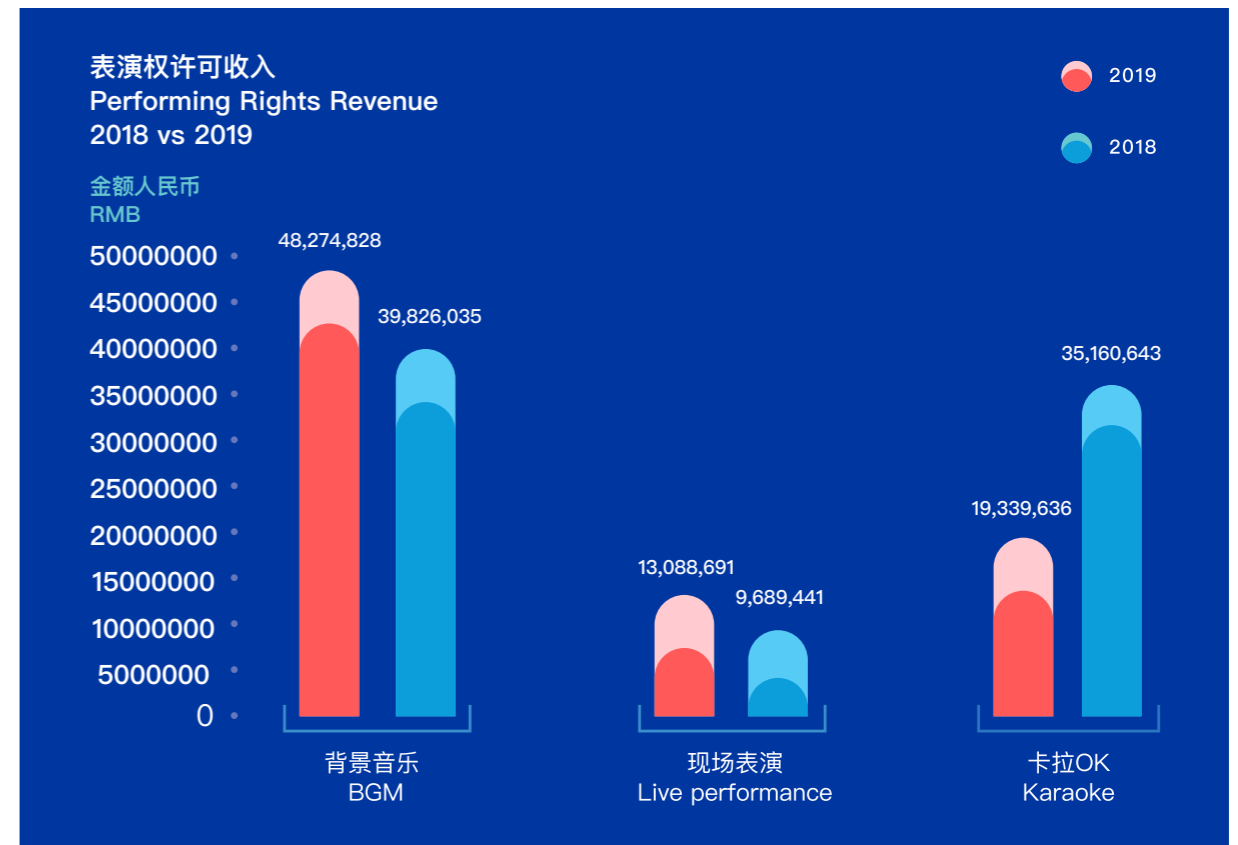
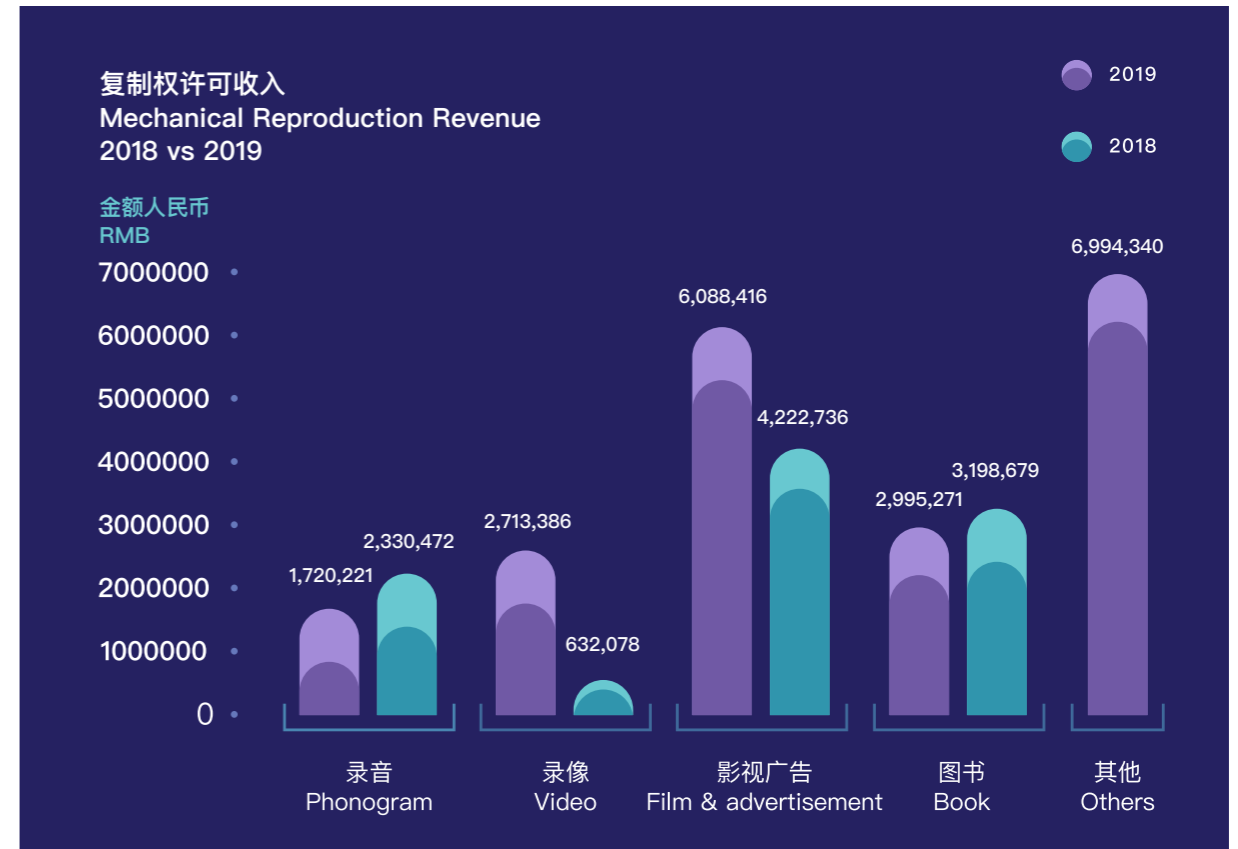
