Appendix 1

CISAC / JASRAC
Joint Press Conference

April 6, 2023 (Thursday) 13:00 – 14:15
Hotel New Otani, edoROOM

Please visit

Speaker

(c) Kristian Pohl for Zap PR

Björn Ulvaeus
CISAC President

Björn Ulvaeus is a Swedish songwriter, musician, singer, guitarist, producer and a member of the Swedish musical group ABBA. Björn's songs, co-written with his ABBA partner and close friend Benny Andersson, became some of the most famous hits of all times, selling more than 400 million records all over the world. Björn was co-composer of the musicals Chess, Kristina från Duvemåla, and Mamma Mia!, and he co-produced the films Mamma Mia! and Mamma Mia! Here We Go Again with Benny Andersson. Björn has also been a longstanding tireless advocate for authors' rights. Together with Max Martin, he launched "Music Rights Awareness" to help creators around the globe better understand their rights. Björn also operates many successful businesses.

Speaker

(c) Gilles Dacquin

Gadi Oron

CISAC Director General

Gadi Oron has been Director General of CISAC, the International Confederation of Authors and Composers Societies, since 2014. An entertainment and intellectual property lawyer by training, Mr Oron has had leading roles in different sectors of the music and creative industries. As head of CISAC, he oversees the activities of the world's largest global network of authors societies, covering more than 120 countries and representing 228 collective management organisations.

An expert in international copyright, e-commerce and advocacy, Oron has represented the creative sector to governments, legislators and international bodies. He is Visiting Professor at Queen Mary, University of London, where he teaches on copyright and the creative industries. He has been named by "Legal 500" as one of the leading lawyers in France and, in 2019, was nominated by Variety Magazine as one of the top 26 Power Players in the international music industry.

Speaker

IZAWA Kazumasa
JASRAC President

Since joining JASRAC in April 1983, IZAWA Kazumasa has served as Manager of Systems Department and as Councilor of the Administrative Bureau before being appointed as Director in 2016. Taking the position of Managing Director in 2020, he oversaw the Documentation and Distribution Bureau and was also responsible for information systems. He has acted as manager of projects dealing with the utilization of digital technology and the development of GDSDX (Global Digital Service Data Exchange) and was appointed President of JASRAC in June 2022.

