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CEO MPA, MCPS PMLL

Members update 23rd April 2018





MPA Member Update

April 2018



IMPEL and MCPS

- “IMPEL has left the building”
- There’s now a new fully standalone company outside of the MPA Group
- A new SLA between Impel and a third-party service provider will be announced soon
- A new management team will be put in place
- Elections for a new board will be held in 2018
- IMPEL has achieved its aim of being fully independent

Where does this leave IMPEL's current Members?

- The international online rights for current IMPEL members sit with MCPS
- IMPEL members can now choose whether to:
 - *Leave their international online rights within MCPS at the current commission rate but without the IMPEL additional services*
 - *Remove online rights from MCPS in order to join "new IMPEL"*
 - *Remove online rights to join one another service provider*
- MCPS will offer a one time only window to terminate effective 30th June 2018 under terms and conditions to be notified imminently

Contacts for queries

- Further details will be distributed soon
- Contact Jane/Tom at MPA
- Contact Naomi at PRS
- Contact Simon Platz / Mike Box re “new IMPEL”

Q&A

A large, light gray 'impel' logo is centered on the page. To the left of the 'i' is a small icon of a microphone. Several colorful, curved lines in shades of blue, green, yellow, and pink sweep across the letters of the logo, creating a sense of motion and connectivity.

impel



MCPS Member Update

April 2018

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Overview

- The past year has been focussed on MCPS' service arrangement, and balance sheet
- MCPS' focus is now on growth and on getting our house in order to facilitate growth. This requires:-
 - A new membership agreement
 - A review of our licensing strategy
 - A focus on data
- Today's presentation will cover key projects ongoing at MCPS

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SLA Update

- The new service level agreement between MCPS and PRS has been in place for nearly one year
- The new relationship is based on a set of Key Performance Indicators (“**KPIs**”), that help to measure individual processes within the overall administration of the MCPS business
- The new deal also includes a brand new level of insight into the service delivered from PRS via reporting delivered on a quarterly basis

SLA Update: KPI Review Groups

- Four groups were assembled to review the services delivered and reporting from PRS
- These groups continue to operate and have been key in implementing the deal

Strategy

This group focusses on strategic decisions, long-term plans, governance, and the SLA with PRS.

Operations

This group will focus on technical and system related matter to ensure the operation of MCPS is running smoothly.

All of the groups have been allocated certain KPIs to review in the quarterly service delivery reports from PRS

Legal & Licensing

This group focusses on the licensing review, driving growth and legal matter relating to the SLA with PRS.

Finance

This group focusses on financial aspects of the SLA, audits relating to the SLA and the service credits.

ID	Category	Message	Message	Frequency	Priority	Owner	Start	End	Score	Weight	Target	Actual	Status
1	Customer Satisfaction	Review MCPS website performance, including response time, usability, and content accuracy.	Monitor 7 working days of website response and content accuracy from user ratings. MCPS Website	Weekly	High	MCPS Website	12/31/2023	12/31/2023	4.5	3	4.5	4.5	On Track
2	Customer Satisfaction	Review MCPS website performance, including response time, usability, and content accuracy.	Monitor 7 working days of website response and content accuracy from user ratings. MCPS Website	Weekly	High	MCPS Website	12/31/2023	12/31/2023	4.5	3	4.5	4.5	On Track
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SLA Update: KPI Review

- The four groups have now started a review of the KPIs themselves to assess whether the KPIs are still sufficient now that they have been used in practice for almost a year
- This KPI review will also allow each of MCPS and PRS to suggest amendments to the KPIs, which will be reviewed by the four KPI review groups



SLA Update: PRS Audit

- Under the 2013 SLA, MCPS has the right to audit PRS
- Under the new 2017 SLA, this audit is required to take place within the first 12 months of the deal
- MCPS has therefore undertaken an audit of the services provided by PRS under the 2013 SLA
- The audit is being overseen by the MCPS Finance KPI review group and the MCPS board

