

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

IMPALA proposes Twelve Recommendations on EU Music Policy

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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.

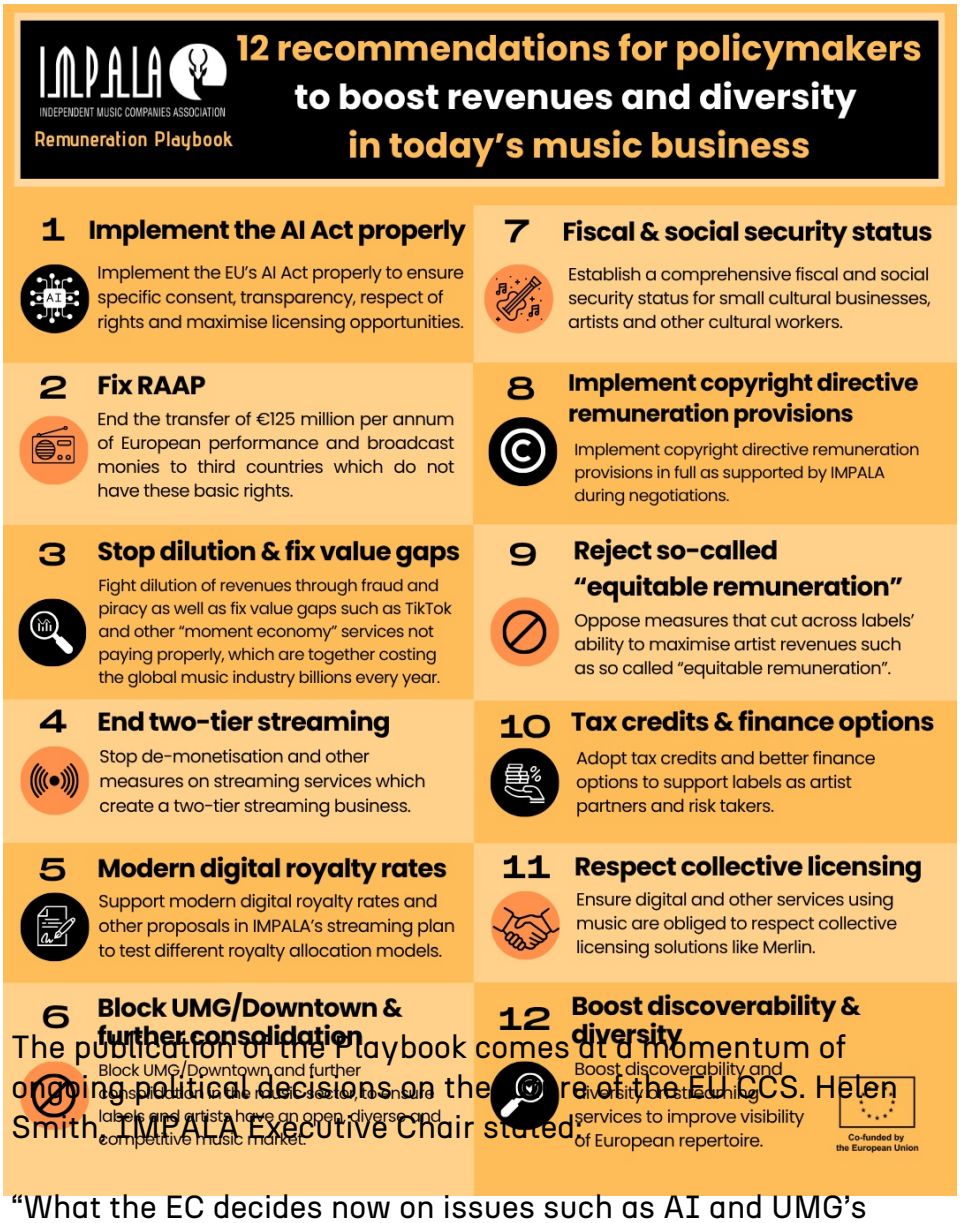
IMPALA - the Independent Music Companies Association published a new Remuneration Playbook with twelve recommendations for policy makers in the EU music sector.

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.



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

"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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