Representatives from GDSDX Societies

Mark Thursday ALCISO

FILSCAP General Manager

CHU Ga Yeoul

KOMCA Chairman

Yenny TSAI

MÜST General Manager

Chico HINDARTO

WAMI Chairman

Meidi FERIALDI

WAMI General Manager

DX Tool for Music Creators

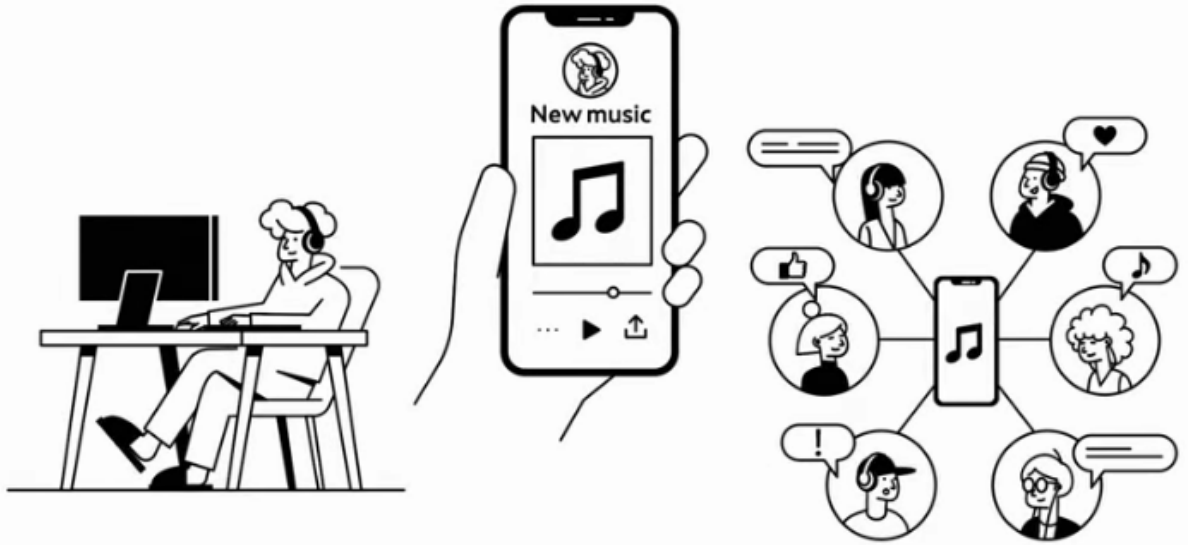
KENDRIX

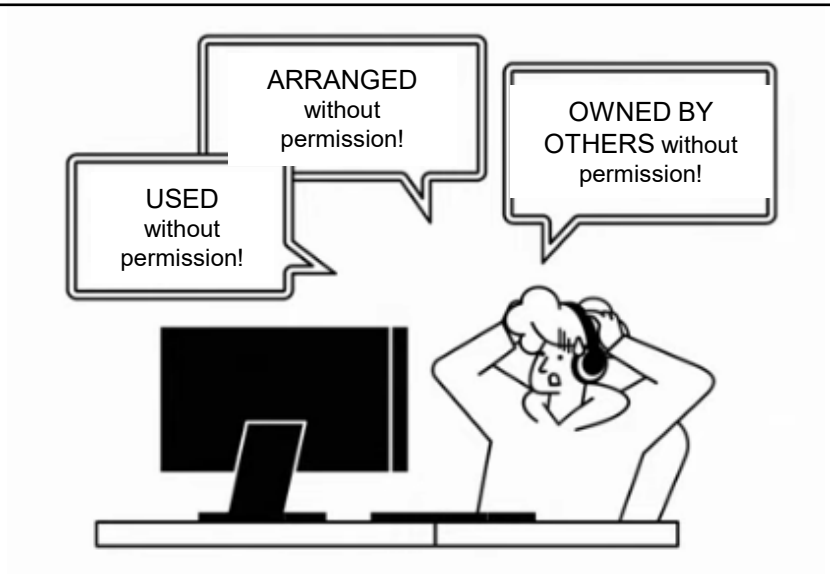
- ✓ Blockchain registration of musical works
- ✓ Publication of Proof of Existence (PoE) page
- ✓ Online application for Copyright Trust Contract with JASRAC

“Toward a world where every creator can take part in the Creation Ecosystem”

KENDRIX Current Challenges Faced by Creators

This is an age where anyone can create music and share it with the world…

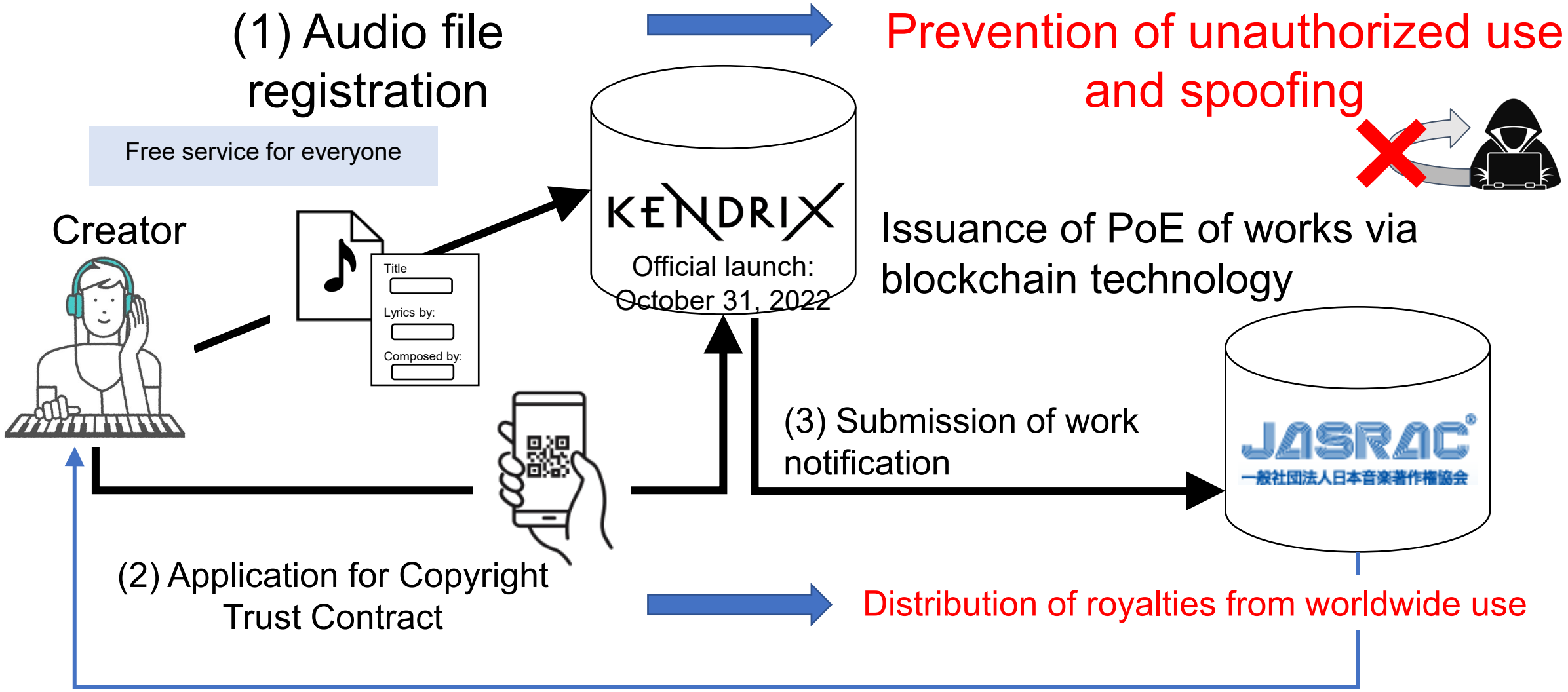




But...this “ease” leads to various problems

- Used without permission
- Arranged without permission
- Owned by others without permission

