



## **MUSERK ANNOUNCES PARTNERSHIP WITH CAPASSO, AFRICA'S LEADING MECHANICAL RIGHTS SOCIETY**

**New York, NY Johannesburg, South Africa** (January 15, 2020) – Muserk, the technology-driven global music rights administrator, has partnered with South Africa-based Composers, Authors and Publishers Association (CAPASSO), the leading mechanical rights society on the African continent, to strengthen the international reach of CAPASSO and its members in the digital music space.

Through the partnership, Muserk will collect CAPASSO's mechanical rights from digital platforms in North America including YouTube, Spotify, Apple Music, Amazon, Pandora, Tidal, Deezer as well as YouTube in Brazil and Canada.

The partnership strengthens both companies' positions within the growing and complex global online music business. Through Muserk, CAPASSO and its members gain access to Muserk's proprietary and scalable precision technology, offering end-to-end services, bridging an outdated reciprocal process, while shining a light into forgotten corners of revenue. The partnership will ensure that more artists within the African markets will see more revenue in less time for the multiple uses that have grown immensely in recent years.

"We're are very excited to be working with CAPASSO," noted Paul Goldman, Founder and Chief Executive Officer at Muserk. "What makes this such a great partnership is that both our companies are aligned in taking the lead into global markets. CAPASSO has chosen to break the status quo and work with Muserk, a modern technology driven rights management company. Our M Match® technology will help CAPASSO spread their wings and be a leader not only in new emerging markets like Africa but every market worldwide."

"CAPASSO seeks to grow the collection and distribution of digital royalties in South Africa, the rest of the African continent as well as globally to its members," said CAPASSO's Chief Executive Officer, Jotam Matariro. "In light of the increased international spotlight on African music, it is imperative to our members that the management of African musical works improves so that authors, composers, and publishers collect all of the royalties that they have earned – fast and transparently. Partnering with Muserk, with their proprietary technology, and its passionate team, will go far towards helping CAPASSO attain that goal."

### **About Muserk**

Muserk is an AI tech driven global rights management agency for music, television, film and video that helps rights holders from around the world protect and monetize their content on a global scale. They focus on key markets such as North America and Europe, as well as new and emerging markets like Asia, South America and Africa. MMatch®, the company's proprietary machine learning technology, is able to shift through millions of lines of usage data in minutes,

thus finding disconnected royalties as well as search for lost money left behind in the shadows on platforms such as YouTube, Spotify and Apple Music. Their average match rate is up to 25% above the industry norm. [www.muserk.com](http://www.muserk.com)

### **About CAPASSO**

CAPASSO is a collective management organization which operates from South Africa, mandated by its members to promote and protect the reproductive rights of its members' musical and literary works, to preserve the interests of its members in relation to such rights and to act as an agent to license and collect license fees on behalf of said members. [www.capasso.co.za](http://www.capasso.co.za)

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