



CLICKNCLEAR[®]

Music Licensing

World Aquatics - 15th September 2026



**Rights
Management**



Licensing



Compliance



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Introduction

Music licensing gives sports administrators a straightforward way to protect their organisation and their athletes from copyright infringement issues.

A license is typically needed for each use of music, by the person/entity using it.

ClicknClear assists choreographed sports with:



> music licensing



> a music licensing compliance tool



The historical problem for athletes



Ownership Fragmentation

Song ownership is split between multiple owners, and sometimes represented differently in different countries, making licensing complex.



There was no license marketplace

The uses of music made by athletes are not generally covered by existing channels or digital service providers.



Performing Rights are not enough

Typically, performing rights licenses cover the playing of background music in a venue, not other uses of music e.g. athletes, media.



How music is used in Artistic Swimming



Athletes

(Of all levels)

+

Venue

+

Broadcast/Distribution



How music is used in Artistic Swimming

Initial Use - Athletes:



Use an official download of the song



Edit and adapt the song, make a mix



Copy music for team members, coaches

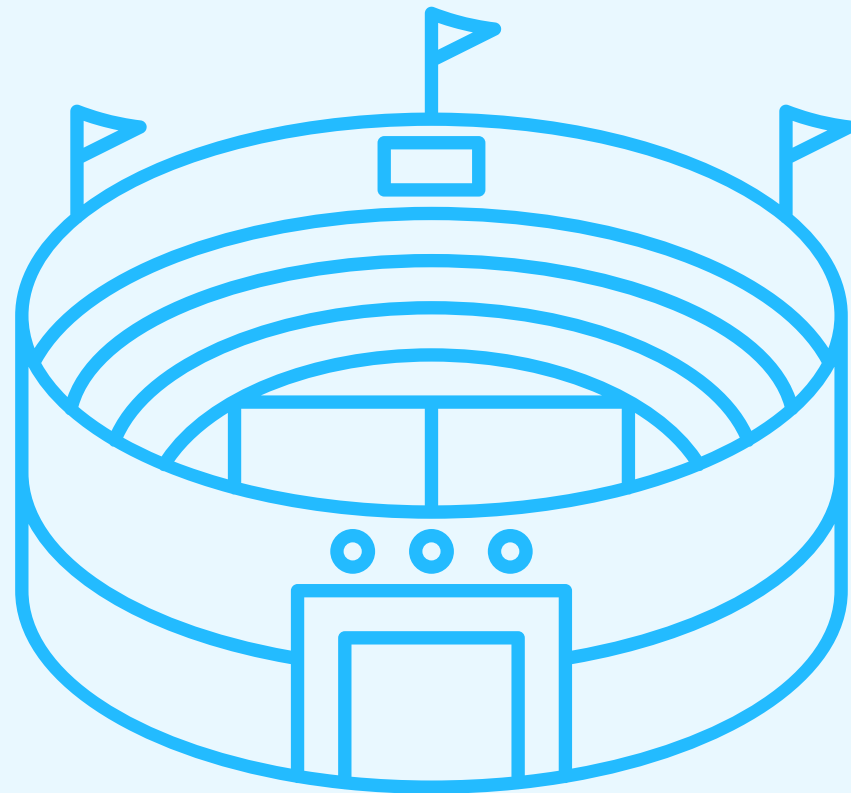


Put music to choreography for a routine



How music is used in Artistic Swimming

Additional Use - Venue:



Event organiser must ensure the venue has a license from the local Performing Rights Organisation.

Covers music to be played in public, but typically does not allow rights for athletes to edit, adapt, and accompany music with a choreographed routine.



How music is used in Artistic Swimming

Further Use - Broadcast / Distribution:

Same music & routines, further licensing required for platforms such as:

Video
memorabilia



Broadcast



Live Stream, Video on Demand



Sync licenses for online videos



FOR ATHLETES:

Posting your routine on your own **social media profiles** as an individual is generally classed as '**user generated content**'.

