



## **SOCAN launches *Encore* Facebook-Instagram Online Concert-Event program—FAQ**

### **Q: How do I submit my online concert?**

Log into your member account and select SOCAN Forms tab and the Notice of Live Music Performance form where you will be required to fill in the necessary fields and provide the necessary proof of performance documents for consideration.

- Proof of event. This could be an online flyer/poster announcing the event.
- Proof of a live audience of 100. Screen capture indicating at least 100 people watched while it was happening.
- Concert must be of at least 10 songs OR 30 minutes of music duration.
- Facebook-Instagram concert must be submitted within 90 days of concert date.
- Complete set list.
- Concert must have occurred between March 15, 2020, and March 7, 2021

### **Q: How do I fill out the Notice of Live Music Performance for Facebook or Instagram?**

- Log in to your SOCAN online account.
- Click on SOCAN FORMS.
- Select NOTIFICATION OF LIVE MUSIC PERFORMANCE.
- Select PERFORMANCE IN CANADA.
- Select POPULAR MUSIC CONCERT.
  
- If you had no one playing before you in your live stream, select HEADLINE WITH NO SUPPORT ACT.

In the next section, you are required you put in venue and the promoter information. Please follow the following instructions.

- A. VENUE: Enter either Facebook Live or Instagram Live
- B. ADDRESS: Enter either Facebook or Instagram hyperlink to your page. (If too long use a link shortener, e.g., bitly.)
- C. Enter your own city/province. Postal code is optional
- D. The Promoter Company details will auto-populate correctly in the next section.
- E. Complete the section by adding a fake phone number such as 111-111-1111.

You also **MUST** provide two items to satisfy proof of performance:

\*place both screenshots in one file as you are only able to upload one document in the system.

1. A screenshot of the event announcement. This could be a simple text announcement or online flyer.
2. A screenshot of proof of a live audience during performance. This must include name or social media handle and indicate 100 or more viewers of the live event while it was happening.

### Examples

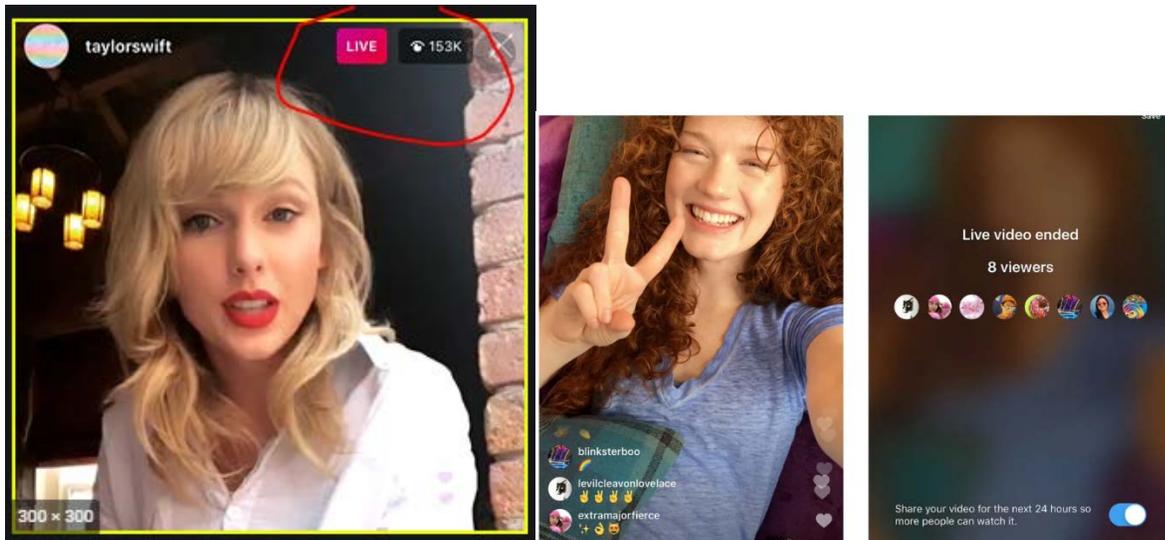
The key is treating this like any other concert. You announced a concert, played a concert and 100 people showed up at the date and time to enjoy the concert.

### Proof of event



### Proof of audience:

There are many ways to capture this information. Below are few options—not all options. The easiest way to show proof of a live audience for both Instagram and Facebook is to screen capture during the session.



