ANNUAL REPORT
Associação Brasileira de Música e Artes

2021



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# istic & pertoire

Abramus represents today in Brazil and abroad the repertoire of over 106,329 account holders (101,974 Individuals, 4,355 Legal Entities) maintaining itself in 2021 as the largest copyright society in the country in number of members.

The public execution, this year, was still suffering the effects of the COVID-19 pandemic, with the interruption of events, partial closing of businesses, and social isolation, among other sanitary measures imposed by the government.

The social isolation caused a significant rise in new memberships. The tools available, like membership and online registrations, Abramus Portal (app for mobile phones), among others, were fundamental for the activities during 2021 not to be interrupted, enabling members to continue their projects.

Abramus closed the year expanding its market share once again.

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Copyright/Associated	Qty Members	VI Apportioned	Qty Members	VI Apportioned
Copyright	21.258	R\$ 89.687.143,16	967	R\$ 47.682.150,08
Associated	20.472	R\$ 33.261.769.58	1.497	R\$ 33.185.250,47
Total	31.468	R\$ 122.948.912,74	1.893	R\$ 80.867.400,54

Several emergency measures were taken by copyright societies, like the advance payment of values predicted, prioritizing releases of credits retained, and emergency assistance to members of lower income, continuing the actions of the previous year.

Abramus continued with prominence and leadership in the sertanejo (Brazilian country music) and gospel segments, representing the main authors and artists of each one. The challenge now is the year 2022, so that collective management can resume its collections and distributions.

The financial department is responsible for the delivery of the final product of the work of Abramus: the payment of the values generated by the public performance of musical works in Brazil and in the world to these thousands of members.

The whole work process to deliver everything perfectly involves the competent work of a dedicated and responsible team allied to technology and tools that are increasingly optimized to provide the best service to its members and thus ensure the precise distribution of royalties.

The team is divided into two main units of Abramus, Rio de Janeiro and São Paulo,

and is responsible for all financial transactions, from the processing of payment information for the member, sending of the electronic file for payment (transfers, DOCs – Wire Transfers - and TEDs - Electronic Wire Transfers), payment by checks and bank check deposits, in addition to the work of the financial management of Abramus.

The complete routine of the department is made up of many assignments and involves great responsibility, attention, and ethics. The financial statement is audited by external companies, which legitimizes the efficient work done by Abramus during the year.

The work of the Documentation team was focused on agility in the care of the members, so that their works, phonograms, and audiovisual media were registered as soon as possible and with quality, due to the urgency required by the new channels of commercialization of music and audiovisual productions, whether by streaming, VOD or other platforms.

Registrations – by categories				
Registrations	2021			
Musical Works and Pout-Pourris	729.233			
Phonograms	1.005.795			
Audiovisual Work	492			
Overall Total Registers	1.735.520			

# Information Technology

It was a year of many challenges due to the adjustments imposed by the COVID-19 pandemic and the pertinent adaptations to the General Data Protection Law.

We work daily to maintain the convenience-speed-transparency pillar to offer our members and clients the best experiences, as well as tailor our tools to ensure the privacy and security of the personal data with which we interact.

We implement the Business Intelligence environment, for internal and external use

of clients, enabling critical analyses that are essential to decision making.

We have maintained our close cooperation with SCARP and CISAC. For 2022, the focus is on transferring our infrastructure to cloud storage, as well as consolidating our matching tool and the constant improvement of internal processes through technology.

# International Neighboring Right

Apart from everything that is already known about the effects of the pandemic, which has not yet ended, throughout the country, the year 2021 was in as high demand in the International Associates as it was in 2020. Still, we kept a pace that allowed us to release and distribute slightly higher values than in 2019, the last year before the pandemic and our best year up to that point.

Through weekly team meetings, we identified the most important objectives and tasks by keeping the focus on numerous international demands.

In 2021, we shared many useful tutorials, instructions and information about ECAD, ABRAMUS and the operation in Brazil with foreign companies and agencies, to reduce the flow of recurrent doubts, thus taking more time to act on the releases to our national and foreign artists.

Approximately R\$ 34 mi were distributed to foreign members represented by ABRAMUS, the Audiovisual sector being the most expressive.

We work together with our IT team in issuing reports for the Business Intelligence (BI) platform of ABRAMUS that, through data collection, organization, and analysis, has in recent months helped us leverage revenues.

About 5% of the total distributed by International Associates in the year was made based on BI data, in just 3 months.

We raised about R\$ 1.3 mi abroad for our national members, 23% more than in 2020.