These social media platforms typically already have their own licenses with the music rightsholders, who will choose to monetise or take-down.



FOR ORGANISATIONS:

To legally pair music with visual content, you must secure a '**sync**' **license** from the music's rightsholders.

This requirement applies to any organisation using videos of routines to promote themselves or their events.



Music options

Secure rights to use your music before you start choreography - you can use a mixture of:

USE PUBLIC DOMAIN MUSIC



There is no library of public domain works so you MUST do your research!

USE ORIGINAL MUSIC



Use a work by an artist or composer that has been specifically created for you.

PRODUCTION MUSIC



License music from a production library. ClicknClear also has a wide selection of production tracks, often cheaper than commercial music.

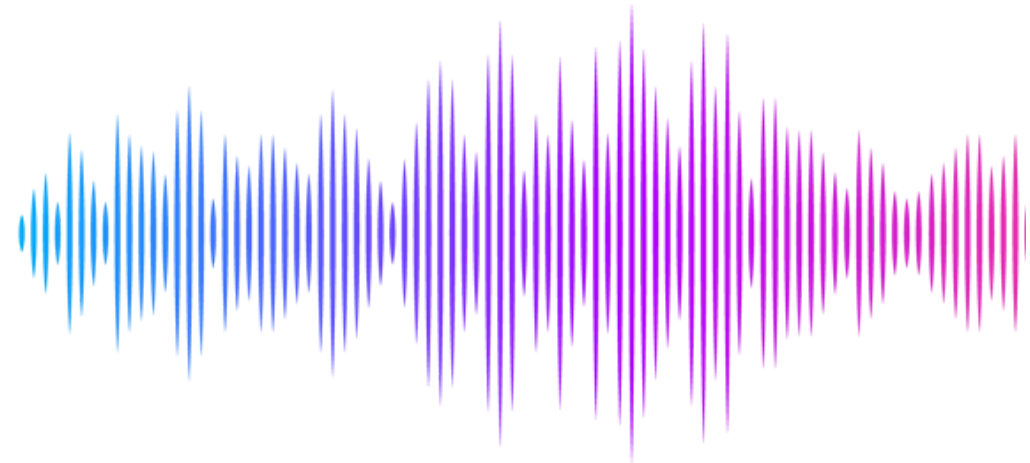
LICENSE COMMERICAL MUSIC



Go direct to the Rightsholder(s) or obtain via a platform like ClicknClear.



Two sides of music copyright



Master

Covers a specific recording of the song.

Typically represented by record labels.



Publishing

Covers the song lyrics & melodies.

Typically represented by music publishers.



