

NETWORK 2.0 - 101186586

Work Package Number: 7

DELIVERABLE: D.7.2.D48**Name: Annual Communications Reports, Press Releases, Clipping, Year One¹****Deliverable date: 31 December 2025****Executive Summary**

IMPF's mission is to represent and amplify the voice of the global independent music publishing community, to build upon existing channels to increase engagement, visibility, and advocacy, with an ongoing, holistic internal and B2B com operation that makes use of social channels, the IMPF website and a new IMPF Editorial Hub, as well as utilising IMPF's passionate international membership of independent music publishers.

IMPF's EU Network 2.0 Project activity is promoted across social media and key music industry trade titles, as well as on the [IMPF website](#), newsletter and four social media accounts:

[Twitter](#)[LinkedIn](#)[Instagram](#)[Bluesky](#)**Objectives:**

- Increase IMPF's profile and influence in global policy and music industry conversations.
- Provide regular, transparent, and valuable communications to members, associate members and Friends & Supporters.
- Increase member participation in social media campaigns and events
- Strengthen IMPF's presence in professional and policy media
- Enhance member engagement and collaboration across global territories
- Ensure consistent and strategic messaging across all channels.

¹ Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or EACEA. Neither the European Union nor the granting authority can be held responsible for them.

Activity 2025

IMPF keeps members and wider industry stakeholders informed of its advocacy and lobbying activity via its website, newsletter and social media channels, as well as having direct contact with the music industry press such as Music Week, Record of the Day, CMU, IMI and Creative Industries News.

Through its social media platforms IMPF has promoted activities directly relating to Network 2.0 activities including music publisher events, publisher development grants, song camps, trade missions and online webinars.

Along with this report is an extensive overview of the campaigns and promotional posts that have been communicated on IMPF's social media platforms. During 2025 IMPF published 976 posts to social media platforms.

Social Media Statistics 2025

Reach	Impressions	Views	Likes	Shares	Comments
75,039	63,835	123,497	5,015	130	83

*IMPF ceased posting on Twitter in 00/00/2025

IMPF Song camp Palma Instagram

Separately, this year IMPF launched a new Instagram account especially created to promote the Song camp in Palma. Here are the engagement statistics from 47 posts that were published between 16 September to 18 December 2025.

Views	Likes	Shares	Comments
389,085	3,097	258	53

IMPF keeps its members informed through regular Newsletter Updates bringing the latest news on membership, advocacy, events and other industry related news.

General Newsletter Statistics 2025

Newsletter Title	Date	Deliveries	Link
Creative Europe Special	07/02/2025	574	Click here .
Palma Summit Information	20/02/2025	612	Click here .
Palma Summit Information	06/03/2025	495	Click here .
Newsletter Issue 1	21/03/2025	630	Click here .
General Assembly Special	10/04/2025	643	Click here .
Palma Summit Information	17/04/2025	747	Click here .

Webinar - New Trends in Music Tech	25/04/2025	636	Click here .
Palma Songcamp	06/05/2025	502	Click here .
Webinar - Games and Music	08/07/2025	683	Click here .
Newsletter Issue 2	25/07/2025	713	Click here .
Newsletter Issue 3	16/09/2025	738	Click here .
Palma Special	16/10/2025	1005	Click here .
Webinar - Mental Health Research	14/11/2025	743	Click here .
Newsletter issue 4	20/11/2025	742	Click here .
Webinar Reminder - Mental Health	28/11/2025	742	Click here .
Spring Assemblies and Trade Mission	11/12/2025	733	Click here .
Newsletter issue 5 - Global Market View	17/12/2025	738	Click here .
Seasons Greetings 2025	22/12/2025	1211	Click here .

IMPF News and Press Release January 2025 – December 2025

Date	Title	Links
31 January 2025	IMPF Secures second round of EU funding as part of the Creative Europe Programme	IMPF News Music Week News
04 February 2025	Creative Media Authority partners with PopArabia to launch songwriting camps (IMPF Mention)	BroadcastPro
04 February 2025	Creative Media Authority partners with PopArabia to host songwriting camps in Abu Dhabi (IMPF Mention)	Abu Dhabi Media Office
07 February 2025	Cultural and Creative sectors call on AI Summit Paris to Support Creators	IMPF News
07 February 2025	Actions – not just words: the AI Summit must formally reaffirm respect for copyright and related rights	Snepmusique

