FIX STREAMING CAMPAIGN

IVORS ACADEMY

AGENDA

1. Background – context
2. Background – Keep Music Alive
3. #Fix Streaming – campaign aim, strategy & tactics
4. #BrokenRecord
5. Government review
6. #Fix Streaming – specific campaign asks
7. Select Committee report
8. Government response
9. Next steps

IVORS ACADEMY

BACKGROUND – CONTEXT

With all live music on hold, Covid-19 shone a light on the fact that composers, songwriters and most performers are **unable to make a living from streaming royalties** while the major labels receive record revenues from streaming.

Songwriters and composers - members of The Ivors Academy - anticipated a **loss of £25,000 per person** at the start of the Covid-19 crisis and that prediction only worsened as the length and extent of the pandemic became clear.

This only served to further highlight an issue that was already evident - the **lack of fairness in the distribution of streaming royalties**.

IVORS ACADEMY

#FIX STREAMING - CAMPAIGN AIM, STRATEGY & TACTICS

AIM: Raise awareness around the broken streaming market and encourage industry stakeholders to come together to build a viable model for royalty distribution in the streaming era.

STRATEGY & TACTICS: Build pressure to encourage music industry stakeholders to the table, through:

- Public petition (secured 18,300+ signatures) calling on Government to *"urgently undertake a review of streaming to expose its faults and ensure that the music ecosystem is transparent and fair"*
- Lobbying policy-makers
- FAQs and information for members
- Targeted media pieces
- Social media activity
- Events and panels
- Working with/alongside #BrokenRecord

IVORS ACADEMY

GOVERNMENT REVIEW

Following five months of campaigning, the **Digital, Culture, Media and Sport Select Committee** announced **an inquiry into the economics of music streaming.**

Then:

- **IA and MU written submissions** & encouraging members and petitioners to submit (200+ submissions)
- Prepare IA-related witnesses for **oral evidence sessions** (12 sessions in total covering all stakeholders)
- Live coverage of oral evidence sessions on **social media**
- Submission of **additional IA written evidence**

IVORS ACADEMY

#FIX STREAMING – CAMPAIGN ASKS (2 of 2)

Refined following the conclusion of the oral evidence sessions to the following:

- An immediate government referral of the multinational music corporations to the UK Competition and Markets Authority (CMA) to address level of power wielded and as a first step towards securing greater value for the song – to be followed by the establishment of a regulator to ensure the lawful and fair treatment of music makers
- A change to the 1988 Copyright, Designs and Patents Act to ensure performers receive a share of streaming revenues (as they do for radio plays) – ie ER

Letters sent jointly by #BrokenRecord, IA and MU and signed by a stellar line-up of songwriters, composers and artists…

