



PRESS RELEASE FROM INTERNATIONAL ARTIST ORGANISATION, IAO NOVEMBER 13 2024

ARTISTS ENCOURAGED TO SPREAD REPORT TO EXPOSE THEIR HARSH REALITY

In a webinar with participants from 17 countries conclusions from the report Streams and Dreams 2 were presented, and it was clear in the discussions how important it is to make governing bodies and media aware of how bad the situation continues to be for artists today. Conditions taken for granted in other professions, such as clear breakdowns of deductions in pay, rights in case of conflict or even the full extent of salary are still not natural conditions. The survey, commissioned by IAO, aimed to investigate what difference the DSM directive has done. Since issues like transparency and fair pay are left to voluntariness the survey shows that the intentions of the directives have failed. A recording of the webinar is now public, link below.

Hosted by IAO and AEPO-ARTIS, the webinar offered insight to the impact of DSM for artist's and musician's situation, and with more than 9500 participants the survey is one of the largest done in Europe to this day. Researcher Daniel Johansson from Inland Norway University of Applied Sciences was commissioned to objectively analyze the data and present the report. He moderated the webinar and started with a run through of the different parts of the survey, and continued to present conclusions for each of the articles in the DSM that the survey focused on. As an evaluation of the DSM directive the report doesn't make good reading for the EU policy makers. There is still a lot of work to be done.

Examples from the conclusions: 70% of EU artist express dissatisfaction with streaming income, almost 90% does not think streaming revenues is distributed in a fair way, and 65% of EU artists report a lack of transparency and detailed information as mandated by the new legislation. Fair questions have been raised, like what is fair and proportionate remuneration? What level of transparency does this right involve?

The webinar:

<https://www.iaomusic.org/streams-dreams-webinar>

The report can be found here: <https://www.iaomusic.org/the-impact-of-the-dsm-directive-on-eu-artists-and-musicians-part-2-2024/>

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International Artist Organisation

IAO is a nonprofit umbrella association for national organisations representing the rights and interests of Featured Artists in the Music Industry. IAO was officially founded in 2015.

www.iaomusic.org

AEPO-ARTIS

AEPO-ARTIS is a non-profit making organisation that represents performers' collective management organisations from 29 European countries, active in the audio and audiovisual sectors. The number of performers represented by their 39 member organisations is more than 650,000.

<https://www.aepo-artis.org/>

Daniel Johansson

Daniel Johansson is a music business researcher affiliated with the Inland Norway University of Applied Sciences. With two decades of research focused on the evolution of the digital music economy, he has contributed through numerous publications that explore the dynamics of the streaming economy.

<https://www.inn.no/>