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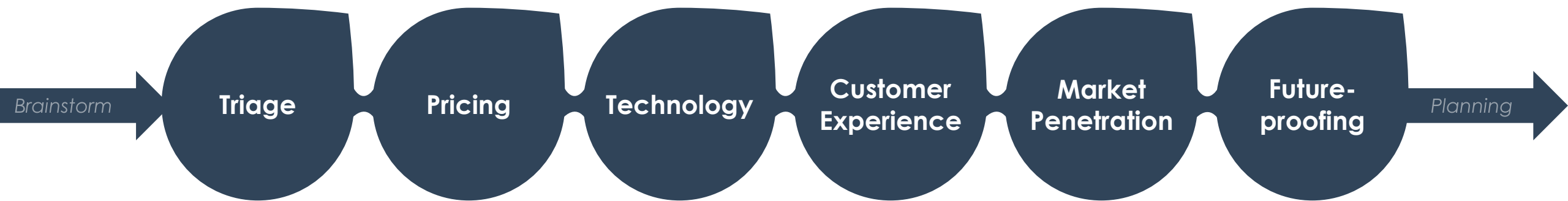


Licensing Review Overview

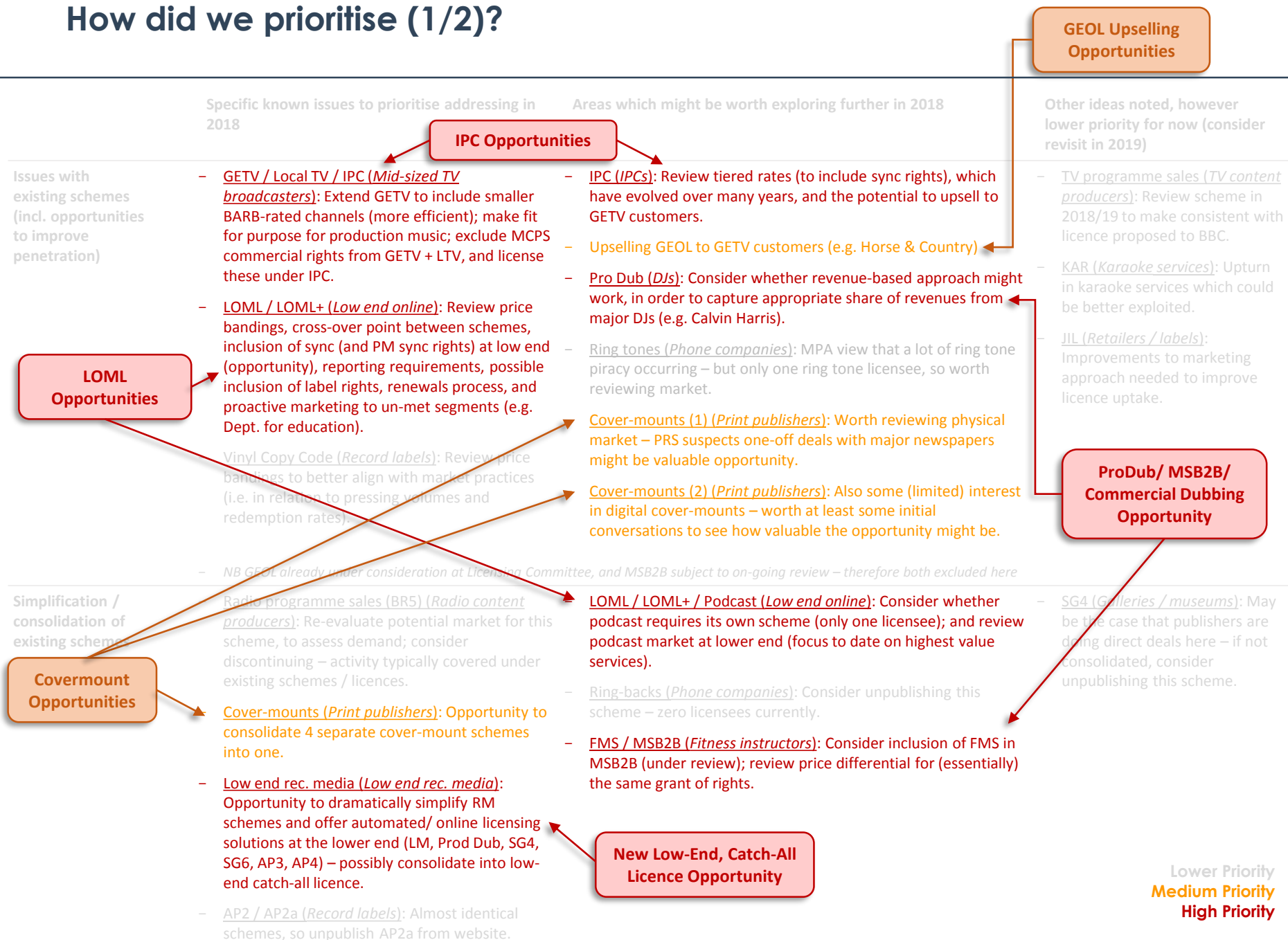
- The first phase of the MCPS Strategic Licensing review has now been completed.
- The aim has been to review not only the licensing schemes that exist, but how they are marketed and any licensing gaps
- The process ran for two brainstorming sessions before Christmas which lead to 6 review meetings so far this year.
- This first phase resulted in a final session at which MCPS presented our recommendations.
- The presentation summarised the findings from the previous licensing review workshops and sets out a plan of action to develop and implement changes to MCPS' licensing operation, focussing on three main areas: **schemes, technology and marketing.**