KENDRIX A Solution for Creators' Concerns



GDSDX

Global Digital Service Data Exchange

Project undertaken by JASRAC to serve a purpose common to trustors (overseas project)

GDSDX Usage Reports from Global Distribution Services

Titles of distributed content and how they are described vary by country.
Example: “Demon Slayer”

Japan	Korea	China	Thailand	Philippines
鬼滅の刃	귀멸의 칼날	**鬼灭之刃**	ดาบพิฆาตอสูร	**Demon Slayer**

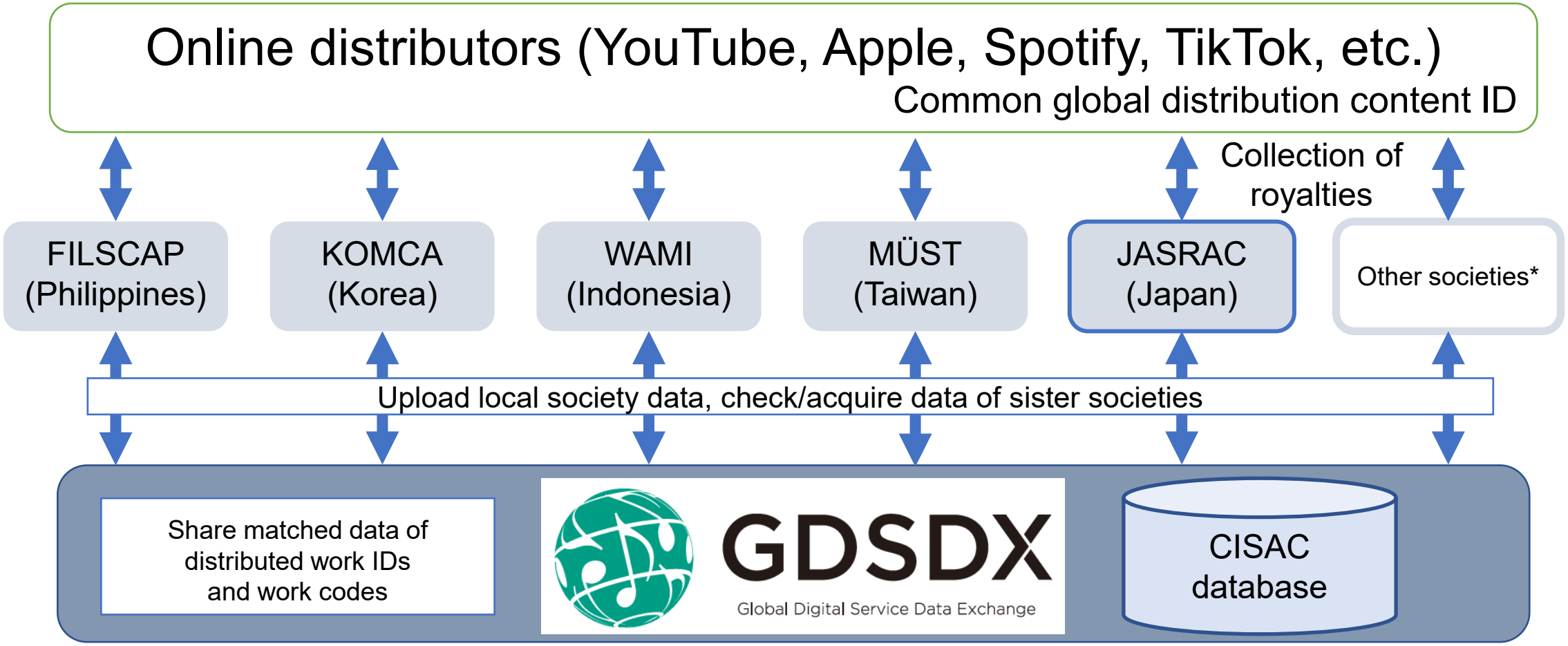
Asset ID: 123456789

ISRC: JP123456789

ISWC: T-0123456789

Effective to identify works using identifiers linked to works data such as YouTube Asset IDs, ISRCs, and ISWCs, as keys

GDSDX Conceptual Diagram



Launch scheduled for late May 2023