

fxr.

Music
moves
Europe

MUSICARE



Co-funded by
the European Union

MusicAIRE final event

**Empowering EU creator, manager and collecting societies
to improve music royalty data-handling for fairer remuneration post COVID-19**

FXR ('fixer') is a tool to help creators be in control of their music royalty income

The music industry is known for music royalties slipping through the cracks due to data problems

It's our mission to create a fairer music industry

Back to school!

**Music Royalties 101 from a
creator's perspective**

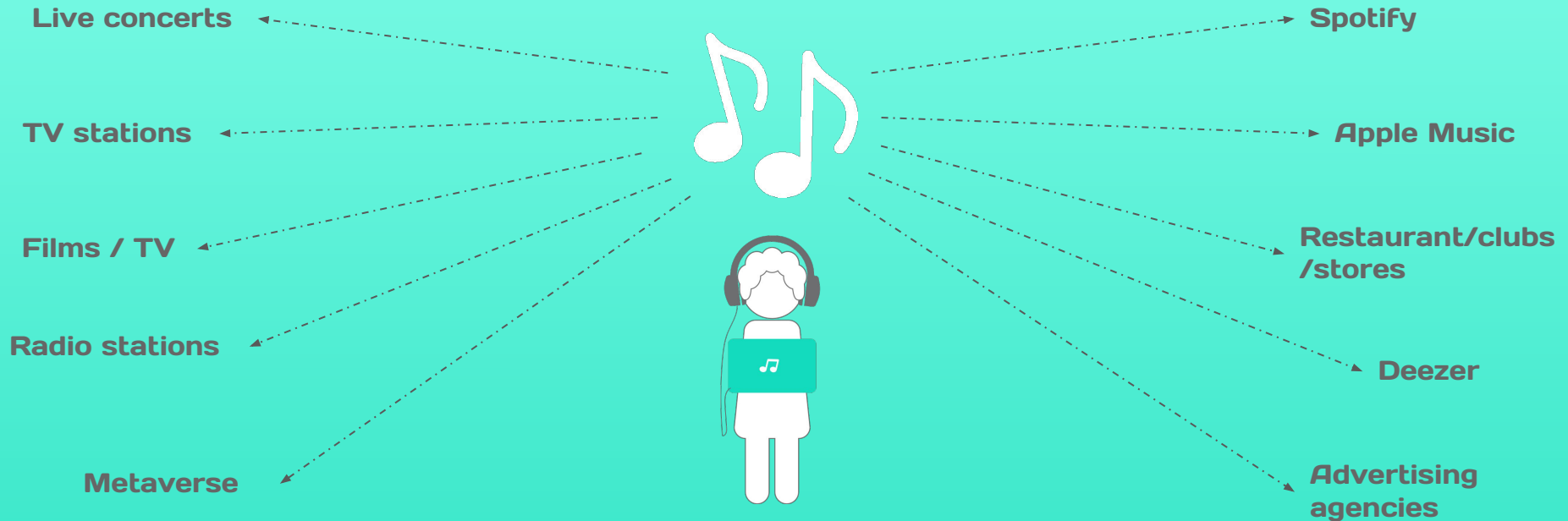
Say this is an European music creator



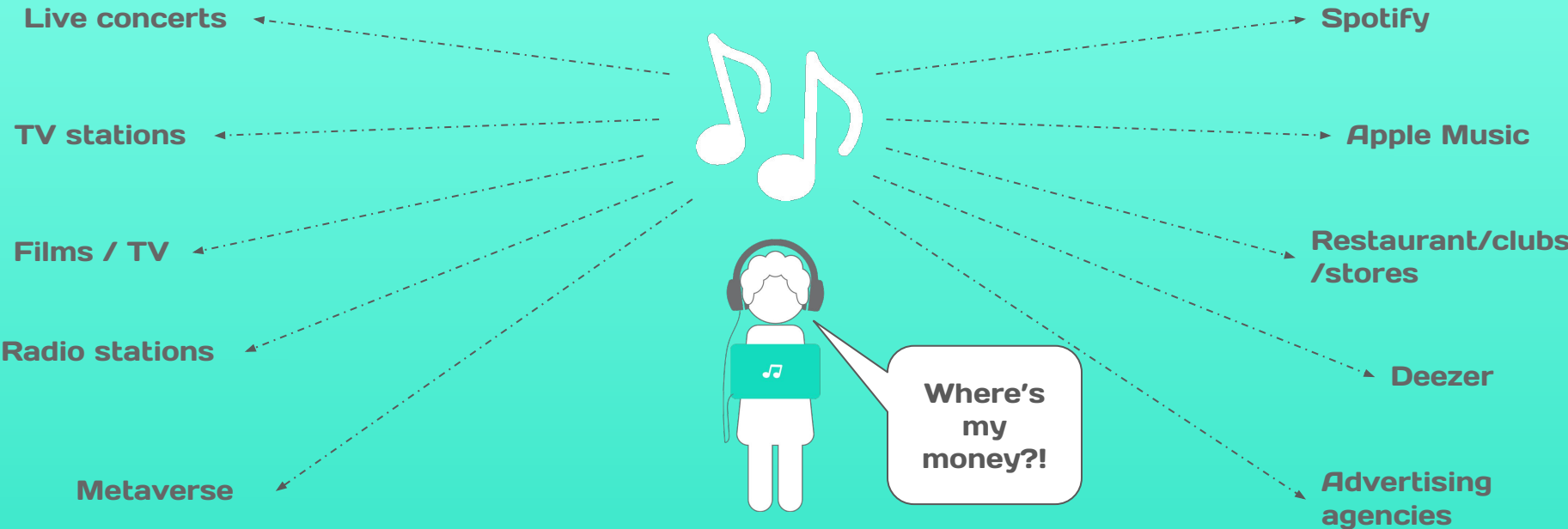
She has a great musical idea, records it, and...



The song goes out into the world and becomes an overnight success!



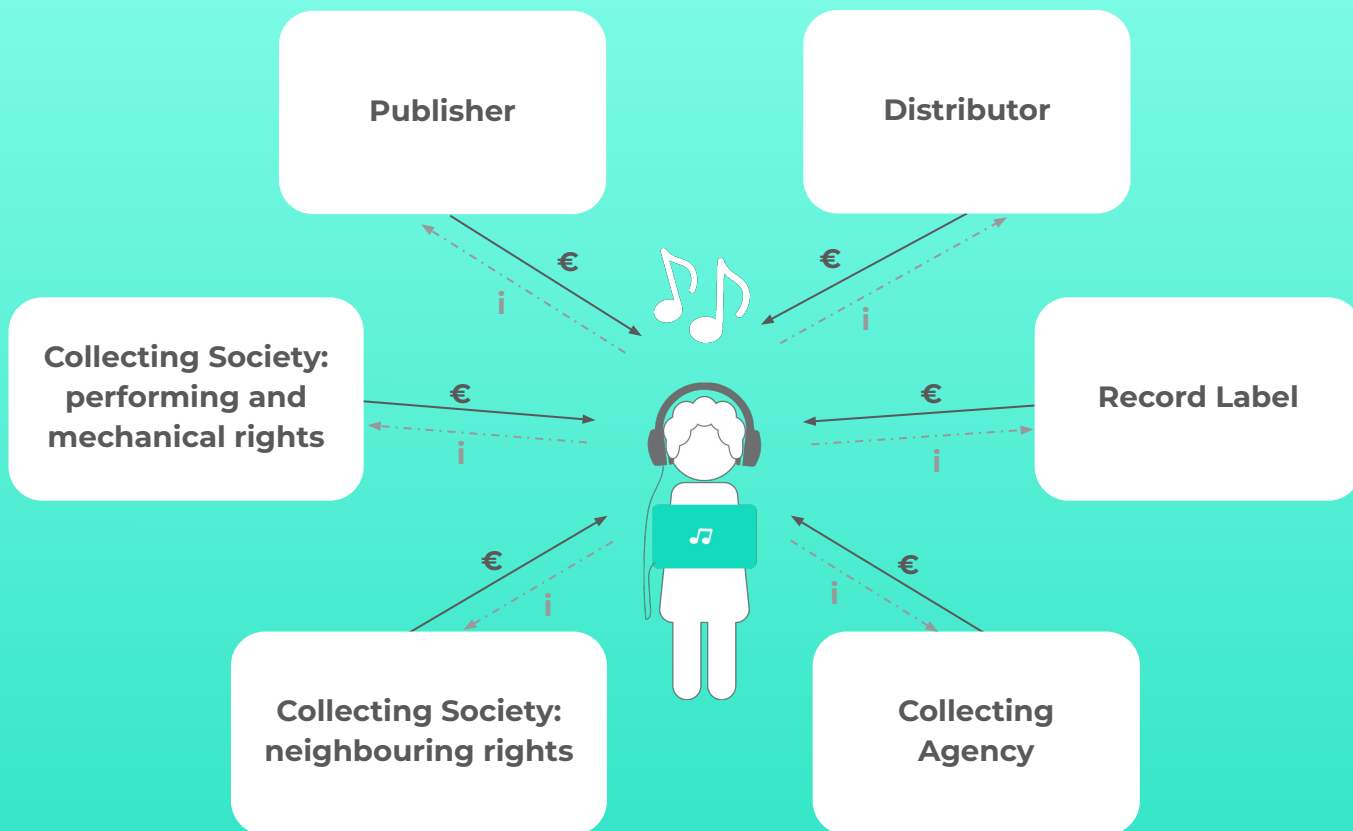
The use of her music generates music royalties, how does she receive them on her bank account?



