



Selling your message

Customer engagement in commercial licensing

Kurt Van Damme

Head Licensing, Legal & Int'l Reprobel (Belgium)

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Bizili by Reprobel in a nutshell

Started in 2018 as a 'combined licence' for paper reproductions of CW (testrun)

Includes digital re-use since 2020

Branded as *bizili by Reprobel* in 2024

Overall Reprobel turnover increased from 20m to almost 30m euro in just five years

2/3 from business licensing

90,000+ Belgian companies, independent workers, liberal professions, ngo's & public institutions covered

We only do value gaps ~ not affecting member CMOs own licences

www.bizili.be
www.reprobel.be





The 3 track approach

70,000+ licences sold via online declaration portal ~ annual campaign ~ written communication only ~ small & medium-sized customers

20,000+ companies & institutions covered via individual key account agreements with top 500 Belgian companies, large public authorities (ministries, health care, ...) and 20+ sectoral agreements with centralized payment (lawyers, architects, ...)

45+ sectoral agreements with trade bodies with promo code for portal declarations

So What's the Story, Morning Glory?

The internet is a copyright jungle

You have no idea what your staff is doing

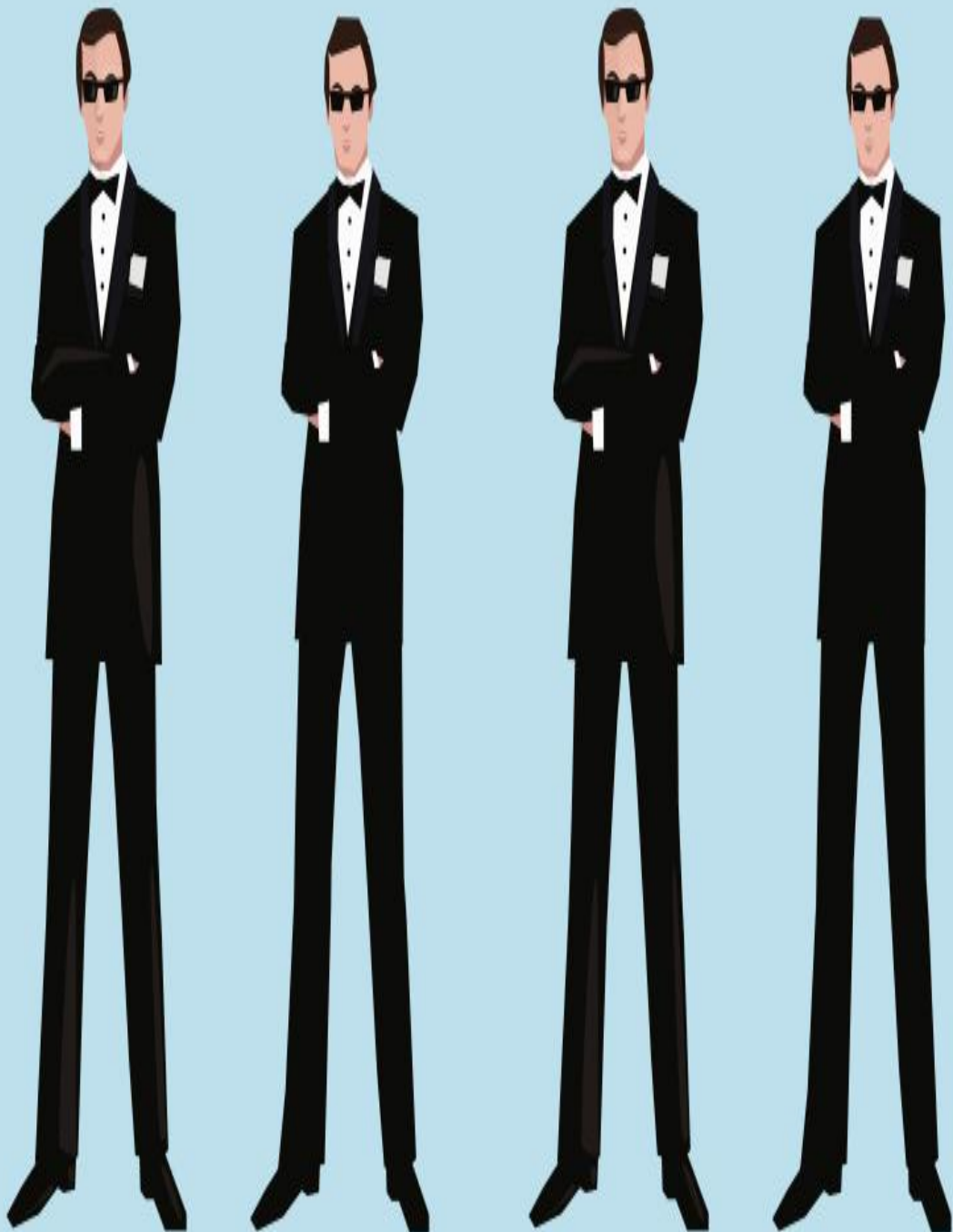
You have an obligation to take up a licence for all relevant digital use

You should be doing something good for society

Your licence fee is tax deductible

We are part of the solution, not the problem





James Bonding

Sales communication is a mixture of charming and subtle threatening

Charming: Johnny as our sales agent & link with creative and information sector (bizili as a commercial product)

Threatening: legal framework, underpinning link with reprography, controlling powers, sanctions, ... (Reprobel as an authority)

Serious, but with a Belgian twist

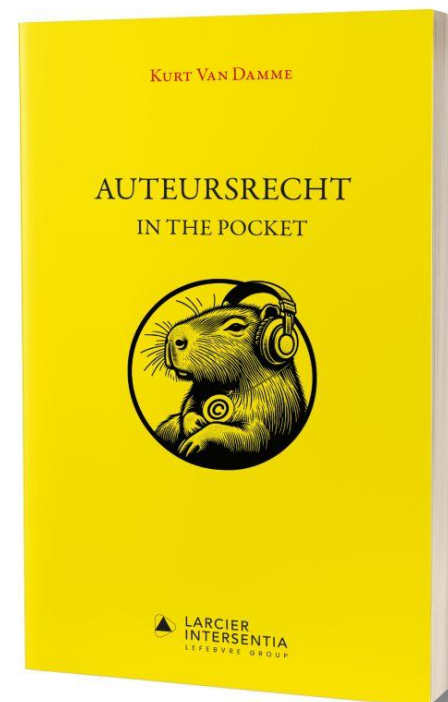
Modulated communication: depending on the type of customer 1/3 – 2/3, or the other way around

You need sales people to sell a sales licence (!)

Conversion is important, but so is retention (specific campaign for existing bizili customers to keep them on board)

Meten is weten (to measure is to know in Dutch)

AREN'T WE ALL A BIT OF
A PARROT AT WORK
SOMETIMES?





Don't be naive

Not everybody likes copyright

(now there's a surprise)

The *Riders of the free internet*

Myth busting

Look who's talking on the other side

It's an uphill battle ~ so come prepared

A word of advice

- Take your time (but not too much)
- Win rightsholders' trust ~ money is the best argument
- Make sure your sales car has a robust engine (portal, CRM, sales reporting, ticketing, ...)
- Train your team
- Motivate your team and change your business culture (!)
- Map the business sector & select target groups
- Don't bite off more than you can chew
- Don't forget about distribution ~ that's what we're there for





Johnny The Movie