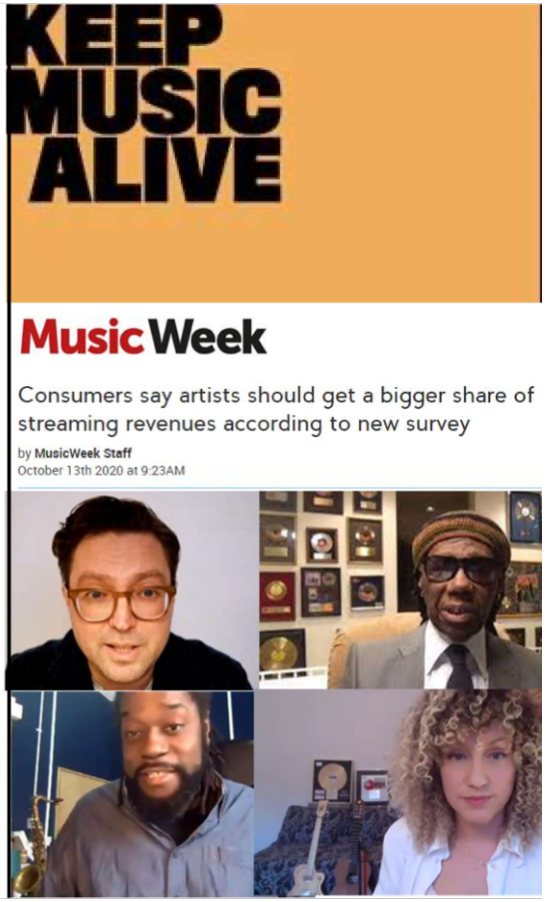
IVORS ACADEMY

Damon Albarn OBE
Lily Allen
Wolf Alice
Marc Almond OBE
Joan Armatrading CBE
David Arnold
Massive Attack
Jazzie B OBE
Adam Bainbridge (Kindness)
Emily Barker
Gary Barlow OBE
Geoff Barrow
Django Bates
Brian Bennett OBE
Fiona Bevan
Aflie Boe OBE
Billy Bragg
The Chemical Brothers
Kate Bush CBE
Melanie C
Eliza Carthy MBE
Martin Carthy MBE
Celeste
Guy Chambers
Mike Batt LVO
Don Black OBE
Badly Drawn Boy
Chrissy Boy
Tim Burgess
Mairéad Carlin
Laura-Mary Carter
Nicky Chinn
Dame Sarah Connelly
Phil Coulter
Roger Daltrey CBE
Catherine Anne Davies (The Anchoress)
Ian Devaney
Chris Difford
Al Doyle
Anne Dudley
Brian Eno
Self Esteem
James Fagan
Paloma Faith
Marianne Faithfull
George Fenton
Rebecca Ferguson
Robert Fripp
Shy FX
Gabrielle
Peter Gabriel
Noel Gallagher
Guy Garvey
Bob Geldof KBE
Boy George
David Gilmour CBE
Nigel Godrich
Howard Goodall CBE
Jimi Goodwin
Graham Gouldman
Tom Gray
Roger Greenaway OBE
Will Gregory
Ed Harcourt
Tony Hatch OBE
Richard Hawley
Justin Hayward
Fran Healey
Orlando Higginbottom
Jools Holland OBE, DL
Mick Hucknall
Crispin Hunt
Shabaka Hutchings
Eric Idle
John Paul Jones
Julian Joseph OBE
Kano
Linton Kwesi Johnson
Gary Kemp
Nancy Kerr
Richard Kerr
Soweto Kinch
Beverly Knight MBE
Mark Knopfler OBE
Annie Lennox OBE
Shaznay Lewis
Gary Lightbody OBE
Tasmin Little OBE
Callum MacColl
Roots Manuva
Laura Marling
Johnny Marr
Chris Martin
Claire Martin OBE
Cerys Matthews MBE
Sir Paul McCartney CH MBE
Horse McDonald
Thurston Moore
Gary "Mani" Mounfield
Mitch Murray CBE
Field Music
Frank Musker
Laura Mvula
Kate Nash
Stevie Nicks
Orbital
Roland Orzabal
Gary Osborne
Jimmy Page OBE
Hannah Peel
Daniel Pemberton
Yannis Philippakis
Anna Phoebe
Phil Pickett
Robert Plant CBE
Karine Polwart
Emily Portman
Chris Rea
Eddi Reader MBE
Sir Tim Rice
Orphy Robinson MBE
Matthew Rose
Nitin Sawnhey CBE
Anil Sebastian
Peggy Seeger
Nadine Shah
Feargal Sharkey OBE
Shura
Labi Siffre
Martin Simpson
Skin
Mike Skinner
Curt Smith
Fraser T Smith
Robert Smith
Sharleen Spiteri
Lisa Stansfield
Sting CBE
Suggs
Tony Swain
Heidi Talbot
John Taylor
Phil Thornalley
KT Tunstall
Ruby Turner MBE
Becky Unthank
Norma Waterson MBE
Cleveland Watkiss MBE
Jessie Ware
Bruce Welch OBE
Kitty Whately
Ricky Wilde
Olivia Willliams
Daniel "Woody" Woodgate
Midge Ure OBE
Nicky Yeoh

#FIXSTREAMING

- Development of issues and campaign during 2020
- Covid lockdown created the ideal moment to launch
- Alliance with the Musician's Union formed
- #BrokenRecord campaign launched by Tom Gray
- YouGov consumer research commissioned
- Petition for Parliamentary Select Committee Inquiry
- International attention achieved through the inquiry
- Select Committee found in favour of all our campaign demands including "a complete reset" of streaming
- The UK Government is now running a series of stakeholder roundtables and research.

IVORS ACADEMY



IVORS ACADEMY

SELECT COMMITTEE REPORT

- Published 15 July 2021: https://committees.parliament.uk/publications/6739/documents/72525/default/
- **Headline conclusion:**

"Streaming has undoubtedly helped save the music industry following two decades of digital piracy but it is clear that what has been saved does not work for everyone. The issues ostensibly created by streaming simply reflect more fundamental, structural problems within the recorded music industry. Streaming needs a complete reset."

- Multiple **recommendations** - picking up on **both the headline and more detailed campaign asks**