All the values raised abroad are the result of active work on the retention of our team in line with the greater knowledge of how each country works.

We are in contact with Latin American societies so that we can seek, in new territories and through new contracts, the rights of our Brazilian members.

Today, we have a total of 41 bilateral agreements in 35 countries.

Based on all the collection work that ECAD has done, contrary to any more pessimistic forecasts at the beginning of the year, we were able to act on the distribution of very expressive values to our members, even in the face of a pandemic scenario that affected, still in 2021, the whole world.

# International Author's Right

2021 proved to be another challenging year for collective management, not only in Brazil but across the world. After a troubled year, with many uncertainties, we placed in 2021 hopes of a return to normalcy.

What we realized is that it will take a little longer for that to happen. In the meantime, we keep on working and making every effort, so that the numbers continue to grow.

The Brazilian economy continued to suffer the impacts of the pandemic, however, presenting a growth of 4.6% in comparison to 2020.

This advance represented a recovery of the losses of 2020. With the vaccination, the economy has resumed, especially in the service sector, one of the most affected by the pandemic. Today we have 75% of the Brazilian population with two doses of the vaccine.

The collection of values originating from the public execution in Brazil had an increase of 19.9 % in comparison to 2020. We reached the amount of R\$ 901,588,852.89 distributed, which represented a drop of almost 5% in comparison to 2020. 267,916 members were considered, 1.85% more than in the previous year.

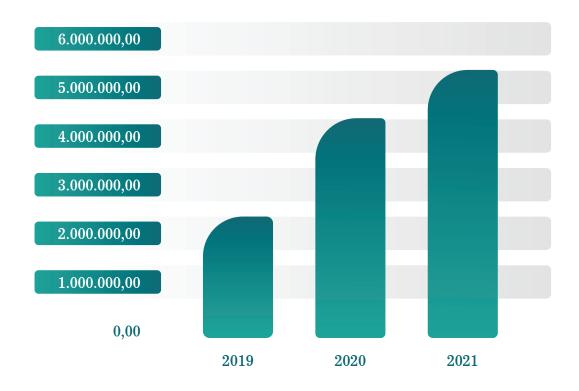


For 2022, the forecast is an increase of 13.3% in the values distributed here in Brazil.

Last year, we received R\$ 5,873,303.57 from abroad, a value 40.5% higher than we had received in 2020. In the last 2 years, we have concentrated efforts to ensure that our members receive more values from abroad, thus trying to alleviate even slightly the very harmful effects of the pandemic.

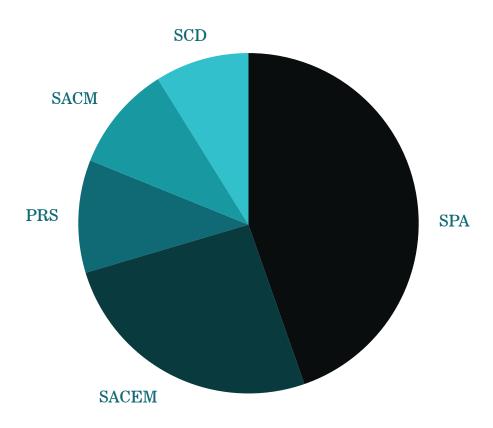
#### REVENUES RECEIVED

(Last 3 years)

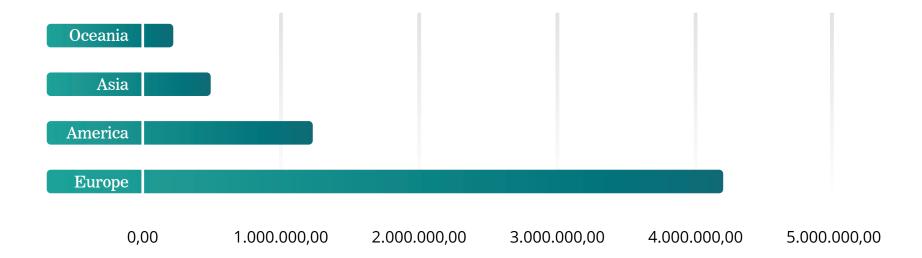


The companies that sent us the highest values were, in this order: SPA (Portugal), SACEM (France), PRS (United Kingdom), SACM (Mexico) SCD (Chile).

SPA (Portugal), SACEM (França), PRS (Reino Unido), SACM (México) and SCD (Chile).



