

# Revitalizing Royalty Management



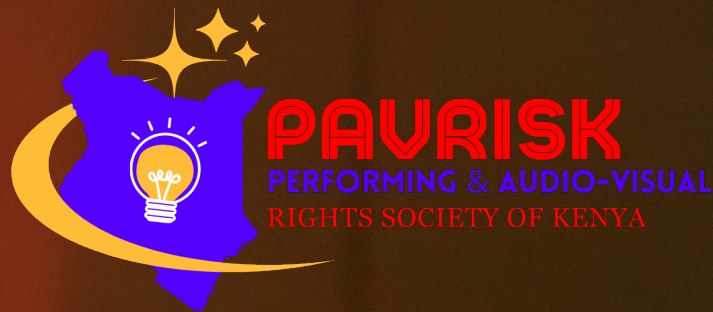
| Protecting Creativity | Empowering Rights Holders  
| Strengthening the Creative Economy



# 5.12%

The creative economy  
contributes over 5.12% of  
Kenya's Gross Domestic  
Product (GDP)

Creativity is not merely a hobby; it is a powerful expression of human talent and a key driver of culture, innovation, communication, entertainment, and economic growth. It is more than a pastime; it is a **divine gift** that inspires ideas, shapes identity, and fuels both social and economic transformation.



The creative economy contributes over **5.12% of Kenya's Gross Domestic Product (GDP)** and remains a significant driver of the global economy.

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Creative works shape both individual and national identity, connect communities, and influence global cultural exchange. To safeguard creators from exploitation and ensure fair remuneration, robust domestic and international copyright frameworks have been established.

Given the collective nature of rights management, the Performing and Audio-Visual Rights Society of Kenya exists to ensure a balanced ecosystem, one where creators are fairly compensated, and users of copyrighted works operate within a structured and compliant framework.