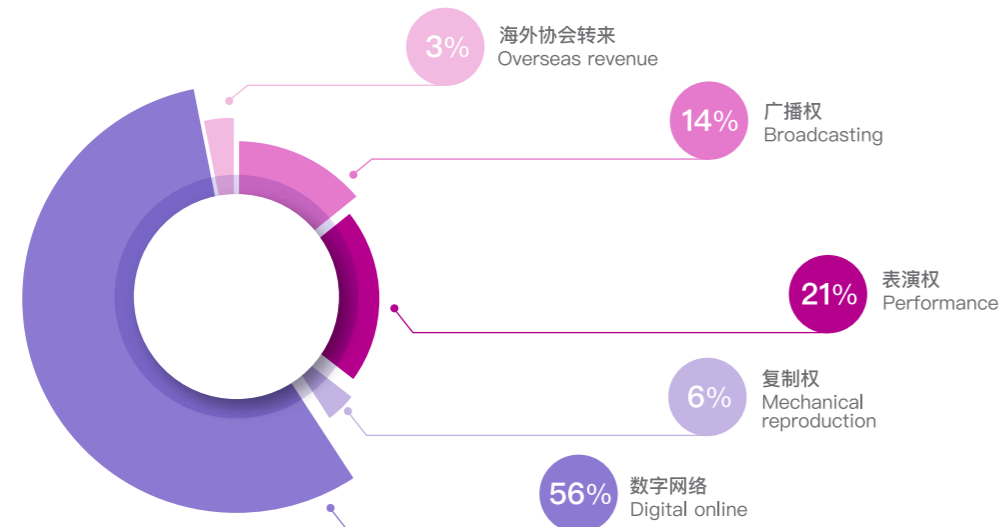
2010年-2019年许可收入 Annual Collections 2010~2019