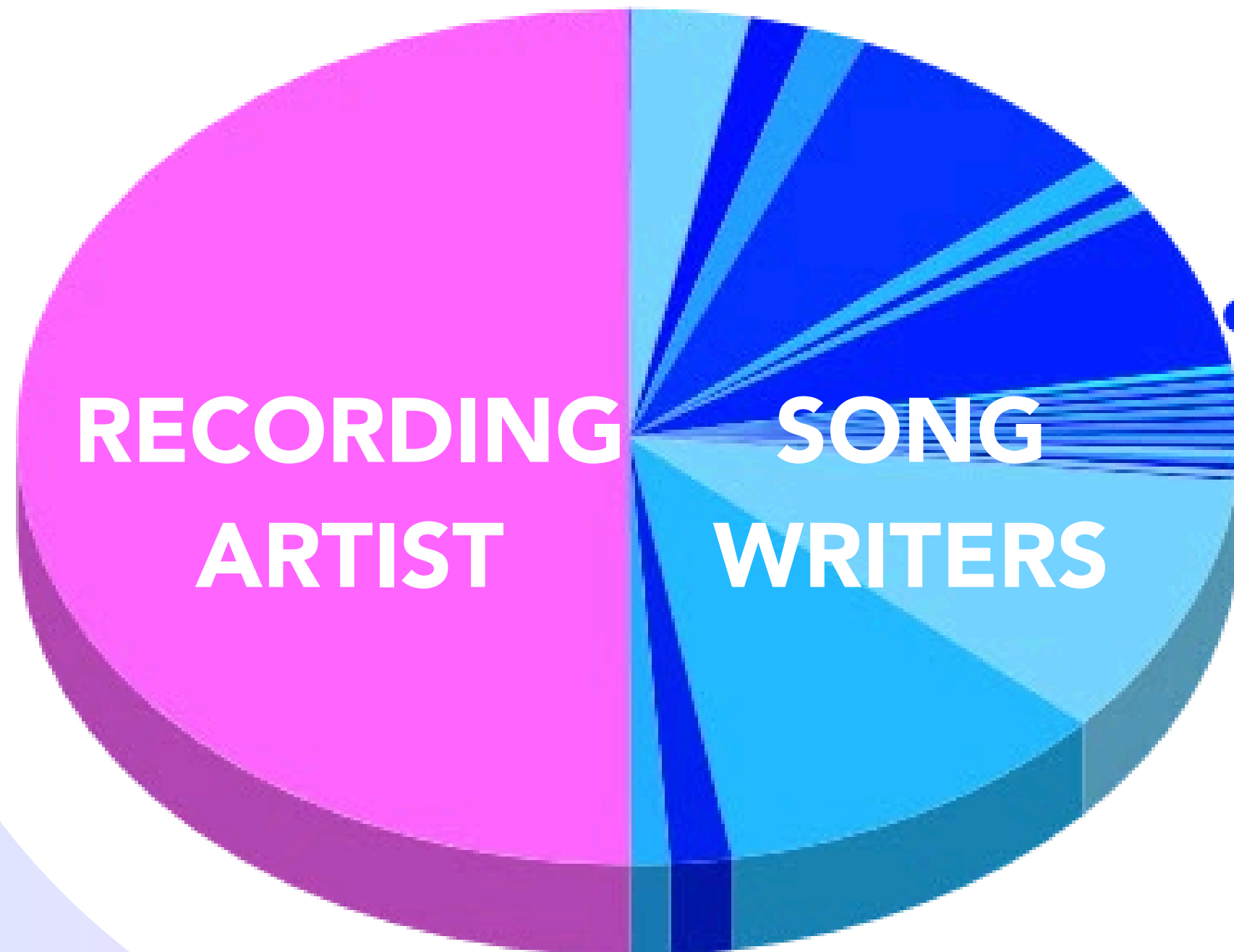
Music rights are fragmented



- Music rights are split across multiple owners, sometimes across different countries too.
- The majors don't cover everything - independent rightsholders now command ~40% of market share.
- Catalogues are being sold, merged, and restructured at record pace.
- On average, there's 9 songwriters on a modern hit song.