#### REVENUES RECEIVED PER CONTINENT



We transferred R\$ 21,417,422.31 to our sister societies and to foreign members directly affiliated with our society. A decrease of 3.88% in comparison to the transfer made in 2020.

With the advancement of vaccinations in the country and in the world and the relaxation of sanitary restrictions,

the expectation for 2022 is to resume activities, the return of presentations and shows of our Brazilian members abroad, and the return of large-scale concerts in Brazil.

We continue to work hard to achieve even better results next year.

# Performing Arts

During the last few years, the area of Performing Arts has developed a methodology based on transparency and productivity, always in a constant process of adaptation to improve their activities. As a result of these actions, we can affirm that today Abramus does not work simply with the collection and distribution of royalties, but we are also virtually an agent for authors - we always spread their works both on the domestic and on the international market.

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We work with approximately 320 national authors, like Manuel Bandeira, Cecilia Meireles, Carlos Drummond de Andrade, Luis Fernando Veríssimo, Ariano Suassuna, Nelson Rodrigues, among other renowned authors, without any withdrawals.

In 2021, despite it being an atypical year due to the pandemic, there were 211 requests for assembly - of these 58 contracts were signed. This work yielded a USD 78,000 revenue.

# Communication

The main objective of the Department of Communication is to disseminate the mission, vision, values, and good practices of Abramus. In order to carry out this role, the sector acts on several aspects to strengthen the positioning of the institutional image of the association, to manage its relationship with the public and to manage information to be disclosed.

The actions are executed through various means: social media, newsletters, websites, blogs, magazines, participation or organization of events, disclosure and institutional materials, marketing e-mails and internal communications.

In 2021, an atypical year because of the pandemic, the department focused

its actions on digital marketing and prioritized actions and projects on social media.

Through social media, the department seeks to transmit information clearly and accurately, with digital marketing strategies to get closer to its audience. Social media also work as a channel for assisting members.

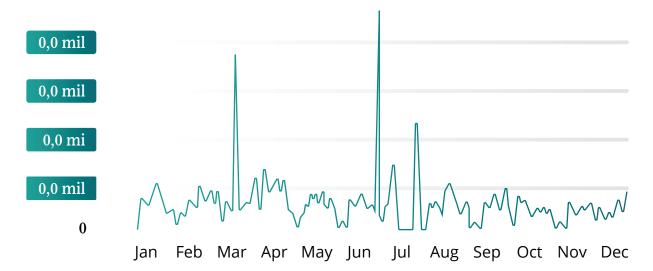
Abramus is present on the most important social media networks: Facebook, Instagram, Twitter, Linkedin, YouTube and TikTok.

#### REACH OF INSTAGRAM AND FACEBOOK

(The number of unique accounts that have seen stories or publications at least once.)

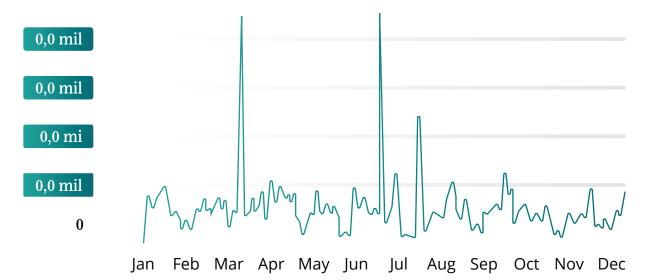
#### Reach of the Facebook Page

**1.902.898 ▼**29,8%



#### Reach of Instagram

**1.557.115 ▼**5,9%

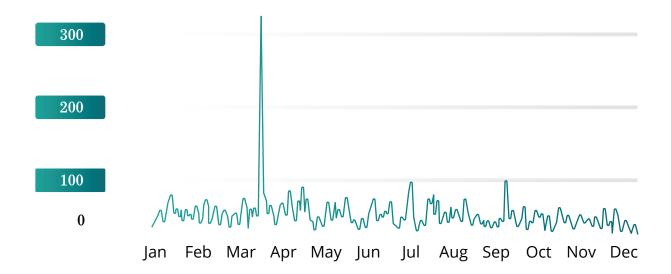


#### VISITS TO THE INSTAGRAM AND FACEBOOK PROFILE

(The number of times its Instagram profile has been visited.)

