

Music: The Beat Starts with Copyright

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World Intellectual Property Day sends an important reminder: Piracy doesn't just miss the beat – it's a problem that puts the entire creative industry out of tune.

Piracy can't be ignored when we talk about music and intellectual property. It's everywhere – CDs hawked on the sidewalks, suspicious downloads, "alternative" streaming services. It can't be treated as something "minor" or "unimportant", and not just because it's an actual crime under the Criminal Code. The problem is bigger than that.

It's not just that artists and companies lose revenue. Piracy feeds criminal networks, exposes millions of people to fraud and cyberattacks, and undermines the structure of a market that should be driven by talent, innovation and respect.

Brazilian government data shows that more than 90 million Brazilians are exposed to risks when accessing illegal content^[1] – and that's without considering worker exploitation, unlicensed and unsafe premises, and the involvement of minors in illicit activities.

On this World Intellectual Property Day, creativity, innovation and talent should be celebrated – but without going off key when it comes to respecting copyright. Protecting the music industry means protecting the people who make it and the people who experience it.

[1] <https://www.gov.br/mj/pt-br/assuntos/noticias/brasil-intensifica-combate-a-pirataria-e-reporta-a-onu-o-bloqueio-de-393-sites-ilegais>. Accessed April 29, 2025.