PORTAMENTO

Gateway for Indonesian Music Industry in The Digital Era
E-Commerce Week 2019 – Palais des Nation, Geneva
KEY FIGURES

INDONESIA

Internet User:
2017: 143 Millions
2019: 175 Millions (expected)

Population:
267 Millions

Music Consumer
2017: 71.1%
2019: 85% (expected)

Market Potential:
Over US$ 1 Billion
(Streaming Services Only)
CHALLENGES

Regulation

Modernization of Indonesian Copyright Act

Digital Infrastructure

Integrated Music Data Center

Music Monitoring System

Capacity Building

Creative Hub

Music Biz Village

Portamento
PORTAMENTO

Matching & Commercialization

Publisher
Composer
CMO
Publisher
Composer
Publisher

DSP A
DSP B
DSP C
DSP D

BIG DATA
GOALS

Economic Potential Fulfillment

Payment gateway for royalty distribution

Usage Transparency

Seamless processing for royalty collection & distribution

Copyright Valuation
THANK YOU