



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

Specialised expert advice and custom solutions for **online platforms, content rightsholders, intermediaries, DSP and stakeholders** along the value chain.

Offering from strategic and legal advice, through to complex compliance and rights clearance projects and market insights.

Solutions

Digital Content & Music

Regulatory & Compliance

Ecosystem Navigation

AI Policy & New Ventures

Insights & Reports

Projects across Strategy · Legal · Compliance · Intelligence

Strategy & Legal

- Music & Content Licensing Strategy
- Monetization and Reporting Models
- Data Mining & Scraping compliance strategy
- Agreements, Playbooks, Policies & Guidelines Repository
- Stakeholder consultation and advocacy plans

Innovation & Projects

- EU Copyright Directive Readiness Blueprint
- AI Ethics & AI Copyright Road Map
- Self-Licensing Tools
- New Market Strategy
- Product Innovation & New Features Impact Analysis
- Content Aggregation/ Monetisation Projects

Compliance & Risk

- Music/ Content Rights Management Tool
- Intermediary Liability Strategy for UGC, PGC, Live & Safe Harbor Assessment
- Compliance/ Regulatory Reports & Risk Register
- Training/ Workshops on regulatory topics



Benefits

Adding value to accelerate projects

Authority

Expert knowledge of the complex and fragmented global digital rights & rightsholder market. 10+ years' experience in innovating and streamlining rights management & clearance in pioneering projects for rightsholder, hubs and DSP.

Trusted Relationships

Highly connected in the content and music rightsholder industry, in-depth understanding of how respective rights holders and platforms operate, with a deep insight into their business model and thinking.

International

Comprehensive understanding of the global ecosystem, with a strong focus on China/ APAC. Deep expertise of all facets of music and non-music Anglo-American and European copyright regulation and the underlying business & licensing models.

Hybrid & Flexible

Not management consultancy, not strategic advisory, not legal services. All three in one.

Pairing business acumen, strategy and deep legal expertise to deliver fast and integrated solutions

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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 takeaways will be published occasionally.

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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.

Currently Head of Music Publishing (ex Americas) for Amazon Music - leading Music Licensing, Strategy and Public Policy. 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

Contact

Interested in learning more about the benefits of our custom solutions?

Get in touch for a detailed description how they help to navigate challenges and accelerate projects. —→

For more general information please visit joernradloff.com or get in touch for a version in Chinese. —→

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Or have a look here   