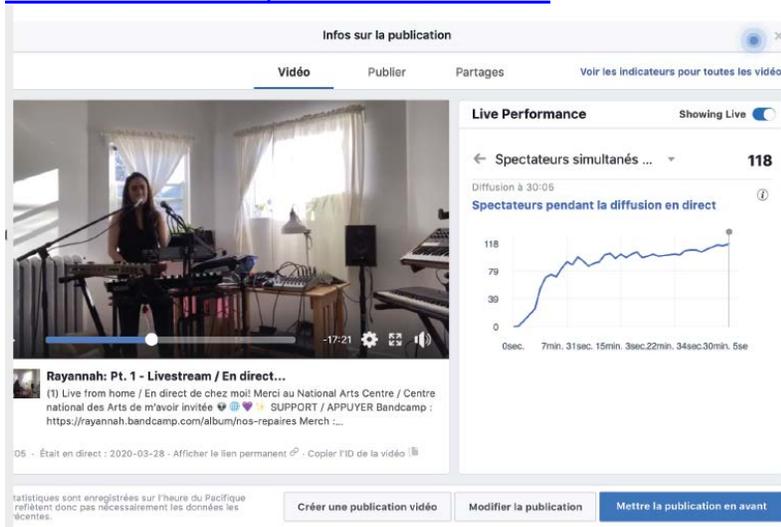
Proof of audience is also available in Facebook and Instagram insights allowing users to drill down into post analytics.

Note: in order to use insights the user will have had to either post the content into their feed or saved it to their story highlights. Once it disappears from live, the insights are unavailable.

Facebook insights guide:

[https://www.facebook.com/help/268680253165747?helpref=uf\\_permalink](https://www.facebook.com/help/268680253165747?helpref=uf_permalink)

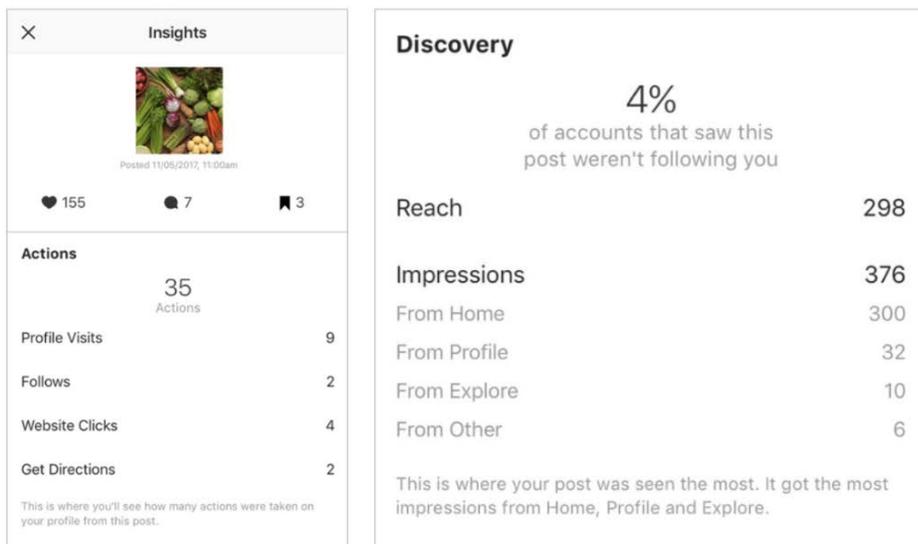
[We need to see the peak viewers number.](#)





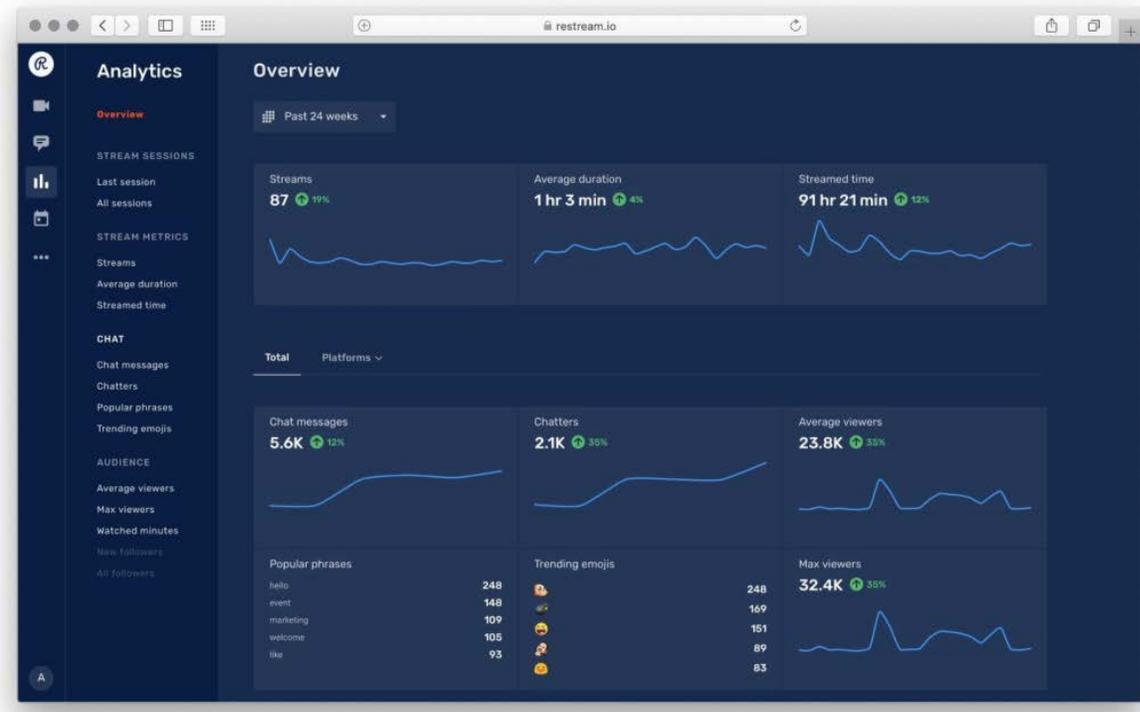
Instagram insights guide: <https://help.instagram.com/1533933820244654>

In order to use IG insights, the user must switch to a business account. The insight we need to see is reach, not impressions. Reach is the number of unique viewers. Impressions includes the same viewer watching the video multiple times.