	(IMPF Mention)	
27 February 2025	Merlin Takes Aim At UK's Proposed AI Training Law, Warns of 'Irreparable Damage' to Human Artistry (IMPF Mention)	Digital Music News
28 March 2025	Joint Statement on the Third Draft of the GPAI Code of Practice	IMPF News
29 March 2025	Déclaration conjointe des titulaires de droit sur le 3eme projet de code de bonnes pratiques (IMPF Mention)	Snepmusique
2 April 2025	Independent Music Publishing Sector's Value Up 5.7% YoY in IMPF's Global Market View	Digital Music News
03 April 2025	Global Market View for Independent Music Publishing Fifth Edition 2025 launched	IMPF News
03 April 2025	IMPF: Independent music publishing sector valued at €2.6 billion	Music Week
03 April 2025	Independent music publishing value up 5.7% to €2.57bn in 2023	Musically
03 April 2025	Latest IMPF report shows indie music publishing revenues grew, even though market share dipped	Complete Music Update
04 April 2025	Global independent music publishing sector was worth \$2.8bn in 2023, up 5.7% YoY (report)	Music Business Worldwide
08 April 2025	IMPF launches new EU co-funded projects for Independent Music Publishers	IMPF News
08 April 2025	IMPF unveils Network 2.0 Project, pledges to 'empower independent publishing community'	Music Week

08 April 2025	Independent music publishing market hits €2.57 billion	RouteNote
13 June 2025	AFEM publishes some AI principles to protect music creators (IMPF Mention)	Musically
1 July 2025	Let culture lead us forward – increase the budget of Creative Europe	IMPF News
30 July 2025	IMPF joins a broad coalition of rightsholders across the EU's cultural and creative sectors regarding the AI Act implementation measures	IMPF News
04 September 2025	EU Presses Pause on UMG's Downtown Acquisition (IMPF Mention)	Digital Music News
05 September 2025	EU suspends probe into UMG's proposed Downtown Music acquisition (IMPF Mention)	MusicinAfrica
08 September 2025	Boutique Music Rights Specialist 22D Music Group Acquires Velvetica Music (IMPF Mention)	Digital Music News
24 September 2025	Europe's Music Sector calls for AGORAEU to provide Funding and Policy Strategy reflecting the economic, social and cultural importance of music	IMPF News
24 September 2025	20+ Music Business Organizations Back the IMPF In a Call for Comprehensive Policy Strategy and Ambitious Budget for Europe's Music Sector	Digital Music News
25 September 2025	Europe's music sector call for a comprehensive policy strategy and an ambitious budget for Europe's music sector within AgoraEU (IMPF Mention)	Record of the Day

02 October 2025	8 heavyweight keynote speakers set for IMPF Global Music Summit 2025	IMPF News
02 October 2025	IMPF Global Music Summit returns to Palma with Peermusic CEO Mary Megan Peer among keynote speakers	Music Week
22 October 2025	IMPF establishes key targets across tech, data and emerging markets at Global Music Summit	IMPF News
22 October 2025	With record attendance numbers at Global Music Summit Palma, IMPF establishes key targets for sector	Music Week
29 October 2025	European Commission Resumes UMG-Downtown Acquisition Review—Putting a New Deadline on the Table (IMPF Mention)	NewsBreak
30 October 2025	The IMPF Global Music Summit receives honour at the AUPA! Awards	IMPF News
30 October 2025	Reservoir Media applauds Annette Barrett for AUPA honor	TU News
04/12/2025	IMPF statement urging music publishers not to accept AI licensing agreements that don't allocate 50% of proceeds to songwriters and publishers	IMPF News
04/12/2025	Indie publisher trade body says members should reject AI deals that do not value songs properly	Complete Music Update
05/12/2025	IMPF calls for parity between songs and recordings in AI deals	Musically News
09/12/2025	IMPF Key Principles for Fair and Sustainable AI Licensing	IMPF News
10/12/2025	IMPF unveils a series of key principles for CMO licensing models for Generative AI	Creative Industries News
17/12/2025	Independent music publishers generated €2.7bn in 2024 globally – up 5.1% YoY	IMPF News

17/12/2025	IMPF: Independent music publishing sector sees 5.1% revenue increase as market share holds steady	Music Week News
18/12/2025	Global value of music copyright grew 5.2% to \$47.2bn in 2024	Musically News
18/12/2025	Indie music publishers saw revenues grow 5.1% to \$2.9bn in 2024: IMPF	Music Business Worldwide
18/12/2025	Independent music publishers generated €2.7bn in 2024 globally - up 5.1%	Record of the Day
26/12/2025	IMPF's Annual Report	Billboard

IMPF will continue to promote its activities, under the Creative Europe programme, via its website, newsletter, social media channels and trade press links.

Beneficiaries

IMPF members and the wider industry.

Outcomes/Next Steps

IMPF press releases and statements were published throughout 2025 in news media and on the IMPF Website. IMPF was also mentioned in various media in articles relating to advocacy, events and other industry related news.

IMPF will continue to expand its communications to Members, Associate Members, Friends and Supporters as well as the wider industry through newsletters and news articles and social media platforms.