Licensing Review: Phase 1

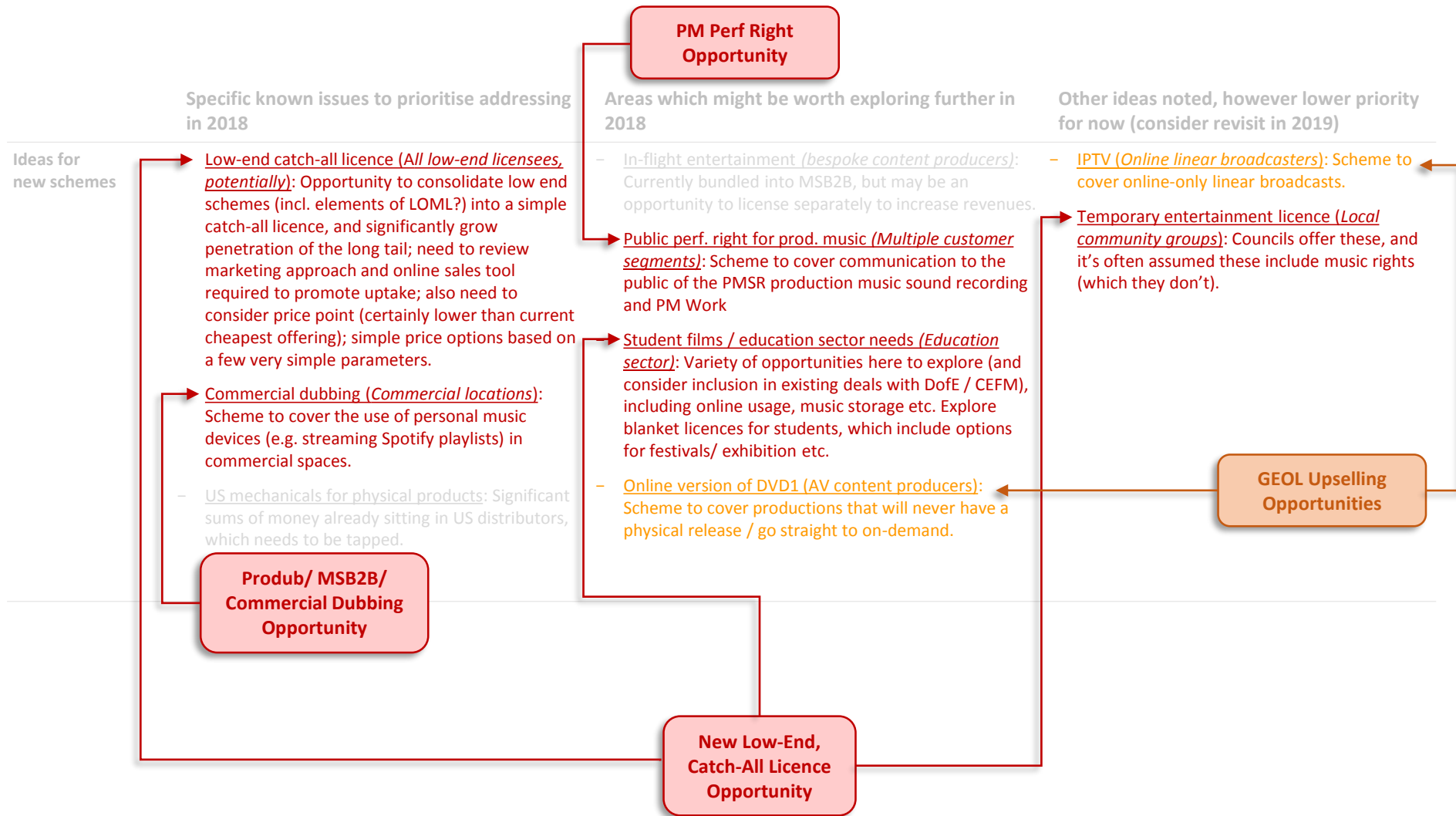
- The workshops were designed to focus on topics rather than specific departments or business areas
- The workshops were attended by an extended Legal & Licensing KPI review group
- Throughout the workshops, actions and suggestions were logged on an action tracker



