

fair music

- Presentation at
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- 19 October 2009

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International Association of Schools of Jazz – IASJ



Education and Culture DG

Culture Programme

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THE FIRST GLOBAL INITIATIVE FOR FAIRNESS AND JUSTICE IN THE MUSIC BUSINESS.

Impact of *fair music*

In the EC-project evaluation *fair music* is perceived to have the potential to influence European policy and legislation



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Impact of *fair music*

From the EC-project evaluation:

"This (*fair music*) research can also be useful to create a proposal for European law ... the potential of the project can be enormous, not only for the field of music ..."



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- promoting fairness in the music business



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About *fair music*

is the first global initiative for fairness and justice in the music business

a positive awareness campaign to strengthen the position of artists and music listeners worldwide



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fair music Objectives

- safeguarding artistic freedom
- fair remuneration for artists
- creating opportunities for small producers
- increasing cultural diversity
- foster access to the world market for productions from the countries of the global south



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fair music Quality Label

- learning from Fair Trade we are developing a quality label and standards for *fair music*
- *fair music* gives the music listeners the assurance that artists receive fair remuneration for their work



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fair music Project Activities

- designing and implementing the standards and standard setting process
- set up of certification agency and - process
- negotiating preferred promotion channels for *fair music* products



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fair music Standards


The core points are:

1. Transfer of rights:

- Transfer of rights without author's approval
- Publishing rights
- Ancillary rights
- Duty to release and right of termination
- Release territories

A red circular logo with a scalloped edge containing the text "fair. music" in white lowercase letters.

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A black horizontal bar with a white arrow pointing to the right, containing the text "www.fairmusic.net" in white.

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fair music Standards

2. Exclusivity

- Personal exclusivity
- Re-recording restrictions

3. Duration

- Fixed contract duration max. 3 years

4. Costs

- Production cost agreement
- No charging of costs without artist's approval
- No cross-collateralization

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fair music Standards

5. Royalties

- Comprehensible and transparent sharing rules
- Min. share for artist for long pieces 1,5€

6. Accounting

- Semi-annual pay-outs
- Artist receives copies of accounting basis



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fair music Standards

- Currently we are in the final stages of the consultation activities
- Next step is the adoption publication of reviewed standards



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fair music Catalogue Registration

- The registration system for *fair music* catalogue will be ready by November 2009
- Next steps:
 - building a catalogue of *fair music*



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Support fair music

Here is how you can support *fair music*

1. Help us building a unique repertoire of *fair music* from all over the world
2. Help us getting endorsements and testimonials from influential and well-loved artists
3. Spread the word!



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Get informed

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Get in contact:

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Thank You!