fair music

- Presentation at
- 3rd IMC World Forum on Music, Tunisia
- 19 October 2009

Wouter Turkenburg
International Association of Schools of Jazz – IASJ

www.fairmusic.net
THE FIRST GLOBAL INITIATIVE FOR FAIRNESS AND JUSTICE IN THE MUSIC BUSINESS.
fair music Project Facts

• Funded by the Culture Programme of the EC
• Start: May 2009   End: April 2011
• Consortium partners:
  IMC (France)
  Popbüro Region Stuttgart (Germany)
  IASJ (Netherlands)
  ZDAP (Slovenia)
  mica - music austria (Austria)
Impact of *fair music*

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

• promoting fairness in the music business

www.fairmusic.net

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

[www.fairmusic.net](http://www.fairmusic.net)
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
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

www.fairmusic.net

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

fair music

www.fairmusic.net

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

www.fairmusic.net
THE FIRST GLOBAL INITIATIVE FOR FAIRNESS AND JUSTICE IN THE MUSIC BUSINESS.
fair music Standards

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

www.fairmusic.net
THE FIRST GLOBAL INITIATIVE FOR FAIRNESS AND JUSTICE IN THE MUSIC BUSINESS.
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!

www.fairmusic.net

THE FIRST GLOBAL INITIATIVE FOR FAIRNESS AND JUSTICE IN THE MUSIC BUSINESS.
Get informed
www.fairmusic.net

Get in contact:
fairmusic@musicaustria.at
Thank You!

www.fairmusic.net

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