# STRATEGIC PILLARS

**1**

Strengthening  
royalty management  
systems,

**2**

Expanding licensing  
compliance across  
sectors,

**3**

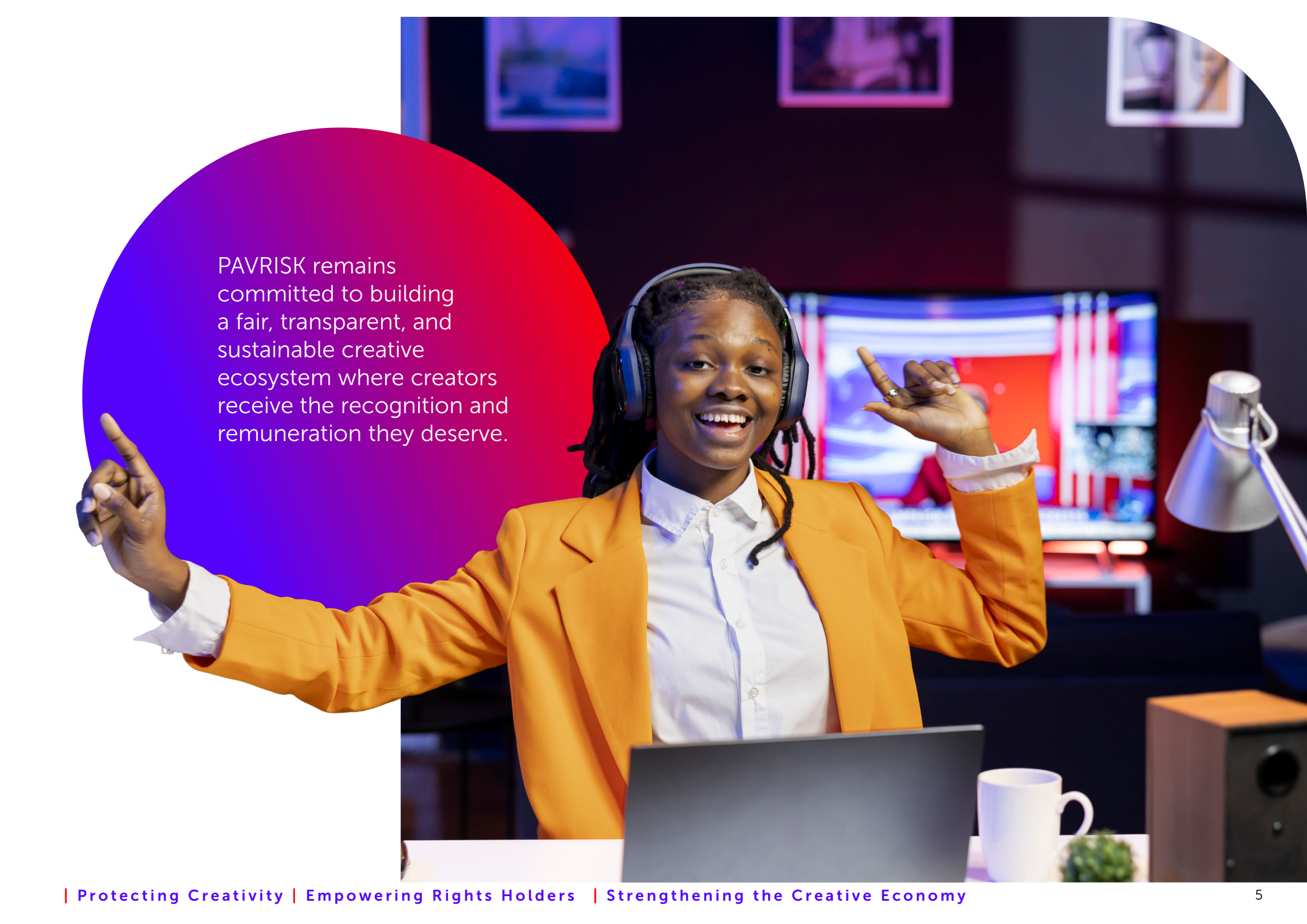
Advancing digital  
transformation

**4**

Empowering members  
through services and  
opportunities

**5**

Fostering stakeholder  
collaboration  
at national and  
international levels.



PAVRISK remains committed to building a fair, transparent, and sustainable creative ecosystem where creators receive the recognition and remuneration they deserve.

# ORGANIZATION OVERVIEW

The Performing and Audio-Visual Rights Society of Kenya is a multi-rights Collective Management Organization (CMO) registered in Kenya as a non-profit company limited by guarantee under the Companies Act and licensed by the Kenya Copyright Board pursuant to the Copyright Act, 2001, and the Copyright (Collective Management) Regulations, 2020.

Originally established in 2009 as the Performers Rights Society of Kenya (PRISK), the organization underwent a significant transformation, culminating in its expanded mandate and rebranding to PAVRISK on 28th February 2024, following regulatory approval.

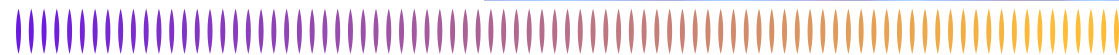
PAVRISK is governed under the Companies Act, 2015, and the Copyright Act, 2001. The organization is overseen by a Board of seven elected members drawn from its membership, with provision for two (2) government-appointed directors where necessary. It undergoes regular independent annual

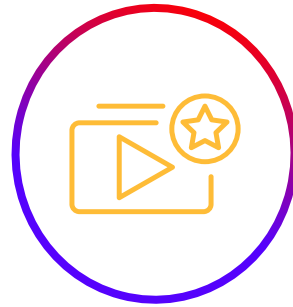
audits. Its operational structure includes a Company Secretary and a functional secretariat led by a Chief Executive Officer.

The organization operates through regional offices in Nairobi Metropolitan, Central (Mt. Kenya Region), Western Region, Coast (Mombasa), and Rift Valley, ensuring national reach and accessibility to members.

PAVRISK represents a diverse community of rights holders, including authors, composers, arrangers, publishers, performers, and actors, producers of sound recordings, film producers, and scriptwriters.

Through collective rights management, the organization negotiates licensing tariffs, issues licenses, collects royalties, and distributes revenue to rights holders in a transparent and accountable manner.





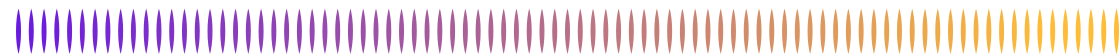
# MISSION

PAVRISK's mission is to promote and protect the economic rights of music and audiovisual creators through efficient licensing, royalty collection, and distribution systems that ensure fair remuneration for the use of their works.



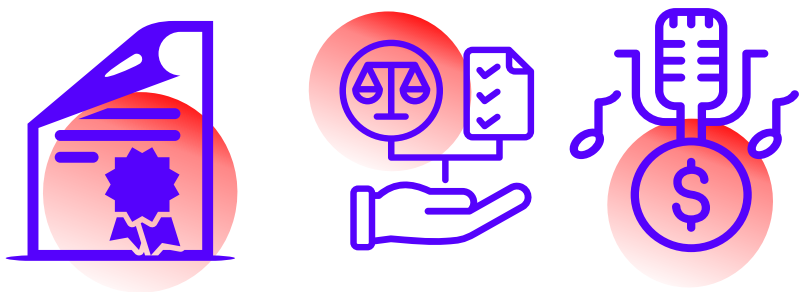
# VISION

PAVRISK envisions becoming a globally recognized and trusted Collective Management Organization that champions fair remuneration and the protection of performing and audiovisual rights holders.



