



Music Public Performance vs. Synchronization Rights

WHAT YOU SHOULD KNOW

Did you know that a license from a Performance Rights Organization may not cover all your music licensing needs?

Employees often add music from their own phones or the web to PowerPoint presentations or videos, not realizing their actions may be infringing on music copyrights. They may confuse what's allowed under your company's public performance license with a synchronization license, resulting in greater infringement risk to your organization.

What's the difference between public performance vs. synchronization ("sync") rights?

Performance Rights Organizations ("PROs") such as ASCAP, BMI, or SESAC in the US, or their counterparts in virtually every other country in the world, only cover the public performances or playback of music for public consumption, not music sync or reproduction.

A synchronization (or sync) license grants the user rights to synchronize music with audio-visual images on film, video, etc. Production music companies, such as APM Music, provide libraries of production music and licenses which include synchronization rights.

Public performance of music is completely different from the synchronization of music with visual elements and, without exception, syncing requires a separate license.

All music licenses are
not created equally.

**Does your license cover
all the ways your employees
use music?**



What are the common uses of music in the workplace and which licenses apply?

To help make clear the distinctions between public performance and synchronization rights, here's a comparison of the types of licensed uses—uses commonly undertaken in the workplace—offered by PROs and production music companies.

| TYPE OF USE | PERFORMANCE RIGHTS | SYNCHRONIZATION ("SYNC") RIGHTS |
|--|--------------------|---------------------------------|
| Play music in a company cafeteria | ✓ | ✗ |
| Play hold music on company phone system | ✓ | ✗ |
| Play music at a company event | ✓ | ✗ |
| Add music to a sales presentation | ✗ | ✓ |
| Add music to presentation for employee training | ✗ | ✓ |
| Add music to a marketing video for use at a conference | ✗ | ✓ |
| Add music to a marketing video to promote a product or service | ✗ | ✓ |
| Add music to a video to recruit employees | ✗ | ✓ |
| Add music to a video to onboard and train employees | ✗ | ✓ |

The right music can make all the difference in helping your marketing, sales and corporate communications teams engage with their audience, but without a clear understanding of the licensing requirements around music rights, your organization could be at risk for copyright infringement.

THE SOLUTION

RightFind® Music from CCC enables your employees to quickly find, download and manage music from a collection of more than 500,000 tracks licensed for use in company presentations and videos—all while simplifying copyright compliance.

The screenshot displays the RightFind Music web application. At the top, there's a navigation bar with 'LOG IN', 'REGISTER', 'HELP', 'LEGAL', and 'CONTACT US'. Below this is a search bar with 'POWERED BY apm music' and buttons for 'SEARCH' and 'NEW RELEASES'. The main interface is divided into a left sidebar with 'Search Filters' and 'QUICK FILTERS' (including New Releases, Indie Rock, Trainers, Promo/Ads:30, Building, Promo/Ads:60, Has Lyrics, Exclude Classical, Acoustic Only, Solo Unaccompanied, Archival, Vintage), and a main content area. The main area shows a list of tracks with columns for 'TRACK NAME & #', 'DESCRIPTION', 'DURATION', and 'NARROW YOUR SEARCH'. The tracks listed include 'Bright Sunshine', 'Other Ways', 'Satisfied Whistle', 'Ambitious Life', 'Life Journey', 'All Together Now', 'Cheerings', 'Springtime Whistle', and 'Cinematic Folk'. At the bottom, there's a 'SELECT LIBRARIES >' button.



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CONTACT US

Learn how RightFind® Music can help your colleagues quickly find, download and manage music tracks licensed for use in company presentations and videos—all while simplifying copyright compliance.

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