



Joern Radloff

# Understand the Now and Next

## Consultancy Snapshot

*2020*

# Snapshot

*Applying specialized thinking to your business*

Providing consultancy services at the nexus of **Technology, Governance & the Digital Content** industry – focused on two areas:

## Advisory & Intelligence

Offering expert advice within a specialised spectrum:  
From strategic and legal advice through to complex compliance and rights clearance projects and market insights – for **online platforms, content rightsholders, intermediaries, DSP and stakeholders** across the value chain.



# Capabilities

## *Strategy · Legal · Projects · Compliance · Intelligence*

- Digital Music & Content Rights Clearance / Monetization
- AI Copyright, Governance & Ethics
- Scaling up new digital music ventures
- Chinese & APAC digital music ecosystem
- European Copyright Directive Readiness
- Music Modernization Act
- Music Rights Fragmentation & Publishing
- Global Digital Licensing & Reporting Models
- Safe Harbor & Platform regulation
- Text & Data Mining Projects



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Quick Intelligence

# Cutting through complexity

QI is Quick Intelligence

QI's are quick intelligence thought pieces. QI helps to cutting through complexity and to separate the signal from the noise. QI's key take aways will be published irregularly.



# Solutions

*Combining strategy methodologies, legal expertise and business acumen for customized solutions*

- Music & Digital Content *Licensing Models*
- Global Content *Rights Clearance*
- AI Ethics & Copyright *Road Map*
- Agreements, Policies, Guidelines *Repository*
- Intermediary Liability *Strategy*
- Music & Content *Rights Management Tool*
- Content Aggregation & *Monetisation Projects*
- EU Copyright Directive *Readiness Blueprint*
- Compliance, Regulatory and *Risk Register*
- *Training & Workshops* on regulatory & compliance topics
- *Insights, Reports & Analysis* on market developments

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## About



### Dr Joern Radloff · 约恩·拉德洛夫 博士

Expert generalist and specialised advisor in Music, IP, Tech and AI. Former Head Counsel IP, Music & AI for ByteDance - parent company to global social media phenomenon TikTok/ Douyin and the world's most valuable start-up.

Prior to TikTok, played a leading role in the shift towards a pan-European digital music rights licensing management: established and led the online rights management unit at GEMA and was part of the team that set up ICE, a pioneering technology-led European music licensing hub.

Extensive experience in strategic planning across the music industry and for rightsholder & entertainment platforms – alongside a focus on Copyright, Music, Content Clearance, Data and Global Policies.

*For more information please visit [joernradloff.com](http://joernradloff.com)*



# Contact

Interested to learn more about potential solutions or past projects?

For more information please visit [joernradloff.com](http://joernradloff.com) or get in touch for a version in Chinese and detailed service description →

Or have a look here [!\[\]\(d66ff64371a51729ac8c1cdaa685ba6f\_img.jpg\)](#) [!\[\]\(0f31ebba7abcd47777e178db26f29705\_img.jpg\)](#) [!\[\]\(63ea948177b1bcc486b2b76d20d5fb69\_img.jpg\)](#)