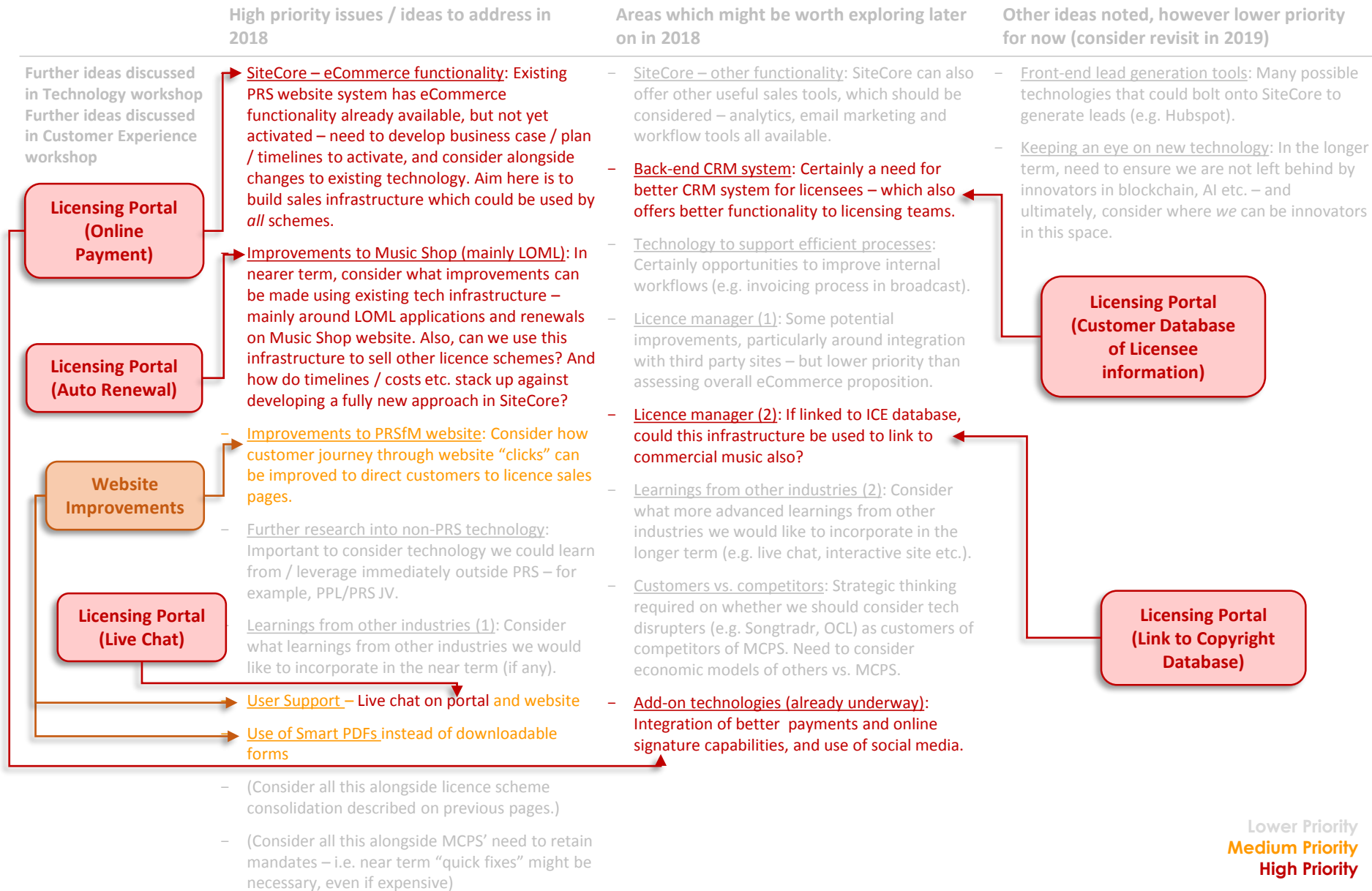
How did we prioritise (1/2)?



How did we prioritise (2/2)?

