




MECHANICAL
LICENSING
COLLECTIVE

Who's Who Among Songwriter Providers?

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Agenda

1. Investigating the top 7 digital service providers (DSP)
 2. Analysis of record label data
 3. Questions?
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Where We Started

	If	Country Code	Registrant Code	Year of Reference	Usage Period	Streaming Platform (DSP)	Streams	Recording Artist	Recording Label	Recording Title	Release Title	Recording Duration (Seconds)	Songwriter's Listed (1 = "Yes", 0 = "No")
0	USUG12101043	US	UG1	21.0	3/1/2021	Apple	16,216,932	Drake	OVO	Lemon Pepper Freestyle (feat. Rick Ross)	Scary Hours 2	383	1
1	USRC12100543	US	RC1	21.0	4/1/2021	Spotify	21,456,166	Doja Cat,SZA	Kemosabe Records/RCA Records	Kiss Me More (feat. SZA)	Kiss Me More (feat. SZA)	209	1

Where We Ended

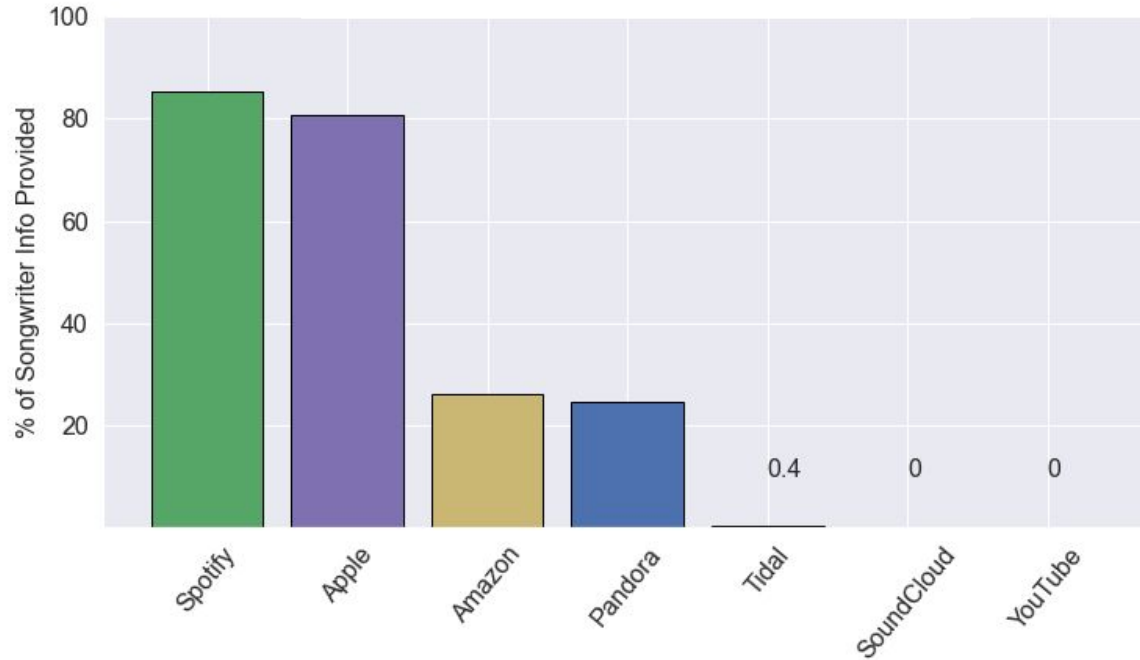
	DSP	SW_Avg	Streams_Per_DSP	Songs_Per_DSP
	Spotify	0.854376	2552563722	32268
	Apple	0.808514	1606453701	22200
	Pandora	0.244828	874236566	13777
	SoundCloud	0.000000	166813813	2122
	YouTube	0.000000	158031119	2752
	Amazon	0.261740	151199800	14438
	Tidal	0.003692	48793126	3521
	AudioMack	0.000000	11991559	550
	Melodyv	0.114596	5384657	829
	iHeart Radio	0.000000	2141959	707

Top 7 Digital Service Providers (DSP)