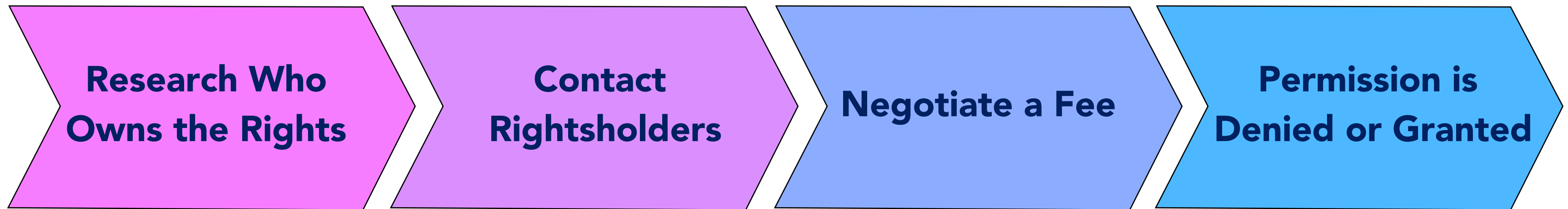
Travis Scott - Sicko Mode



- ELAM, KEITH
- BROWN, KHALIF MALIK IBN SHAMAN
- GOMRINGER, KEVIN
- GOMRINGER, TIM
- HOLLIS, CHAUNCEY A
- CAMPBELL, LUTHER RODERICK
- YOUNG, CYDEL CHARLES
- DEAN, MICHAEL G
- CHAMBERS, BRYTAVIOUS LAKEITH
- WALLACE, CHRISTOPHER
- SMITH, TREVOR
- JACKSON, JAMES
- HARVEY, OSTEN S JR.
- HAWKINS, JOHN EDWARD
- FINCH, RICK
- CHAHAYED, ROGET
- CASEY, HARRY WAYNE
- FAREED, KAMAAL IBN JOHN
- GRAHAM, AUBREY DRAKE
- TAYLOR, MALIK IZAAK
- SCRUGGS, FRED JR.
- HIGGINS, BRYAN
- JONES, KIRK
- JONES-MUHAMMAD, ALI SHAHEED
- TAYLOR, TYRONE
- UNIVERSAL MUSIC PUBLISHING LIMITED
- WARNER/CHAPPELL NORTH AMERICA LIMITED
- UNIVERSAL/MCA MUSIC LIMITED
- BMG RIGHTS MANAGEMENT (UK) LIMITED
- 97 ACCOUNT
- SONY MUSIC ENTERTAINMENT



The traditional licensing process



You need permissions from EVERY copyright holder before you can legally use a song. This process is expensive and time consuming.

'Most Favoured Nations' (MFN) clauses need to be considered, which add to complexity of negotiating fees.



AI music and licensing



Most AI music platforms are not licensed by record labels or music publishers



IOC Guidelines restrict AI-generated music



If you use AI-generated music, you must still have the correct licences



AI models can unintentionally reproduce elements of existing songs



"AI-generated" does not mean rights-free. Copyright can still apply



Some publishers aren't approving licenses for songs that use AI to generate the master recording



Music Licensing Summary



Multi-level licensing

Licenses are required for the different uses of music, and from grassroots through to National and World Championship levels.



Helps sports grow

Popular music engages athletes & audiences, and grows participation. Licensing music protects everyone involved.



A compliance tool is needed

Organisations need a system to help them check that all athletes & teams are fully compliant to manage copyright infringement risk.



The Music Industry's Solution



The music industry is working with ClicknClear to solve this problem. We work with **all the majors and thousands of independent rightsholders.**

We combine expertise in music copyright licensing, sport, and web-scale technologies (including a first of its kind global rights database) to bridge the rights licensing gap between music and sport.



Working with ClicknClear

- Licensing marketplace for athletes
- Compliance tool for Federations
- Work with Federations on additional licensing
 - e.g. broadcast, VoD, social media

Ensure athletes' use of music worldwide is free of the sport's huge copyright infringement risk

benefitting athletes, International Federations (IF's), National Federations(NF's), media partners

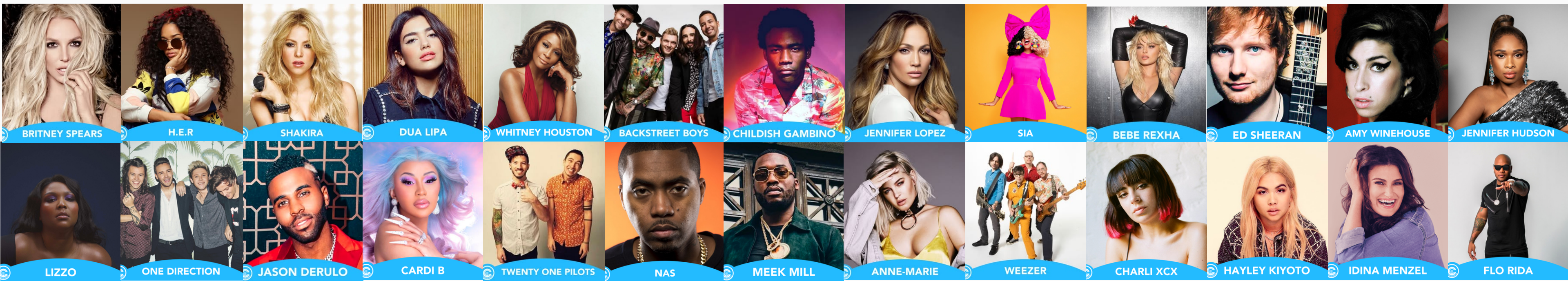
Enable engaging, impactful event production and media strategy, driving reach, sponsorship, and participation