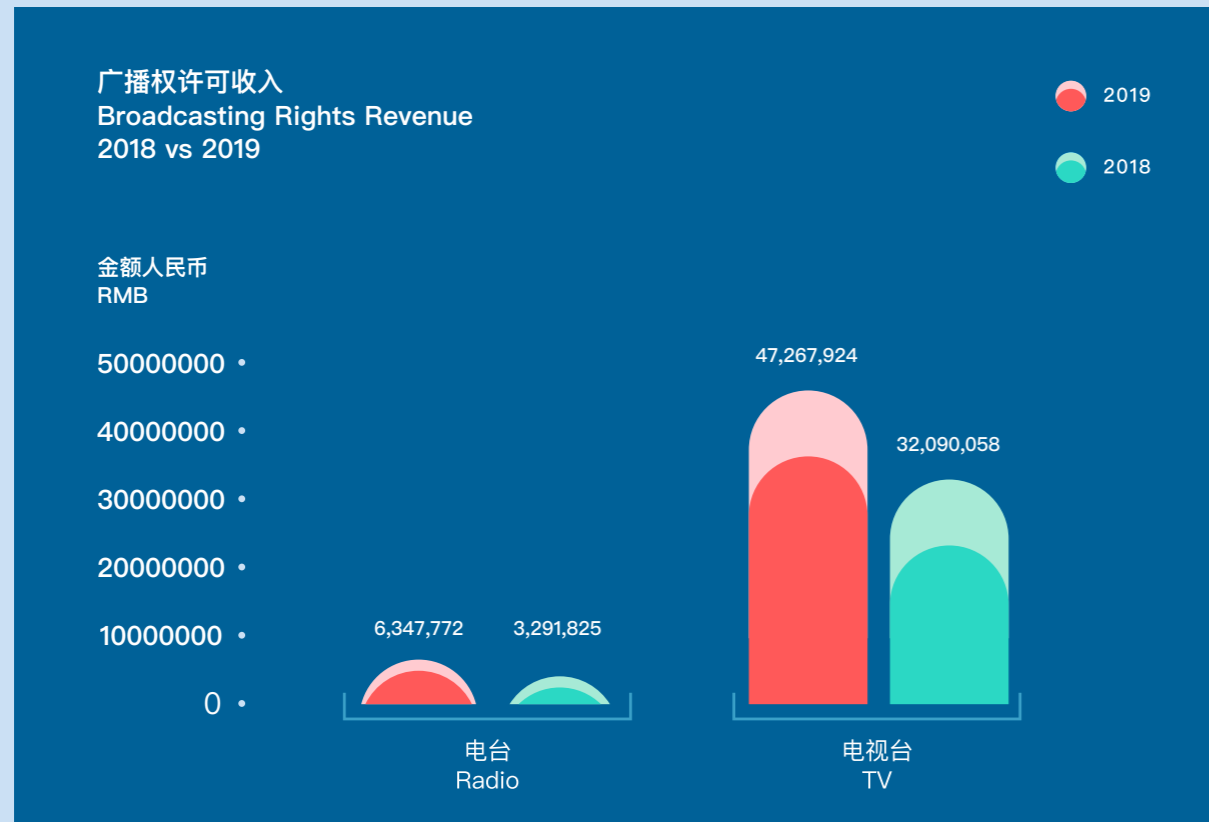


单位: 万元 In RMB 10,000



2019年许可收入构成 2019 Total Revenue Sources



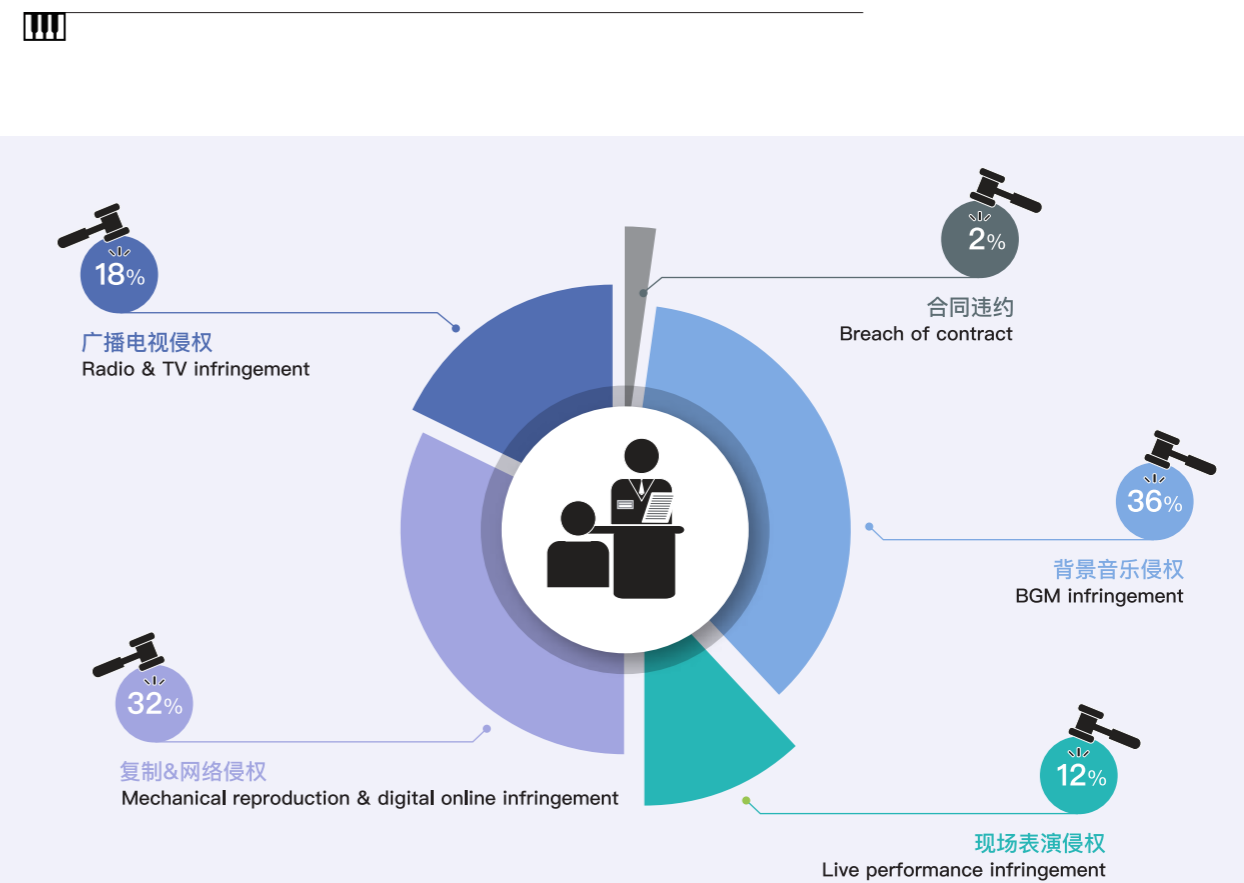


法律事务 Legal Affairs

2019年协会办理维权案件381件。其中背景音乐侵权139起、现场表演侵权45起、复制及数字网络侵权123起、广播电视侵权68起、合同违约6起。

In 2019, MCSC dealt with 381 legal cases in total including 139 cases of background music infringement, 45 cases of live performance infringement, 123 cases of mechanical reproduction & digital online infringement, 68 cases of broadcasting rights infringement and 6 cases of contract breach.