IVORS ACADEMY

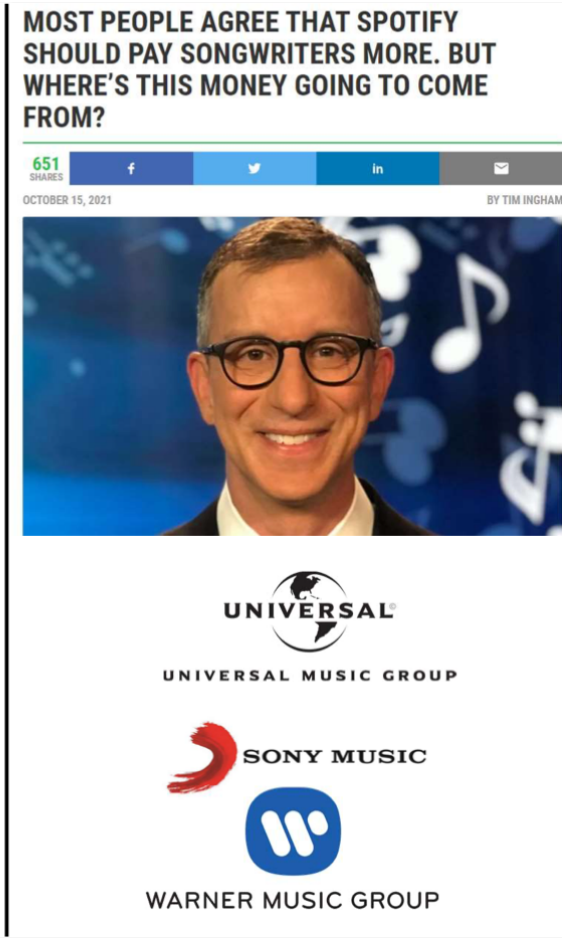
#FIXSTREAMING – KEY ISSUES

1. Suppression of the value of the song

- We are concerned the financial interest of the music groups to maximise label over publishing interests is suppressing the market value of the song.

- We have raised competition concerns regarding the dominance of the major music groups, the lack of transparency and regulation of their businesses, and the conflict of interests that arises from having label and publishing interests.

IVORS ACADEMY



IVORS ACADEMY

#FIXSTREAMING – latest: 19 October 2021

MAJOR RECORD COMPANIES FEEL THE HEAT AS UK COMPETITION WATCHDOG LAUNCHES NEW STUDY INTO MUSIC STREAMING

48 SHARES

OCTOBER 19, 2021 BY TIM INGHAM

IVORS ACADEMY

IVORS ACADEMY

#FIXSTREAMING – KEY ISSUES

2. Fair contracts

- The UK did not implement the European Copyright Directive meaning the positive reforms under the 'Transparency Triangle' were not implemented
- Kevin Brennan MP (and Ivors Academy member) has a Private Members' Bill which seeks to achieve changes to UK Copyright Law.

IVORS ACADEMY

Equitable Remuneration for performers across all of 'making available' right

Transparency obligations

Contract adjustment and dispute resolution

Right of revocation

IVORS ACADEMY

#FIXSTREAMING – KEY ISSUES

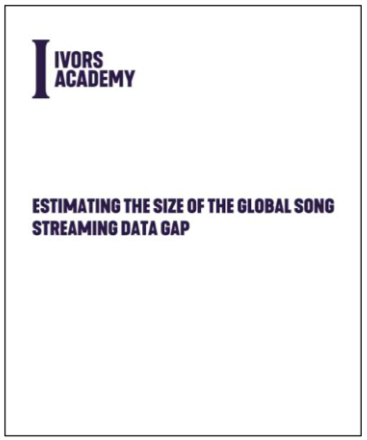
3. Poor metadata/use of black box income

- There has been little if no progress made since the UK Government commissioned a research project called ‘Music 2025’ published in 2018 which highlighted the problems with music industry metadata.
- The Ivors Academy put forward the concept of a ‘Minimum Viable Data’ standard to the Parliamentary Inquiry and a request that the size of global streaming black box income be assessed.
- Metadata issues are now being progressed under the supervision of the UK Government.