benefitting IF's, NF's, media partners, and in future the sport's grassroots



Our partners

MUSIC



1,300+ Record labels & publishers

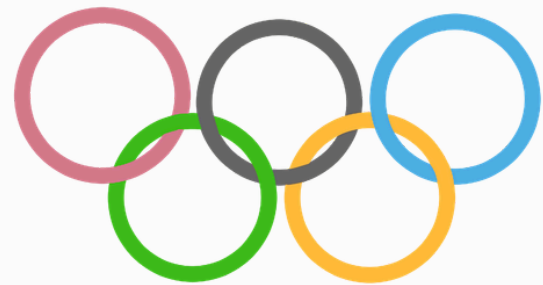
55M+ Copyrights in database

3.7M+ Tracks fully cleared and instantly licensable



Our partners

SPORTS



PERFORMING ARTS



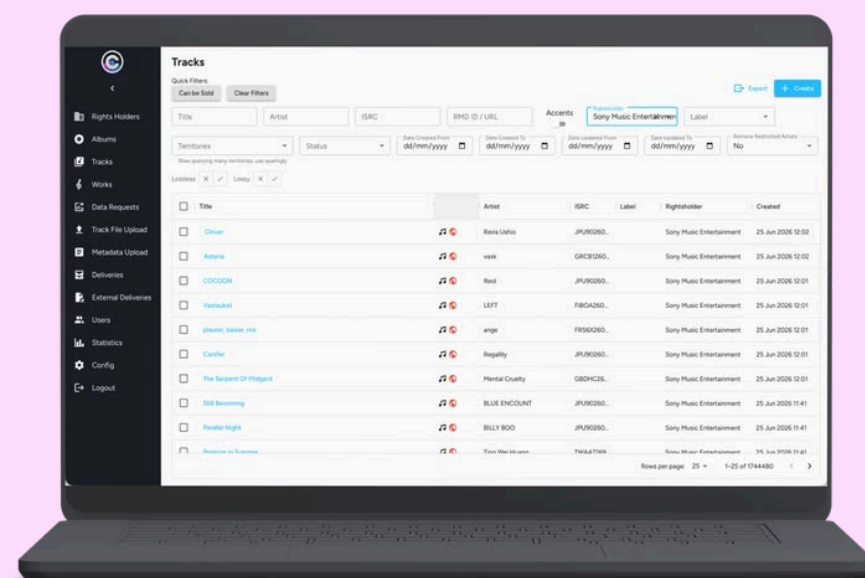
VIDEO ON DEMAND



Our in-house technology



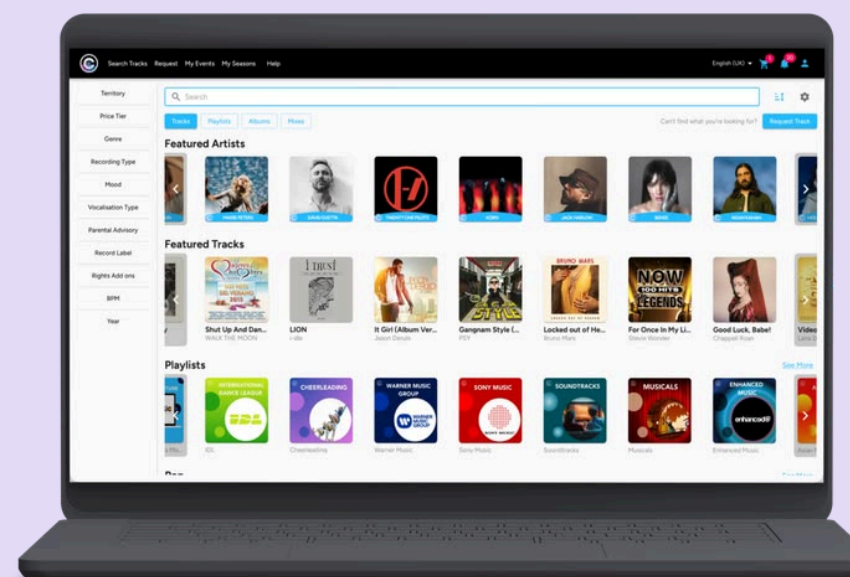
Rights Management Database (RMD)