Restream or similar tools:

Some members may use a tool like Restream. This application streams to multiple platforms all at once. In this case we would look at the **Max viewers** metric to determine audience. However, they would need to show the Max viewers Facebook and IG breakdown since we are currently not accepting other online concert streams like Twitch, Periscope, YouTube, etc.



**Q: Is there a limit to the number of concerts I can submit?**

This is an exciting new program intended to help as many music creators as possible. With limited funding, it is important that we monitor the program and adjust accordingly. If submissions exceed funding, we will consider limiting the number of online concerts payable per member.

For launch, we are accepting one concert occurrence per day. A member can submit all concerts on the same day but no two submitted online concerts can have **occurred** on the same day.

It could be beneficial to enter all online concerts that you believe might qualify, as each concert will be reviewed to ensure they meet eligibility criteria. It is very important to pay close attention to detail, particularly when supplying proof of performance and proof of a live audience.

**Q: How much will I be paid for an online concert?**

Each qualifying concert will receive \$150 until the \$200,000 available per quarter is reached. If the quarterly budget is exceeded, then the program will be re-evaluated to serve as many members as possible.

**Q: How do I know if my online concert qualifies to receive a royalty payment?**

If your online concert event satisfies all requirements, you will receive the payment. SOCAN employees will evaluate your submission.

Requirements:

- Proof of event. This could be an online flyer/poster announcing the event.
- Proof of a live audience of at least 100. Screen capture indicating at least 100 people

watched while it was happening.

- Concert must be at least 10 songs or 30 minutes of music duration.
- Facebook-Instagram live concert must be submitted within 90 days of concert date.
- Complete set list.
- Concert must have occurred between March 15, 2020, and March 7, 2021

**Q: I submitted a Facebook/Instagram concert notification, how will I know if my online concert qualified to receive a royalty payment?**

All submissions are subject to an audit/quality check. If status is “open” the submission has been received. If the status is “complete” the submission is accepted and payable in the next distribution.

**Q: I performed my online concert on a platform other than Facebook or Instagram, am I eligible for any online concert-event payments?**

Currently the program is only available for Facebook live or Instagram live concerts. SOCAN is actively seeking ways to extend the program to other platforms. We encourage you to submit all your concert set list details, being sure to include the platform in the venue field. Should the situation change and additional programs come available your submissions will be considered accordingly.

**Q: Are payments made to the performer or only to the writer(s) and/or publisher?**

Payments will be made to the rights holders of the compositions performed. Once a concert is determined to be eligible for available *Encore* funds, the payment will be distributed based on the shares information for each song performed.

**Q: Are only SOCAN members eligible for the program?**

Royalties will be distributed to all music creators and publishers who hold all or a share of the performance rights to the music played during the live concert event. Royalties will be sent to all rights holders regardless of their music rights organization affiliation.

**Q: Is this a new program?**

Yes. The *Encore* program was developed in response to the popularity of online concerts due to the shuttering of concert venues and in-person performance opportunities. Music creators have become increasingly generous with the sharing of their talent. SOCAN's *Encore* program duly compensates them for their tremendous talent.

**Q: What happens if the money runs out in a quarter?**

If the maximum amount of funds is reached within a quarter no more royalties will be paid out.

**Q: If there are no more funds, can I resubmit in a new quarter?**

If a large number of claims are received in a single quarter, we may have to decrease the flat fee payment in subsequent quarters. We will re-evaluate the program in order to best serve as

many members as possible.

**Q: My online concert has already happened, am I still eligible?**

You have 90 days from the date of the concert to submit your online concert. It is important to note this is different from in person live music performances.

**Q: When will I see my payment?**

We are anticipating the first set of payments related to March 2020 performances will be part of the August 2020 distribution. We are dedicating resources to work directly on reviewing and processing the set lists as quickly as we can, but please recognize that the speed of payment will depend on the number of claims we receive for processing.

**Q: Where will *Encore* payments appear on my statement?**

The payments will appear where you typically see Concert-related payments.

**Q: Is this only for performing rights? Will reproduction rights royalties be covered, too?**

At this time, *Encore* is only for performing rights.

**Q: You say you're using money from Facebook licensing. Where would this money otherwise go?**

SOCAN currently has a direct licensing agreement with Facebook. Those funds would typically be dispersed in micropayments based on the limited data that SOCAN receives from Facebook. Rather than distributing minuscule amounts to tens of thousands of rights holders, we agreed that music that was performed live on Facebook and Instagram should benefit more from the license money.

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