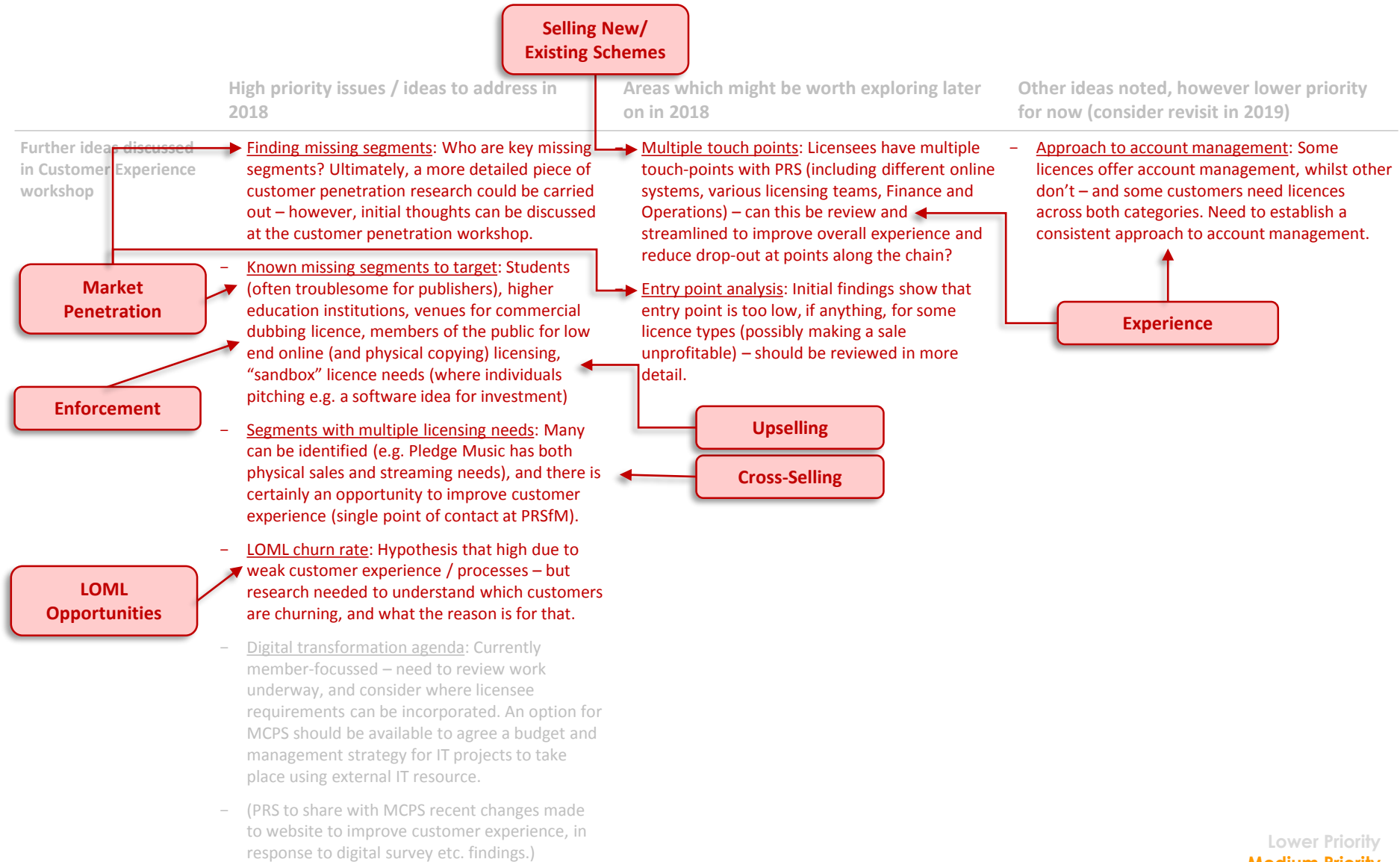


How did we prioritise Technology?

