

Yahoo! My Yahoo! Mail

Search:

Web Search



Welcome, furdx
[Sign Out, My Account]

News Home - Help

Home U.S. Business World Entertainment Sports Tech Politics Science Health Travel Most Popular

Internet Personal Tech. Communications Software Apple/Macintosh Linux/Open Source

Search:

All News

Search

Advanced

Warner Music's YouTube pact raises rights issues



By Brian Garrity

Sun Sep 24, 5:32 PM ET

NEW YORK (Billboard) - Warner Music Group's much-hyped licensing deal with viral video giant YouTube doesn't go into effect until later this year. But when WMG-controlled music and video does surface on the site, it's unclear how much content actually will be available.

The deal, in theory, clears all of WMG's recorded music and music video catalog for use on YouTube. In practice, that's a complicated goal.

The easy part for WMG is delivering its existing catalog of videos for on-demand viewing through the site. Similar deals are already in place with the likes of AOL and Yahoo.

But making its recorded music available in user-generated videos created by the YouTube community is a much thornier proposition.

WMG isn't creating a centralized database of songs for YouTube users. Rather, the label is giving its blessing to YouTube users who take WMG songs they already own and feature them in videos posted to the site. Think a wedding video with the happy couple swaying to "Time of Your Life" by WMG act Green Day.

Then think again.

While WMG is signing off on its master rights for recordings, two other rights -- performance and synchronization -- are triggered by YouTube usage. For the right to perform, or stream, the songs, YouTube already has obtained a license from BMI. Of the other two performing rights societies, ASCAP (American Society of Composers, Authors and Publishers) says it is "in sensitive negotiations" with YouTube, and SESAC (Society of European Stage Authors and Composers) declined comment.

BMI's blanket license covers the right to stream all of the society's compositions for undisclosed percentages of certain defined revenue that YouTube generates. But until SESAC and ASCAP are onboard, YouTube technically doesn't have the right to stream

Reuters Photo: A screen grab of YouTube.com. YouTube, the popular online video sharing service, said on Wednesday...

Slideshow: [YouTube](#)

RELATED QUOTES

^IXIC	2218.93	0.00
^IXK	968.59	0.00
^DJUSS	464.12	-4.14

Get Quotes

Delayed Data

[Providers - Disclaimer](#)

Sponsored By:



Power E*TRADE

ELSEWHERE ON THE WEB

CNN.COM

HP's chairwoman resigns from board

ABC NEWS

Space Travel Can Be a Trying on the Body

CNN.COM

Review: Pocket game systems offer retro fun

ADVERTISEMENT

\$510,000 Mortgage
for Under \$1,698/Month!

Think You Pay Too Much For Your Mortgage?
Find Out!

Click Your State
Alabama

Click Your Rate
3.00% - 3.99%

Click Credit Type
Good

LowerMyBills.com 2006 LowerMyBills, Inc.



roughly half of the available songs they represent -- sad news for our now less-happy wedding couple, because "Time of Your Life" is an ASCAP song.

GETTING IN SYNCH

Meanwhile, synch licenses, or the right to synchronize the recorded composition with a visual image, still need to be cleared with music publishers. This means more woe for wedding videos.

Unlike the compulsory rate-driven mechanical licensing of physical product sales and downloads, there is not a set fee publishers receive on synch rights. Synch rates are open to negotiation and are most often hashed out on a case-by-case basis.

A company source familiar with the situation says WMG has a framework in place between its recorded music division and its Warner/Chappell Music publishing unit to facilitate the sign-off of artists with all WMG deals. That covers acts like Green Day. But WMG hit songs like "Crazy" by Gnarlz Barkley, "(When You Gonna) Give It Up to Me" by Sean Paul and "I Write Sins Not Tragedies" by Panic! at the Disco are not controlled by Warner/Chappell.

For the WMG/YouTube deal to really work, the label will have to establish a standardized rate for digital synch rights with all publishers.

That's no small task. Both labels and publishers feel growing pressures to create working business models and efficient licensing systems that allow them to profit from fast-moving digital distribution opportunities. But publishers -- not wanting to undervalue their copyrights -- want experimental deals that avoid setting long-term precedents.

Last year saw a number of wide-ranging agreements between major labels and music publishers in an effort to ease the licensing of master ringtones, or song excerpts. Some of those pacts alluded to video rights but avoided specifics.

As a result, WMG may find itself having to pull from YouTube many user-generated videos featuring its songs, while the major label group negotiates with independent publishers and other publishing houses, some controlled by rival major labels -- something WMG sources say the company is prepared to do.

Reuters/Billboard

[Email Story](#)

[IM Story](#)

[Discuss](#)

[Printable View](#)

RECOMMEND THIS STORY

Recommend It:

Average (1 vote)



[» Recommended Stories](#)

[Full Coverage: Digital Media & File Sharing](#)

OFF THE WIRES

[Wal-Mart says not trying to fight movie downloads](#) Reuters, Fri Sep 22, 7:53 PM ET

[Apple's New iPod Nano Cheaper To Make](#) TechWeb, Fri Sep 22, 4:08 PM ET

NEWS STORIES

FEATURE ARTICLES

[TV embraces the online clip age](#) at BBC, Sep 22

[Soap Gets in Your Ears](#) at The Washington Post (reg. req'd), Sep 21

OPINION & EDITORIALS

[Asus unveils 'first' music streaming Skype phone](#)  , Sep 20

[Disney 'very, very bullish' on early iTunes movie downloads](#)  at The Register, Sep 20

[You don't need an iPod to enjoy podcasts](#)  at USATODAY.com, Sep 22

[How random is iPod's shuffle?](#)  at The Wall Street Journal, Sep 21

[Technology News](#)

[DEMOfall 2006 to showcase new technology](#)
AP

[Mercora to debut mobile music service](#) AP

[Startup to develop new online video games](#)
AP

[Cuts Inc. to offer video-editing service](#) AP

[Messages that go `poof' after sending them](#)
AP

[Most Viewed - Technology](#)

[Criminals flock to the Internet, survey finds](#)
Reuters

[Messages that go `poof' after sending them](#)
AP

[DEMOfall 2006 to showcase new technology](#)
AP

[First Impressions of Sony's PlayStation 3](#) PC World

[Pioneer files suit against Samsung on patents](#)
Reuters

[Technology & Health Video](#)

[Wounded Eagle Finally Free to Fly](#) AP - Mon Sep 25, 4:21 AM ET

[DVD battle in high definition](#) CNN - Sat Sep 23, 6:04 PM ET

[Motorola to Sell Cell Phones Via Machine](#) AP - Fri Sep 22, 3:15 PM ET

[LP's making a comeback?](#) CNN - Fri Sep 22, 12:04 PM ET

Search: [Advanced](#) [Yahoo! - My Yahoo! - Mail](#)

[Home](#) | [U.S](#) | [Business](#) | [World](#) | [Entertainment](#) | [Sports](#) | [Tech](#) | [Politics](#) | [Science](#) | [Health](#) | [Travel](#) | [Most Popular](#) | [Odd News](#) | [Opinion](#)

Copyright © 2006 Reuters Limited. All rights reserved. Republication or redistribution of Reuters content is expressly prohibited without the prior written consent of Reuters. Reuters shall not be liable for any errors or delays in the content, or for any actions taken in reliance thereon.

Copyright © 2006 Yahoo! Inc. All rights reserved.

[Questions or Comments](#)

[Privacy Policy](#) - [Terms of Service](#) - [Copyright/IP Policy](#) - [Ad Feedback](#)