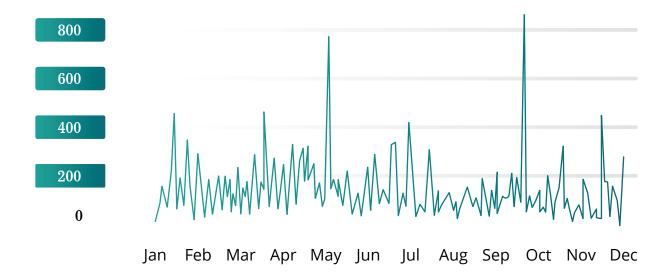


12.097 10,1%



#### Visits to the Instagram Profile

**52.069 A**9,9%

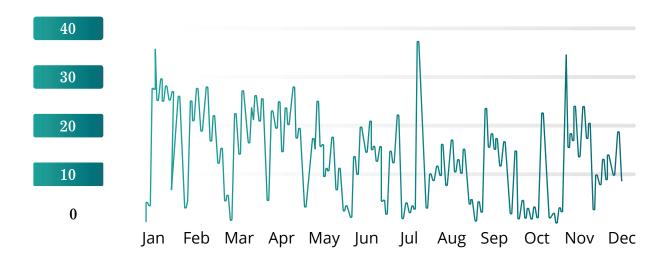


#### NEW LIKES AND FOLLOWERS ON THE INSTAGRAM AND FACEBOOK PAGE

(The number of new likes on its Facebook Page.)

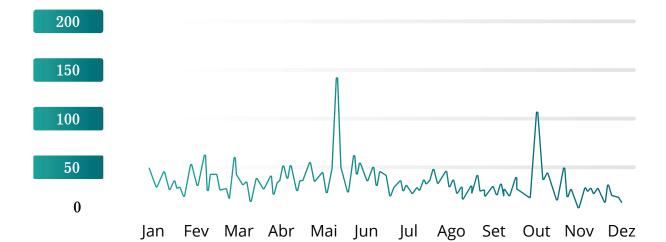
New likes on the Facebook Page

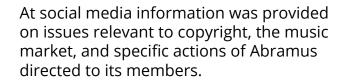
**4.913 \(\psi\_{4,2\%}\)** 



#### New Instagram followers

**5.626** \_





These platforms were also the stage for prominent projects, such as:

#### **Copyright Glossary**

Through the Abramus Glossary we explain in weekly posts several terms related to Copyright, to aid people's understanding of this concept that is so important for artistic creation.



#### **Abramus Team**

Series of weekly posts where we talk about the number of compositions, recordings and the most performed songs of the professionals who are part of the team of associated artists.



#### **Supportive Percentage**

In 2021, Abramus put into practice the Supportive Percentage Project, a network of solidarity, in support of cultural professionals who had their income compromised due to the pandemic.

The project invited several authors to donate part of their public execution royalties between May, June and July. The value collected was converted into food staples, which were donated

to projects that help professionals like sound technicians, roadies, illuminators, box keepers, carriers, bouncers, and musicians, among others.

40 tons of food were distributed.

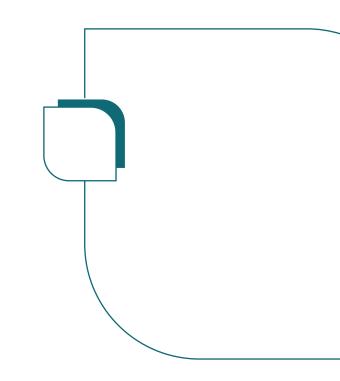


#### Resenhando

Continuing the previous year's project, Resenhando continued in 2021.

The weekly Vine Show would bring all of its high spirits to a series of live streams with successful composers and singers. Of course, there are career stories and everything else, but the focus here is relaxation and fun to recall life on the road and its funny "tales".

With renowned artists such as Thales Lessa, Sergio Jr, Bruno Caliman, Paula Mattos, and many others and the participation of the live audience, Resenhando became a true circle of friends chatting every Thursday, simultaneously on the Abramus Instagram, Facebook, and YouTube.



#### **Tutorial Videos**

The tutorials were made to remedy the main doubts of our members that were related to the Registration of Works, Registration of Phonograms, and correct Generation of the ISRC code.

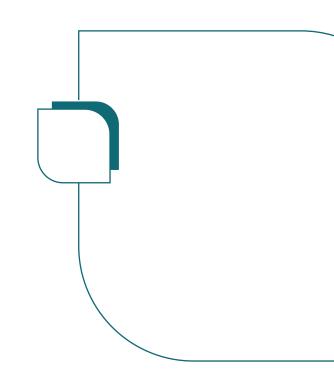
#### Periodicity of Social Media

The publications on social media are daily and there is a weekly publication on the official Abramus blog with a text about inbound marketing.