# WHAT WE DO

PAVRISK administers rights relating to public performance, communication to the public, broadcasting, and the reproduction of music and audiovisual works. The organization licenses users of copyrighted works, collects royalties on behalf of rights holders, and distributes revenues in accordance with established policies, ensuring transparency and accountability in all processes.



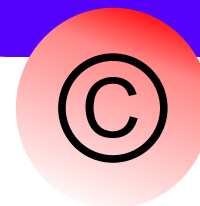
# WHY WE DO IT

Creativity is a powerful driver of cultural identity and economic development. However, without effective copyright protection, creators risk losing the economic value of their work.

PAVRISK exists to ensure that creators receive fair recognition and remuneration whenever their works are used, thereby contributing to a sustainable and thriving creative industry.

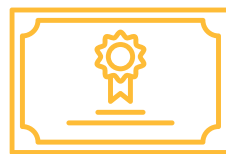
# CORE VALUES

PAVRISK is guided by core values that define its operations and stakeholder engagement. These include integrity, which ensures transparency and accountability in all activities; fairness, which guarantees equitable treatment of all rights holders; professionalism, which drives excellence in service delivery and governance; innovation, which promotes continuous improvement of systems and processes; and collaboration, which strengthens partnerships across the creative ecosystem.



# HOW WE WORK

The Performing and Audio-Visual Rights Society of Kenya (PAVRISK) operates a structured and transparent collective management system designed to ensure fair compensation for creators. Its core mandate is anchored on four key functions: licensing users of copyrighted works, collecting royalties, distributing royalties to rights holders, and monitoring compliance. Through this framework, PAVRISK ensures that all commercial users of audio-visual and musical works contribute fairly to the creative economy.



Licensing users of copyrighted works,



Collecting royalties,



Distributing Royalties to rights holders,



Monitoring Compliance.

## Membership and licensing form the entry points into the system.

Creators and rights holders join PAVRISK through a formal membership process involving registration, verification of works, and enrolment into the rights management system, enabling them to earn royalties from the use of their content. Users such as hotels, broadcasters, transport operators, and entertainment venues acquire a unified license through the official PAVRISK Licensing platform:

**Licensing** – PAVRISK (<https://pavrisk.or.ke/licensing/>).

**Membership** – PAVRISK (<https://pavrisk.or.ke/membership/>).

Once licensing is in place, PAVRISK collects fees and distributes royalties based on verified usage data, reporting systems, and established distribution rules, supported by ongoing monitoring and compliance mechanisms. Users are assessed according to their business category and usage type before issuance of a tariff-based license. This system ensures legal compliance while protecting creators' rights and promoting the sustainable growth of Kenya's creative and audio-visual industry. For more information, users are guided through the official website: PAVRISK Official Website (<https://pavrisk.or.ke/>).

# LICENSING CATEGORIES

In accordance with the Copyright Act (Sections 26, 28, 30, 35, 38, 46, 46A), PAVRISK licenses a wide range of sectors. These include broadcasting, telecommunications and digital platforms, the hospitality industry, events and entertainment venues, the transport sector, retail and commercial spaces, as well as financial institutions, education, health, and beauty sectors.

# GLOBAL PARTNERSHIPS

PAVRISK maintains strong international partnerships to ensure the global collection and distribution of royalties. Key partners include the World Intellectual Property Organization (WIPO), the African Regional Intellectual Property Organization (ARIPO), the Global Audiovisual Alliance (GAVA), the International Confederation of Societies of Authors and Composers (CISAC), and the African Audiovisual Alliance (AFAS).

Through these partnerships and over 40 reciprocal agreements, Kenyan creators are able to earn royalties from the international use of their works.



# CONTRIBUTION TO THE CREATIVE ECONOMY

PAVRISK plays a strategic role in advancing Kenya's creative economy by ensuring fair remuneration for creators, thereby providing sustainable income streams that enable them to invest in their craft and livelihoods.

By maintaining a well-regulated copyright system, the organization fosters investor confidence and encourages investment in music production, film, broadcasting, and digital content industries. This, in turn, supports job creation across the creative value chain, including producers, technicians, marketers, and distributors.

Through its international partnerships, PAVRISK enhances Kenya's global cultural footprint by enabling Kenyan content to reach global markets. The organization also promotes intellectual property awareness through advocacy, training, and stakeholder engagement, while actively supporting policy and regulatory development in collaboration with government agencies. Additionally, PAVRISK drives digital transformation by investing in modern systems that improve tracking, monitoring, and royalty distribution, thereby enhancing efficiency, transparency, and accountability.



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