

## IMMF December 2014 – End of the year statement

### 1. IMMF CONTINUES TO GROW

The International Music Managers Forum (IMMF) continues to grow: In 2014 we thus welcomed two new member organisations: MMF Zimbabwe and MMF Latin America. The new organisation in Africa supports artists and managers in the center of Africa, and MMF Latin America groups together 62 music managers from 14 countries in the region. The IMMF's global network now covers five continents and a total of 30 countries.

### 2. LOBBYING FOR TRANSPARENCY & FAIRNESS

#### 2.1 PUBLIC IMMF STATEMENTS

The IMMF made two public statements in 2014: "[Fair & Transparent Principles In The Digital Music Value Chain](#)" and the "[Music Videos And Money](#)". Both statements were subject to extensive music industry press coverage and valuable feedback. IMMF will continue to ask "uncomfortable questions" in 2015 that seek to clarify how artists can make a living from their music.

#### 2.2 PUBLIC IMMF EVENTS

Our agenda issue "Transparency and Fairness" was discussed extensively at four "soldout" IMMF stakeholder events in 2014, which were promoted by our national member organisations in Germany, France, Spain and Italy (IMUC for Berlin, AMA for Paris, MMF Spain for Madrid and MMF Italy for Bari). The events proved extremely helpful in terms of establishing dialogue between music users and creators. We moreover welcomed the participation of representatives from digital music services like YouTube and digital music distributor Believe Digital. Watch out for similar events in 2015.

#### 2.3 STAKEHOLDER EVENTS PICKED UP ON THE STATEMENTS

IMMF was invited to speak on the subject of transparency and fairness at two events in November in Warsaw, Poland. Director of Policy Flow Jake Beaumont Nesbitt thus gave a speech at the "3rd International Copy Camp Conference" and IMMF Vice-Chair Volker May spoke at the "European Music Fair". Furthermore the IMMF was present and provided speakers throughout the year at BIME in Spain, New Music Seminar in USA, Sonic Visions in Luxembourg, MaMA in France, Medimex in Italy, Reeperbahn Festival in Germany, Contrapedal in Uruguay and Breathe Sunshine Conference in South Africa.

### 3. FOCUS ON EDUCATING THE INDUSTRY CONTINUES TO BE HIGH UP ON THE AGENDA

The IMMF supported both MMF Spain and MMF Luxembourg, and the Central and Eastern European Talent Exchange Program (CEETEP) at Exit Festival Serbia, with promoting education and training sessions for members and non-members. The events once again proved how important it is to share knowledge, expertise and experience, and how many young artists and managers are reinventing the "rules of the game" and the industry itself.

## **4. FOCUS ON 'TRANSPARENCY AND FAIRNESS', GROWTH AND EDUCATION CONTINUES IN 2015**

### **4.1 TRANSPARENCY AND FAIRNESS**

One of the main topics for the coming year will yet again be the question of whether the artists are receiving a transparent and fair share of the income streams from the exploitation of the artists rights. To assess what is happening; transparent accounting is a must. This includes making agreements between intermediary rights holders appointed by artists, and the services the artists have appointed them to work with, public. Music creators need to be central players in the music industry and although they will always be placed at the start of the value chain, they should not be at the back of the queue when it comes to getting paid. If artists cannot make a living when their creations are being commercially exploited we face the risk of a collapse of cultural diversity and quality.

### **4.2 GROWTH**

In the coming year we will focus on incorporating new member organisations in Eastern Europe and Asia, and explore opportunities in the Middle East. As the new digital business model becomes established across the globe it is essential that artists and their representatives have a voice on the global level.

### **4.3 EDUCATION**

In 2015 the IMMF intends to keep on executing training and education sessions in several European countries as requested by the local MMF's and other member organizations.