

NOVA project

1. Description of the situation

- At present, access to use of music pieces in business and professional activity is hindered globally due to a necessity to fulfill a lot of formalities and legal requirements with respect to licensing each kind of use of music pieces.
- In addition to significant legal restrictions, the existing technical system of legal use of musical content for commercial purposes does not correspond at all to modern offering of music, up-to-date technologies and users' needs. Thus, for business purposes it is legally possible to use only three kinds of music pieces media: CDs, radio (including Internet radio, i.e. listening to music online), television. Besides, there is no legal opportunity to copy music pieces and integrate them into individual playlists as needed.
- In addition, organization of process of music pieces use and reporting to rightholders fall totally on users.
- Mediation of organizations for collective management of rights (in Russia these are the Russian Authors Society and the Russian Organization for Intellectual Property) does not allow rightholders to control real volume of music pieces use and, consequently, makes financial settlements between a user and a rightholder nontransparent.

2. Project importance

A situation has arisen over the last 10 years, which shows dramatic retardation of permitted use of music pieces for commercial purposes from modern methods of use/copying, storage, delivery and recording of information using digital technologies and Internet resources. There is a shortage of legal offering. Until now there has not been a service taking into account up-to-date requirements of business users of music. The NOVA project is a service, which first implements EASE of music use in business: musicians and rightholders EASILY upload their music and users EASILY use it.

3. Purpose of the project

The purpose of the NOVA project is to create a completely new ideology of relations between rightholders and commercial users of music pieces, which makes use of music legal, individual, transparent and diverse, on the basis of up-to-date technologies and ways of information delivery.

4. Project tasks

- a) A big catalogue for selection of high quality music
- b) A service allowing users to choose necessary music pieces from a catalogue and compile a playlist from them or obtain a service of compilation of an individual playlist according to needs of a business
- c) listen to music online (in stream) or legally download to one's medium
- d) automatic reporting for rightholders on music pieces used
- e) transparency of mutual settlements between a user and a rightholder

5. Technology

A rightholder itself uploads its music pieces through a personal account of the NOVA service, whereupon they appear in the catalogue and become available to users. The rightholder monitors statistics of use of its music pieces and charges for use in its personal account. At the end of a quarterly period the rightholder receives a detailed report generated automatically and remuneration for use of music pieces. The rightholder receives 50 % of all monetary means received from the company's clients for use of its music pieces.

Upon conclusion of an agreement, a user obtains access to the whole NOVA catalogue. The user can manage necessary musical content through its personal account, namely, compile playlists, use ready playlists and order individual playlists. Besides, the user can include advertising clips in a playlist. At the end of a paid period, a report for rightholders is generated automatically.

6. Project advantages

Thus, rightholders obtain an exclusively convenient modern instrument allowing them to bring their music to business users and receive remuneration for use of their music pieces.

Users obtain access to music necessary to them entirely on legal grounds with the help of several mouse clicks not caring for legislation cobwebs, necessity to provide reports, etc. They simply use the music that they need.

The rest is done by NOVA!