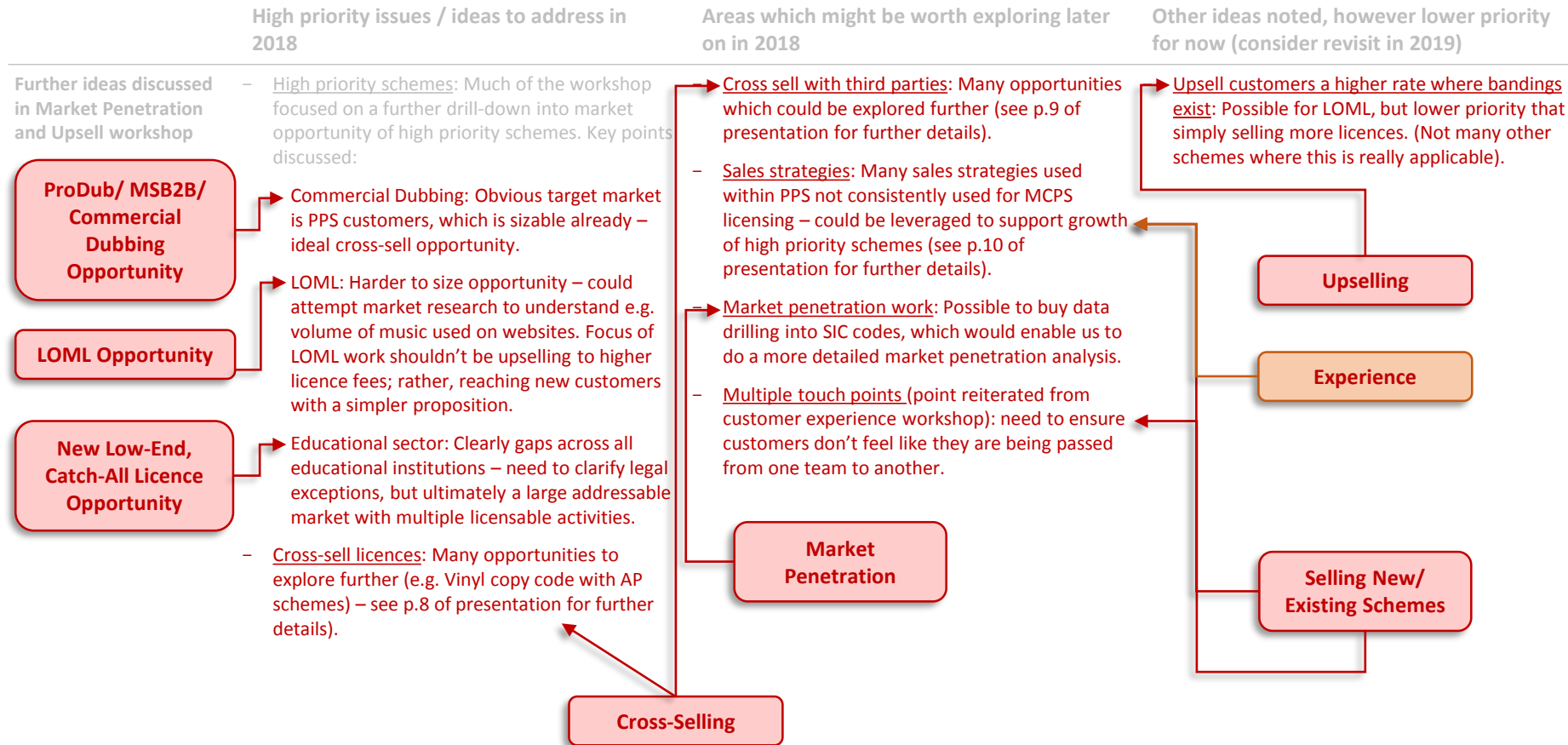


Lower Priority
Medium Priority
High Priority

How did we prioritise Customer Experience?



How did we prioritise Market Penetration/ Upselling?



