



Avoid Copyright Claims by Licensing Music



Lisa
Cerny

Licensing music in 2022 can be expensive. A hassle. Complicated. The world is at your fingertips, but nothing seems clear – something as simple as using music in your content can cause legal headaches. Let's talk about licensing, claiming, and how Epidemic Sound saves you trouble when you need music for your content.

If you use copyrighted music in content without the proper rights and licenses, the track's rights-owner can copyright claim the uploaded content. A copyright claim is a formal complaint that can have legal consequences.

When you get a copyright claim on YouTube, for example, one of three things can happen to your video:

- **Block:** Blocks the content from being seen or heard.
- **Track:** Allows the claimant to track viewer activity.
- **Monetize:** Lets the claimant run adverts against the video and generate revenue.

How to license music and avoid copyright infringement claims

If you want to avoid copyright claims, you need to make sure you either own the rights, or have a license, to use the music you've chosen.

Owning all the necessary rights to a piece of music involves holding the rights to the master recording, composition, performance, and all the underlying music. This essentially means you have to have written, recorded and released it by yourself.

If you don't want or have the means to produce your own music, you can get a **direct music license** to a track or an entire music catalog. This way, you bypass all the complicated licensing agreements you might come across when dealing with several different rights holders, labels and legal teams.

How does a direct music license work?

Epidemic Sound's music is more than just royalty-free. What sets us apart is that we own all rights to our music, which means we can offer you a direct license. Synchronization rights, mechanical rights and public performance rights? Yes, all included. Additional fees or royalties? Not with Epidemic Sound. As long as you're using an active Epidemic Sound account and have safelisted your relevant channels, you can use our music worry-free globally in perpetuity across your content, safe from copyright claims.

Explore a custom music growth partnership

If you are keen to explore a direct music license with Epidemic Sound get in touch with Lisa Cerny, Enterprise Account Executive – lisa.cerny@epidemicsound.com who will customize a music solution for your specific company and content needs.

A WBENC and Disability:iN certified diverse company with more than 30 years experience in corporate information contract management, Couranto serves clients globally with strategic programs that maximize the value of information portfolios by reducing costs while improving access to licensed content, data resources, intellectual property, corporate memberships and related contracts. Couranto's Discovery and Clarity platforms provide custom-configured end-to-end information access, budget planning and license management tools. Built on deep expertise and a long history of client successes, Couranto solutions add value to your information and help drive innovation throughout your organization, creating enduring impact.

Lisa Cerny (Aussie New Yorker) has over 12 years of sales, SaaS, digital marketing, music and tech experience. She provides content creators, storytellers and brands epic music for their broadcasting and digital media productions.