#### **Events**

Abramus participated in, supported, and promoted several online events during the year, including Exponeja and Music Trends Brasil.





#### Website

The main objective of the Abramus website is to disseminate information and provide important features to its members.

The website contains all the detailed information about the work of Abramus, services that are provided, statutes, forms, reports, publications, contacts, and much more.

#### Newsletter

Abramus' Newsletter is a weekly publication, with the main news of the week.

• Music Contacts: 70,000

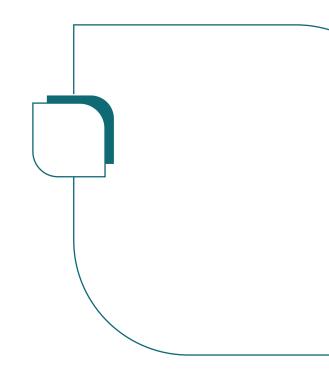
• Theater & Dance Contacts: 10,000

Autvis Contacts: 7,000

#### Magazine

Revista Abramus is a publication with a circulation of 2 thousand copies per edition. It brings news about Music, Visual Arts, and Dramaturgy.

The materials are about copyright, artists, and the music market. There is also a digital version that is available for reading on the website.



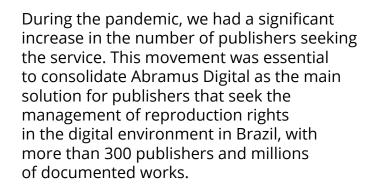
2021 began with much expectation for the end of the pandemic and the return of shows. The market went through a very difficult period and the return of shows and the resumption of musical productions is fundamental.

The pandemic caused an unprecedented crisis in the entertainment economy, affecting the roots of the music market like never before in history, globally and with effects felt almost simultaneously throughout the world. The wounds of this period were profound and the market needs to resume urgently.

The growth of the digital market during the pandemic was much greater than expected for the period, the news of which surprised platforms and copyright owners. And this was good news in the midst of a period of global crisis. The digital market has been gaining more and more prominence and values are becoming increasingly expressive.

In this sense, certain musical genres have great strength in the market like funk, sertanejo, and rap, which have gained much projection. These segments, which often do not have much space in traditional media, have their captive and faithful audience in the digital environment. For some musical genres, therefore, the digital market is already the largest source of revenue.

Abramus Digital, a company related to Abramus, which supports publishers receiving revenue from music consumption on digital platforms, has invested in heavy technology in recent years and has started to use a new system for repertoire management and for processing distributions. More than 6 million musical works have already been managed.



With the strength and growth of the digital market in 2021, we consolidated the importance and presence of Abramus Digital in the national market, distributing more than 36 million reais and helping more than 300 publishers to receive their values from the main platforms, such as YouTube, Spotify, Apple, Facebook and many

others. The market gains, and especially the authors, who in this stage of the pandemic are being severely affected.

For 2022, we will continue investing in the digital market, with more solutions and systems, to help more publishers, facilitating more tools and systems.

The market demands fast action and Abramus Digital has been giving the response that independent publishers need to remain competitive in an environment that is increasingly important for the authors.

2021 was a year of partial resumption of the pre-pandemic activities, but still without the resumption of exhibitions and mass gathering events.

The work at AUTVIS went back to being 100% in person at the beginning of the year.

The licenses for digital uses continued to evolve and there was a particular adaptation performed mainly for educational licenses.

The collection of 2021 grew 6% in comparison to 2020, which was excellent considering the global scenario.

National Inflow

in 2021: R\$ 1,300,856.10 • International Inflow in 2021: R\$ 727,700.65

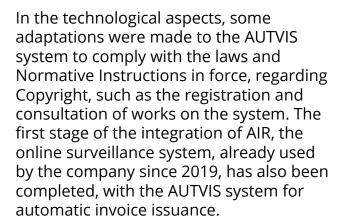
Total Inflow

in 2021: R\$ 2,028,556.75

• Number of new members

in **2021:** 83

• Total Number: 1152



Even without the international mass gathering events, the performance of AUTVIS continued strong, especially in Latin America, where the work was intense to strengthen the system of collective management of visual arts.

AUTVIS also started working in the area of NFTS, seeking the knowledge and information needed for this new evolving market.

At the General Assembly held on May 10th, there was a change to 75% of the governing body, bringing new projects to the association.

For 2022, expectations are high, with the resumption of exhibitions, mass gathering events, and projects that were paused due to the pandemic.









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