Organisations collect on the creator's behalf, part 1



Organisations collect on the creator's behalf, part 2



A complex web of international payment transactions



Our **MusicAIRE** project

**Empowering EU creator, manager and collecting societies
to improve music royalty data-handling for fairer remuneration post COVID-19**

What did we do? (1/2)

FXR gave creators from five European countries access to our application, where they were able to upload music royalty data they had received from their collecting societies and use FXR to better understand their data

What did we do? (2/2)

- **FXR performed a comparative analysis between different collecting societies and how they send data to creators, focussing on data interpretability, standardisation, quality, etc**
- **Collaboration with Chris and Sam from CMU, two music rights experts with extensive knowledge about music royalties**
 - **FXR x CMU white paper - available at www.fixingmusicdata.com**

How could we fix music data?

The Results

Data should be better: you can't expect creators to download over 1000 files to understand their royalty income of 3 years

Data can be better: some organisations provide great data which shows it's possible, but nobody's perfect

Better data makes it easier for everyone: once FXR had cleaned and presented data in a better way, creators were able to spot problems easier, and find missing money quicker

Recommendations

Collective management organisations are an essential backbone to help creators get paid. They are conduits and custodians of data

Any policy aimed at improving this ecosystem must prioritize the creator as the ultimate end user of this data flow

There are benefits to all stakeholders in the music ecosystem from improved data quality and data utility

Next Steps

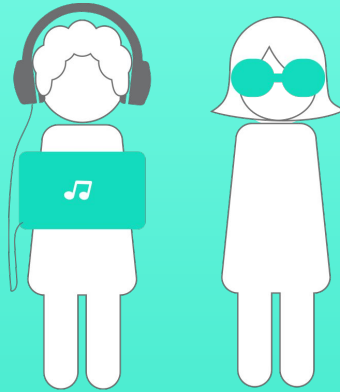
We'll share the white paper with national and EU creator and manager lobby organisations, and the broader industry

We've identified a number of areas where follow up research could be valuable for creators, and are exploring how we can continue to push for improvements

Finally

Thank you MusicAIRE! Your support of this project has significantly accelerated FXR's attempt to fix music data and help creators get paid fairly

fxr.
insights that get you paid



THANKS!

Questions?
hello@fxr-insights.com

FXR x MusicAIRE

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