Matches the ownership of 55M+ copyrights from direct data feeds with rightsholders.



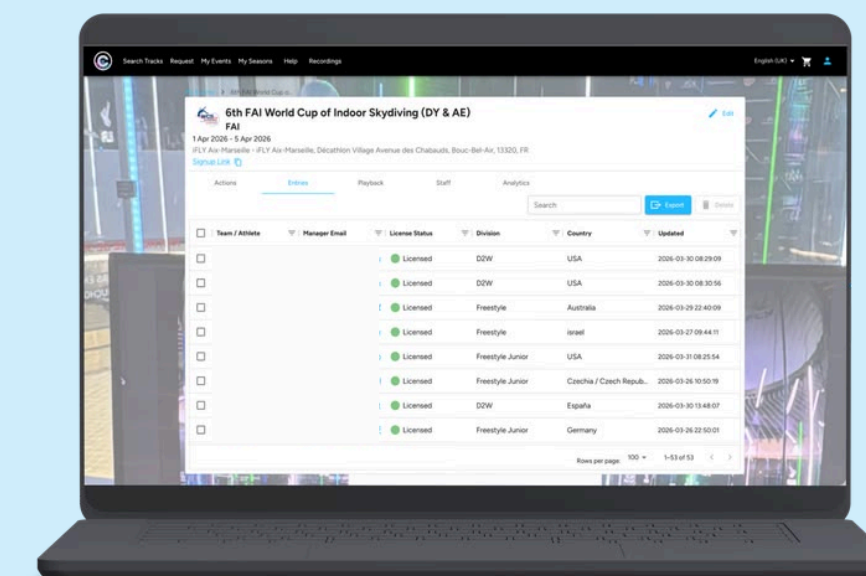
Licensing Platform (LP)



Instant licensing marketplace.
Per-track licensing model.
Custom requests.



License Verification System (LVS)

