



IMPf Network Project – Work Package 4

Summary

In 2024, negotiations with selected vendors were carried out. In parallel, the market watch continued to keep the list of vendors accurate and up-to-date.

Activities

In the context of the Work Package 4 aiming on the identification and adoption facilitation of solutions to streamline music publishing operations, the third step of the five-steps protocol has been completed in 2024 with three additional interviews. 80% of the fourth step (negotiation with vendor) and 50% of the final step (communication to members) have also been covered.

From the initial 45 identified vendors and from the 10 interviewed ones, IMPf concluded, in 2024, an agreement with a first provider (offering a right management solution). The agreement grants a significant rebate on the subscription fee to IMPf members. The benefit has been proposed to IMPf members during a webinar organized in Q4 2024, after which 14 IMPf Members expressed strong interest. The negotiation with a second vendor (offering a catalogue management solution) has made good progress and an agreement is expected prior to completion of the project. A webinar with this second vendor will be organized to present the solution and the discount protocol to the IMPf Members.

IMPf hosted 4 online training webinars for IMPf members.

Who we worked with

On Tuesday 20 February IMPf hosted its first online webinar of the year “**Is Data Relevant to Make A&R Decisions.**” The discussion topics: A&R remains predominantly the “raison d’être” of music publishers — identifying and signing new talent and investing in the development of new songwriters, composers, and lyricists. But in the digital era, is the A&R process different? How much does data inform the decision process? And what kind of data can be used? In the end, do analogue tools (i.e. the ears, experience, and taste of A&R executives) still trump the new digital systems? A group of A&R executives from different horizons shared their views on the new A&R landscape. Panellists included: **Kim Frankiewicz**, EVP Worldwide A&R, Concord Music Publishing (UK); **Jodie Ferneyhough**, President, CCS Rights Management (Canada); **Tony Alexander**, President, Made in Memphis Entertainment MIME (USA); **Rhiannon Bramley**, A&R, Bucks Music Group, (UK).

On Tuesday 7 May IMPf hosted an online webinar “**In conversation with Dr. Tobias Holzmüller, CEO of GEMA.**” The discussion topic: Dr. Tobias Holzmüller, CEO of GEMA in conversation with IMPf about his vision for GEMA and the state of the market for royalty collections in Germany and the rest of the world, and touching upon topics such as Generative AI and European policy issues.

On Wednesday 17 July IMPf hosted an online webinar “**New Markets; big expectations.**” The discussion topic: Large parts of the world are opening-up to music publishing and are starting to provide meaningful streams of revenues. Music publishers are building partnerships or establishing companies in new markets, whether they are in Europe, South-East Asia, the Middle East, Latin America, or Africa. Exploring the

“Hows and Whys” of investing in and monetising new markets. Panellists included: **Thando Makhunga**, Managing Director, Sheer Publishing/Downtown Music Publishing (South Africa); **Achille Forler**, Founder, Silk Roads Communications (India); **Spek**, Founder & CEO, PopArabia/ESMAA (Abu Dhabi/MENA); **Kertu Mägar** Founder FAAR Music Estonia (Central and Eastern Europe).

On Tuesday 12 November IMPF members were invited to attend a webinar presentation “**An Introduction to Curve Royalty System.**” Curve Royalty Systems is an online solution to manage catalogue, calculate royalties and deliver statements to songwriters and publishers.

On Tuesday 03 December IMPF hosted an online webinar “**How to Make the Best of New Digital Tools to Drive Revenue?**” The topics discussed: A wide range of new digital tools now offer rights holders the possibility to further monetise creative content. This webinar reviewed some of the new services or applications that allow music publishers to develop their businesses, better protect their rights and monetise their catalogues. Panellists included: **Natalie Birocheau**, CEO, Ircam Amplify (France); **Gaurav Sharma**, Founder and CEO, Hook (USA); **Jessica Powell**, CEO, Audioshake (USA); **Danny Garcia**, CEO and Co-Founder, SongTools (USA); **Chantal Epp**, Founder, ClicknClear (UK); **Jean-Luc Biolet**, CEO, Music Story (France); Moderator: **Emmanuel Legrand**, Creative Industries News.

An online presentation webinar '**Introduction to Soundcharts**' took place on January 14, 2025 exclusive to IMPF Members.

Beneficiaries

The IMPF membership.

Outcomes/Next Steps

Final Summary Reports will be available in March 2025.



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IMPF (Independent Music Publishers International Forum) is the global trade and advocacy body for independent music publishers worldwide. IMPF helps to stimulate a more favourable business environment in different territories and jurisdictions for artistic, cultural, and commercial diversity for its music publisher members and the songwriters and composers they represent. www.impforum.org