不同权利类型的诉讼案件所占比例



著作权使用费分配 Royalty Distribution

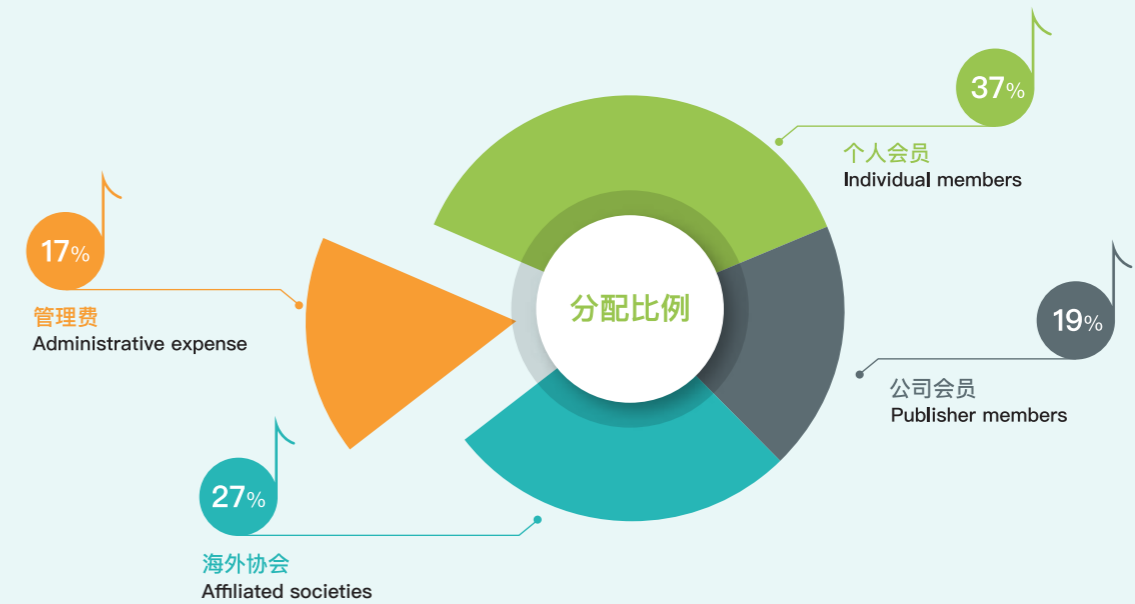
2019年, 协会共进行14次分配, 涉及许可金额约人民币2.3亿元, 扣除增值税后约为人民币2.17亿元。协会管理费比例约占17.1%。

MCSC conducted the following distributions in 2019. The total revenue of RMB 230 million was accounted into distribution, of which the net distributable amount was RMB 217 million after deducted 6% value-added tax (VAT). MCSC's administrative rate averaged at about 17.1%.

单位: 万元
In RMB 10,000

期数 Remittance	分配号 Distribution no.	净分配金额 Net distribution
第一期 May/2019	P171 (2017年现场表演分配 2017 live performance)	595
	M182 (2018下半年复制权分配 mechanical reproduction in 2018 second half)	734
	B171&172 (2017年数字网络第一次分配 2017 digital online-1)	1378
第二期 Aug/2019	2017年机械表演分配 2017 mechanical performance	1421
	B173&174 (2017年数字网络第二次分配 2017 digital online-2)	1285
	P172 (2017年背景音乐分配 2017 BGM)	1860
	K171&172 (2017年卡拉OK分配 2017 karaoke)	1962
第三期 Oct/2019	M191 (2019上半年复制权分配 mechanical reproduction in 2019 first half)	305
	P173 (2017年广播权第一次分配 2017 broadcasting-1)	1509
	B175&176 (2017年数字网络第三次分配 2017 digital online-3)	1971
	中宣部建国70周年专项著作权使用费和学习强国平台使用费分配 Royalties paid by the Propaganda Department of the Central Committee of the CPC for the learning platform & celebration for 70th anniversary of PRC	445
第四期 Dec/2019	O181 (2018年海外协会收入分配 2018 overseas revenue)	585
	B177&178(2017年数字网络第四次分配 2017 digital online-4)	933
	P174 (2017年广播权第二次分配 2017 broadcasting-2)	2980

2019年著作权使用费分配比例 Percentage of distribution in 2019



海外签约及分配 Overseas Affiliated Societies & Distribution

2019年, 协会与塞舌尔共和国的SACS音乐著作权协会签订了表演权及复制权相互代表协议。截至年底, 协会已经与70多个国家和地区的近80家外国音乐著作权集体管理协会签订了权利代表协议, 在各自管理地域内代表签约协会的音乐作品行使著作权集体管理权利。

In 2019, MCSC signed reciprocal representation contracts for performing rights and mechanical rights with SACS in Seychelles. By the end of 2019, MCSC has signed reciprocal representation agreements with nearly 80 music copyright societies in more than 70 territories for the purpose of protecting the rights of music copyright holders all over the world.

