

IMARA and IAO join forces to strengthen global advocacy for music artists

International organisations sign Memorandum of Understanding to coordinate advocacy on streaming, AI and artists' rights

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The International Music Artists Rights Alliance (IMARA) and The International Artists Organisation (IAO) have signed a Memorandum of Understanding (MoU), joining forces to strengthen advocacy for music artists and performers internationally.

The agreement brings together IMARA's global network of collective management organisations and IAO's network of national artist organisations, creating a stronger platform for coordinated advocacy, shared expertise and joint action on the major issues shaping the future of music.

The organisations will work together across shared priorities including fair remuneration from streaming, artificial intelligence and emerging technologies, audiovisual performers' rights, transparency and fair contracts, and stronger artist representation in policy and industry decision-making.

A key focus of the collaboration will be ensuring that artists have a meaningful voice as new technologies and business models reshape the music sector. On AI, IMARA and IAO share a commitment to clear and enforceable rights, consent, transparency, licensing and fair remuneration for the use of artists' performances.

The organisations will also coordinate their advocacy in regional and international forums, exchange information and expertise, and explore opportunities for joint campaigns, research and policy initiatives.

Annie Morin, Chair of IMARA, said:

"Artists around the world are facing many of the same challenges, from securing a fair share of streaming revenues to protecting their performances in the age of AI. By joining forces with IAO, we can strengthen our collective voice, combine our expertise and make sure artists are represented where decisions about the future of music are being made."

Nacho García Vega, President of IAO, said:

"Today's artists struggle to get fair and sustainable conditions in the streaming market. The rise of AI presents both an opportunity for artistic growth and a threat to their moral and economic interests."

In such a context, artists need to be supported by people who understand their concerns, share their principles, and advocate for legal mechanisms to protect their rights."

In IMARA, we have found a solid ally within the collective management environment. Cooperating with them will help us amplify our message and be stronger where crucial debates take place."

The collaboration reflects a shared ambition to build a fairer and more sustainable global music ecosystem in which artists are properly represented, their rights are protected and the value they create is fairly recognised.

About IMARA

The International Music Artists Rights Alliance ([IMARA](#)) works internationally to strengthen the rights and remuneration of music performers. Its priorities include fair remuneration from streaming and digital platforms, neighbouring and audiovisual rights, and transparent, fair and ethical approaches to artificial intelligence.

About IAO

The International Artists Organization ([IAO](#)) is the umbrella association for national organisations representing the rights and interests of featured artists in the music industry. Founded in 2015, IAO advocates for transparency, protection of intellectual property, fair remuneration and meaningful artist representation in decisions affecting artists' rights and revenues.

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