- Based on number of streams to reflect user preferences
- Analysis will involve these top 7 DSPs only
- After the top 7 there was a severe drop in streams, which we decided to use popularity as our delineating factor

DSP	Streams_Per_DSP
Spotify	2552563722
Apple	1606453701
Pandora	874236566
SoundCloud	166813813
YouTube	158031119
Amazon	151199800
Tidal	48793126

Top 7 DSPs by Songwriter Info Provided



- Tidal is 0.4%


- SoundCloud and YouTube are 0%

Top 7 DSP Takeaways

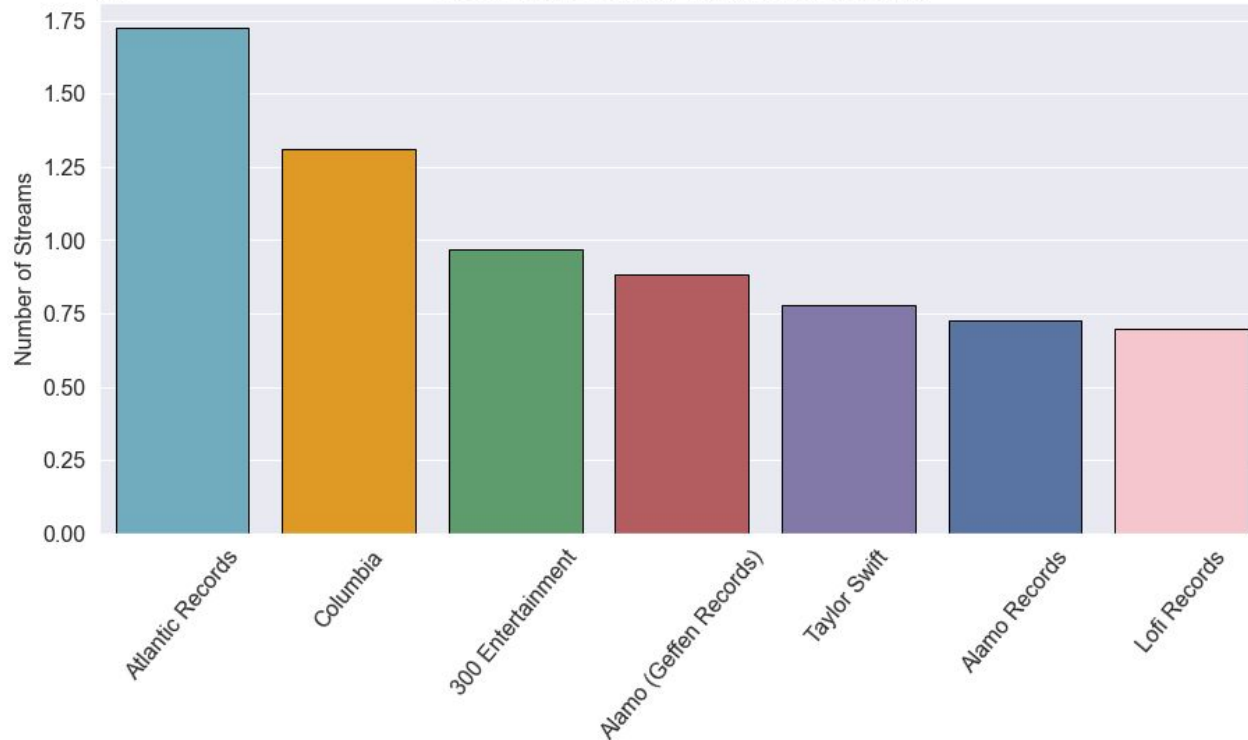
- Spotify and Apple
 - Are the consistent top contributors in songwriter information
- Pandora and Amazon
 - Can improve songwriter info provided
- SoundCloud, YouTube, Tidal
 - More work for MLC to manually match songwriter information
 - Should improve on data submission processes
- It should be noted that there were several that had 0% songwriter submission
 - These should be further looked into

DSP	SW_Avg
Trebel	0.000000
Fan Label	0.000000
Midwest Tape	0.000000
MixCloud	0.000000
MonkingMe	0.000000
NugsNet	0.000000
Anghami	0.000000
PowerMusic	0.000000
Pacemaker	0.000000
YouTube	0.000000
Sonos	0.000000
SoundCloud	0.000000
Wolfgangs	0.000000
AudioMack	0.000000
iHeart Radio	0.000000
Smithsonian	0.000000
Ultimate Guitar	0.000000

