

All CCS and Cross-sectoral Music Advocacy Initiatives Cross- Sectoral Policies and Governance

IMPALA proposes Twelve Recommendations on EU Music Policy





Fair Pay from AI Act, third countries and Tik Tok. These are the top three recommendations in IMPALA's new Remuneration Playbook, proposing specific policy measures to boost EU music revenues and diversity.

IMPALA - the <u>Independent Music Companies Association</u> published a new <u>Remuneration Playbook</u> with twelve recommendations for policy makers in the EU music sector.

IMPALA's flagship suggestion targets proper AI Act implementation and monitoring, to ensure specific consent, transparency and respect of rights. It also aims at maximising licensing opportunities.

Clarify EU legislation to fixing RAAP is also of focus in the Playbook. The second recommendation aims at the €125 million per year of European performance and broadcasting, which are currently transferred to third countries with no such rights.

With the third recommendation, IMPALA calls policy makers to save billions of global music income, currently lost due to fraud, piracy or value gaps, which allow for non proper payment by "moment economy" services, such as Tik Tok.

Other recommendations include supporting modern digital royalty rates and establishing a comprehensive fiscal and social security status for small cultural businesses.





Remuneration Playbook

12 recommendations for policymakers to boost revenues and diversity in today's music business

1 Implement the AI Act properly



Implement the EU's AI Act properly to ensure specific consent, transparency, respect of rights and maximise licensing opportunities.



Establish a comprehensive fiscal and social security status for small cultural businesses, artists and other cultural workers.

Fiscal & social security status

Fix RAAP



End the transfer of €125 million per annum of European performance and broadcast monies to third countries which do not have these basic rights.



8

Implement copyright directive remuneration provisions in full as supported by IMPALA during negotiations.

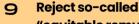
Implement copyright directive

remuneration provisions

Stop dilution & fix value gaps

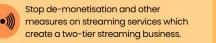


Fight dilution of revenues through fraud and piracy as well as fix value gaps such as TikTok and other "moment economy" services not paying properly, which are together costing the global music industry billions every year



"equitable remuneration" Oppose measures that cut across labels' ability to maximise artist revenues such as so called "equitable remuneration".

End two-tier streaming





Tax credits & finance options Adopt tax credits and better finance options to support labels as artist

partners and risk takers.

5 Modern digital royalty rates



Support modern digital royalty rates and other proposals in IMPALA's streaming plan to test different royalty allocation models.



11 Respect collective licensing Ensure digital and other services using music are obliged to respect collective licensing solutions like Merlin.

Block UMG/Downtown & **Boost discoverability &** The publication of the publicati o going spolitical decisions on the revotitbe EdicCS. Heten

Smith late is and artists have an open divers and ir started of European repertoire.





"What the EC decides now on issues such as AI and UMG's acquisition of Downtown is critical, as well as on other priorities such as making sure we don't transfer millions of performance monies outside of Europe".

You can find more here

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Image 2. Courtesy of IMPALA.