2019年协会向海外签约协会分配 (分配金额前10位) 情况如下: Distribution to overseas affiliated societies in 2019 (top ten)



协会 / 地域 Society / territory	分配金额 (人民币) Distributable amount (in RMB)
CASH / 香港Hong Kong	16,975,243
MÜST / 台湾Tai Wan	9,552,483
ASCAP / 美国USA	2,241,261
BMI / 美国USA	1,873,671
JASRAC / 日本Japan	1,350,119
PRS / 英国UK	1,283,849
KOMCA / 韩国South Korea	1,125,370
COMPASS / 新加坡Singapore	952,919
MACP / 马来西亚Malaysia	579,063
GEMA / 德国Germany	468,927



2019年海外签约协会向协会分配 (分配金额前10位) 情况如下: Distribution from overseas affiliated societies in 2019 (top ten)



协会 / 地域 Society / territory	分配金额 (人民币) Distributable amount (in RMB)
MÜST / 台湾Tai Wan	1,913,972
CASH / 香港 Hong Kong	1,548,359
JASRAC / 日本 Japan	1,506,425
BUMA / 荷兰Netherlands	1,064,914
COMPASS / 新加坡 Singapore	935,543
GEMA / 德国Germany	917,251
SACEM / 法国France	632,781
PRS / 英国UK	494,230
MACP / 马来西亚Malaysia	407,482
ARTISJUS / 匈牙利Hungary	196,154



2019年工作亮点 Highlights of Work in 2019

为中宣部国庆70周年各类宣传活动中使用音乐作品提供著作权许可服务

Licensing to celebration activities for the 70th anniversary of our National Day



2019年3月, 为了庆祝建国70周年各项宣传业务的需要, 协会应中宣部的协调要求, 为各类宣传活动中使用相关爱国歌曲与相关词曲著作权人进行了大量沟通协调, 最终妥善完成了著作权授权服务, 确保了相关音乐作品的合法使用。

In March of 2019, as requested by the Propaganda Department of the Central Committee of the CPC applying for copyright licensing for some patriotic songs to be used in publicity activities to celebrate the 70th anniversary of our National Day, MCSC contacted and negotiated with the relevant copyright owners, and finally completed all of licensing to ensure all of activities to be held smoothly as well as the lawful rights & interests of the copyright owners.

继续为中宣部“学习强国”学习平台提供著作权支持

Continue to provide copyright service for the online learning platform of the Propaganda Department of the Central Committee of the CPC



中共中央宣传部“学习强国”学习平台自**2019年1月1日**正式上线至今, 包括协会在内的五家著作权集体管理组织仍继续以著作权许可、转付使用费等方式为平台提供著作权支持。

Since the online Learning platform — " Learning Power " officially launched in our country on January 1, 2019, the five copyright collective management organizations including MCSC have always been providing support and service by means of copyright licensing, transfer payment of royalties for the platform.

为第二届上海进博会提供著作权驻场服务

Providing music copyright service for the 2nd China International Import Expo



2019年11月5日至10日, 第二届中国国际进口博览会在国家会展中心(上海)举行。延续上海世博会、首届进博会等国际性展会的音乐版权保护模式, 协会派员全程进驻“知识产权保护与商事纠纷处理服务中心”, 为参展商提供一站式音乐著作权许可服务。

The 2nd China International Import Expo was held from Nov 5 ~ 10, 2019, as the music copyright service unit, MCSC entered and stationed in "IPR Protection & Commercial Dispute Resolution Service Center" of the Expo, to provide music copyright legal advice and licensing services for exhibitors.



会员数突破1万大关

Number of members exceeding 10,000



截至**2019**年底, 协会国内会员总数突破**1**万大关, 达到**10031**, 年内新增会员数为**618**。

By the end of 2019, the total number of MCSC members exceeded 10000 to reach 10031, and the number of new members in 2019 was 618.