Licensing Review: Phase 1 Outcome

└ Schemes



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└ Technology



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└ Marketing



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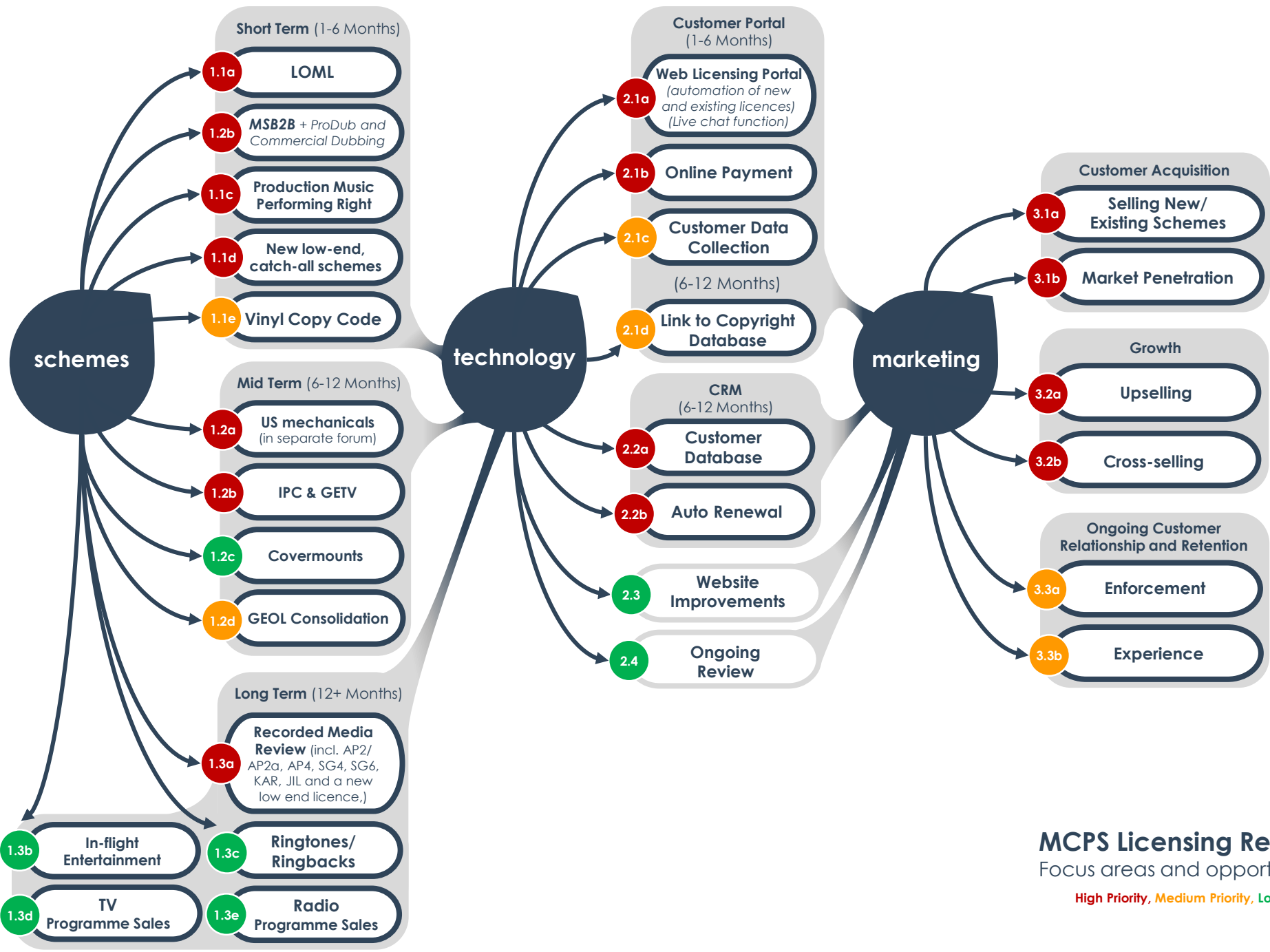
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Licensing Review: Next Steps

- The next phase of work will be initially carried out by PRS
- This work will assess the requests made by MCPS, and report back on:
 - *Whether the timelines proposed by MCPS are possible*
 - *Whether MCPS's assumptions on which requests are normal business and which might trigger "**change control**"; and*
 - *Which requested developments (scheme, technological and marketing) are possible to carry out in the timelines suggested by MCPS.*

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MA2 Review

- MCPS Management and a group of MCPS publisher members have formed a group to review the MCPS MA2 Membership Agreement
- The MA2 is an older agreement that is no longer fit for purpose in today's market
- The review will highlight areas that need to be updated to fit the needs of MCPS's members and business operations
- This will include reviewing the annexes for online, production music etc

US Mechanicals

- Work on the US mechanicals issue continues
- The issue stems from a lack of visibility into ownership data, so that mechanical royalties are able to flow from the US to the rights holders in the UK
- **MCPS needs to be able to deliver a clear copyright picture to resolve this issue so it is a technical solution which is required rather than protocol and presumptions.**

BBC Renegotiation

- Negotiations continue with the BBC
- The PRS and MCPS are working closely together to prepare draft licences which will be reviewed at the tribunal
- A small but representative review group has been set up to provide publisher input into this process

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Q&A



mcps