



Art and in particular Music is at the very heart of expressing and defining Europe across boundaries of language, experience and even education.

But artists are more than a cultural asset to be protected. We are a vibrant and living force at the cutting edge of Europe's identity in the 21st Century, both in life and online; as we always have been.

Yes art and artists need the protections afforded to the cultural space to foster growth and encourage expression, but equally artists need to engage as equal participants in transactions where their work is commercially exploited and above all, be entitled to a fair reflection of the commercial value their work generates.

We are part of culture but we are also part of commerce and the balance between the two needs careful and sensitive management.

The commercial music market is currently distorted by a culture of secret deals done behind Non-Disclosure Agreements that prevent transparency and fair treatment of artists whose work is being used to build big businesses both in terms of the leverage of large catalogues by Major Labels and the deals done with digital platforms to exploit those catalogues.

Artists are generating huge value for big business but individually have no bargaining power to ensure a fair proportion of that value trickles back into the creative ecosystem to ensure the next generation of creators can sustain professional careers.

A solution must be sought with a harmonised approach across the EU to ensure fair treatment for all European creators.

The key is to begin and end with the only relationship at the very heart of the music industry – not artist-label or label-platform, but artist-fan. A true solution will be good for artists and equally beneficial to consumers.

We demand a change to the way the Making Available Right is implemented in the online world to ensure that creators are paid from the first stream via a CMO, which can ensure that the rules are correctly interpreted and implemented on behalf of the artists.



About the International Artist Organisation of Music (IAO)

The IAO is the umbrella association for national organisations representing the rights and interests of Featured Artists in the Music Industry.

Our principal interests are transparency, the protection of intellectual property and a fair reflection of the value an artist's work generates.

The IAO is a not-for-profit organisation based in Paris that was officially founded in 2015 by its six founder-members: FAC (UK), GAM (France), CoArtis (Spain), Domus (Germany), Gramart (Norway) and FACIR (Belgium). The organisation is in the process of expanding its membership to welcome artist organisations from more countries across Europe and beyond.

IAO is launching a campaign of activities under the name of “***Artists in Europe: culture and commerce***” to raise awareness in the European Union institutions about the importance to ensure artists can obtain a fair remuneration for their works in the digital environment.

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