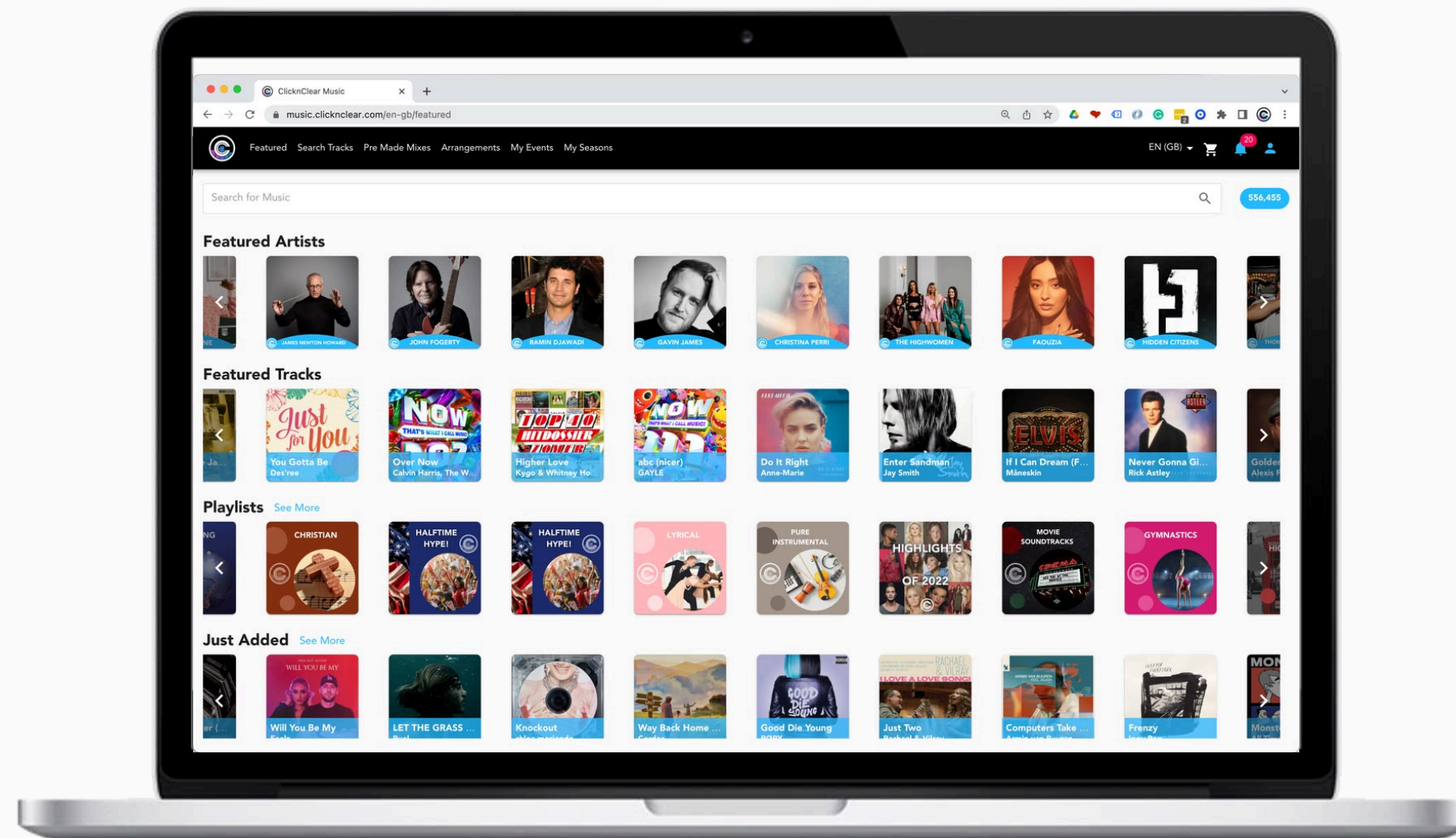


Automated compliance tool using audio recognition and AI.



Track licensing for athletes

Search a marketplace of over 3.7m songs.



- Instantly license pre-cleared tracks including the rights for athlete use for \$10, \$15, \$20 or \$25 per track, per routine for 1 year in 1 country.
- Multi-country licensing options.
- License details stored in their account.
- Create and share playlists.
- Make a request for songs not currently available on the platform.
 - Simplifies the licensing process; you leverage our data, relationships, and licensing expertise when dealing with all rightsholders.



License Verification System

ClicknClear's compliance tool for Federations



- Athletes submit their audio files, music information and licenses for automated checking
 - reducing administrative burden for Federations.
- Allows mitigation of infringement risk (across athletes, national federations, international federations, broadcasters).
- Understand what music is being used by athletes.
 - Outputs cuesheet reporting for broadcast.
 - Enables further licensing e.g. online, social media, video on demand.
- Manage audio playback (optional)
- Available at a low cost to Federations.



