



MUSERK ANNOUNCES PARTNERSHIP WITH JASRAC, JAPAN’S LARGEST MUSICAL COPYRIGHT ADMINISTRATION SOCIETY

New York, NY/Tokyo, Japan (April 30, 2020) – Muserk, the technology-driven global music rights administrator, has partnered with JASRAC (The Japanese Society for Rights of Authors, Composers and Publishers), Japan’s largest musical copyright administration society. Muserk will collect JASRAC’s U.S.-based mechanical rights from the digital platform YouTube.

With the growing popularity of Japanese music and content on YouTube in the U.S., the partnership strengthens both companies’ positions within the growing and complex global online music business. JASRAC is not only the biggest copyright administration society in Japan, it’s one of the biggest societies outside of the U.S. Muserk’s proprietary software, MMatch® and MPAC® (Muserk Primary Automated Cortex) was originally designed specifically to find usage of their customers' data amongst very large datasets while automating the entire royalty chain. The technology does the work of hundreds of people, accurately, and in a fraction of time. It also allows Muserk to guarantee that their customers will be paid within 30 days following the close of any given collection period. Muserk’s technology and speed, coupled with the enormity of JASRAC’s scale guarantee a seamless collection of JASRAC’s U.S.-based mechanical rights from YouTube.

“We are very excited to be working with JASRAC,” said Paul Goldman, Founder and Chief Executive Officer at Muserk. “JASRAC is a forward-looking rights society that has always been proactive about collecting royalties in its own territory and this partnership will help to extend the practice of proper remuneration of rights owners globally.”

“JASRAC was founded in 1939 by Japanese composers and lyricists to protect the copyrights of musical works,” said JASRAC’s Director in charge of international, Saito Mami. “We are happy to partner with such an innovative company that recognizes the abundance and importance of JASRAC repertoire on YouTube in America. I look forward to this agreement with Muserk bringing good results for Japanese rights owners.”

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.

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