主题公园音乐著作权许可初具规模

Licensing to theme parks



自 2017 年同上海迪士尼达成许可合作以来，协会全面启动了对主题公园使用音乐的著作权许可工作。截至 2019 年末，协会已与 22 家全国知名主题公园达成音乐著作权许可合作。

Since signed with Shanghai Disney in 2017, MCSC began the copyright licensing to theme parks. By the end of 2019, the licensing work has shaped initial scale to reach royalty payment agreements with 22 well-known theme parks all over the country.

新增广播电台、电视台许可

Newly signed TV & radio stations



2019 年，协会新签约 2 家电视台及 4 家广播电台。截至年底，已获得协会音乐作品广播权许可的电视台共计 51 家，广播电台共计 69 家。

In 2019, there were two TV stations and four radio stations newly signed with MCSC. By the end of the year, MCSC licensed 51 TV stations and 69 radio stations for royalty payment.

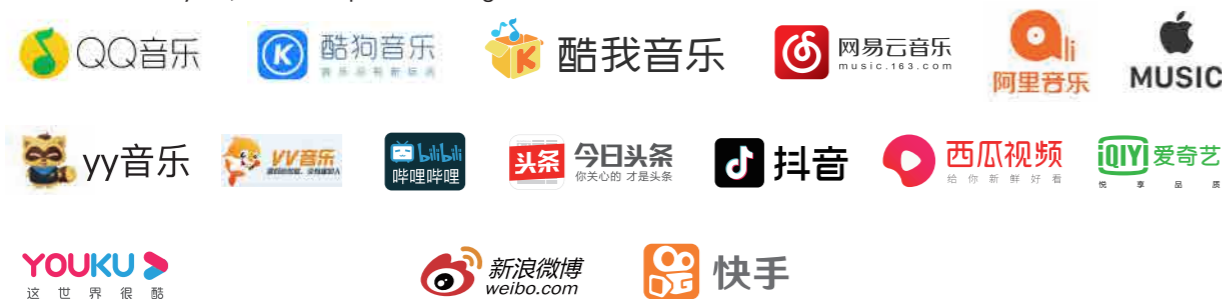
继续推进与各大网络音乐及视频平台的主渠道合作

Further push forward the major channel of licensing to main online music and video platforms.



截至 2019 年底，与协会达成许可合作的网络音乐及视频平台主要包括：

In 2019, MCSC further pushed forward the major channel of licensing to online music and video platforms. By the end of the year, the main platforms signed with MCSC as follows:



使用“时间戳”进行诉讼取证

New technology "time stamp" for evidence collection



为了消除传统公正取证费用高、周期长、无法即时取证的弊端，协会开始在表演权等维权业务的前期取证上尝试推行借助技术手段“时间戳”的应用。取证工作人员使用“时间戳”技术，在遇到侵权行为时可以即时打开手机进行取证，大大提高了取证效率。

In order to eliminate the disadvantages of high cost and long period of traditional evidence collection, MCSC began to use the new application of "time stamp" for evidence collection for potential lawsuits against performing rights infringement. For example, in the event of infringement is going on, our staff can immediately open the mobile app to use the "time stamp" to obtain evidences, which has greatly improved our efficiency of evidence collection.

2019年度收支表 Statement of Income & Expenditure

注：以下收入数据已扣除6%增值税

Note: the following figures have been deducted 6% value-added tax

收入 Income	2019	较2018年增/减 (%) Compared to fiscal 2018 (%)
表演权 Performing rights	80,703,155	-4.69
复制权 Mechanical rights	20,511,633	97.53
广播权 Broadcasting rights	53,615,696	51.53
数字网络 Digital online	213,697,340	33.84
海外协会收入 Overseas revenue	12,342,516	58.73
其他 Others	1,094,432	36.25
收入合计 Total	381,964,772	27.88
支出 Expenditure		
行政开支 Administrative expenses	65,315,976	31.73
收支盈余 surplus	316,648,796	27.12
可供分配收入 Distributable amount	316,648,796	27.12

注：以上其他项中金额含诉讼追缴费用等。

Note: the above figure in others includes compensation fees by litigation and so on.