IVORS ACADEMY

IVORS ACADEMY

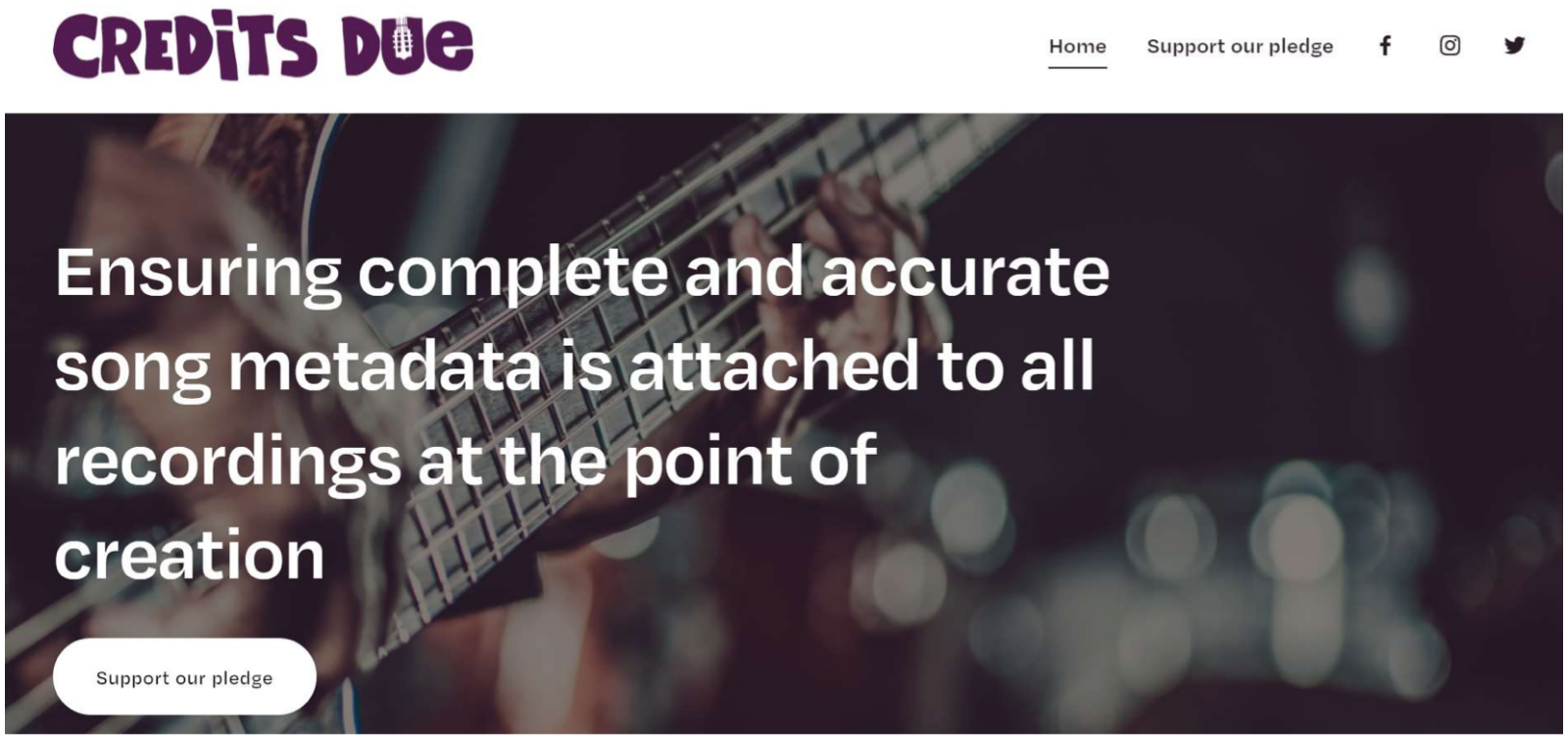
In August 2021 the Ivors Academy published a report on the size of the song streaming 'black box'



- Missing song credit information is a significant issue facing the industry
- Too often royalties are pooled into a 'black box' to be distributed according to analogy-based policies
- **This report estimates that the song streaming data gap is at least £500m per annum**
- This figure is not currently reported by CMO's or their representatives, meaning there is a lack of awareness and transparency on the problem
- With a growing streaming economy, if nothing significant changes, the financial impact of the data gap is going to increase year on year.

IVORS ACADEMY

IVORS ACADEMY



IVORS ACADEMY

Only 5 data elements needed...

1. Creator identifiers & role codes (IPI, IPN & ISNI)

2. Musical work identifier (ISWC)

3. Recording identifier (ISRC)

4. Song title & alternative song titles

5. Writer, performer, producer & contributor names

IVORS ACADEMY

#PaySongwriters complements #FixStreaming in seeking to get better terms for songwriters from labels

Calling on labels to:

Pay writers a minimum daily allowance of £75 / $120 to each songwriter working with an artist to cover expenses. The allowance would be non-recoupable from the artist share.

Give writers at least four points on the master from the label share. These points should be on net revenue and shared amongst the non-performing songwriters on a record.

IVORS ACADEMY

GOVERNMENT RESPONSE

- Published 22 Sept: https://committees.parliament.uk/publications/7407/documents/77629/default/
- Creators Earnings in the Digital Age research reports published the following day (IA and MU on Steering Board)
- *"More targeted research evidence is needed before the Government can decide what action it should take on some of the issues highlighted by the Committee"*
- Music industry *"contact group"* with senior representatives from across the music industry
- Research programme to launch in autumn 2021
- Two technical stakeholder working groups - (1) contract transparency (2) data issues and minimum data standards
- Committee's recommendation for a market study directed to the CMA

IVORS ACADEMY

NEXT STEPS

- Liaison with DCMS and IPO - representation on the contact group and working groups & research
- IA working on Credits Due with the Music Rights Awareness Foundation (building on the IA's black box work) - referenced in the Government response
- Private Members Bill & reception – early December (focus on ER)

IVORS ACADEMY

Helienne Lindvall

Twitter: @helienne
Instagram: @HelienneOfficial

IVORS ACADEMY