



Charter

1. Over the last few years, artist organisations have been set up in several different countries in response to the evolving landscape in the creative industries.
2. Artists have always been at the cutting edge of innovation and these organisations represent their members desire to contribute to and help shape the creative industries of the future.
3. It has always been true, and remains true, that the primary relationship in the creative industries is between artists and fans. Everything in the middle should only exist to enhance that relationship. As a result, it is imperative that artists have a collective voice that can participate, at every level, of the design and implementation of the mechanics of the modern music industry.
4. Collective leverage allows artists for the first time to begin to negotiate as equals with the large multinational commercial entities that have historically monopolized the design of structures for: collection, distribution and division of incomes
5. Collective leverage has also opened the door for artists to interface directly with governments at regional, national, European and global levels.
6. SO WHAT DO WE WANT? There are some fundamental and very basic points that we can identify for the benefit of our artist members, but also for the industry as a whole to help secure a stable and sustainable business for the long term such as:
 - a. Transparency
 - b. Balanced remuneration structures
 - c. Proper control and enforcement of intellectual property rights

7. WHAT DOES THIS MEAN?

There are definite and practical actions that can be taken to start to move us forward. For example:

- Accurate and complete registration of credits in the correct use of ISRC codes and the completion of a global copyright database.
- Detailed and harmonized definitions with appropriate splits of new revenues such as streaming, which accurately reflect the new business models.
- Artist representation in the oversight of regulation and governance of all parts of the architecture of the music industry

Ultimately, all the discussions happening right now about who pays, how much they pay, how they pay and when they pay are all discussions about the monetisation of artists work. Artists should have a voice representing us in these discussions.

Without our voice, you risk missing the point, which is to have a healthy and diverse cultural sector, which remains dynamic and exciting and continues to put the artists at the cutting edge of social and cultural development.