ClicknClear's SVoD Solution



Identifies music in video content



Mutes unlicensable music



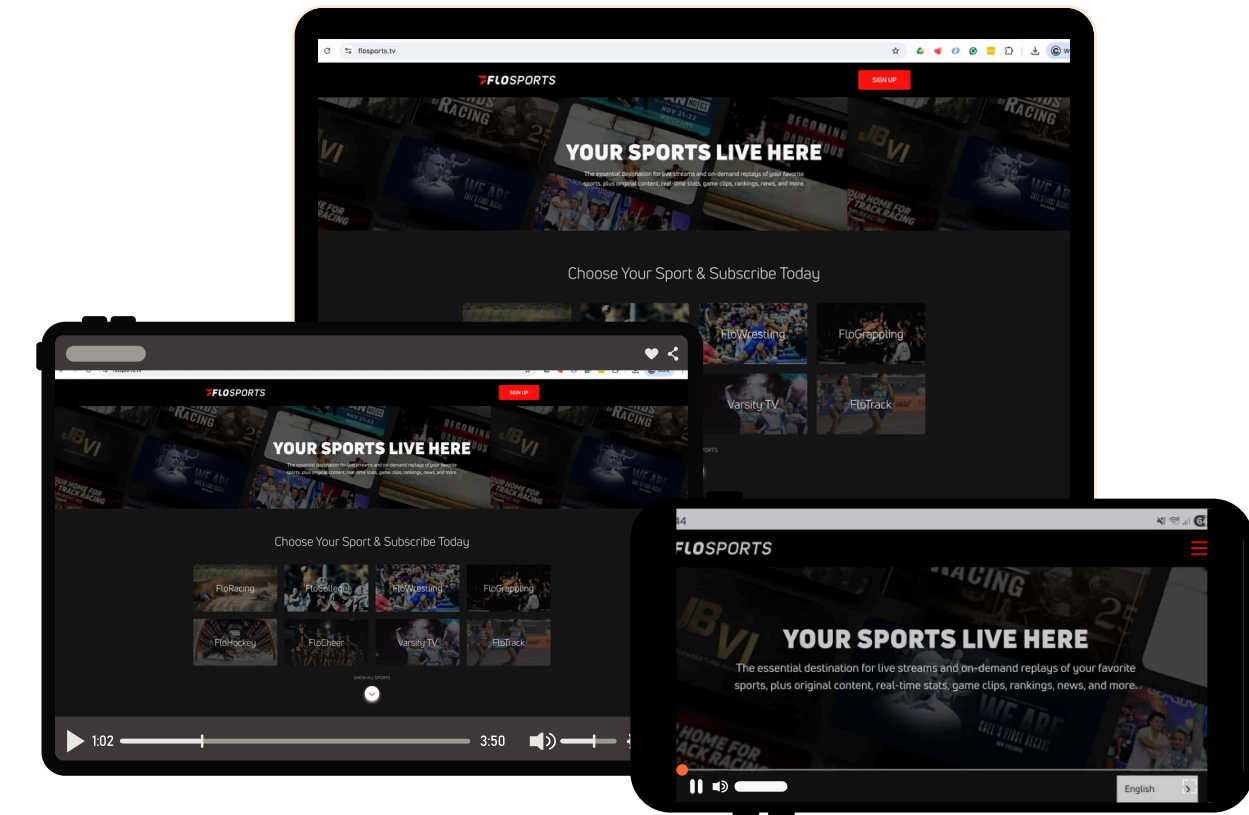
Makes licensable music audible



Manages fractional music rights across territories



Highly scalable SaaS / Rev Share model



Backed by VoD rights from 1,300+ labels & publishers
Being piloted by FloSports



Bespoke licensing projects



Through the implementation of LVS, sports organisations like US Equestrian and International Dance League have partnered with ClicknClear on music licensing for platforms like YouTube, Instagram, TikTok as well as broadcasts on ESPN.



billboard Charts Music Video Awards

The Brotherhood Dance Crew Revives *NSYNC's "I Want You Back" With Viral Choreography



Reducing muted content

Driving audience growth

Eliminating infringement risk



Key takeaways

For Athletes:

LICENSING



Secure necessary rights to all music used in routine.

COMPLIANCE



Submit music information and licenses when required.

For Federations:

COMPLIANCE



Mitigate legal risk from the use of music.

LICENSING



Seek additional licenses for broadcast, VOD & social media.





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