



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 [Independent Music Companies Association](#) published a new [Remuneration Playbook](#) 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.

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.

2 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.

3 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.

4 End two-tier streaming



Stop de-monetisation and other measures on streaming services which create a two-tier streaming business.

5 Modern digital royalty rates



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

6 Block UMG/Downtown & further consolidation

The publication of the Playbook comes at a momentum of ongoing political decisions on the core of the EU CCS. Helen Smith, IMPALA Executive Chair stated:

Block UMG/Downtown and further consolidation in the music sector, to ensure labels and artists have an open, diverse and competitive music market.

7 Fiscal & social security status



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

8 Implement copyright directive remuneration provisions



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

9 Reject so-called "equitable remuneration"



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

10 Tax credits & finance options



Adopt tax credits and better finance options to support labels as artist partners and risk takers.

11 Respect collective licensing



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

12 Boost discoverability & diversity



Boost discoverability and diversity of streaming services to improve visibility 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](#).

Image 1 by [HubertPhotographer](#). Free for use under the [Pixabay Content License](#).

Image 2. Courtesy of [IMPALA](#).