Top 7 Recording Labels

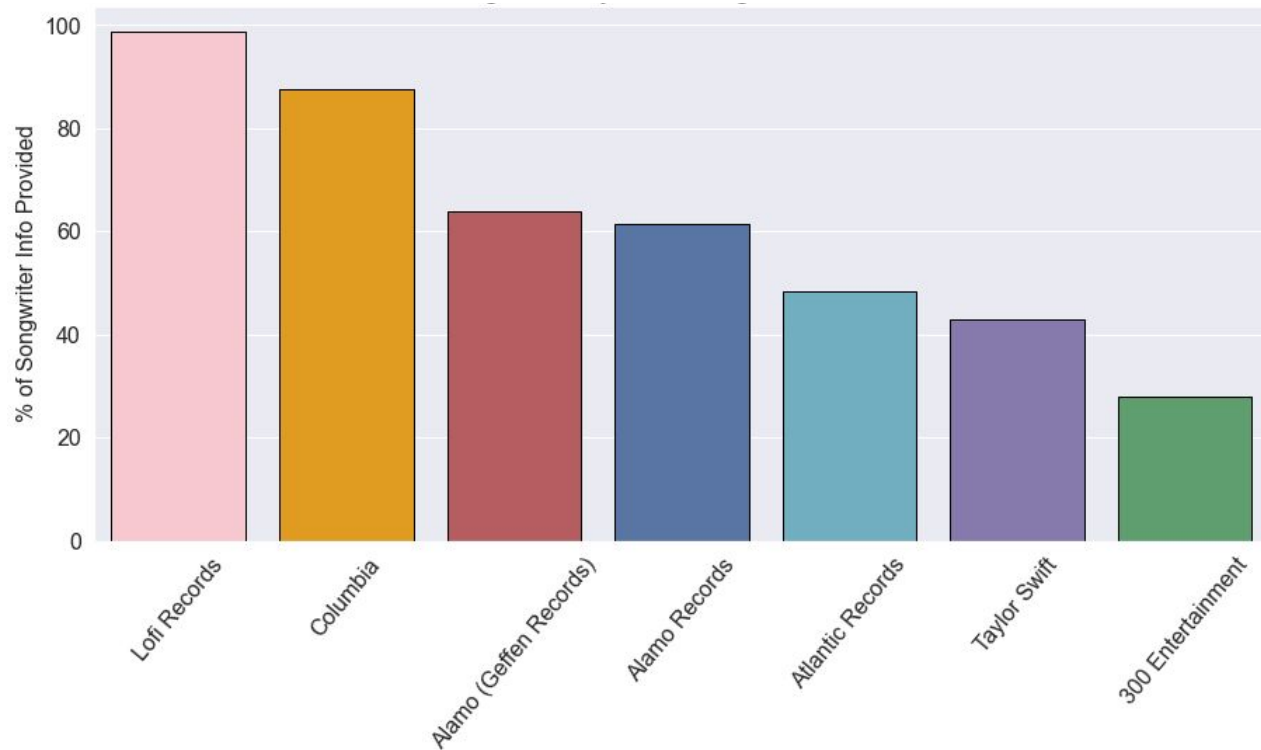
- Sorted by the number of streams to reflect user preferences
 - Top 7 chosen for consistency with DSP data in number of streams
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- A large, solid blue shape that starts as a thin wedge at the bottom left and expands diagonally upwards to the right, filling the bottom half of the slide.

Record Label by Number of Streams



- Figures are in hundred-millions
- Note the position of Lofi Records

Record Label by Songwriter Info Provided



- Lofi Records has a 99% songwriter info provided, despite having the lowest number of streams

Top 7 Label Conclusions

- Labels with fewer songs had more corresponding songwriter data
 - Best example: LoFi Records
 - Exception: Columbia Records
- Correlation between label and songwriter data submission is speculative



Questions?

Special thanks to Andrew Mitchell at MLC for providing the data!

