

COVID-19 & THE DEATHCARE PROFESSION

Why Has the Music Stopped? Streaming Webcast Videos

The ICCFA has been made aware that members have recently been having issues when trying to stream services on such platforms as Facebook and YouTube. At a time when more ICCFA members are turning to webcasting to serve families who are not able to gather due to the current COVID-19 pandemic, it is important to understand why this is happening and what can be done.

Quick background, ICCFA offers two licenses -- a music performance license and a music webcasting license. The **music license** allows a business to play (perform) any live or recorded music at any service and at any location. The key provision is that this is to *play* a song - *it does not allow the recording of a song*; not to be confused with the ability to play a recorded song. The **webcasting license** is an additional music license that allows a business to stream a funeral service - including the songs played during the service - on their website, without violating copyright laws. It is through these two licenses that a deathcare business can play music at a service and over their website.

Presently, when certain songs are played during a streaming webcast on Facebook or YouTube, the video might be muted during a song or even stopped completely. This occurs whether the property using the music has a webcasting music license or not.

Current music licenses for deathcare are created so that the businesses can stream music on their website. Facebook and YouTube are separate public platforms and they have their own agreements with the music licensing companies and their own limitations. Because of these restrictions, Facebook and YouTube run programs to identify when certain "restricted" songs are played. When they discover them being played, they either mute the video or shut it off completely.

There are other platforms available that deathcare businesses can use to stream an event and avoid these issues entirely. The ICCFA licenses currently available allow a deathcare business to stream a service or event on their website, so you can may want to consider third-party platforms other than Facebook or YouTube on your site and avoid the issues. While not a complete list, Zoom and Skype may work for your needs. These platforms provide links and players which can be posted directly on a deathcare business website, thus allowing the use of the ICCFA webcasting license which covers this type of technology. There are also some deathcare specific products/services that use your site for streaming; these would also avoid the recording license issue.

Remember, there are also other ways to prevent this issue and that is to make sure you either use royalty free music OR you mute out any music as it is played during the service. Lastly, remember that all of this is in reference to live performance and webcasting. Once the live event and stream are over, then the licenses no longer cover any additional publication if the music is part of the service. This means that if you choose to record the service and post it on your site so people can watch it for the next year or so, the music must be muted, because neither license allows a recording and playback of copyrighted music.

International Cemetery, Cremation & Funeral Association

107 Carpenter Drive, Suite 100 • Sterling, VA 20164

703.391.8400 • F: 703.391.8416

www.iccfa.com • hq@iccfa.com